

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?

<b>Visual Point of Entry Into the Story (Photo, Art or Other)</b>	<b>Headline and Deck</b>
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: _____
<b>Caption</b>	<b>Lead</b>
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: \_\_\_\_\_