

Seven Questions For Engaging Stories and Projects

From "The News Is Served" by Kelsey Proud, St. Louis Public Radio

1. **What is the specific need you're trying to fill or question you're trying to answer?** Can you boil it down to one sentence? Do that.
2. **To whom is this topic important?** There may be several groups you identify here, but your journalism should be laser-focused on serving one especially well.
3. **Why is the topic important to the targeted community? How do you know?** (Don't assume - ask!)
4. **How do the people who need this information or are affected by this topic consume information?** What tools do they use? In which digital places do they gather? Is the community digitally connected or do they engage with each other in other ways?
5. **How should the journalism be reported, presented, published and/or broadcast?** What tools does your organization already have that can be used to create journalism or information that will best serve this group of people where they are?
6. **How will the target group know about the project?** "Why do it if no one will see it?"
7. **How will we know if we are successful? How will we follow up?**