Rubric for evaluating NEWS REPORTS, EOSC 310

Use this rubric as a guide. Write the categories (left side) on your index card. Evaluate each category on a scale of 0-4. Write comments on reverse side of card.

Category	Excellent (4)	Good (3)	Adequate (2)	Inadequate (1)
Opening & intro	Clearly, quickly established the focus of the presentation, gained audience attention	Established focus by the end of the intro, but went off on a tangent or two. Gained attention.	Audience had an idea of what was coming, but the intro did not clarify the main focus.	Little or no intro, such that audience did not know the speaker's main focus.
Clarity & Organization	Main points clearly stated and explained; logical, smooth organization	Main points fairly clear; some missing links or transitions.	Main points must be inferred by audience; holes are evident.	Presentation jumps among random topics. Main points unclear
Content	Evidence clearly presented. Thorough, knowledgeable interesting, logical. Assumptions and interpretations clear, and clearly identified.	Evidence perhaps not quite clearly separated from assumptions and interpretation of evidence, but story is logical.	Evidence, assumptions, and interpretation difficult to untangle from one another.	Lacks key observations. Evidence unclear. Appears largely opinion-based.
Style & Delivery	Audience could see & hear speakers clearly. Effective pauses and verbal intonation.	Audience could see & hear speakers clearly, Most pauses & verbal intonation were effective.	Audience could mostly see & hear speakers. Speakers show some hesitation or uncertainty.	Speakers spoke to the screen or mostly to one person in the audience. Poorly timed. Appears to have not practiced.
Visual Aids	Well-selected, well-placed images and text. Figures clearly support ideas presented without extraneous info.	Reasonable images and text, not always well-placed. Figures clearly support ideas presented. May have some extra/missing info	Some chosen images extraneous to presentation or marginally support presentation. Too much/little extra detail.	Chosen images and text marginally useful. Too much/little extra detail. Lack of connection to topic.
Summary	Conclusions clearly stated. Summary integrated main points and brought the presentation to a logical & effective closure	Conclusions stated. Summary perhaps not quite fully supported by evidence shown, but main points clear.	Summary shown but poorly explained by speaker. Audience has to summarize for themselves.	Summary non-existent or very abrupt. Lack of synthesis.
Addressing questions	Questions handled with confidence and in a knowledgeable way. Speaker clearly demonstrated further depth of knowledge than just the information in his/her presentation.	Questions handled in a knowledgeable way but with some hesitation. Speaker clearly demonstrated further depth of knowledge than just the information in his/her presentation.	Speaker made a strong effort to answer questions, but lacked depth of knowledge beyond what he/she already presented.	Speaker lacked answers to obvious questions the audience would be likely to ask. Speaker struggled to link answer to content of presentation.