LONG-FORM JOURNALISTIC STORY

BRAINSTORMING

FINAL STORY SCOPE

Identify an **important scientific topic** deserving of storytelling.

Locate, **interpret**, and **understand** peer-reviewed scientific information about the topic.

Select appropriate **storytelling techniques** and writing **strategies** for communicating about the topic.

Generate a **long-form written story** about the topic.

STORY PROPOSAL

Describe the scientific issue

Identify the rationale for selecting this topic by summarizing the importance of it for your readership. In other words, what is the significance of the topic for society? “So What?”

Explain the **primary feature story format** (explanatory, profile, issues/trends) you intend to use to communicate the story and **why**.

SOURCES . 1

At least **2 scientific published** sources.

These will likely be from **peer-reviewed** scientific journals, but may also be from non-biased white papers or reports or books or book chapters.

SOURCES . 2

Provide a list of **at least 2 individuals** you plan to interview for the story.

One of these should be an **author of one of the studies** you are using as a source.

One should be a researcher **conducting science in a related area**, but does **not** have to be an author of the ***primary published sources*** you are using in your reporting.

This is an independent researcher who can provide a **valuable "check"** on understanding the significance of the scientific research you are using.

GETTING STARTED

SEARCH

- *science news*
- *the Atlantic*
- *Scientific American*
- *BBC science & environment*
- *NPR science*
- *High Country News*
- *popsci*
- *sciencemag*

1. **Find** a science article and **review it**
2. **Address** these points
3. **Share** your thoughts with a partner

- What does it do **well**? **Poorly**?
- Can you identify the **target audience**?
- Does it have a **strong lead**?
- What is the **tone**, and general **format**?
- How does it incorporate **interviews**, is this **effective**?
- Did you **engage** with the article? Why or why not?

AUDIENCE

Who are they, and what do they **know already**?

Why should they **care** about this? Barriers?

What can they **learn**; return on investment?

Often, “For **Everyone**” really means “For **No One**.”

Find a **Singular takeaway** for the target audience.

How much background information do you need to provide?

FORM

Depending on the topic, certain **forms and formats** may work better than others.

What's the **weight** of the issue, what direction are you taking the story?

What **tone** works well for this topic and could engage the reader?

Stylistic devices, e.g. hyperbole, irony, climax, personification

How complex is the **language** and **jargon**, what's appropriate?

INTERVIEW

Who are you interviewing, why are their words **valuable**?

What are they **contributing** to this topic, at varying levels?

How are you **presenting** them and their words?

Portray them accurately, **humanize** the interview

How will you establishing their **credibility?**

Transcribe with tools like **Otter.ai**

LEADS

How will you draw your reader in?

What style of lead is appropriate for this topic, is it effective?

- Summary (5Ws)
- Delayed ID Lead (who is who?)
- Creative
- Analogy

Remember

- Answer 5Ws and H
- Less is more
- Use it as a hook
- Accurate, Brief, Clear

Experiment with different styles and see what works

Visit PerdueOwl's Lead Writing Page

MIND MAPPING

MIND MAPPING

Write down an idea and related elements

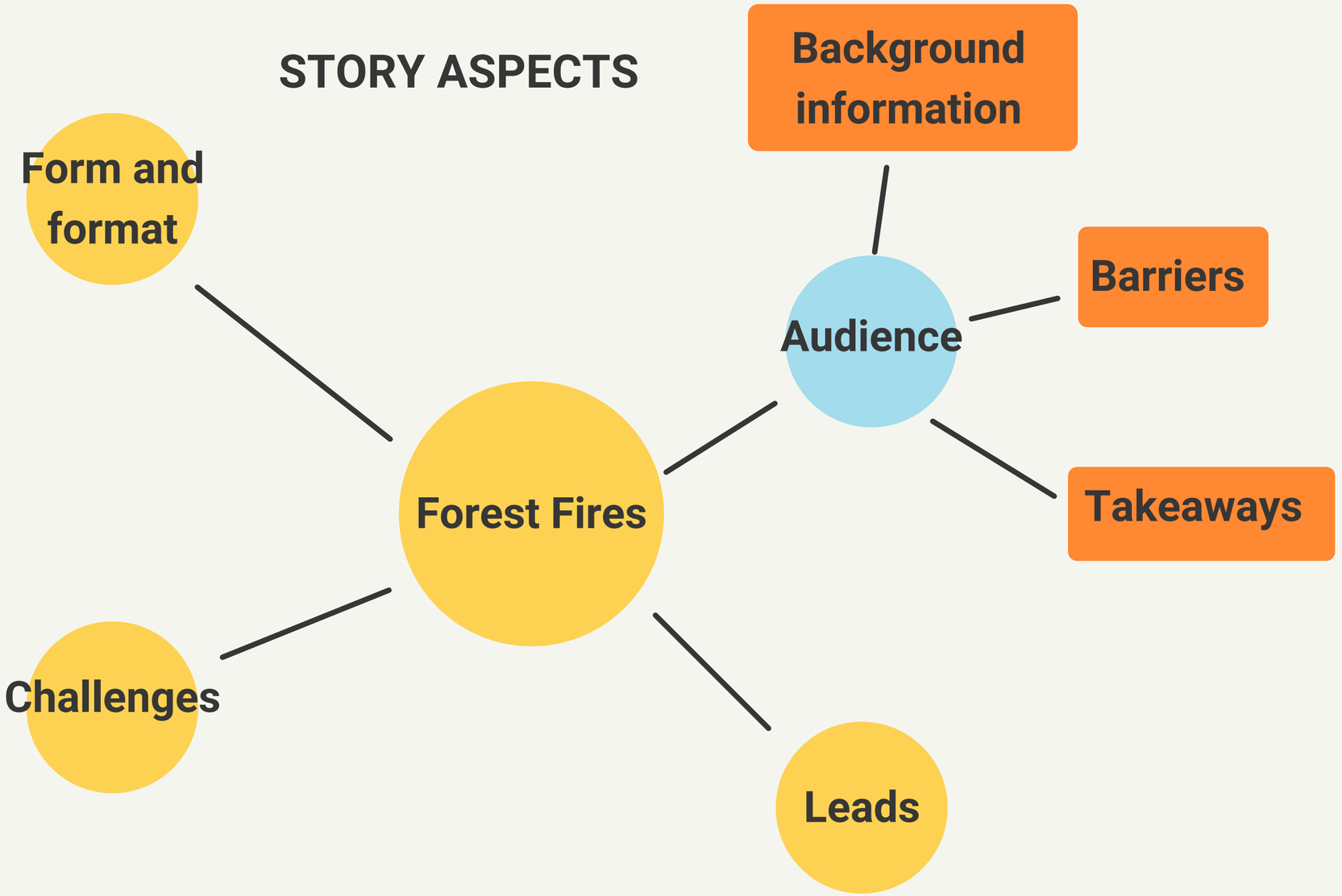
- Topic subsections
- Audience and perspectives
- Significance and importance to society
- Potential formats
- Outlets and applications
- Challenges and benefits

mindmeister.com

powerpoint

canva

paper

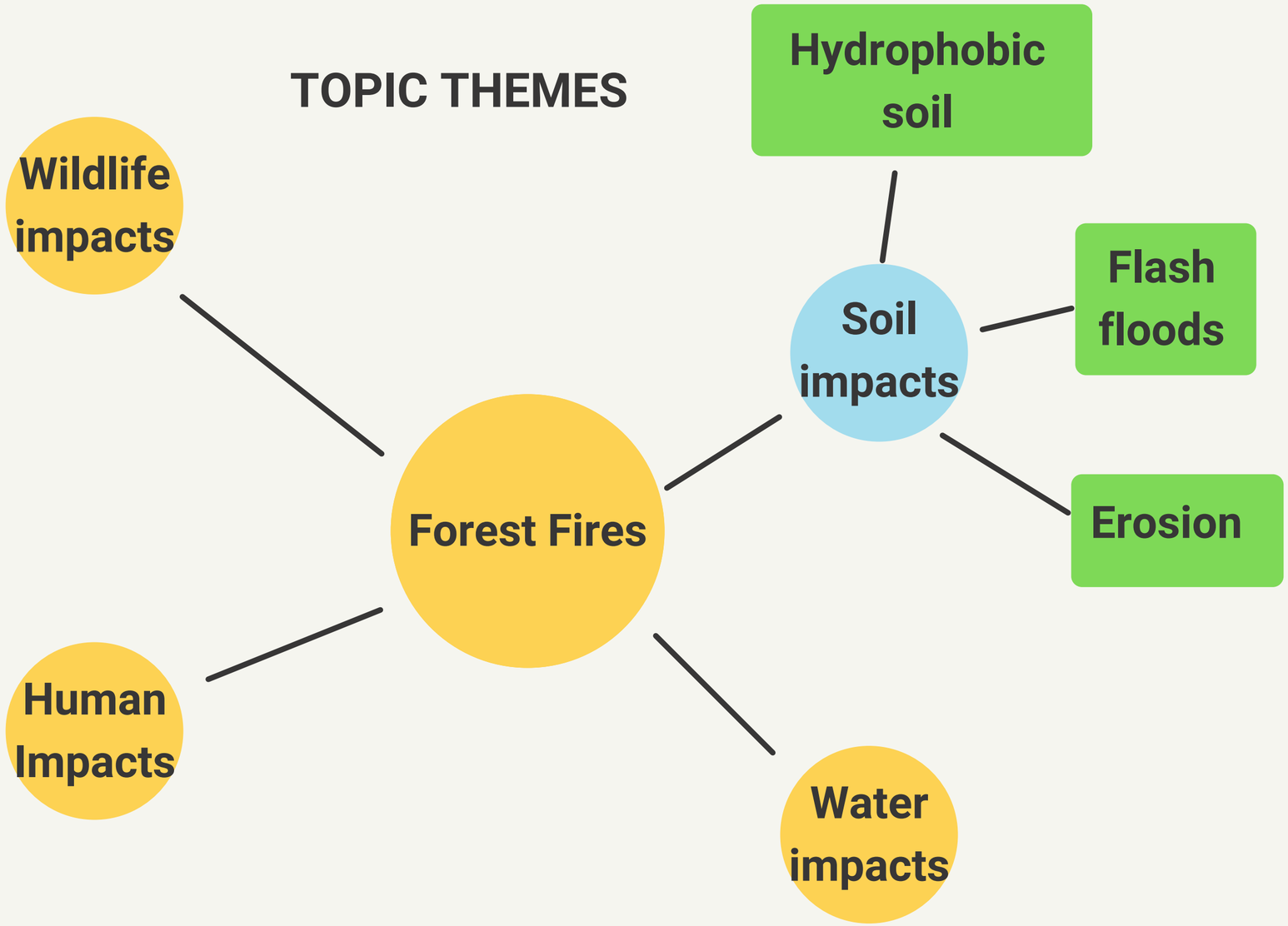


mindmeister.com

powerpoint

canva

paper



MIND MAPPING

Write down an idea and related elements

- Topic subsections
- Audience and perspectives
- Significance and importance to society
- Potential formats
- Outlets and applications
- Challenges and benefits