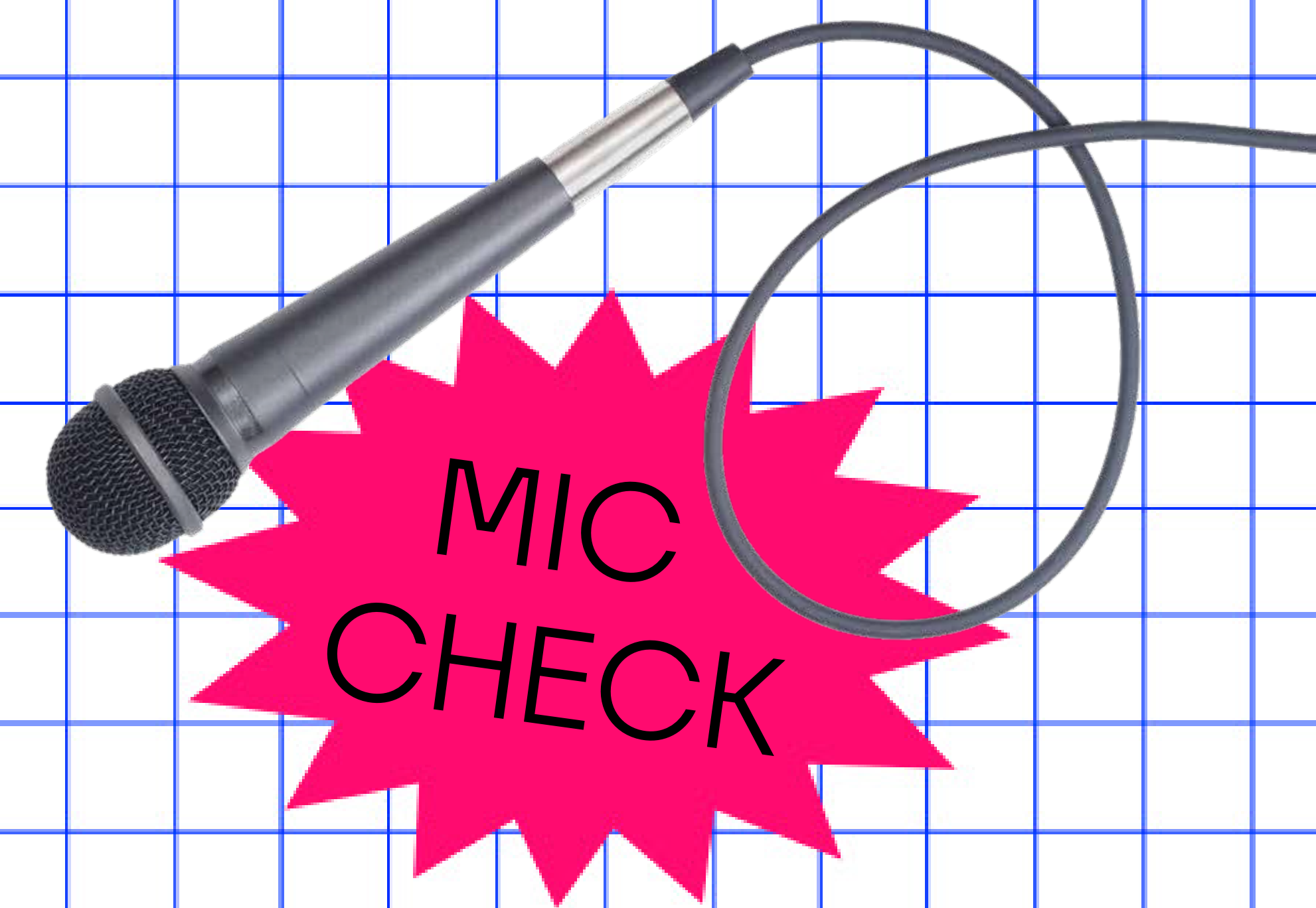




PLANNING YOUR STORY IDEA



STEP 1: What's Your Story?

Think about:

What's the topic or issue?
Why should people care?

Write it down like this:
"Today we're looking into..."
"Have you ever wondered why..."

STEP 2: Plan Your Report

Use the **5Ws** (**WHO, WHAT, WHERE, WHY, WHEN + HOW**) to make sure you have all the information you need.

Who is your audience?

What sort of report(s) are you producing?

What is the format – video, audio or text?

Don't forget to check your facts!

STEP 3: The Interview

Pick someone who knows something or lived it.

Ask them things like:

"Can you tell us what happened?"
"Who can you speak to about the story?"
"How did it make you feel?"
"What would you like others to know?"
"Who is your audience?"
"What sort of report – video, audio or text?"

Don't forget to check interviewees' name and note any key answers or quotes!

STEP 4: Final Message

Your conclusion should summarise or be a call-to-action.
Is there something your audience can do or be involved in?

For example:
"If you want to find out more go to the website."
"Here's how you can get involved..."
"together we can make a difference."

What they see

- Reporter in-vision
- Video footage or audio atmos
- Cutaway clips
- Interviewee or contributor
- Graphics / titles

What they hear

- Intro line (hook!)
- Voice-over explains
- Reporter voiceover or commentary
- Interviewee or contributor voice
- Voice or sound effects

Writing a script

- Keep it clear and concise
- Use language suitable for your audience (limit jargon!)
- Is there a word limit?
- Is there a specific duration the report needs to be?

What to remember

- Be confident!
- Use facts and stats
- Ask open questions
- Keep the story simple (don't try to squash multiple stories in to one report!)

CHECKLIST + QUICK REMINDERS:

✓ Start with a strong intro

✓ Use different footage or sounds clips to help illustrate a story

✓ Interview someone with a real view or expert

✓ Check your facts + consider including statistics

✓ Add your own photos, graphics or drawings

✓ Finish with a clear message





BE THE REPORTER, NOT JUST THE AUDIENCE!

Here's some reminders about how you can employ your journalistic instincts and skills to be an active audience of news stories and produce your own reports.

