



# DEVELOPING 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):

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Secondary (with brief explanation):

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### THE STORY IN 25 WORDS OR LESS

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### CONTROLLING CONCEPT

THEME: \_\_\_\_\_

SUPPORT: \_\_\_\_\_

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## 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? \_\_\_\_\_

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## 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: \_\_\_\_\_

# TELLING THE STORY

## Team Leader

\_\_\_\_\_

### Team members

photo  reporting  illustration  editing

photo  reporting  illustration  editing

photo  reporting  illustration  editing

photo  reporting  illustration  editing

Story Plot (What is the narrative arc?):

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Lead Art Options:

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Lead Story Headline & Deck Options:

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

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Secondary Coverage Options (if needed):

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Secondary Art Options:

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## STORY IDEA/SLUG LINE

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*Why Should Readers Care? How Will They Benefit?*

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*Other Questions to Be Answered/Explored:*

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*Anything Else Unique to This Story?*

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## VIDEO/MULTIMEDIA

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

- Soundslides
- Event clips
- Interview Clips
- Podcasts
- Scripted Story

## 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
- Twitter
- Flickr
- YouTube
- Google+
- Storify
- Blog
- Website
- Tumblr
- Pinterest
- Foursquare

## 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.

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How this will enhance the story:

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How this will enhance the story:

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How this will enhance the story:

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How this will enhance the story:

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How this will enhance the story: