

10 YEARS



CAPITAL NEWS ONLINE

WINTER 2009

## Production day checklist

This checklist is designed to make production day easier and to minimize the amount of fixing that must be done as stories proceed through the production chain after editing. Producers and reporters should work together to check off the points as each task is completed.

### Meta Tags

Meta tags make it easier for search engines to search Capital News Online. Place the Meta information for your story in a text-only file in Dreamweaver in the following format:

```
<META name="description" content="A short, one-sentence description of your story different from the deck">
```

```
<META name="Keywords" content="Key words about your story, separated by commas">
```

[ ] Save as slug-W09-1-meta.txt

Example

```
<META name="description" content="In a recent ruling, the CRTC says it is mandatory for Canada's large telephone companies to make service more available to people in northern regions.">
```

```
<META name="keywords" content="CRTC, telephone, service, ruling, northern regions, Allison Larabie">
```

### Hyperlinks

[ ] Open in a new window

[ ] Go to a specific page (with related information), not to the home page of the site

### Text Style

[ ] The byline and producer credit was entered with the B in "By" capitalized

[ ] Dateline is included in all stories (i.e. Jan. 30, 2009) using correct CP style format

[ ] At least two highlight boxes are included in the story

[ ] Story includes subheads and the **subhead** style was applied

### Sidebars

[ ] Sidebar material is included with the story

### Photos

[ ] **Exactly** 250 pixels in width including photo credits

[ ] All pictures must include a 1 pixel black stroke unless they are cutouts

[ ] Photo credit is 11 pixels Tahoma (anti-aliased) font

## Thumbnails

- [ ] See Roger if you have the lead thumbnail
- [ ] **Exactly** 80 pixels in width and 80 pixels in height (regular story)

**NOTE: Regular thumbnails are 80 pixels in height and 80 pixels in width; only the lead story thumbnail is 200x200 pixels.**

## Heads and Decks

- [ ] Type the headline in a text-only file in Dreamweaver and save as slug-W09-1-headline.txt
- [ ] Type the headline in a text-only file in Dreamweaver with a proper line break and save as slug-W09-1-headlinebr.txt
- [ ] Type the deck in a text-only file in Dreamweaver and include your byline and producer credit as follows:

The Ontario government says it may cut legal aid for immigrants and refugees if the feds don't start paying its share. And newcomers waiting to become new Canadians are worried they will be caught in the legal crossfire.<br>

<br>

<b>Roger Martin</b><br>

<i>Producer: Chris Waddell</i>

Save as slug-W09-1-deck.txt

**Decks should be** teasers – a brief (two short sentences), punchy intro to interest the reader in viewing the rest of the article. Gives the gist of the story and is punchy and informative.

### Decks should not:

- [ ] be another lead;
- [ ] be the same lead as you have in the story;
- [ ] give away all the information in your article;
- [ ] include too much detail that makes them long and bulky (i.e. the date of the meeting being held, a lot of background, exact locations of events, etc.)

## Managing Editor's Video

- [ ] Recorded and edited on production day by ME
- [ ] Picture taken of ME for the video greeting

## Interactive Elements (check only those that apply)

- [ ] All files prepared for interactive and saved in the reporter's student folder
- [ ] Snippet for interactive feature is located in the reporter's story with all required text and graphic elements included

**\*\*\*\*Assessment Sheets\*\*\*\***

**Reporters and producers must download assessment sheets from webCT, complete them and e-mail them to the instructor on Friday evening.**