

# Story Planning Form

What is the one question you want your story to answer?

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## QUESTIONS TO ANSWER FOR THE AUDIENCE

Why should the reader/viewer care? How will you communicate this? (Headline, lede, info box, sidebar, etc.)

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

In addition to the main content (text story, video story, photo story, etc.), what will the other content elements be, particularly to build out an online package?

### SOME ADDED CONTENT OPTIONS (Always plan for at least two):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> FAST FACTS BOX   | <input type="checkbox"/> GLOSSARY               | <input type="checkbox"/> CHART P / O        |
| <input type="checkbox"/> BIO BOX          | <input type="checkbox"/> WHERE TO GO/CALL/WRITE | <input type="checkbox"/> INFO GRAPHIC P / O |
| <input type="checkbox"/> PREVIEW BOX      | <input type="checkbox"/> Q & A                  | <input type="checkbox"/> TABLE P / O        |
| <input type="checkbox"/> LIST             | <input type="checkbox"/> LOGO OR SIG P / O      | <input type="checkbox"/> TIMELINE P / O     |
| <input type="checkbox"/> QUOTE COLLECTION | <input type="checkbox"/> OPINION POLL P / O     | <input type="checkbox"/> STEP-BY-STEP GUIDE |
| <input type="checkbox"/> CHECKLIST        | <input type="checkbox"/> MAP P / O              | <input type="checkbox"/> EXCERPT            |
| <input type="checkbox"/> PULL QUOTE       | <input type="checkbox"/> AUDIO CLIPS            | <input type="checkbox"/> RATINGS/ RANKINGS  |
| <input type="checkbox"/> DOCUMENTS        | <input type="checkbox"/> EMBEDDED S.M.          | <input type="checkbox"/> VIDEO INTRO        |

## PHOTOS/ART

LEAD ART: \_\_\_\_\_

SECONDARY ART: \_\_\_\_\_

### KEY PLAYERS

reporter

photographer

artist

editor

designer

art deadline

story deadline

**Use the back to sketch out a layout.**