STORY IDEA FORM

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**Story #2**

1. What category will your story satisfy?

Controversy

2. State the focus of your proposed story in one sentence.

Norfolk Southern is building a new intermodal facility in Fayette County and the facility will help Memphis by creating economic development opportunities.

3. State at least three main ideas involved in your story:

1. Why the new facility will be in Fayette County

2. What the new facility is suppose to do for Memphis and surrounding areas; increase job market

3. How much it costs

4. Other things it will do nationwide: reduce pollution; make roads safer because it will be less trucks on road, states will have to spend less money maintaining highways

4. Who could you interview? Name at least two people (or two types of people ie: “someone at Family planning”) and tell me why they would be important for your story.

Gary Ricard, Intermodal Manager of Memphis – in charge of new facility; he would be important to the story because he could tell me everything about the new facility like why they choose Fayette County and what they are currently doing

Fayette County resident; A resident would be important to the story because they could tell me how they feel about the new facility being in their neighborhood. (Maybe they don’t like it, why or why not)

Rudy Husband, Norfolk Southern Public Relations; he would be important to talk to because he could tell me more about the new facility

Train engineer/conductor; an engineer/conductor would be important to talk to because he could give his opinion on it as well. He also could talk about how this might affect his job.

5. How will you support your story visually? Name two locations where you will get pictures.

1. The site where the new facility will be built

2. The neighborhood closet to the building site

3. Norfolk Southern train yard

4. Intermodal facility on Shelby Drive. (this is the type of facility that will be built in Fayette County

6. What shots will you get? Name five specific shots you would like to get to and tell me what idea they will support in your story

1. Building site of new facility; this will show to the viewers where it is and how much land is being used to build it

2. BNSF Intermodal facility on Shelby Drive; this will show to the viewers an idea of what the new facility will look like once finished

3. The surrounding neighborhoods to the building site; this will demonstrate that this new facility is going to have a direct effect on the community

4. Norfolk Southern train yard (trains); this will show to the viewers what kind of company Norfolk Southern is so they know what kind of jobs will open up once the facility is built

5. Map of what states the new facility will affect because it won’t be just Tennessee (13 states all together)

7. What natural sound could you use to support your story. Name two pieces of natural sound that would help and why. (ie: the sound of water dripping because it shows how bad the ceilings are.)

* The sound of a train going by because Norfolk Southern is a railroad company and that is the company who is building the new facility.
* The sound of workers building because it will show that the new facility is in the process of being built, but is not done yet.