



EXTENSION STORY CHECKLIST: CORE COMPONENTS OF EXTENSION STORIES

Rather than a standard dictionary definition, an Extension story can be identified by the key elements that comprise it. *Subject matter, topics, tone, purpose.* In particular, pay attention to the “5 Ps”—Purpose, People, Partnerships, Programs and Process—which emphasize our unique value proposition and differentiate us in the market.

This tool is meant as a basic checklist to help you prioritize topics and frame your stories in a way that grows our collective Extension brand identity. When developing your stories - or vetting existing stories - use this checklist to guide you.

You must be able to check the first two boxes for all stories:

- > PURPOSE—Does this story or topic show how Extension improves the life of North Carolinians and/or grows the state? ☐
- > PURPOSE—Does this story or topic teach others a lesson about how to do something differently or inspire them to make a positive change? ☐

You should be able to check at least one of the next four boxes, but you don’t have to check every one (the more the better):

- > PEOPLE—Does this story or topic show how Extension’s people provide high-tech, high-touch service to clients and communities in our state? ☐
- > PARTNERSHIPS—Does this story or topic show how Extension’s partnerships (local or statewide) position us to benefit the state? ☐
- > PROGRAMS—Does this story or topic show how Extension develops and/or implements programs that deliver university research into the field to address client needs? ☐
- > PROCESS—Does this story or topic show how Extension provides individualized solutions that empower clients and help them make better-informed decisions? ☐