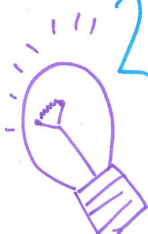


Journalists seek + tell stories
to get their readers to
care about an issue by:

1. Naming the issue clearly
as a starting point.



 2. Thinking about if the issue
has parts that might lead to
more stories.

3. Being flexible + responsive:
As you collect and reflect, be willing to rethink
the issue itself.



4. Using every skill you've got as a
storyteller to stir your reader up.



» Look at mentors & checklists
to call those skills to mind
» Get your readers to think & make them care!