

**Quiz: Generating Story Ideas**  
**Faculty member: Judd Slivka**

- 1. As journalists we report on the what happens and why, but when considering a story idea we should consider...**
  - a. Who was involved?
  - b. What now and what next?
  - c. Where did it happen?
  
- 2. True or False: The most fruitful place to find stories is to look at the impact a situation has on real people, or the conflict or tension around that situation. It is all about people.**
  - a. True
  - b. False
  
- 3. You are developing a story idea around something in your community that passed the “Hmmm...” test. What is a key thing to remember about your audience?**
  - a. The number of people in your audience
  - b. How your audience consumes their stories
  - c. What’s unique about your audience
  
- 4. On the one-year anniversary of a fatal police shooting, a stretch of road in downtown will be renamed to honor the fallen officer. What type of story would this be?**
  - a. Preview and recap
  - b. Investigative
  - c. Update
  - d. Brief
  
- 5. A three-part series on how the closing of the local grocery store is affecting the people of the town and neighboring towns would be an example of what type of story?**
  - a. Preview and recap
  - b. Investigative
  - c. Speech and event
  - d. Update
  
- 6. In mapping out a story’s path which of the following should be considered? (Check all that apply)**
  - a. What tone to use.
  - b. The story type.
  - c. What resources are needed.
  - d. What strategy do we need?

- 7. Your editor comes to you with a really complicated story idea and has assigned you a single piece of the presentation. She tells you to work on your piece and send it to her when you are done. She will put all the pieces together to create the finished piece and then work with a focus group to gather feedback. Explain how this editor has missed the mark on applying the “Maestro” method. (Check all that apply)**
- The point of the Maestro method is to get everyone working together on a story.
  - The Maestro method begins with an idea-generating meeting, not task assignments.
  - The Maestro method includes a post-publication critique not a focus group.
  - The Maestro method includes all team members creating a draft presentation of the product.
- 8. The Maestro method is the editor acting as the “maestro” or facilitator. In this example, the editor was controlling the work, not creating a collaborative environment where everyone works together. She missed the idea of beginning with an idea-generating meeting, working together, post-publication critique and all team members creating a draft of the presentation of the product. Which of the following stories would be best suited for the Maestro method? (Check all that apply)**
- Speech or event stories
  - Briefs
  - Feature stories
  - Investigative stories
- 9. What is a beat?**
- Something that answers the “Hmmm... “ test.
  - The impact a situation has on real people.
  - Areas of reporting specialization.
  - A holistic approach to reporting.
- 10. Which of the following are advantages of a reporter covering a beat? (Check all that apply)**
- A chance to develop an expertise
  - Sources are familiar with you
  - Able to coordinate complete stories
  - Better understanding of the audience

## Extra Credit

**You decide that you want to develop a beat system for your publication.**

**What's the best way of creating those beats?**

- a. Create a traditional beat system that mirrors what you'd find at your local paper.
- b. Think about what's important to the community you serve.
- c. Throw it out to the staff and say "Whatever you think."