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Spud Days Story Proposal

Brian,

The small farming community of Shelley, Idaho celebrates the harvest of their most important crop - the potato. Each year on the first weekend of September, thousands from the Intermountain West region and beyond come to see unusual events like a tug-o-war contest waged in a pit of instant mashed potatoes, a potato-picking contest, and a free baked-potato lunch.

I envision writing a point-of-view story that shows our audience what it is like to experience the festival, including helpful information for how to get to the event, what to bring, and where to park. We can publish the story on the web with a photo gallery and video. We can later use it for one of our adventure travel books.

This story has news value in proximity, since the festival takes place in a key region that we cover, and thousands from the Intermountain West and beyond attend. The oddity of the events and the fascination and obsession the town has with the potato should also grab attention. We can make this story timely by running a preview that shows readers when it takes place, what to expect, and how to get there.

I will need a week to work on the story. This will include driving 200 miles from the office to Shelley both ways and two nights in a motel (\$100 per night) plus meals and other expenses. I will arrive a couple days early to scout out the location and interview event supervisors and then cover all three days of the festival, taking photos and video, and then writing the story.

I plan on transmitting the story, photos, and video from the festival, but I'm told cellular coverage is poor in the area, so it will take longer than usual to send large video files and photos. Since I'm arriving early, I can look for WI-FI hotspots that have better bandwidth.

Thanks for your time. Let me know if you have any questions.

Sincerely,

Alan Murray