

# Maestro for your best!

Writer/Artist/photographer \_\_\_\_\_

Phone # \_\_\_\_\_

Page Editor \_\_\_\_\_

Phone # \_\_\_\_\_

**The Story**

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## Why Should Readers Care?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

## Questions They Will Ask?

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

## Thumbnails

Suggested Headline: \_\_\_\_\_

\_\_\_\_\_

Deck: \_\_\_\_\_

\_\_\_\_\_

Lead art/photo: \_\_\_\_\_

\_\_\_\_\_

Secondary art/photo: \_\_\_\_\_

\_\_\_\_\_

# General Assignment Form

Run date \_\_\_\_\_

Story Deadline \_\_\_\_\_

Art Deadline \_\_\_\_\_

Photo Deadline \_\_\_\_\_

Design Deadline \_\_\_\_\_

## Sidebar Options

- List
- Map
- Chart
- Diagram
- Timeline
- Step-by-step guide
- Glossary
- Quiz
- Checklist
- Fact Box
- Table
- Quote Collection
- Where to go/call/write
- Preview box
- Reader response

## Check

- Extensive background?
- All sources exhausted?
- Material analyzed and organized?
- Focus clearly evident?
- Only meaningful quotes?
- Lead & conclusion work together?
- All reader Q's answered?
- 1 copy each for EIC, copy, managing and page editors?

Adapted from C:JET