**FEEDBACK SHEET – Lifestyle & Consumer module**

**NAME:** . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

**STORY STYLE**

Written  Multimedia  Audio  Video 

If multimedia state URL of article: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

If audio or video state location of item: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

**CONSUMER ANGLE** (ability of story to serve and connect with its audience)

Strong, compelling      Weak, irrelevant

**NEWS PEG** (why **this** story **now?**)

Strong peg, timely      Weak peg, untimely

**ANGLE** (aptness of angle for target publication, website or programme)

Consistent angle      Weak/wavering angle

**SOURCES/INTERVIEWS** (credibility, range and appropriateness of all research sources)

Sufficient/credible      Insufficient/not credible

**ACCURACY, STYLE, PUNCTUATION, SPELLING**

Accurate and clean      Inaccurate & other errors

**OVERALL: ENTERTAINMENT & ENJOYMENT FACTOR**

(well written, clear structure, flowing style, journalistically engaging)

Enjoyable/memorable      Not stimulating/dry

**IF WRITTEN: USE OF EXTRAS**  
(format well executed; subheads, box outs; contact details; other value-added elements)

Good      Poor

**IF MULTIMEDIA: USE OF FORMAT**  
(elements relevant to story, enhances story, flowing execution, copyright referenced)

Good      Poor

**IF AUDIO/VIDEO: USE OF PACKAGE**  
(creative use of audio, levels correct, technical quality)

Good      Poor

**OVERALL COMMENTS**

**MARK: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .**