## START DEVELOP THE STORY

Through a combination of interviewing, direct observation and other research, you have become an "expert" on this potential story. That expertise should be in your reporters notebook, must be substantiated (check your sources!), must be reported legally and ethically, and must be comprehensive.

THREE PLUS SOURCES Primary (with brief explanation):	THE STORY IN 25 W	ORDS OR LESS
Secondary (with brief explanation):		
	CONTROLLING CONCEPT	
	THEME/PLOT(S):	Durkitess to Eight
		Overcoming the Monster Rags to Riches The Ouest
	SUPPORT:	• Voyage & Return • Rebirth
		• Tragedy You will find hundreds of sub-plots, but all great
		stories involve one or more of the above. The best include ALL!

### **FACES OF THE STORY**

There are no stories without characters. As a reporter, you need to be looking for people who have overcome obstacles, achieved great things, been disappointed, etc. Your story may have multiple faces, but must have at least one character to move beyond a report or calendar item. Some of your reporting may not involve compelling characters, but is still important, and should be published in some form. You and your editor will meet to determine where this reporting goes.

Who are they? \_

In a nutshell, why do readers need to meet these characters? \_

### **MAKE YOUR CASE TO YOUR EDITOR**

You are now ready to present the results of your reporting and possible story presentation possibilities. Prepare your argument and meet with your editor. Notes from that meeting should go below:

From the editor: Recommendations (check one or more): 🗖 further research needed 🗖 online now 🗖 magazine [projected pub date: \_\_\_\_\_] 🗖 yearbook primary 🗖 yearbook secondary

# TELL THE STORY

#### **Team Leader VIDEO/MULTIMEDIA STORY IDEA/SLUG LINE** What kind of video/multimedia could be used to supplement the print piece or expand web coverage? ○ Soundslides ○ Podcasts/Audacity ○ Event dips Team members **O** Scripted Story Why should readers care? How will they benefit? O Interview Clips Ο **STORY TELLING DEVICES** O photo O reporting O illustration O editing These alternatives to traditional text are handy in print or on the web. Just consider the way your readers will best understand all the information we will include in this package. **O** photo **O** reporting **O** illustration **O** editing **O Quote Collection** O Opinion Poll O Diagram Other questions to be answered/explored: ○ Fast-Fact Box ○ Step-By-Step Guide O photo O reporting O illustration O editing O Bio Box ○ Timeline O Quiz ○ Fever or Line **O** Glossary O Chart O Checklist **O** photo **O** reporting **O** illustration **O** editing O Bar Chart O Q&A ○ Pie Chart SOCIAL CONNECTIONS Story Plot (What is the narrative arc?): Social connections can be a great way to help Anything else unique to this story? supplement what is in print, complement it, serve as stand-alone coverage, or even be a means to promote the staff's work. ○ Facebook ○ Google+ $\bigcirc$ Tumblr ○ **Twitter** ○ Storify **O** Pinterest **O** Flickr $\bigcirc$ Blog ○ Instagram Lead Art Options: ○ YouTube ○ Website 0 STORY TELLING METHODS Use this space to identify content and presentation methods the team should pursue to bring our community the complete story, in formats and media that meet readers wherever they are. Social media can be used not only to present stories but to promote multiple presentation methods. Lead Story Headline & Deck Options: 0 0 How this will enhance the story: How this will enhance the story: 0 0 SEO Web Headline & Deck Options (need to be literal): How this will enhance the story: How this will enhance the story: SKETCH Use this space to do a rough

Secondary Coverage Options (if needed):

Secondary Art Options:

to do a rough sketch of the page (rotate page so it's vertical, if needed), spread or screen. Think of this as allocating "real estate" available, finding balance and considering how you wish readers to engage with the coverage. Leave the details for onscreen work.