Editors' Checklist
for a reader-driven newspaper

The American Press Institute

AREAS OF CONSIDERATION:

- Community: (Does the newspaper reflect its diverse community in look and content?)
- Passion: (Does the newspaper show passion about and for the community?)
- Reader convenience: (Does the newspaper reflect an attitude of reader convenience?)
- Front Page: (Is the front page enticing? Does it draw you in? Are inside features promoted well enough?)
- Local news: (Does the newspaper cover its communities thoroughly?)
- Local names: (Do the news pages contain lots of local names?)
- Human interest: (Are there features about and for people in the community?)
- Single-copy appeal: (Would you choose this newspaper?)
- Sense of Place: (Does your newspaper have a sense of place?)
- Planning: (Is planning evident in this newspaper?)
- Organization, Page Structure: (Are things organized and packaged; does anything feel out of place?)
- Contrast: (Are things modulated and have we gained drama through visual contrast -- large and small elements, positives and negatives, differing shapes?)
- Visuals: (Is there something, a photo or a graphic, that captures and holds the eye?)
- Quality of reproduction: (Is the appearance clean and bright? Is the color realistic? Does the ink rub off?)
- Hierarchy: (Is there hierarchy in headline sizes and sizes of art?)
- Center of Visual Impact: (Do pages have a focal point?)
- Simplicity vs. Gimmickry: (Are you overcooking your pages with superfluous skews and needless do-dads?)
- Relationships: (Are story-art relationships clear?)
- Proportion: (Are layout elements in control and in proportion?)
- Ad Stacking: (Does the ad stack square off and allow for basic news display?)
- Jumps: (Is there an effort to reduce jumps?)
- Headlines: (Are they clear, direct and do they capture the essence of stories?)
- Captions: (Do photo captions go beyond stating the obvious?)
- Photos: (Do they tell the story?)
- Graphics: (Are graphics used to simplify and explain?)