

COPY CHECKLIST



GET IT?

1. I have NOT used the school initials or the school name in my copy.
2. The school year or the phrase "this year" does NOT appear anywhere in the copy.
3. The stories are NOT written in the present tense.
4. The following words are NOT used in the stories:
 - MANY
 - SEVERAL
 - A LOT
 - SUCCESS/SUCCESSFUL
 - DEDICATED
 - SOME
5. The stories do NOT make reference to the future of next year's team or activity.
6. The copy is NOT one paragraph only.
7. The copy does not contain a cliché like: "a night to remember" or "at the drop of a hat".

GOT IT.

Make sure you have also met the following requirements:

1. Three quotes are used per story which add substance and facts to the copy.
2. Each story begins with an impact lead or catchy angle which attracts the reader's attention.
3. You have spelled out numbers one through nine and used numerals for 10 and above.
4. Copy is specific, enlivened with colorful verbs and memorable descriptions.
5. Copy centers on the students and their involvement with school, not the teachers.

