



TELL THE STORY

Team Leader

Team members

photo reporting illustration editing

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Story Plot (What is the narrative arc?):

Lead Art Options:

Lead Story Headline & Deck Options:

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

Secondary Coverage Options (if needed):

Secondary 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?

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/Audacity
- 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
- Instagram

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.

How this will enhance the story:

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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.