

The 5W's and H

It's all in the questions you ask ...

WHO ...

did it happen to?
made it happen?
might be affected by this?
will care or be interested in this?
has a problem because of this or with this?
is at the center of this?
has the power to make a decision?
wins or loses?
is sad or happy about this?
Is angry or frustrated by this?
is involved?
is going to benefit?

Supplemental questions related to "where":

What makes this place unique, unusual,
surprising?
Why does the place matter?
How can we identify the place most
efficiently (map, graphic, photo)?

WHAT ...

happened?
is important or surprising about this?
is this really about?
is controversial?
is in conflict (for whom? Why?)
matters? (to whom? Why?)
caused this to happen?
might happen because of this?
is most likely to happen *next*?
should people understand about this?

WHY ...

did this happen?
is this necessary?
does this interest people?
will someone care about this? (Who cares?)
should someone care about this?
did it cost so much or so little?
does this upset people?
does this make people happy?
does this matter?
did this surprise me?
does this make a difference for someone?
will this matter in the future?

HOW...

did this happen?
much does this cost?
can this be explained?
does this affect people?
does someone do this?
does this work?
is this different from something similar?
did we get here?
does this make something better or worse
for someone?

WHEN ...

did this happen?
did this start?
will it end?
has this ever happened before? (to whom?)
will people be most interest in this?
will people stop being interested in this?
is the best timing for a story on this?
How long did it last, or will it last?

WHERE ...

did this happen?
does this matter most?
has this ever happened before?
might it to happen next?