

THE ROLES WHO DOES WHAT

TEAM LEADER:

PHOTOGRAPHER:

REPORTER:

INFOGRAPHICS:

EDITING:

STORY PLOT:

HEADLINE POSSIBILITIES:

SECONDARY COVERAGE:

Why should readers care about this story?

Who is “the face” of this story?

Why is this story unique?

What questions must be answered or explained?

SOCIAL MEDIA CONNECTIONS:

- Facebook
 - Twitter
 - YouTube
 - Instagram
 - SchoolTube
 - Other
- Specify: _____

LOGISTICS

Optional Devices

STORYTELLING DEVICES:

- Quote collection
- Map
- Opinion poll
- Diagram
- Alt Copy
- Photo Essay
- Quiz
- Checklist
- Chart
- Graph

Additional Notes:

Maestro Writing

All the pieces make the big picture

What is it?

The Maestro writing process is a way of looking at a story like a piece of music...

*The trumpets never play the same part as the flutes and the drums never take a backseat to the clarinets when it comes to creating the rhythm... but when it all works together, it is **INCREDIBLE!***

***BUT** when you think about the orchestra and all the different parts that must be played, there is only one person who can bring them all together to make it work: **THE MAESTRO**, or the conductor.*

*So, when you decide that you want to **MAESTRO** a story, you will begin to look at the story in parts and pieces... the photography, the copy, the infographic... and then you will decide who is going to coordinate the entire thing (the Maestro) and then you will brainstorm and collaborate and assign the remaining parts to create a package.*

HOW TO GET STARTED...

1. Do you have a solid idea? If so, can you sum up the story in a focus statement? The focus statement should be a simple sentence that will guide how all of the information is presented – it is the main idea of the story. Write it here:

2. Can you think of at least **THREE** sources that could be interviewed or that you could use for research information? Write them here:

3. Can you think of **THREE** ways that this will impact your audience? Write them here:

OKAY! IT LOOKS LIKE YOU MIGHT BE READY TO MAESTRO! FLIP THIS SHEET OVER AND GET GOING!