



# Blue Raster Story Map Starter Kit

A guide to facilitate discussion and ideas to create a successful story map.

**1. 30-second pitch on the story**

What can we learn from this topic, and why is it exciting?

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**2. What is your target effect of this story? What will users walk away with?**

Is this story trying to change policy, stereotypes, or the status quo? Or simply educate readers?

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**3. Attention getting headline**

An evocative title, or catchy one liner, can provide several – tailor to audience

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**4. Why is the story relevant today?**

Was this topic recently in the news? How does it affect people?

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**5. Have you come across data that is relevant to the story?**

Can be Shapefiles, Excel documents, or other documents.

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**6. Are there any websites you have seen that provide background on the story?**

Can be anything from news websites to social networking trending topics.

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**7. Do you have any photos or other media that might be useful for telling this story?**

Think about media types such as data visualizations, videos and voice recordings as well.

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Contact Blue Raster for help with your next Story Map - visit <http://www.blueraster.com>

# Blue Raster Story Map Starter Kit

A guide to start facilitating discussion and ideas to create a successful story map.

## 1. 30-second pitch on the story

“obesity is down in the schools because kids are eating fresh foods”

There are quite a few farm markets in Topeka, and it’s a great opportunity for local food entrepreneurs to showcase their goods. Here you can see some of these opportunities and connect the dots between your business and consumers. After all, getting to market is essential for success.

## 2. What is your target effect of this story? What should the users walk away with?

- a. Frame-breaking (e.g., challenging stereotypes, status quo)
- b. Insider view (e.g., showing process not known to most)
- c. Dependencies/ relationships (e.g., teasing out relationship around food hubs)
- d. Educating users (e.g., show availability in your neighborhood)
- e. Success stories

## 3. Attention getting headline

An evocative title, or catchy one liner, can provide several – tailor to audience

“This little piggy goes to the market”

“Fresh foods for all – not just a high-end fad”

“This entrepreneur found gold in fresh foods”

“The best ideas are the ones that get to market”

## 4. Why is this story relevant today?

“because the secretary spoke on the topic on Monday”

“because the Department of Education released a report last week”

## 5. Have you come across any data you think is relevant to this story?

Locations of Food Hubs and Farmers Markets would be helpful.

The Centers for Disease Control and Prevention has an entire section on childhood obesity facts.

## 6. Are there any websites you have seen that provide background on the story?

Websites such as, “thefreshmarket.com” and “farmfresh.org”.

CNN Health section has many articles on health and obesity related to food intake.

Many local websites exist for fresh food availability depending on one’s location.

## 7. Do you have any photos or other media that might be useful for telling this story?

(actual files or URLs to useful material)



<http://bit.ly/1tAsmhO>