Have any media covered the story idea in the last year?

Yes

Was it covered by local media (i.e., in your county)?

Yes — Develop the story as a local manifestation of a regional / national / global trend

No — Develop the story as a follow-up to previous coverage (outcome of the issue, new developments, evolving effects, etc)

Do you have an important update or broadly interesting new angle on the story?

Yes — Develop the story as a follow-up to previous coverage (outcome of the issue, new developments, evolving effects, etc)

No

Was the story covered by regional media (nearby cities / counties / states)?

Yes — Develop a different story idea

No — If you can document that all of these places have similar issues, develop the story as a regional / national / global trend

Develop the story around element/s that are relevant to one or more audiences you’re trying to reach*

* See News / Story Development Flowchart — Part 2