Editors' Checklist
for a reader-driven newspaper

[The American Press Institute](#)

AREAS OF CONSIDERATION:

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