



## WEBSITE CONTENT STANDARDS 2015-2016 School Year Edition

### I. Structure of Article

Format must adhere to **AP Stylebook, 2014, 2015 or 2016.**

- Unless a feature or prose, write in the '**inverted pyramid**' style – The most important information first and the least crucial or background information should be near the end.
- **Headline** - The best headlines should be short enough to fit on one line. If they have to be more than one line, try to make sure the top and bottom line of the headline are roughly of equal length. E.g.: "Football Players Accused" is OK "Football Players Accused of Assault" is NOT.
- **First Paragraph** – The first paragraph, or lead, should be quick, summative, and make the reader want to learn more about your story. These appear on the homepage as well. Generally, it shouldn't consist of more than one or two sentences or about 35 words.
- **Second graph**, or nut graph, should be precise in telling the reader what your story is about and why it is newsworthy now. You should be able to do this within a sentence or two – the longer you drag it out, the easier it is for a reader to become disinterested.

### KEEP IN MIND:

- What draws you to an article online?
  - Concise, attention-grabbing headlines and leads
  - Informative and interesting photos and graphics
- The more pictures articles have – the better – phone pictures work perfectly, just be sure to have a focused, horizontal shot.
- If you are starting a piece in Wordpress, but don't have time to finish it in the same sitting, save the piece as a draft, and add a little note at the top or in the headline explaining what's going on with the piece so the Editors can work from there.
- Think of the web pieces as **multimodal** stories. You want to see different facts and pieces of information in the different parts of the piece. The written piece is not meant to be the same as the script in the package. It can be similar but add in the extra details and quotes that didn't make it into the package. If there isn't enough information, merely write a short introduction to the video package with an intriguing quote.

- **Quotes:** On first reference, attribute quotes using *,” said First Last name, relevance*. When interviewing students, be sure to get their correct first and last names, years, majors and any other credentials that might add context of significance to their perspectives.
  - Don’t attribute with “says” or other present-tense attributive words unless you are paraphrasing an action that actually happens regularly. “According to” should only be used when directly citing a written work.
  - **Abbreviations and acronyms** - Some widely known abbreviations are required in certain situations, while others are acceptable but not required in some contexts. For example, *Dr., Gov., Lt. Gov., Rep., the Rev.* and *Sen.* are required before a person’s full name when they occur outside a direct quotation. Please note, that medical and political titles only need to be used on first reference when they appear outside of a direct quote. For courtesy titles, use these on second reference or when specifically requested. Other acronyms and abbreviations are acceptable but not required (i.e. FBI, CIA, GOP). The context should govern such decisions.
    - Subsequent mentions, just the last name works, unless they hold public office (e.g. “Mayor Nutter” instead of just “Nutter”)
    - **Titles** - Generally, capitalize formal titles when they appear before a person’s name, but lowercase titles if they are informal, appear without a person’s name, follow a person’s name or are set off before a name by commas. Also, lowercase adjectives that designate the status of a title. If a title is long, place it after the person’s name, or set it off with commas before the person’s name. Examples: *President Bush; President-elect Obama; Sen. Harry Reid; Evan Bayh, a senator from Indiana; the senior senator from Indiana, Dick Lugar; former President George H.W. Bush; Paul Schneider, deputy secretary of homeland security.*
      - Students are to be identified as year major Name Lastname, age, e.g. *,” said sophomore journalism major Rob DiRienzo, 20.*

## II. **Keep in mind...**

- Especially in headlines, avoid use 'Temple' unless context requires it for clarity. It's obvious...you're on TempleUpdate.com! Use 'University' instead. Somebody who works for the university can be referred to as a “University official.” Same applies to ‘Philadelphia’ unless its required for clarity.
- When referring to the waterway, “the Schuylkill,” not “the Schuylkill river” (schuylkill is a Indigenous term for

river, so it is redundant.)

### III. Article Formatting

These guidelines also help assure that the content renders properly through Wordpress. This can be read about in-depth in the posting guide.

#### 1. Media

- Every image, video file, audio file, plug-in, etc. has an alt tag (or “Title” in Wordpress’s Insert/Edit Link Tool). This shouldn’t be like a caption, but more of describing what the content is to somebody who can’t see it.
- Add captions
- Add descriptions
- Complex graphics are accompanied by detailed text descriptions

#### 2. Links

- Links descriptive of where they go. If they point to a website that isn’t TempleUpdate.com, you must select ‘New window’.
- Text hyperlinks should be descriptive of their destination (**i.e. no “Click Here”**)

#### 3. Categories and Tags

Tags are micro-categories and are really important to how we organize content. Some common tags include:

- Crime
- City Politics
- Famous on Campus
- Bell Tower
- Men’s Basketball (or another sport...you get the point.)