News / Story Development Flowchart — Part 2

Is the story idea primarily about an issue / problem affecting many or different kinds of people?

Yes → Is it an issue most people have heard of (but may not know much about)?

Yes → Does your organization have a new or different way to address the issue?

Yes — Base story on that method

No

Yes → Are many people affected by it (even if they may not know it)?

Yes — Develop the story around the idea that most people don’t know how its full affects

No — Develop the story around the people most affected by the issue / problem

Yes — Develop the story around the severity or recent change making it more urgent

No

Are there surprising effects or unusual connections to something unrelated that most people are not aware of?

Yes — Base the story on the surprising and / or unrelated effects or connections

No — Develop the story around the people most affected by it

Is it much worse than people realize or did it get worse relatively recently?

Yes — Develop the story around the severity or recent change making it more urgent

No

Is the story primarily about the people affected by it (1+ groups with distinct characteristics)?

Yes — Use the people affected to tell the story and help the audience understand and empathize with them

No

Is the story about people who are not directly affected by the issue(s), but their work involves them in it?

Yes — Develop the story based on the people helping others address the issue / problem

No — Develop a new story idea

Are unexpected people acting on the issue or unexpected effects motivating people to act on it?

Yes

No

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