

1. What is the top line for the story?

Stage 1: Initial Discussion (What’s the story?)

Click or tap here to enter text.

1. Why would the audience be interested?

Click or tap here to enter text.

1. How do you tell it?

|  |  |
| --- | --- |
| Audio | Click or tap here to enter text. |
| Visuals | Click or tap here to enter text. |

Further Development,  Hold/Monitor,  Declined

Stage 2: Pitch

1. Has it been done before? (Is it new, is it different?)

Click or tap here to enter text.

1. Context / Background

Click or tap here to enter text.

1. Talent (Who are you talking to? Diversity: male/female/CALD?)

Click or tap here to enter text.

1. Proposed Coverage (Where will the story run and when will it rollout?)

|  |  |
| --- | --- |
| **Platform** | **Details** |
| Digital | Click or tap here to enter text. |
| Social | Click or tap here to enter text. |
| Radio news | Click or tap here to enter text. |
| Audio Caff | Click or tap here to enter text. |
| Local Radio | Click or tap here to enter text. |
| News Breakfast | Click or tap here to enter text. |
| News Channel | Click or tap here to enter text. |
| TV News | Click or tap here to enter text. |
| Other | Click or tap here to enter text. |

Stage 3: Story Planning

1. Logistics / Risk Assessment (Is there travel? Is there risk during gathering?)

Click or tap here to enter text.

1. Production & Distribution (Who is looking after the story to get it out?)

Click or tap here to enter text.

Stage 4: Review and Feedback