

Writing and Photography	
Body Copy	Headline
<ul style="list-style-type: none"> • Accurately records the history of the year • Uses feature leads • Story has a unique focus • Quotes are story-telling • Quotes are correctly attributed • Transitions help reader move through story • Uses third person, objective voice • Opinion is found only in direct quotes • Contains specific details • Evidences careful editing and stylebook use 	<ul style="list-style-type: none"> • Contains main and secondary heads • Written in present tense • Eliminates unnecessary words • Draws reader into story • Usually has one main head per spread • Is Technically correct • Design is consistent within sections • Feature heads combine subject/verb • Avoids labels (Football, Cheerleaders, English, etc.)
Caption	Photography
<ul style="list-style-type: none"> • Every photo has a caption • Answers the 5 Ws and H about photo • First sentence written in present tense • Remaining sentences written in past tense • Consistent typeface and size used within section • Visual and verbal leads link caption to photo • Does not state the obvious • Evidences careful editing and stylebook use • Group photo captions have consistent format Front Row: Second Row: Back Row • Never uses left to right • Has no gag captions • Never puts words in anyone's mouth • Reports the outcome of the action shown 	<ul style="list-style-type: none"> • Consistent contrast • Sharp focus • Strong center of interest • Cropped to center of interest • Action and/or reaction • Natural-looking coverage • Good photo techniques • Faces center focus • No digital manipulation • Group photos cropped effectively (at waist, above head, at sides) • No formations, hidden faces • Varied content