

StoryInnovation Planning Canvas Name: Alan Murray Project: Spud Days Date: March 26, 2022

A. Sources (List at least 3 relevant sources that can provide different perspectives for your story, including at least one sentence that explains the kind of information the source can provide and at least one item of contact information for each source. If the source is not a person or organization, list how you will obtain the information.)				
Name/Title (List at least one: e.g. people, books, websites, documents, letters, statistics, etc.)	Information Provided (e.g. What questions will this source answer and what information can I obtain from this source?) Why are the information provided by the source important?)	Contact Info: (List at least 1 item for each contact: e.g. phone, email, social media, address, website, etc.)		
Karlene Higham	Karlene is responsible for answering any general questions related to the event and will be a good source to begin with to get oriented to everything that's planned.	208-681-1586		
Mikel Anderson	Mike is in charge of the Spud Day Parade and should be able to help me get more specific details about the parade route and participants.	208-681-3390		
Kim Westergard	Kim is in charge of all the activities for the festival, including the tug-o-war content in the pit of mashed potatoes. She should be able to help me get access to the tug-o-war venue so we have a good position to take photos and observe what's happening.	208-681-1586		
Spud Days Website	The website has a full schedule of events that I can verify with sources over the phone.	https://www.idahospudday.com/schedule-1		
B. Access Barriers/ Obstacles (e.g. List at least 1 item of anything that might prevent access or be an obstacle to covering your story.)	Solution (e.g. In 1 to 2 sentences, describe why this item might prevent you from accessing key information or be an obstacle to covering the story and any ideas you have to solve the challenge (e.g. The subject isn't returning my calls. I know someone that can introduce me in person and that may help.)	Contact Info: (List at least 1 item: e.g.. phone, email, social media, website of people who can help you solve challenges)	C. To-Do List (List at least five possible tasks you will need to do to complete your story assignment in chronological order or by importance. Include the final due date.)	Due Date/Time (List the date for each To-Do item. Note the date you will need to do the task and/or any deadline Include the final due date. .)
Poor Cellular Phone Service Access to Activities	<p>We will have to transmit the story and large photos and video files on location. I've heard cell phone signals are poor in this area, so we will have to make some arrangements for some wi-fi access - perhaps at a hotel or the city offices?</p> <p>Some activities have limited seating, so we will need to make arrangements beforehand to get positions from where we can take photos and video without having our view blocked by the crowd.</p>	Kim Westergard - 208-680-1586 - can help me get this set up in advance.	<ul style="list-style-type: none"> Schedule phone interviews to get ready for the event Make packing list for road trip (equipment, clothing, etc.). Research event on the web and in interviews Make hotel reservations. Travel to Shelley, Idaho (200 miles). Scout Location, Meet with key Sources Send preview story with photos for publication Cover event file story, photos, video each day 	<p>August 15 August 18 August 20-25 August 20-25 August 26-27 August 28-31 August 31 September 1-3</p>