Editorial Checklist
For editors and copy editors to consider when reviewing an article.

**USES AND OBJECTIVE PERSPECTIVE**
- Are any of these words used in the news or feature article, with the exception of quoted material: I, you, me, we, us, our, your, etc.?
- Do any words indicate how the writer feels about the topic?
- Does the writer avoid cheerleading for the school?

**STATISTICS ARE NONPARTISAN**
- When results from polls or surveys are used, does the article state when, where, how and by whom the poll was conducted?
- Does it report how many were polled?
- Does all data come from reputable sources?

**PROVIDES MULTIPLE INDEPENDENT SOURCES AND IS FAIR**
- Are there at least three independent sources in the article?
- Does the article contain at least three quotations from different sources?
- For an article on a controversial subject, does it include fair representation of opposing viewpoints?
- Were all relevant segments of the school community (administrators, teachers, staff) given a chance to respond?

**RELIRES ON ORIGINAL REPORTING**
- Can you find anything in the story that seems like a generalization?
- Is the article substantially reported by the student journalists as opposed to repeating previously published material?
- Have experts - either in-school or outside of school - been interviewed?

**LIMITS ANONYMOUS SOURCES**
- Does the writer use anonymous sources?
- If so, are the reasons spelled out in the story?

**STATISTICS ARE NONPARTISAN**
- Use keywords in headlines and throughout the article (Hint: type the topic in Google to discover keywords)
- Add subheadings - they make the article easier to read
- Add links - both internal and external, they help SEO
- Make sure that photos have a caption

**Procedures**
As a matter of practice, we do not give articles back to the interviewee for their review.

We can give a heads up before the article goes live, but that is a courtesy. Not to invite editing or revising.

We can and should read back quotes during an interview process. There is no need to disrupt the interview's flow with a readback. But as you finish an interview, you can recap and make sure you got the quote correctly.

While faculty and admin may not be at liberty to give you student emails, you are free to search social media.

If possible, phone or in person interviews are better than email.