Fantasy Intervention Writing Standards

So you're ready to write? Get those creative juices flowing? Crush a couple articles? Awesome! Excited for you. Keep in mind while we want you to express yourself and have your personality shine through in your work, we do have standards for every member of our team. This assures we put out quality content for our readers which keeps them returning for more information. We like to be in uniform with our grammar, style, format, language, continuity, and language. Before we dive into those aspects, I do want to address what we expect from our articles as a whole at Fantasy Intervention.

Most new writers will struggle with trying to balance three things which should be included in every article: **Informative, engaging, and stimulating.** Fantasy Intervention looks for writers who strive to hit two of the three.

- Informative: Content is king, but only when backed by evidence. Using "I think he will be good" shows a lack of research and conviction. Readers shouldn't be swaying by the end of your article and the information you provided should convince a jury *your argument won the day.*

- Engaging: By the end of your article, you should have people clawing at your content in the comments. Twitter and Facebook should be up in flames about what you just put on paper (or on the screen). Keeping the reader engaged will not only have the readers making it to the end of your article, but also clicking follow button on your social media page.

- Stimulating: Have you ever read an article which had all the content you wanted, but not how it applies? For example, "Jaguars receiver Collin Johnson has the potential to make a massive jump in 2021. His 6'6 frame could allow him to be a jump ball and red zone target. His fantasy points per target was top ten among rookies." Cool stat, but how is this applicable? Instead try, "Jaguars receiver Collin Johnson has the potential to make a massive jump in 2021. His 6'6 frame could allow him to be a jump-ball target in the red zone. When given the opportunity he seized the moment. In three of four games when given a 30 percent or more snap share Johnson produced double-digit fantasy points. He was also top ten in fantasy points per target among rookies with only a 74.2 catchable target rate (bottom half of the league). With one of the best college quarterback prospects in Trevor Lawrence expected to join Jacksonville, there is much reason to believe a second-year breakout is on the horizon." Give actionable advice and how it applies to get the reader excited.

Two out of three is required, but all three are ideal and will likely have the reader returning for more content.

Now we have the outline set. Let us dive into the details.

How to list players and their teams

- If put into a header, subheader, or list
  - Lamar Jackson, Quarterback BAL
  - Corey Davis Wide Reciever FA
- Use their full name the first time a player is mentioned. Following, just the last name without the first.
- If two players share the same last name you can use the initials or teams to differentiate the two.

Fantasy Language

- Once again, when mentioning a player for the first time, use their full first name, preceded by their team and position.
  - Referencing the example above, "Jaguars receiver Collin Johnson has the potential to make a massive jump in 2021."
- Content is always considered to be PPR and 1 QB unless mentioned otherwise. No need to say "Barkley will be an RB1 in PPR."
- Terms like dynasty, fantasy, and superflex shouldn't be capitalized unless talking about a particular team, league, or company. "Bob's Best Ball Build" or "Fantasy Intervention."

Grammar

- Like, very, and that will drive me up the wall thanks to the editor who trained me. There's almost always a better way to form your sentence whether it be through using different words, restructuring the sentence, or getting rid of *that* altogether.
- Do not begin sentences with words such as "because" and "and".

Stylistic Approach and Format

- No cussing, no getting angry at players, no politics. Keep it PG because raunchy and polarizing content is more likely to alienate readers than it is to bring them in.
- Avoid the usage of run-on sentences and semi-colons unless necessary. If it goes on for two lines or more it is most likely too long.
- Separate paragraphs through line breaks, not indents. Do not indent the paragraphs.
- **One space** after the periods, not two.
- All numbers ten and under are written out. Meanwhile, all numbers above ten are in numeric form.
  - The exception to this rule is when the numbers correlate: In 2020 he had only 5 touchdowns compared to the 12 he accumulated in 2019. Both go in numeric form.
- Use specific days when discussing time. Rather than "yesterday," say Wednesday. Rather than "next week," say "Week 10."

- Spell out "plus" and "percent." Rather than "8+ points and 65%," say "eight-plus points and 65 percent."

- When discussing contracts, use this formula: X-year/$__M (i.e. 4-year/$28M)

Attribution

- This is crucial as we are trying to build relationships with other companies, not destroy them. If it's someone's hard work you are sharing, please make sure to give them credit. Screenshots, graphs, and data not collected by the author should be linked to the source. Items not needing attribution are things such as yardage totals, when a player was drafted, a player's biographical information (age, place of birth, etc.) Items needing attribution:
    - Quotes
    - News items
    - Stats used and compiled by other sites
    - Graphs and charts made by someone else
    - Term created by other companies
- If you have a tweet or statement, embed the article or tweet to your article.

Images and Videos

- My editing mentor always used to tell me, "Dress your shit up!" Your article shouldn't rely on images and videos to tell the story. However, it always helps. Keep in mind some people learn through visuals so if you're explaining a route or a play, GIFs and videos help significantly. Please make sure they are able to play on the site and don't get redirected to YouTube or another source (mostly the case with any NFL Film).