1. PRELIMINARY INFORMATION / STORY IDEA (What information do you have?)

2. FACT TEST: (How strong can you rely on this information?)

Rate:

☐ Not Sure

☐ Got Info From Reliable Source

☐ Got Info From Reliable Source And Verified

☐ Got Documents

3. STORY IN ONE SENTENCE OR SHORT PARA (What are you setting out to prove?)

4. SUBJECTS: (Who are the people involved here?)

5. ACCOUNTABILITY: (Who do you hold accountable and why?)

6. SCOPE (Which areas are you covering? / what further sources do you need?)

7. STORY TITLE (Suggest headline for your story)
8. WEAK LINKS (What are the weak assumptions in your hypothesis? Helpful to speak to a “Devil’s Advocate”)  
*You need to ask yourself a very negative question and challenge your story idea to determine if it’s of public interest or concern and establish impact

9. IMPORTANCE VS DIFFICULTY

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<thead>
<tr>
<th>Very Important</th>
<th>Easy</th>
<th>Difficult</th>
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10. What difficulties do you anticipate?

11. MAXIMUM IMPACT (What you hope to achieve but can’t promise)

12. MINIMUM IMPACT / PLAN B (What is the second possible story you can get out of this if you can’t ‘hit target’?)