Start with a question
Who is responsible for spreading the Big Lie? What are they gaining from doing so?
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VOTING

She Helped Create the Big Lie. Records Suggest She Turned It Into a Big Grift.

by Cassandra Jaramillo
June 8, 2022

Over the last two presidential election cycles, True the Vote has raised millions in donations with claims that it discovered tide-turning voter fraud. It's promised to release its evidence.
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Scope:

What is the systemic problem you’re highlighting?

What is the severity or egregiousness of the problem?
People:

Who is at the center of your story? How will you give them agency?

Do you have special access to people, places, events, etc?

Are there experts whose work could help you? Do those experts have an agenda?
Impact and Accountability:

What is the cause of the problem? Who are all of the institutions and people involved?

Who is responsible for regulation?

Will you be able to get an accountability interview?
Sources:

What data, audio, video can prove the harm/problem?

How can you access that material? FOIAs? Sources? Accounts from impacted people?

How will you verify and backstop your reporting?
Audience:

Who is the target audience for this reporting? Where do they get their news?

What steps can you take to get your reporting in the hands of people who have the power to change things?