

ONLINE PACKAGE PLANNING GUIDE

WHAT'S THE STORY?

STORY IDEA (in 25 words or less) _____

WHAT QUESTIONS WILL READERS ASK?

- 1** *Why should I care?*

HOW WE'LL ANSWER: MAIN TEXT SEPARATE PAGE SIDEBAR/GRAPHIC MULTIMEDIA LINK
- 2** _____

HOW WE'LL ANSWER: MAIN TEXT SEPARATE PAGE SIDEBAR/GRAPHIC MULTIMEDIA LINK
- 3** _____

HOW WE'LL ANSWER: MAIN TEXT SEPARATE PAGE SIDEBAR/GRAPHIC MULTIMEDIA LINK
- 4** _____

HOW WE'LL ANSWER: MAIN TEXT SEPARATE PAGE SIDEBAR/GRAPHIC MULTIMEDIA LINK

SHOULD WE DIVIDE THIS STORY INTO SEPARATE PAGES OR SMALLER SECTIONS?

MAIN PAGE/LEAD STORY _____

ADDITIONAL STORIES/PAGES/SECTIONS _____

STAFF

WRITER _____

EDITOR/PRODUCER _____

VISUALS/MEDIA _____

DEADLINES

TEXT/ SIDEBAR(S) _____

VISUALS/MEDIA _____

RUN DATE _____

NOTES: _____

SIDEBAR & GRAPHIC OPTIONS

- | | | |
|---|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> FAST-FACTS BOX | <input type="checkbox"/> DIAGRAM | <input type="checkbox"/> BIO BOX |
| <input type="checkbox"/> LIFTOUT QUOTE | <input type="checkbox"/> Q and A | <input type="checkbox"/> TABLE |
| <input type="checkbox"/> QUOTE COLLECTION | <input type="checkbox"/> MAP | <input type="checkbox"/> QUIZ |
| <input type="checkbox"/> STEP-BY-STEP GUIDE | <input type="checkbox"/> CHART | <input type="checkbox"/> TIMELINE |
| <input type="checkbox"/> CHECKLIST | <input type="checkbox"/> TOP 10 LIST | <input type="checkbox"/> GLOSSARY |

DETAILS _____

MULTIMEDIA OPTIONS

- | | | |
|--|--|---|
| <input type="checkbox"/> PHOTO/MUG SHOT | <input type="checkbox"/> VIDEO CLIP | <input type="checkbox"/> WEBCAM |
| <input type="checkbox"/> PHOTO GALLERY | <input type="checkbox"/> AUDIO EXCERPT | <input type="checkbox"/> LIVE WEBCAST |
| <input type="checkbox"/> NARRATED SLIDE SHOW | <input type="checkbox"/> PODCAST | <input type="checkbox"/> ANIMATED GRAPHIC |

DETAILS _____

LINK OPTIONS

- | | | |
|--|---|--|
| <input type="checkbox"/> PREVIOUS STORIES | <input type="checkbox"/> COLUMNS/EDITORIALS | <input type="checkbox"/> BLOGS |
| <input type="checkbox"/> OTHER ONLINE STORIES | <input type="checkbox"/> ORGANIZATIONS | <input type="checkbox"/> SOURCES CITED |
| <input type="checkbox"/> INTERVIEW TRANSCRIPTS | <input type="checkbox"/> ORIGINAL DOCUMENTS | <input type="checkbox"/> IN THE TEXT |

DETAILS _____

USER-PARTICIPATION OPTIONS

- | | | |
|---|---|--|
| <input type="checkbox"/> COMMENTS | <input type="checkbox"/> LIVE CHAT | REQUEST FOR: |
| <input type="checkbox"/> ONLINE POLL | <input type="checkbox"/> CONTEST | <input type="checkbox"/> INFORMATION |
| <input type="checkbox"/> DISCUSSION GROUP | <input type="checkbox"/> INTERACTIVE QUIZ | <input type="checkbox"/> PHOTOS/VIDEOS |

DETAILS _____
