

## Carbon Footprint: Day 1

**Inquiry Focus:** What specific issue will you focus on? What are you curious to know about it? What will your research investigate?

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**Audience:** To whom are you telling this story? What do they care about?

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**Findings:** What did you learn that you want to share with your audience? What new knowledge, attitudes, or values do you want them to walk away with? What information will motivate them to make a change?

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**Recommendation:** Now that your audience understands the topic better, what do you want them to do to start affecting change?

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## Carbon Footprint: Day 2

**Story:** How will you tell this story? How will you make people care about this topic? What's your through-line? What anchors it to the lives of your audience?

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**Medium:** What medium will you use to tell this story? Why?

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**Sound/Image:** What kinds of images or sounds will have the most impact? Are they clear? How will you get them?

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**Project Description:** Briefly describe your campaign, then post to Blog.

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