

# Why This Story Matters - Research Questions

Write the open-ended questions you have crafted and the answers you find through your research.

Research Question

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Answer

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Research Question

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Answer

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Research Question

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Answer

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# Why This Story Matters - Research Questions

Write the open-ended questions you have crafted and the answers you find through your research.

Answer (continued from previous page)

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Research Question

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Answer

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Research Question

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Answer

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# Why This Story Matters - Reflection Questions

Now that you have completed your research, answer the reflection questions in the space below before working on your elevator pitch.

What is the most interesting thing you learned?

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What was surprising?

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Now that you know more, what is another question you have?

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Who would benefit most from this information?

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Why do you think this event or issue matters?

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## Why This Story Matters - Elevator Pitch

In the space below, write your elevator pitch. Remember.....

- keep it short, but informative
- get your audience excited about the topic
- pull in concrete details from your research
- answer the question, “Why does this matter?”

### Example:

*Juneteenth is an annual day of celebration in Black and African American communities, in the United States, that takes place on June 19. Juneteenth is celebrated every year on June 19 because June 19, 1865 marked the official end of slavery in the United States. Even though President Abraham Lincoln signed the Emancipation Proclamation on January 1, 1863, the news of their freedom took an additional 2 years to reach enslaved individuals in Texas, which was the last state to outlaw slavery. Juneteenth matters because, while it is a day of joy and rest, it also serves as a reminder that the fight for racial equality remains ongoing.*

[illegible]