



CADET STAFF DUTY ANALYSIS EVALUATION RUBRIC



CAPID:

Cadet Name:	Achievement:	Date:
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MEDIA PACKAGE

	Yes	Partially	No
News Story Content			
1. Headline grabs attention	2	1	0
2. Lede (1 st or 2 nd line) contains most important information and captures attention	2	0	0
3. Story answers Who, What, Where, When, How, and Why	2	0	0
4. Story is factually accurate	2	0	0
News Story Mechanics			
5. Everyday language is used; no jargon or acronyms	2	0	0
6. Story is free of grammatical and spelling mistakes	2	0	0
7. Boilerplate about CAP is attached at story's end	2	1	0
8. Author's name and contact information is included	2	1	0
Photos & Tweet			
9. At least 2 high-resolution photos are included and they visually tell a story	2	0	0
10. Cutlines explain photos and correctly identify people depicted	2	1	0
11. Concise, informative Tweet included (140 characters) and hashtag	2	1	0
Overall			
12. Overall package presents CAP in a positive light	2	1	0

Mandatory Qualities If the cadet scores a 0 in any of the shaded categories, the cadet must edit and resubmit the media package to earn credit.

Senior Mentor / Evaluator	Total Points Earned (minimum 18 of 24 to pass)	MEETS STANDARDS	
		REQUIRES REVISION	

Senior Mentor's Comments