FOR IMMEDIATE RELEASE

Danielle Molinar   November 3, 2016
Public Relations
Veteran's Day
210-215-1461
d_m289@txstate.edu

San Marcos's Annual Veteran's Day Parade To Honor Those Who Have Served

SAN MARCOS, November 3, 2016 – City residents will be honoring all those who have served at the annual Veteran's Day Parade, Saturday Nov. 5th in downtown San Marcos, starting with some free breakfast at 8:30am at the Hays County Courthouse lawn and followed by live entertainment leading up to the parade.

The parade will begin on Hopkins Street at the intersection of CM Allen and will travel toward the Courthouse. The parade will then turn left after passing the courthouse onto Guadalupe Street and then turn left onto San Antonio Street, continue traveling down and then turn left onto CM Allen Parkway. Last it will turn right onto Hopkins Street, making a return to the line-up area for disbanding.

Children are invited to join the Kiwanis Club Kids Bicycle Brigade! You can show your support for Veterans by decorating and riding your bike in the parade. There will be free decorating at the Courthouse lawn for the bikes and helmets where after you can join in as the Kiwanis Club members escort you into the parade. Ages 5 & older and bicycles, training wheels, and scooters are welcome. For more information, call Parks and Recreation at 512.393.8400. There will also be other kids activities surrounding the parade.

Veteran groups, bands, drill teams, civil clubs and all also more than welcome to march in the parade. All events mentioned surrounding the Veteran's Day Parade on Nov. 5th, are free to the public from 8:30am-12pm. San Marcos honors this annual event in show of appreciation to not only our local veterans but all those who have served.

The actual date for Veteran's Day this year is on Friday, November 11th, 2016. It is a public holiday to celebrate the anniversary of the end of World War 1 on November 11th and honors all US veterans, as well as victims of all wars. . This press release and additional information about San Marcos's Veteran's Day Parade are available on the San Marcos website, http://www.ci.san-marcos.tx.us/index.aspx?page=387&recordid=13576 or http://www.toursanmarcos.com/events/outdoors/veterans-day-parade.html

######

MC 1313: Introduction to Media Writing
Writing assignment assessment

0= unacceptable – 1=poor – 2=weak – 3=average – 4=good – 5=excellent

Lead 0 – 1 – 2 – 3 – 4 - 5 ….. **x 2 =** (10) _____
Creative, focused (no lazy leads.)

Writing & organization 0 – 1 – 2 – 3 – 4 - 5 …. **x 5 =** (25) _____
Concise, well-written, well-organized, good transitions, proper paraphrase and quote style.

Content 0 – 1 – 2 – 3 – 4 - 5 …. **x 4 =** (20) _____
Complete information, balanced, no opinion and no holes. NOTE: Points deducted for fact error or name misspelling. *

Sourcing 0 – 1 – 2 – 3 – 4 - 5 ….. **x 2 =** (10) _____
Appropriate number and type of sources for the topic. (Complete information filled in below.) Consideration given to the cultural diversity of the sources. Information properly attributed and sources fully identified. One source stories are not acceptable. <mark>You may not use friends, relatives, close acquaintances, current professors or other mass communication majors as sources. They present a conflict of interest. During Mass Communication Week, the ban on mass communication majors is lifted, but seek other sources when possible.</mark>

AP Style = (10)_____
<mark>*2 points deducted for EACH AP error; negative numbers indicate MORE than 5 errors.</mark>

Punctuation, Usage and Grammar = (25)_____
<mark>*5 points deducted for EACH PUG error; negative numbers indicate MORE than 5 errors.</mark>

- *THIS ONLY APPLIES IF THESE ERRORS OCCUR*
- *Further grade evaluation (deduction for fact errors and name misspelling, if applicable)*
Fact error or name misspelling (-10 to -50 point deduction)_____
Error deductions are based on type of fact that is wrong. For example, making a mistake about the time an event starts is a 25-point deduction because those types of errors cause readers to loose faith – AND miss the event. If a name was spelled correctly throughout the story but incorrectly once, the point deduction is lower.

<mark>**Total points** (100 pts.) *</mark>

Deadline is essential
Late stories will <u>not</u> be accepted.

######

	Excellent 5	Good 4	Average 3	Poor 2	Weak/Unacceptable 1-0
Lead 10 points	Focused & creative. News lead: contains many of 5 Ws & H. Feature lead: has nut graph. **A WOW lead**	Focused. News lead: contains some of 5 Ws & H. Feature lead: has nut graph. Needs little rewriting.	News lead: contains some of 5 Ws & H. Feature lead: has nut graph. Needs little rewriting but may be lazy lead	Lacks focus. Needs more information Feature lead: lacks nut graph. May have tense problems. *Needs rewriting.*	Lacks focus. Lacks vital information Does not match the story Feature lead: lacks nut graph. Tense problems, confusing. *Needs rewriting.*
Writing & Organization 25 points	Well written, organized, good transitions, proper paraphrases & quotes	Well organized and has transitions but needs some work, proper paraphrases & quotes	Fairly organized but needs improvement in transitions paraphrases & quotes	Needs some reorganization, Lacks succinct transitions, paraphrases & quotes	Needs significant reorganization and rewriting
Content 25 points	News worthy (has a news peg) and answers the 5 W s & H. Balance. No holes. No opinion.	News worthy (has a news peg). Answers the 5 W s & H. Balance. Some holes. No opinion.	Average news value, fails to answer some of the 5 Ws & H. Lacks balance or has holes, opinion	Weak news peg but answers some of the 5Ws& H. Needs balance. Some holes. Some opinion	Weak news peg, fails to answer some of the 5 Ws & H. Lacks balance. Holes, opinion
Sourcing 10 points	Best sources for topic, culturally diverse, all sides, attributed, full ID, 5+ sources	Good sources, some cultural diversity, several sides, attributed, 4/- or fewer sources	Average sources, not fully identified, Or perspectives missing, 3 or fewer sources	Average sources, not fully identified, Or perspectives missing, 2 or fewer sources	Lacking appropriate sources, lacking identification, not properly attributed 1 source / not sourced
AP Style 10 points	No AP style errors	1-2 AP Style errors	3-4 AP Style errors	5 AP Style errors	6-7 AP Style errors
Grammar, Spelling, Punctuation 25 points	0 GSP errors	1 GSP errors	2 GSP errors	3 GSP errors	4 / 5 GSP errors
Fact Error	No fact errors		Seldom does a fact error fall into a lesser category		Major fact error (wrong year, incorrect town, causes reader confusion, etc.)

######

Name Misspelling	No name errors		Careless name error (leaving h off Pittsburgh)		Incorrect proper name spelling (mayor, etc.)
Deadline	On deadline	------------------	------------------	-----------------	**Late stories not accepted**

######