

Newsletter Checklist

By Campbell Rodriguez

- ☐ Supporting Components
 - ☐ Title and accompanying photographs or illustrations are relevant and helpful.
 - ☐ Components accurately convey the topic of the story.
 - ☐ Components engage the reader by arousing curiosity or interest in the topic.
- ☐ Lead
 - ☐ Introduces the topic of the article.
 - ☐ Engages the reader by arousing interest in the topic.
 - ☐ Presents material from the reader's point of view.
 - ☐ Suggests the scope of the article.
- ☐ Body
 - ☐ Presents relevant background and history to make the topic understandable.
 - ☐ Explains significance and broader implications of the topic or recommendation.
 - ☐ Illustrates main points with specific examples and data.
 - ☐ Uses transitions to connect the article's main points or major components.
- ☐ Conclusions
 - ☐ Emphasizes the significance of the topic to the reader.
 - ☐ Repeats the most important point.
 - ☐ Provokes the reader to think more deeply about the topic.
 - ☐ Provides the information necessary for the reader to respond or to take the desired action.
- ☐ Language
 - ☐ Appropriate for the audience and the purpose.
 - ☐ Word choice is clear, specific, accurate and free of jargon.
 - ☐ Sentences are free of wordiness and ambiguity.
 - ☐ Paragraphs are brief and sharply focused.
 - ☐ Quotations or testimonials illustrate and reinforce the main points.

- ☐ Copy is carefully edited and free of distracting errors in spelling, grammar, and punctuation.