

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.