



MAXIMIZE NWMO

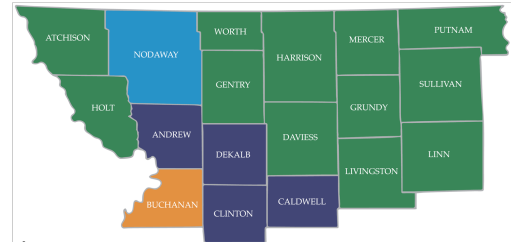
Dream big and grow together.

Spotlight Stories

Better Connecting and Promoting Northwest Missouri: A project of the Maximize NWMO Communications CollaborACTION Team

We are gathering written, photo, and video short stories

about the people, places, and events that YOU, our residents of all ages, feel make Northwest Missouri a great place to live! Maybe it is a restaurant or park you love. Maybe it is a teacher, doctor or nurse, or business owner that you think is great. It could also be a museum, theater, sports activity, event, festival, or curious historical fact that interests you. The point is to get to know the community a little better and share what attracts you and what you think would attract other people to live, learn, work, and play here.



The Communications CollaborACTION Team is going to soon be posting written stories of 500-1500 words with photos and videos of 10 seconds – 5 minutes on the website www.maximizenwmo.org and on Maximize NWMO social media platforms. These stories will also be promoted to media professionals within the region and those who cover the region working on statewide websites, podcasts, social media, and magazines.

Why Collect Stories?

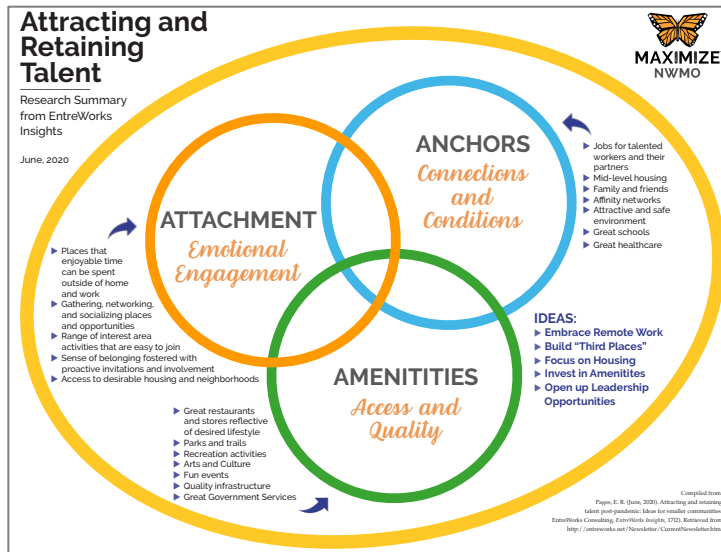
The leaders in Maximize NWMO want to turn our population trends around. Instead of losing people, we want to sustain and slowly grow our communities to make sure there are enough people to keep stores, restaurants, businesses, and entertainment venues open and thriving. We want to make sure we keep the healthcare providers we need here. We want awesome teachers and administrators, employees in every profession, and leaders who are capable and caring to live here. We already have a lot of these, yet know that to help people live their best lives in Northwest Missouri, we would benefit from having more. We don't want to be something we're not. As a primarily rural region we're not trying to create big busy cities all across the area. We just know that everyone here is better off when all of our mid-size cities and small towns are bustling with activity and have enough people to provide all of the services in this graphic.

COMMUNITY INTERCONNECTION & INCLUSION



How to Collect Stories

There are many ways to think about promoting all the strengths of a place. The following three general categories are often used to describe how the decision to live and work somewhere is dependent on many factors. Reading through these lists may spark some story ideas for you!



ATTACHMENT: Emotional Engagement

- Places that enjoyable time can be spent outside of home and work
- Gathering, networking, and socializing places and opportunities
- Range of interest area activities that are easy to join
- Sense of belonging fostered with proactive invitations and involvement
- Access to desirable housing and neighborhoods

ANCHORS: Connections and Conditions

- Jobs for talented workers and their partners
- Mid-level housing (primarily, as well as a balance of quality higher- and lower-income options)
- Family and friends
- Affinity networks
- Attractive and safe environment
- Great schools
- Great healthcare

AMENITIES: Access and Quality

- Great restaurants and stores reflective of desired lifestyle
- Parks and trails
- Recreation activities
- Arts and Culture
- Fun events
- Quality infrastructure
- Great Government Services

If interviewing someone, consider asking the following questions and use their answers to start your story:

- Where do you live now? (Community and county)
- What is your big dream for (_____your community? Northwest Missouri as a regional community?)
- What do you value most about (_____your community? Northwest Missouri as a regional community?)
- What challenge could be solved if our community members worked together?
- Why did you and/or your parent(s)/guardian(s) choose to live/learn/work/play here

Story Template

Headline

Sub-headline

Byline | Date

Lead with answering
WHO, WHAT, WHEN, WHERE, WHY, and HOW.

Support with facts in descending order of importance.
This is your background information that provides context
for the main point to help readers relate to and
better understand the person, place, or event
you are writing about.

End with a summary statement
that wraps up the details
and leaves the reader
with one memorable
point.

Be sure to include 1-5 photographs with captions that indicate:

- Where was the photo taken?
- When was the photo taken?
- Who or what is in the photo?
- Who is the photographer?

If submitting a short video, please make it only :10 seconds to 5:00 minutes long, submit as an mp4
and provide the same information as listed above for written stories.