

Find the story. Keep the facts.

Seven questions for your next local business conversation.

Business / participant / role:

Date / interviewer / intended audience:

1. What happened here recently that you are still telling people about?

2. What was difficult, and what did you try?

3. Who made the difference? What did they do?

4. What about this community helped you do it?

5. What can you show us?

6. What changed, and how can we check it?

7. What should the right person do after hearing this?

From conversation to story brief

Complete the missing checks before production.

Audience and what they should understand:

Person, moment, challenge, and action:

Community connection and visual / demonstration:

Supporting fact, source, and date:

Next step and destination link:

Before production

- ☐ Participant is willing and available; photo/video use is agreed.
- ☐ Location, access, safety, and confidential material are addressed.
- ☐ Names, quotes, dates, and numbers have a source and factual reviewer.
- ☐ Results have a defined period; personal observations are attributed.
- ☐ One example is not presented as proof of the whole local economy.
- ☐ Next-step link, factual-review owner, and deadline are confirmed.

Missing item / owner / due date:

Production owner / planned publication:
