

J202 Fall 2011

Culver

Assignment Formatting

Week 1

All writing assignments you turn in for J202 should have the same formatting, including:

- typed, double-spaced pages
- one-inch margins on top, bottom, left and right
- standard font and size, such as 12-point Times (do not use smaller type to fit extra text on a page)
- a “slug” with:
 - your name
 - the assignment name
 - the date you turn it in
 - a suggested headline in bold (do not exceed one line)

Sample:

John Greatwriter
Assignment: NRA Newsletter Story
Jan. 14, 2011

National Rifle Association urges veto of assault weapon ban

If the assignment is a press release, your formatting should look like this:

Jan. 14, 2011
Issued by: National Rifle Association
Contact: John Greatwriter, (608) 555-5555 or greatwriter@nra.org

NRA backs move to veto automatic weapons limits

Make your headlines short and direct and strive to use an active verb. Publication style on headlines varies, but for J202, you should either spell out all words or use only AP style when abbreviating (i.e., “California” and “Calif.” are OK, but “CA.” is not). We’ll talk a great deal this semester about “search engine optimization” or how to maximize the accessibility of your message when users root around using Google. What keywords appear in your headline that would move you up the search ranks?

At the end of your piece, type “end,” “###” or “-30-” – all these are industry standards to note the conclusion of a piece. Press releases also usually include “more” typed at the bottom of each page except the last, but we do not require that footer from you in J202.

On the back of each assignment sheet, you’ll find a grade rubric sheet. Before you turn in an assignment, staple this sheet to the front of your piece and write your name on it.