

GUIDELINES

Using The What's Your Story? Worksheet

- **Find your news hook.**

Use the **NEWS HOOKS (P. 37)** worksheet from Chapter 2 and the news hooks you identified through media planning to construct a story around a hook. What anniversaries, holidays or developments in local, national or international news can you hook your story to? For example, if your story is about the need for new legislation to protect against racial profiling, you could hook your story to Martin Luther King, Jr. Day, October 22nd National Day of Protest Against Police Brutality, or recent local cases of racial profiling.

- **Set your scene.**

Where is this story taking place? What is new and compelling about this scene? What new developments can you point towards that set the stage for this story being told NOW?

What's interesting about the scene? What's the conflict, new development or unexpected plot? What research can you do to unearth developments that will constitute real news?

- **Identify your main characters.**

Identify people in your community whose personal experiences reinforce your story frame and who are willing to share their story. Often the people most affected by your issue are your most powerful spokespeople. Refine your story frame together, by asking them to tell you their personal stories and adjusting the frame to reflect the reality of their lives.

- **Develop images and symbols to illustrate the story.**

What photos or symbols capture this story in one graphic? Don't think literally, think in metaphors. For example, Little Red Riding Hood's red cape was a symbol of deviance. In social movements, the Black Power fist is a symbol of collective resistance and cultural pride.

- **Detail solutions and identify who's responsible for making them happen.**

Solutions must be concrete, well-researched and actionable to be compelling within a story.