

LE FLAMBEAU CAPTION RUBRIC & COPY EDITOR REVIEW

The copy editor who evaluated this piece of copy is NOT assigning a grade -ONLY the adviser does that; however, the editor is using this rubric which is the same rubric the adviser will use in determining your final grade. Adviser will assign a possible 5 pts. to each category with a total of 25 pts. Copy editor will simply put a 'yes' or 'no' for each item to show the reporter what needs revision. (SEE FATAL FLAWS BELOW)

REPORTER _____ CAPTION KICKER _____ COPY EDITOR _____

ACTION LEAD-IN / KICKER:

- _____ **Creative** Attention Getter (all caps followed by a period)
- _____ Shows **evidence** of **BRAINSTORMING creative** words and phrases.

BASIC INFORMATION-FIRST SENTENCE:

- _____ Shows **SOLID EVIDENCE OF RESEARCH / REPORTING**
- _____ One sentence that **thoroughly** describes action in the pic but **does NOT state the OBVIOUS**
- _____ Written in **present tense, subject verb order using active verbs- NO 'to be' verbs.**
- _____ Includes the **WHO, WHAT, WHEN, WHERE**
 - _____ **WHO** identifies everyone in the photo up to five people with **complete first and last names and a SPECIFIC I.D.**
 - _____ **WHAT** accurately describes the action in the picture. Author does not guess -**evidence** that she went out and reported to get the facts
 - _____ **WHEN** is very specific (exactly when the action is taking place-probably includes the date)
 - _____ **WHERE** is very specific (exactly where the action is taking place)
- _____ **Caption starts with a phrase** -one of **The Dozen Ways to Vary Caption Leads** (handout) and **NOT the name of student**
- _____ No **editorializing** or being '**omniscient**' - thinks, feels, likes, enjoys, etc.
- _____ The following words are **NOT** used: • **MANY • SEVERAL • A LOT • SUCCESS/ SUCCESSFUL • DEDICATED • SOME • DILIGENTLY • BONDING • SISTERHOOD • ETC....**

COMPLEMENTARY INFORMATION:

- _____ Discovers the **WHY** and reporter **expands coverage by going behind the scenes**
- _____ **OR** discovers the **HOW**. Reporter has **dug deep -gotten inside scoop. Info appeals to curious reader**
- _____ **Relates directly to the picture**
- _____ Written in **past tense, subject verb order using active verbs- NO 'to be' verbs.**
- _____ No **editorializing** or being '**omniscient**' - thinks, feels, likes, enjoys, etc.
- _____ **This something extra shows REAL reporting, info reporter had to LITERALLY go out and find**

DIRECT QUOTE:

- _____ **Meaty quote worthy of spotlight.**
- _____ Shows **evidence of good interviewing skills and REAL reporting, info reporter had to LITERALLY go out and find**
- _____ **RELATES DIRECTLY TO THE ACTION IN THE PICTURE.**
- _____ Attributed **subject verb order**, using '**said**' If second reference only last name. If first reference- first & last name and an ID

CORRECT ORDER:

- _____ Caption follows above order.

FATAL FLAWS: (Negative 5 points each instance)

- _____ **Editorializing** and or being **omniscient**
- _____ **Info not directly related to action in photo**
- _____ Vague, meaningless words -i.e. • **MANY • SEVERAL • A LOT • SUCCESS/SUCCESSFUL • DEDICATED • SOME • DILIGENTLY • BONDING • SISTERHOOD • ETC....**
- _____ In sports caption **if reference is made to future of next year's team**
- _____ In sports caption **if the outcome of the play is NOT given**
- _____ For **info that could have been gotten sitting in the lab**