

Story: _____

 What is this about in less than 30 words?

Audience: _____

 Why should my audience care?

Info:
 1. _____ 4. _____
 2. _____ 5. _____
 3. _____

What three to five things does my audience want/need to know?

Visual Point of Entry Into the Story (Photo, Art or Other)	Headline and Deck
Who What When Where Why How (Circle the element it communicates.)	Who What When Where Why How (Circle the elements it communicates.)
Due Date or Progress Check Date and Time: _____	Due Date or Progress Check Date and Time: _____
Caption	Lead
Who What When Where Why How (Circle the element it communicates.)	Who What When Where Why How (Circle the element it communicates.)
Due Date or Progress Check Date and Time: _____	Due Date or Progress Check Date and Time: _____
Sketch of Story Package: (rotate for vertical story) Circle Media for This Sketch: Digital Print Dimensions or Columns: _____	

Who's on the team:

Maestro _____	Social Media/Digital Media Specialist _____
Reporter _____	Interactive Media Specialist _____
Page Designer/Graphic Artist _____	_____
Photographer/ Videographer _____	OtherEac _____
Sound _____	

Alternate Story Forms
Who's doing it/ Due date

Podcast Due: _____

Slideshow Due: _____

Interview Clips Due: _____

Historic/background visuals Due: _____

Soundslides Due: _____

Quote Collection Due: _____

Chart: Pie, Bar, Graph Due: _____

Map/Diagram Due: _____

Timeline Due: _____

Step by Step Due: _____

Interactive Graphic Due: _____

Map Due: _____

Audience Interaction/Poll Due: _____

Q & A Due: _____

Glossary Due: _____

Quiz Due: _____

Checklist Due: _____

Fast Facts Box Due: _____

Art Due: _____

Other Due: _____