ONLINE STORY CHECKLIST

HEADLINES

- [ ] Should not be cute or catchy like in the print issue
- [ ] Should be like a print subheadline & have a subject and a verb
- [ ] Tell the reader what the story is about
- [ ] Need to include key words for SEO (Search Engine Optimization)
- [ ] Only the first word and proper nouns should be capitalized

LEADS

- [ ] Should be interesting and catch the readers attention
- [ ] Use a feature lead for feature stories (there are 7 types)
- [ ] Use a news lead for a news story (5 w's)

PARAGRAPH FORMATTING

- [ ] Should have "Skinny" paragraphs (1-3 sentences per paragraph)
- [ ] Leave a blank line inbetween paragraphs. Don't indent paragraphs.
- [ ] Only one space after a period

SOURCES/RESEARCH

- [ ] Story should be well researched and all information should be attributed to the proper source
- [ ] Information must come from reliable and verifiable sources
- [ ] Should have at least 3 sources and they should be relevant, not just students that you know
- [ ] Look for expert sources
- [ ] Look for sources that tell two sides of the story or add another perspective

QUOTES/ATTRIBUTES

- [ ] Quotes are interesting and add something to the story
- [ ] Don't quote things that are fact-based and can be mentioned in your story without a direct quote
- [ ] Break up longer quotes by putting the attribute in the middle
- [ ] "Said" should come AFTER the name of the source and is the only acceptable word to use
- [ ] In sports stories, identify the player by position and include their jersey number after their name i.e. quarterback John Smith (25) said

LINKS

- [ ] Provide at least two links in your story to either something on EagleEye.news or another website
- [ ] Choose a phrase in the story that will be linked to the outside website. Don't insert web addresses into the story. Link it to text in the story
- [ ] The link should be providing additional information or linking to research mentioned in the story or linking to a related story on our website
- [ ] Should not be Wikipedia or the top hit on Google. Links need to be relevant and from reliable sources

PHOTOS

- [ ] Story has a photo or graphic to accompany it
- [ ] Photo or graphic follows copyright guidlines. (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
- [ ] Photo is inserted into the story and appears in the top left corner. Story wraps around it
- [ ] Photo is also set as the FEATURED IMAGE

TAGS

- [ ] Filled in key words for SEO purposes
- [ ] Marjory Stoneman Douglas High School, MSD, Stoneman Douglas
- [ ] The names of every person that is interviewed or mentioned
- [ ] The reporter's name
- [ ] Any key words that apply to the story
- [ ] Tags are not hastags. Do not format them that way

CATEGORIES

- [ ] Story is assigned to a category (not listed as uncategorized)
- [ ] Story is assigned to the approrpiate category
- [ ] Uncategorized is removed

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

FOLLOWS FORMAT

- [ ] Follows the format for type of story; student has consulted appropriate checklists for the story type i.e. News Story, Caption, Headline checklists, etc.