

Story Proposal Canvas

Name: _____

: Project Name: _____

Date: _____

A. Exploratory Questions

List at least 1 key exploratory question that will guide your reporting and writing.

B. Background Information

Notes:

Using the questions you made in Box A, write a 2 to 3 line statement explaining what kind of story you want to write and give some brief background information. Make notes of any information you have that might answer 5Ws and H questions as they apply., including people you can interview.

C. News Value

List each news value that applies to your story idea and explain in 2-3 sentences why you believe each one fits with your idea.

D.. Budget

List at least 2 budget items that could include costs, time, staff, and other resources that you will need to work on your story idea.

E. Publishing Format

Explain what format or formats you plan on using to publish the story (e.g. photos, video, audio, web post, print, etc.)

F. Obstacles/Barriers

List any challenges you will have to overcome to be successful. Give at least a 1-sentence explanation of each item. (e.g. access to places, people, uncomfortable subject, etc.)