**THEME/PLOT(S):**

____________________________________

**SUPPORT:**

____________________________________

____________________________________

____________________________________

____________________________________

____________________________________

____________________________________

____________________________________

____________________________________

**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 reporter’s notebook, must be substantiated (check your sources!), must be reported legally and ethically, and must be comprehensive.

**THREE PLUS SOURCES**

Primary (with brief explanation):

____________________________________

____________________________________

____________________________________

____________________________________

Secondary (with brief explanation):

____________________________________

____________________________________

____________________________________

____________________________________

**THE STORY IN 25 WORDS OR LESS**

**CONTROLLING CONCEPT**

**THEME/PLOT(S):**

- The 7 Plots
  - Darkness to Light
  - Overcoming the Monster
  - Rags to Riches
  - The Quest
  - Voyage & Return
  - Rebirth
  - Tragedy

**SUPPORT:**

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

Explain presentation plans:
Team Leader

_________________________

Team members

_________________________

- photo
- reporting
- illustration
- editing

_________________________

- photo
- reporting
- illustration
- editing

_________________________

- photo
- reporting
- illustration
- editing

Story Plot (What is the narrative arc?):

__________________________________
__________________________________
__________________________________

Lead Art Options:

__________________________________
__________________________________
__________________________________

STORY IDEA/SLUG LINE

________________________________________________________________________________

Why should readers care? How will they benefit?

________________________________________________________________________________

Other questions to be answered/explored:

________________________________________________________________________________

Anything else unique to this story?

________________________________________________________________________________

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.

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.

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.

VIDEO/MULTIMEDIA

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

☐ Soundslides
☐ Event clips
☐ Podcasts/Audacity
☐ Interview Clips

STORY TELLING DEVICES

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☐ 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+
☐ Twitter
☐ Storify
☐ Flickr
☐ Blog
☐ YouTube
☐ Website

☐ Instagram

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☐ Chart
☐ Bar Chart
☐ Pie Chart

☐ Facebook
☐ Google+
☐ Twitter
☐ Storify
☐ Flickr
☐ Blog
☐ YouTube
☐ Website

☐ Instagram

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.