

DPS Checklist for pages _____ Content _____

Deadline _____ Staffers _____

WEEK ONE (Week Of _____)	DATE	APPROVAL	BY
<input type="checkbox"/> Interview plan, known facts, min. 6 questions	_____	_____	EIC/ADV
<input type="checkbox"/> Notes from interview & permission to quote	_____	_____	EIC/ADV
<input type="checkbox"/> Rough draft of copy (double space)	_____	_____	EIC/ADV
<input type="checkbox"/> Headline & subhead	_____	_____	EIC
<input type="checkbox"/> Photos taken by _____	_____	_____	PE

(Attach all papers to this checklist)

WEEK TWO (Week Of _____)	DATE	APPROVAL	BY
<input type="checkbox"/> Copy reviewed by _____	_____	_____	CE
<input type="checkbox"/> Enter REVISED copy on computer	_____	_____	EIC/CE
<input type="checkbox"/> Enter headline & subhead on computer	_____	_____	EIC/ADV
<input type="checkbox"/> Spell Check	_____	_____	CE
<input type="checkbox"/> Place digital photos or correct in Aviary	_____	_____	PE

(Print out a copy of the spread and attach)

WEEK THREE (Week Of _____)	DATE	APPROVAL	BY
<input type="checkbox"/> Selection & approval of photos – place digital	_____	_____	EIC/PE
<input type="checkbox"/> Write captions (Min. 2 sentences)	_____	_____	CE
<input type="checkbox"/> Captions reviewed	_____	_____	CE
<input type="checkbox"/> Enter revised captions on Online Design	_____	_____	EIC/CE
<input type="checkbox"/> Spell Check Entire D	_____	_____	CE
<input type="checkbox"/> Print completed first draft of DPS (layout check)	_____	_____	EIC/ADV
<input type="checkbox"/> Have same draft checked for copy errors	_____	_____	CE/ADV
<input type="checkbox"/> Print 2 copies of Final DPS	_____	_____	EIC
<input type="checkbox"/> Place 2 nd copy of final DPS in File Cabinet	_____	_____	Student

EIC - Editor in Chief ADV - Advisor CE - Copy Editor PE - Photo Editor

Quality Criteria for Double Page Spread

Coverage:

- Well thought out and executed interview plan
- Good interview questions (six or more) and information
- Widespread coverage of groups/grades/genders on one DPS unless specified
- People quoted in copy different than those in photos
- Few (no more than 5) repeats of people in quotes and pictures

Photos taken by _____

- Subject is not directly in the center
- No or very few backs of people
- Interesting/don't look posed
- Backgrounds are not distracting
- Sharp and clear images
- Correctly cropped
- Digital photos correctly placed on pages

Copy & Headline/Subhead

- Headline/subhead relate to topic, fit in space and color matches color in dominant photo
- Correct font and size from Style List
- Creative & "attention grabbing" headlines/subheads
- Attention grabbing lead of copy
- Answers the basic questions (who, what, where, when)
- At least **two interesting, factual quotes** (must be what the person actually said)
- Transitions between quotes and facts create a smooth flow to the article
- Satisfying conclusion
- No editorializing**; avoidance of "you"
- Correct mechanics (spelling, sentences, grammar) – Use the Spell Check

Captions

- Don't begin with names or titles
- Attention grabbing lead
- Minimum of **TWO** sentences in correct tenses (**1st present tense and then past tense**)
- Answer the basic questions and give before/after information
- Include a quote
- Correct mechanics (spelling, sentences, grammar) – Use the Spell Check