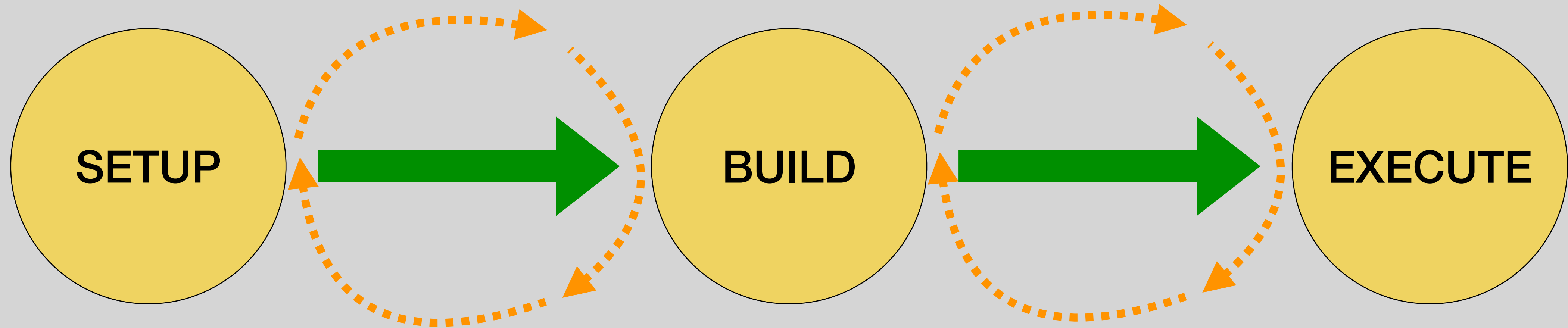


StoryInnovation Framework



Tools & Techniques	Tools & Techniques	Tools & Techniques
<ul style="list-style-type: none"> • Finding Story Ideas • Evaluating Newsworthiness • Analyzing the Audience • Getting Ideas Approved • Planning Coverage and Content Creation • Identifying Legal Resources • Preparing and Obtaining Equipment • Developing Sources 	<ul style="list-style-type: none"> • Conducting Interviews • Making Observations • Creating Content (words, photos, videos, audio, etc.) • Editing Content • Fact-checking • Verifying Sources • Design and Presentation 	<ul style="list-style-type: none"> • Implementing Search Engine Optimization (SEO) • Operating Social Media Channels • Running marketing campaigns • Responding to user comments, letters to the editor, and other communications • Learning from Your Audience. • Dealing with Legal/Ethical Issues

Curiosity	Authenticity	Teachability	Adaptability	Synergy	Responsibility
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Foundation