

START  
HERE



# 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):

*Ms. Cindy Baker, retiring director*  
*her 24th musical, her dream show*  
*Mr. Greg Grove, vocal coach*  
*needs to upgrade immature voices*

Secondary (with brief explanation):

*Marge Inovera - stage manager*  
*has wanted to do show since 9th grade*  
*her passion pushes everyone in cast, crew*  
*Joaquin Joaquinout, plays Jean Valjean*  
*has never had a lead role before*  
*feels intimidated about playing "old"*

## THE STORY IN 25 WORDS OR LESS

*Musical are always filled with challenges and triumph, laughter and tears, but this spring's "Les Miz" will be tougher than most, all colored by this being the director's final show.*

## CONTROLLING CONCEPT

**THEME/PLOT(S):** *The Quest*

*Musical itself features all 7 plots!*

**SUPPORT:** *Everyone is searching, for validation, for excellence, for the right notes, for how to build the barricade*

### The 7 Plots

- Darkness to Light
  - Overcoming the Monster
  - Rags to Riches
  - The Quest
  - 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? *Ms. Cindy Baker, director* *Mr. Greg Grove, vocal coach* *Marge Inovera, stage mgr*

In a nutshell, why do readers need to meet these characters? *Each brings so much passion to this show, and all for different reasons. There is fear, as well, since the show is so tough and their own standards are so high, so they are pushing themselves beyond the norm. Tempers flair. Genius shows. Some kids rise to the occasion, while others wilt under the pressure.*

## 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:

*This could be one of the most compelling narratives of the school year, full of interesting people, great visual opportunities, and high reader interest. This is "must do" coverage, of course, but we would make a mistake by not giving this enough space and resources to really show how the making of a high school musical is a microcosm of high school life, and just life in general*

From the editor: Recommendations (check one or more):  further research needed  online now  magazine [projected pub date: 3-1-14]  yearbook primary  yearbook secondary

Explain presentation plans: *Agreed. We need to go all out on this... entire student media company is in!*



# TELL THE STORY

## Team Leader

Ernie Kenerski

## Team members

Rota Boatashore

photo  reporting  illustration  editing

Erasmus Bedraggin

photo  reporting  illustration  editing

Ophelia Pain

photo  reporting  illustration  editing

Haywood Jabuzzoff

photo  reporting  illustration  editing

Story Plot (What is the narrative arc?):

Cast/crew have only 10 weeks to put show together... follow challenges

Lead Art Options:

Director interacts with cast member or two - look for emotion, passion

Lead Story Headline & Deck Options:

She'll be mizzing all this

SEO Web Headline & Deck Options (need to be literal):

Les Miz musical opens March 18 Tickets available at...

Secondary Coverage Options (if needed):

Marge Inovera, stage mgr, has pushed for this since 9th grade

Secondary Art Options:

We need loads of photos, from auditions on...

## STORY IDEA/SLUG LINE

Les Miz - the struggle

Why should readers care? How will they benefit?

School musical involves over 100 students (their friends) and they will want to go (after this!)

Other questions to be answered/explored:

How can relatively untrained voices handle the challenging music of this musical?

Anything else unique to this story?

Ms. Baker is retiring after this year... so this is big for her.

## 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.

Blog Stage mgr. keeps blog on show, with photos added by us.  
How this will enhance the story:

Quote collection Interview cast, crew over time... choose best for sharing  
How this will enhance the story:

Diagram Show how barricade was constructed in pieces  
How this will enhance the story:

Interview clips Share 7-second clips on website... one per day.  
How this will enhance the story:

Related coverage information

QA with vocal coach	Lead art - director interacting with cast member?	Photo essay from rehearsals  NOTE: We will need more magazine pages to really do this justice!
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Narrative taking readers behind the scenes during rehearsals

If you go box

**Tabloid opening spread of in-depth coverage**

## VIDEO/MULTIMEDIA

What kind of video/multimedia could be used to supplement the print piece or expand web coverage?

- Soundslides
- Podcasts/Audacity
- Event clips
- Scripted Story
- Interview Clips
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## STORY TELLING DEVICES

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.

- Quote Collection
- Opinion Poll
- Fast-Fact Box
- Bio Box
- Quiz
- Glossary
- Checklist
- Q&A
- Map
- Diagram
- Step-By-Step Guide
- Timeline
- Fever or Line
- Chart
- Bar Chart
- Pie Chart

## SOCIAL CONNECTIONS

Social connections can be a great way to help 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+
- Tumblr
- Twitter
- Storify
- Pinterest
- Flickr
- Blog
- Instagram
- YouTube
- Website
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## SKETCH

Use this space 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 on-screen work.