Writing the idea: five questions

An idea is more than a catchy title: it is an editorial question with a feasible plan and value for the audience.

01 / What?

What is the subject and central question? Define the idea in one sentence, distinct from the title.

02 / Why?

Why publish now? What informational or human value will the story add?

03 / For whom?

Who is the audience? Identify needs, language and platform.

04 / How?

How will it be told? Define the angle, guests, sources and visual and sound treatment.

05 / Where and when?

Check location, schedule, budget, permissions, resources and fallback plan.

The versatile media professional

A practitioner who understands research, preparation, shooting, storytelling, editing, publication and evaluation while upholding accuracy, ethics and collaboration. Versatility does not replace specialist expertise.

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Common preparation and production mistakes

From idea to publication: review these points before approval.

Vague idea

Turn a broad topic into a focused question and verifiable objective.

Unverified information

Check original sources, dates, names and figures.

Wrong guest

Select guests for relevance and expertise, not fame alone.

No shoot plan

Prepare a shot list, locations, permissions and schedule.

Ignoring the audience

Test language, length and platform before production.

Ignoring rights and privacy

Secure necessary permissions and protect personal data and children.

No contingency

Prepare fallback guests, locations or material.

No final review

Check facts, audio, images, script and rights before release.

Practical example

Idea: How do Emirati families preserve memory through old photographs? Audience: families and youth. Treatment: an elder interview, authorized photos and family scenes. Execution: schedule, permissions and shot list. Review: accuracy and privacy.

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