

# Story Worksheet

Consider the following when building your “pitch”

What’s the general idea/story?

Who cares/Who do I want to care? (audience)

Is there something special about this that I should emphasize?

- It’s about people
- It’s new/different
- It provides a local angle on a bigger trend/topic
- Other \_\_\_\_\_

Given the topic and the desired audience, which media (one or more) should I send it to?

If it’s about an event, when is it happening and when would it be most important for the audience to hear about it? To make sure it’s in time for the event, when does the media need to get my information?

Are there social media places (like a Facebook page) that could help amplify what I’m sending to the media?

Is there a visual (photo, chart, graph, etc.) or sound that I can suggest or provide? If your news is about an upcoming event, will there be good photo or video opportunities I should mention?

Are there diverse people/perspectives I would suggest who can speak about this topic?

Afterwards: What did I learn?

