

MUSTANG MORNING NEWS BLOGGING CRITERIA AND GRADING RUBRIC

Blogs are a way to easily report stories from anywhere, and also provide a way to cover newsworthy topics that we don't have room for in the live newscast. As such, they should meet the same professional standards as any other newscast you create for the show.

REQUIREMENTS

- Blogs must be your own, original reporting (not just linking to articles/video from other news organizations)
- Always include 20-30 second edited video and/or still images (must be your own). Images provided by other sources must be approved by producers prior to deadline, and use appropriate photo credits.
- Include multiple relevant links to other websites that help enhance the viewer knowledge of the topic
- Be 200-300 words in length
- Include your reporter twitter name (i.e. @mattsternnews).
- Select the appropriate blog category
- Use appropriate tags
- Use correct formatting and protocols for the MMN Wordpress site

GRADING

Grading will be based on the following criteria:

Meeting the requirements above

Meeting deadlines as assigned by producers or adviser

Newsworthiness

- is this worth covering and why?
- has this already been covered?
- If so, how does this blog entry provide new information or a new angle on that topic?

Timeliness

- why post this blog NOW?
- info is useful to the audience (enough time to use the info/facts, or it covers an event/topic that happened very recently)

Use of video

- In most cases, your blog should be an edited, video newscast
- The video is edited with the same technical and journalistic standards as a newscast
- includes accurate & appropriate titles

Use of images

- in lieu of video, multiple still photos should be used (wide, medium, tight; provide context; show, don't tell, etc.)

Content

- use of facts and background info
- accuracy
- info provides context

Writing (use broadcast style)

- conversational
- correct grammar & spelling

Use of hyperlinks

- include multiple links
- links enhance the story by leading viewers to a variety of sites related to the topic or people & groups involved, and possibly other news stories from reputable organizations