

EDITORIAL CHECKLIST

HEADLINE

- Follows guidelines for print headline if it is a print editorial
- Includes and follows guidelines for print subheadlines if it is a print editorial. Subheadline should clearly outline the opinion being expressed
- Follows guidelines for an online story headline if it is being published online

LEAD

- Original and gets the readers' attention
- Opinion of the writer is clear from first paragraph
- Written in third person and active voice

VIEWPOINT

- States a clear opinion
- Issues a call to action through argument based on evidence
- Convincingly argues point of view
- Proposes a solution to the problem (optional - depends on topic)

EVIDENCE

- Well-Researched
- Uses Compelling evidence to support the opinion
- Cites reliable sources
- Uses valid examples
- Presents logical reasons

COUNTERCLAIM

- Acknowledges counterclaims
- Refutes counterclaims

WRITING STYLE/ORGANIZATION

- Strong and effective writing with a clear voice and variety of sentence structures/lengths;
- Uses language, style and tone appropriate to its purpose
- Tightly written
- Strong and effective word choice
- Reasons and evidence are organized logically and consistently throughout the argument
- Transitions logically to connect evidence and reasons to the claim

PARAGRAPH FORMATTING

- Should have "Skinny" paragraphs (1-3 sentences per paragraph)
- Only one space after a period

AP STYLE

- Check commonly missed AP Style format for dates, money, percents and time
- Edited for Oxford commas
- Edited for sports terms and scores (i.e. our school's score in a game is always listed first.
- Identifies all people, including coaches and teachers, by their first and last name on first reference and then last name on subsequent references

GRAMMAR/SPELLING

- Story is well edited and spell checked; NO errors, including the proper spelling of all names
- Punctuation is accurate
- Consistent application of capitalization skills
- Grammar and usage are correct and contribute to clarity and style

ACCURACY/EFFORT

- Details are thorough and factual; there are no errors in content
- Evidence of substantial time; student is working at highest potential

PHOTOS

- Story has a photo or graphic to accompany it
- Photo or graphic follows copyright guidelines. (it is preferred that the photo be a candid, i.e. non-posed photo, that was taken by a student on staff)
- Photo has a caption, which follows caption writing guidelines and gives credit to the photographer

WORD COUNT

- Has a MINIMUM WORD COUNT of 600 words for online editorial
- Has appropriate word count for print - half page editorials are 800-900 WORDS