

## Editorial Scoring Guide

Adapted from materials developed by Dr. Charles Whitaker,  
Kentucky Writing Program, Eastern Kentucky University

### Criteria: The writing ...

- Establishes and maintains a focus on a subject that is timely and relevant to a targeted audience.
- Has a lead that captures the reader's attention and focuses the purpose.
- Expresses the writer's opinion clearly.
- Brings out an emotional response from the audience.
- Provides the reader with new information or a different perspective on old information.
- Uses resources/outside information (survey, interview, Internet, magazines, books, etc.) effectively.
- Provides relevant details to support the purpose, showing an effort to engage the reader.
- Is organized in a way which is logical to the reader.
- Shows an effort to use a variety of sentence structures and lengths.
- Shows an effort to use precise, authentic, rich language that is appropriate for the reader and the purpose.
- Shows few errors in spelling, punctuation, and capitalization relative to length and complexity of the piece.
- Is revised and edited and presented in a form that reveals care and pride.

**S = Strength**

**/ = Satisfactory**

**X = Problem Evident**