

ONLINE PACKAGE PLANNING GUIDE

WHAT'S THE STORY?

STORY IDEA (in 25 words or less) _____

WHAT QUESTIONS WILL READERS ASK?

1 *Why should I care?*

HOW WE'LL ANSWER: ☐ MAIN TEXT ☐ SEPARATE PAGE ☐ SIDEBAR/GRAPHIC ☐ MULTIMEDIA ☐ LINK

2

HOW WE'LL ANSWER: ☐ MAIN TEXT ☐ SEPARATE PAGE ☐ SIDEBAR/GRAPHIC ☐ MULTIMEDIA ☐ LINK

3

HOW WE'LL ANSWER: ☐ MAIN TEXT ☐ SEPARATE PAGE ☐ SIDEBAR/GRAPHIC ☐ MULTIMEDIA ☐ LINK

4

HOW WE'LL ANSWER: ☐ MAIN TEXT ☐ SEPARATE PAGE ☐ SIDEBAR/GRAPHIC ☐ MULTIMEDIA ☐ LINK

SHOULD WE DIVIDE THIS STORY INTO SEPARATE PAGES OR SMALLER SECTIONS?

MAIN PAGE/LEAD STORY _____

ADDITIONAL STORIES/PAGES/SECTIONS _____

STAFF

WRITER _____

EDITOR/PRODUCER _____

VISUALS/MEDIA _____

DEADLINES

TEXT/ SIDEBAR(S) _____

VISUALS/MEDIA _____

RUN DATE _____

NOTES:

SIDEBAR & GRAPHIC OPTIONS

- | | | |
|---|--------------------------------------|-----------------------------------|
| ☐ FAST-FACTS BOX | ☐ DIAGRAM | ☐ BIO BOX |
| ☐ LIFTOUT QUOTE | ☐ Q and A | ☐ TABLE |
| ☐ QUOTE COLLECTION | ☐ MAP | ☐ QUIZ |
| ☐ STEP-BY-STEP GUIDE | ☐ CHART | ☐ TIMELINE |
| ☐ CHECKLIST | ☐ TOP 10 LIST | ☐ GLOSSARY |

DETAILS _____

MULTIMEDIA OPTIONS

- | | | |
|--|--|---|
| ☐ PHOTO/MUG SHOT | ☐ VIDEO CLIP | ☐ WEBCAM |
| ☐ PHOTO GALLERY | ☐ AUDIO EXCERPT | ☐ LIVE WEBCAST |
| ☐ NARRATED SLIDE SHOW | ☐ PODCAST | ☐ ANIMATED GRAPHIC |

DETAILS _____

LINK OPTIONS

- | | | |
|--|---|--|
| ☐ PREVIOUS STORIES | ☐ COLUMNS/EDITORIALS | ☐ BLOGS |
| ☐ OTHER ONLINE STORIES | ☐ ORGANIZATIONS | ☐ SOURCES CITED |
| ☐ INTERVIEW TRANSCRIPTS | ☐ ORIGINAL DOCUMENTS | ☐ IN THE TEXT |

DETAILS _____

USER-PARTICIPATION OPTIONS

- | | | |
|---|---|--|
| ☐ COMMENTS | ☐ LIVE CHAT | REQUEST FOR: |
| ☐ ONLINE POLL | ☐ CONTEST | ☐ INFORMATION |
| ☐ DISCUSSION GROUP | ☐ INTERACTIVE QUIZ | ☐ PHOTOS/VIDEOS |

DETAILS _____
