

PRODUCING AN INTERESTING STORY

POINT	NOTES
What's your story about? <i>Choose a topic, issue or character to explore.</i>	
What's unique about your story? <i>Use a unique perspective not explored before.</i>	
What do you want your story to do? <i>Provoke, inform, or entertain?</i>	
What medium will best tell your story? <i>Photography, video, words, or sound?</i>	
What's your distribution plan? <i>Who will want to share your story?</i>	
How will you make your story? <i>Time schedule, resources, and people.</i>	
What emotions will you include in your story? <i>Humour, joy, love, loss, hope, etc.</i>	
What unexpected moment will you include in your story? <i>Fact, event, surprise, etc.</i>	
How will you edit your story? <i>Programs, technology, people.</i>	
How will you publish and promote your story? <i>Online, TV, radio, print, etc.</i>	
When will you celebrate your work? <i>Party time!</i>	

Topics that audiences tend to be more interested in:

- Stories about things people desire (better lifestyle, prestige, fantasy),
- Controversial stories that generate opinions (politics, sport, religion, money),
- Stories about how people use their time (hobbies, careers),
- Stories that represent people's values (culture, sexuality, health, fame),
- Stories about unusual characters (activities, lifestyles, quirks.)