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.