Words to avoid in journalistic writing

in stories

- a lot
- a variety of
- all the hard work paid off
- appears to be ...
- basically
- believes
- definitely
- done
- etc. (the abbreviation)
- everybody
- everyone
- everyone had a good time
- extremely
- feels
- goals and purposes *for anything*
- great
- great deal
- like like no other
- many
- *most adjectives and adverbs,*
- most of the first and second person pronouns — we, our, you, your, I, me — except in quotes.
- nice
- numerous
- rather
- really
- passion
- says for attribution, instead of said — or anything else except said. Likewise, no stated, commented, smiled, laughed
- seems to be
- several
- some
- sort of
- spirit (The team shows its spirit …)
- 2006 or 2007 (any year within 12 months)
- school's name or initials
- stuff
- there is, there are, it is, it was - at the beginning of sentences
- thing/things
- this year
- under the direction of ...
- unlike any other
- various
- very
- when asked about ...
- zeroes in times (10:00)

in quotes

- "We were like a family" (in sports stories)
- "It is/was fun" — or any quote that uses "fun"
- "We have spirit"

in captions/cutlines

- looking on (whatever that means)
- left to right — in captions for groups and teams
- pictured above *or* below *or* whatever
- posing for the camera
- smiling for the camera

omit whenever possible

a an the that