

CORRECTION

HEADLINE AND LEAD CHECKLIST

Your colleague will evaluate the headline and the lead of your news. Ask him/her to mark the items according to the chart below. The aim is obtain “yes” in all items, if you mark a “no”, return to your text and make corrections. If possible, ask your colleague to evaluate again after your corrections:

Is the headline attractive?	
Does the lead answer to the question “what”?	
Does the lead answer to the question “who”?	
Does the lead answer to the question “how”?	
Does the lead answer to the question “where”?	
Does the lead answer to the question “when”?	
Does the lead answer to the question “why”?	

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