

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 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):

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 Inevera - stage manager  
has wanted to do show since 7th grade  
her passion pushes everyone in cast, crew  
Joaquin Jorgzout, plays Jean Valjean  
has never had a lead role before  
feels intimidated about playing "old"

## THE STORY IN 25 WORDS OR LESS

*Musicals 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  
- Revenge & Retribution  
- 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 Inevera, 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 flare. 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: 2-1-14]  yearbook primary  yearbook secondary

caption/presentation plan: Agreed. We need to go all out on this... entire student media company is in!

Everything starts with wide-ranging reporting, of course, but eventually concrete plans for complete coverage must be made. This form focuses on individual people from the very beginning. There are no stories about school musicals... only stories about PEOPLE directing, acting, managing musicals.

All students need to be able to argue persuasively for various positions, and this form mandates a meeting to "sell" the coverage ideas.

This form also assumes that student journalists may be reporting for multiple media, from print to online, and that we need some way to keep track of the workflow.





# TELL THE STORY

**Team Leader**

*Ernie Kenerski*

**Team members**

*Reta Boatashore*

photo  reporting  illustration  editing

*Erasmus Bedraganis*

photo  reporting  illustration  editing

*Onphelia Pain*

photo  reporting  illustration  editing

*Haywood Jabuzzoff*

photo  reporting  illustration  editing

**Story Plot (What is the narrative arc?)**

*Cast/crew have only 2 weeks to put show together... follow changes*

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

*She'll be missing all this*

*Les Miz musical opens March 15*

*Tickets available at...*

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

*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!)*

*What 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.*

**VIDEO/MULTIMEDIA**

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

- Soundbites
- Podcasts/Vodcast
- 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
- Map
- Opinion Poll
- Diagram
- Fact-Fact Box
- Step-By-Step Guide
- Bio-Box
- Timeline
- Quiz
- Fever or Line
- Glossary
- Chart
- Checkchart
- Bar Chart
- Q&A
- 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
- Staffy
- Pinterest
- Flickr
- Blog
- Foursquare
- YouTube
- Website
- 

**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.

<input type="checkbox"/> <b>Blog</b>	<i>Stage mgr. keeps blog on show, with photos added by us.</i>	<input type="checkbox"/> <b>Article collections</b>	<i>Interview cast, crew over time... choose best for sharing</i>
How this will enhance the story:		How this will enhance the story:	

<input type="checkbox"/> <b>Diagram</b>	<i>Show how barricade was constructed in pieces</i>	<input type="checkbox"/> <b>Interview clips</b>	<i>Share 7-second clips on website... one per day.</i>
How this will enhance the story:		How this will enhance the story:	

<b>Related coverage information</b>	<b>Lead art</b> <i>- director interacting with cast member!</i>	<b>Photo essay</b> <i>from rehearsals</i>
<i>QA with vocal coach</i>		<i>NOTE: We will need more magazine pages to really do this justice!</i>

XXXXX XXXXXX XXXXXX XXXXXX XXXXXX XXXXXXXXXXXX

<i>Narrative taking readers behind the scenes during rehearsals!</i>	<i>If you go here</i>
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**Tabloid opening spread of in-depth coverage**

**SKETCH**  
Use this space to do a rough sketch of the page (rotate page so it's vertical, if needed). Remember to allocate "real estate" available, finding balance and considering how you wish readers to engage with the coverage. Leave the details for on-screen work.

At the very core of the maestro approach is the idea of putting together teams of people, each contributing to the coverage according to his or her gifts, time, etc.

We also recommend lots of advance planning, including writing preliminary headlines.

Before publishing anything, we need to answer the key question: Why should readers care? The information in this box is not an after-thought, but rather a touchstone to keep returning to as coverage proceeds.

When we have so many choices (beyond text and photos), it's helpful to have a menu of choices available.

We would suggest that editors consider at least one form of coverage from each of the three sub-menus. Depending on story complexity, you may want many more.

We still believe in sketching prior to going to InDesign or Wordpress templates. The planner contains a small space to get started, but editors will likely want to add additional sketches to this form.