



## The DOWNING Journalism Award Rubric

WWW defines “the West” as anywhere on the North American continent west of the Mississippi River, including Alaska and Hawaii, Canada west of Manitoba and Mexico.

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 This rubric was created by and for Women Writing the West, May 2018 [www.WomenWritingtheWest.org](http://www.WomenWritingtheWest.org)

	<b>Ineligible</b>	<b>Eligible – 5-10 points</b>
<b>1. Women Writing the West Theme</b>	Article does not reflect the West	Article reflects the West
<b>2. Women Writing the West’s Mission &amp; Goals</b>	Subject matter does not reflect WWW’s mission and goals, i.e. supports authors and other professionals in promoting the work of western women writers and/or contributions made by women and girls to the history, culture and growth of the American West	Subject matter reflects WWW’s mission & goals, i.e., supports authors and other professionals in promoting the work of western women writers and/or the contributions made by women and girls to the history, culture and growth of the American West

	<b>Ineligible</b>	<b>Eligible – 5-10 points</b>
<b>3. Publications</b>	Newsletters, online articles and blogs	Original article published in a print magazine, history journal, peer review or newspaper and copyrighted
<b>4. Article Narrative</b>	No clear point, premise or objective	Well-defined point, premise or objective
<b>5. Article Provides Conclusion</b>	Article does not provide a logical conclusion	Article restates and provides a logical conclusion
<b>6. Article Writing, Language and Style</b>	Article is not written with language and style that help the flow and pace of the story, and the reader is unable to create mental pictures and remain committed to reading the piece in its entirety	Article is written with language and style that help the flow and pace of the story, enabling the reader to create mental pictures and remain committed to reading the piece in its entirety