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| **CATEGORY** | 3D | 3 | 2 | 1 |
| **Content** | Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about. | Ideas were expressed in a pretty clear manner, but the organization could have been better. | Ideas were somewhat organized but were not very clear. It took more than one reading to figure out what the letter was about. | The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about. |
| **Writing** | Letters include a greeting and a closing.Letters explain the purpose and include facts about the topic and a description of the PSA story (what she will see in the PSA.)Letters include three or more authoritative sourcesLetters thank Ms. McDonald for her time in the concluding paragraph. | Letters include a greeting and a closing.Letters explain the purpose and include facts about the topic and a description of the PSA story (what she will see in the PSA.)Letters include two authoritative sourcesLetters thank Ms. McDonald for her time in the concluding paragraph. | Letters include a greeting and a closing.Letters explain the purpose and include facts about the topic and a description of the PSA story (what she will see in the PSA.)Letters thank Ms. McDonald for her time in the concluding paragraph.Letters include one authoritative sourceLetters fail to include one or more of the required components has been neglected. | Letters include a greeting and a closing.Letters explain the purpose and include facts about the topic and a description of the PSA story (what she will see in the PSA.)Letters thank Ms. McDonald for her time in the concluding paragraph.Letters include no authoritative sourcesLetters fail to include any of the required components. |
| **Format** | Uses block letter format correctly and complies with all the requirements for the format. | Uses block letter format correctly and complies with almost all the requirements for the format. | Usually block letter format correctly.Complies with several of the requirements for the format. | Rarely uses block letter format correctly.Complies with few of the requirements for the format. |
| **Conventions** | Writer makes no errors in grammar, spelling, capitalization, or punctuation. | Writer makes 1–2 errors in grammar, spelling, capitalization, and/or punctuation. | Writer makes 3–4 errors in grammar, spelling, capitalization, and/or punctuation. | Writer makes more than 4 errors in grammar, spelling, capitalization, and/or punctuation. |