

Criteria	Points Possible	Points Earned
Relevant, interesting, clear main point; purposeful; appropriate for audience; timely; pertinent to journalism	3	
Tightly, concisely written	2	
Written well: engaging, compelling, conversational, distinct voice; free of spelling, grammar and style errors.	3	
Advances topic; includes research and analysis	1	
Good title, SEO friendly; use of keywords	2	
Includes byline	1	
Includes a "Read More" tag if appropriate	1	
Is "scanner-friendly"	1	
Includes images that do not violate copyright. Images link to originating sites. Image links open in new window/tab.	2	
Includes credible, relevant, useful links that open in new window or tab.	2	
Provides departure point for comment	1	
Responds to comments; engages readers	2	
Tagged, categorized properly	2	
Promoted on Twitter, using #j70 hashtag	1	
Meets deadline (minus 25 points if deadline is missed)	1	
<b>Total</b>	25	

**Remember:** Any blog not posted by deadline receives 0 points.

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