Picking a Topic & Writing a Storyboard
Selecting Stories

- You need to find the right balance between information and entertainment.
  - You have to make it entertaining, otherwise no one will listen, however it doesn’t need to just be pointless information.
Story Selection Considerations

- Proximity
- Timeliness
- Impact
- Importance
- Conflict
- Unusual or Human Interest stories
- Simplicity
Things to consider for choosing a story

- **Proximity**
  - What happens locally is important to local people.
    - There are times when outside stories are more important than local, but if the stories are equal then go with the local story.
  - People like to see their friends and family on TV and want to know what’s going on in their community.

- **Timeliness**
  - For news casts, things that happened more than a few hours before the show airs are starting to get dated.
  - When doing a feature story, you should consider if the topic is a current issue or relevant to what is happening in the lives of your audience not if it occurred within hours of your planned broadcast.
    - You wouldn’t want to do a story on Summer in the middle of December
Things to consider for choosing a story

- **Impact**
  - Use stories that affect the most viewers/listeners.
  - Don’t forget about the rest of the show, because you have one big story.
  - Emotional stories also have an impact on audience.
    - Stories of good Samaritans or children beating a deadly form of cancer.
    - Other stories like no more income tax affect people.

- **Prominence**
  - People like to know what “important” people or people that are largely popular are doing.
    - This explains why when the President gets a new dog, it makes the news.

- **Conflict**
  - Conflict makes good stories.
  - Make sure there is a point to the conflict though; otherwise, it would just be like the Jerry Springer show all the time.
Things to consider for choosing a story

- **Unusual or Human Interest stories**
  - An example is a tiger that becomes a mother to piglets, this story doesn’t really impact anyone, but it’s interesting and it ends your show on a happy note.

- **Simplicity**
  - Pick stories that are simple to tell.
  - Complex stories get confusing for audiences.
    - Try relating difficult things to common things
    - Bring the information to your audiences’ level.
  - Use graphics to help you tell complex stories.
    - Use graphs and charts

- **Other tips**
  - It is best to have sound bites or video clips to you to help you tell a story.
  - Consider what is important to the people in your area.