Newsletter Checklist

Created: 1/1/2012

# Tasks:

☐ **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.**