**THE INVESTIGATIVE CHECKLIST**

 **BY JULIAN SHER**

**1. YOU CANNOT DO THE STORY UNLESS:**

* **YOU HAVE ABUSE OF POWER**
* **YOU HAVE A NEW REVELATION**
* **YOU HAVE REAL EVIDENCE**
* **IT FITS YOUR MANDATE**
* **IT TARGETS YOUR AUDIENCE**
* **IT FITS YOUR PROGRAM PRIORITIES**

**2. ONCE YOU CHECKED ALL THE ABOVE, DECIDE HOW YOU ARE GOING TO START
 INVESTIGATING YOUR STORY:**

* **IS IT PEOPLE BASED?**
* **IS IT DOCUMENTS BASED?**
* **IS IT ACCESS BASED**
* **[TRY FOR ALL THREE]**

 **3. AS YOU ARE INVESTIGATING THE STORY, KEEP IN MIND:**

* **WHAT KIND OF EXCLUSIVE STORY IS IT?***(NEVER BEEN TOLD; ALREADY TOLD BUT YOU CAN BUILD ON IT; AN UPDATE]*
* **WHAT IS YOUR BAR OF SUCCESS:**  *(GOLD, SILVER, OR BRONZE? IS IT PROVABLE? IS IT DOABLE?)*
* **THE RISKS:***PERSONAL, LEGAL, CORPORATE*

 **4. AS YOU ARE WRITING THE STORY:**

* **KEEP A LONG LIST OF CONSTANTLY CHANGING QUESTIONS**[What do I know? What Do I Not Know? Are there things I do not know that are absolutely essential?]
* **KEEP IN MIND YOUR FOCUS**
* **BUILD YOUR CHRONOLOGY**
* **ORGANIZE YOUR RESEARCH**
* **AVOID TUNNEL VISION**
* **BE READY TO CHANGE OR KILL THE STORY**
* **FACT CHECK, FACT CHECK, FACT CHECK!!**

**[See the full slide show on HOW TO DO AN INVESTIGATION at** [**www.juliansher.com.training**](http://www.julianshr.com.training)**]**