

Never Do's That Can Cause Problems - WHY?

1. Trap white space.
2. Editorialize in some place other than an editorial.
3. Submit error-filled final copy to your editor or teacher.
4. Show favoritism: preferences for particular people or groups.
5. Use "city" fonts when you have a choice.
6. Forget to save your work.
7. Run copy across a page. Use columns instead.
8. Violate columns design once you have established it.
9. Place headline away from story it refers to.
10. Construct headline so it does not cover the story it refers to.
11. Forget to include a cutline with every picture.
12. Print poor quality pictures.
13. Allow faces looking off the page.
14. Allow wide-open crops. Use tight cropping instead.
15. Use "there are." That phrase contains very little meaning.
16. Lead in any story with the time or date.
17. Minimize the important. Lead with what is crucial to know.
18. Use "alot." That word is not a part of the English language.
19. Use "think-feel-believe" as synonyms.
20. Use "state" for "said." There is nothing wrong with the word "said."
21. Avoid leading with a question. There are better ways.
22. If you do lead with a question, don't leave it unanswered.
23. Use all the same fonts. Serif-type in the story; sans-serif in the head.
24. Change the size of body copy. It should stay in the 9-10 pt. range.
25. Print a headline in anything smaller than 18 pt.
26. Editorialize or apologize. Did I mention that before? Keep opinions in editorials.
27. Use words and phrases with possible double meanings: "Most Revolutionist."
28. Make predictions about next year.
29. Use "and so, thus, and therefore" excessively.
30. Use nick names or unfamiliar abbreviations. Consult the AP stylebook.
31. Use superlatives excessively. "The greatest" should be, indeed, great.
32. State the obvious.
33. Use the name of the school in every story. That's why its on the cover.
34. Use "this year."
35. Repeat headlines in the story. Once is enough.
36. Forget to use quotes. They are the life of any journalistic writing.
37. Refuse to write, and then rewrite as necessary. It's not perfect the first time.
39. Forget to help a buddy if you can. You're all in this together.
40. Forget to bring your teacher chocolates, a warm fuzzy, and good effort on a regular basis.