

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.