

Working Title:

Story Planning Sheet: Journalism

Complete sentences are optional, but answers should be complete.

Production Company:

Project Member(s):



Topic	<i>what is the topic, issue, story, idea, or problem you are exploring with this journalistic project, and what attitude will you take toward that topic?</i>	
topic – what topic will you explore?	tone – will you will be objective or subjective toward this topic?	

[illegible]

Story Outline	<i>describe the basics of this topic</i>
Lede – how will you introduce this topic?	
Who – who is affected by this topic?	
What – what is the topic about?	
When – when did this happen?	
Why – why did this happen?	
How – how did this happen?	

Host	<i>describe the person who will "host" this story. That's usually you, but it's okay to use another student as the narrator instead.</i>	
name	description – describe the tone or attitude this narrator will have towards the topic	costume – what will the host be wearing?

Host Background	<i>what will be backdrop behind the host look like – this is usually a studio environment</i>	
visual style – what message will the set convey?	light design – describe the brightness and color temperature of the background	mood – what mood will the set convey?

Interviewees	<i>describe the kinds of people you hope to interview</i>				
name – if you already know it, or # if you don't	age	education	gender	race	expertise

Interviewee Background	<i>what will be backdrop behind the interviewees look like?</i>	
visual style – what message will the background convey?	light design – describe the brightness and color temperature of the background	mood – what mood will the background convey?

Questions	<i>write down all the questions you will ask your interviewees. Questions should not be answerable with “yes” or “no.” Save the toughest questions for the end of the interview.</i>
Opening (need 1 or 2) – a nice question just to get the subject talking (How are you today?)	
1. (required)	
2. (optional)	
Filtering (need 1 to 3) – questions that show how familiar your subject is with the topic (How old were you when you wrote your first song?)	
1. (required)	
2. (optional)	
3. (optional)	
Factual (need 3 to 5) – questions that explore the <i>who</i> , <i>what</i> , <i>when</i> , and <i>where</i> of the situation (Do you ever text while driving?)	
1. (required)	
2. (required)	
3. (required)	
4. (optional)	
5. (optional)	
Probing (need 3 to 5) – questions that explore the <i>how</i> and <i>why</i> of the situation (Do you believe that texting makes you a worse driver?)	
1. (required)	
2. (required)	
3. (required)	
4. (optional)	
5. (optional)	
Hypothetical (need 1 or 2) – puts the subject into a pretend scenario (If you could create new laws about texting and driving, would you?)	
1. (required)	
2. (optional)	