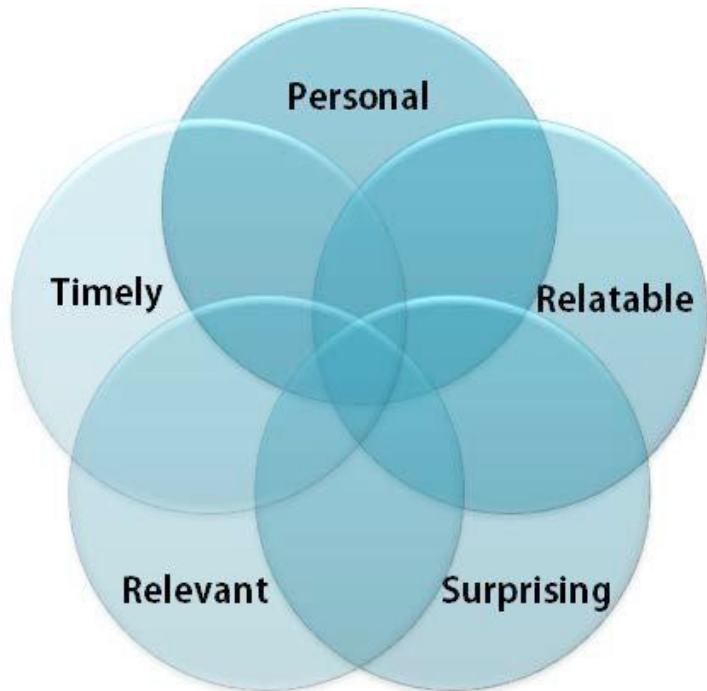


DIY Worksheet:

Developing media worthy stories

In the space provided to the right, please describe how your story demonstrates the 5 qualities of a media-worthy story.



Personal: Explain how a person's life is affected by the situation
Relatable: Is there something in this story that people can connect to by imagining what they would do if this happened to them?
Surprising: What about this situation is different than what people might assume or expect?
Relevant: What is the larger context for the story? (Local, state, national, global)
Timely: What makes this a good time to tell this story? Urgency?