

Cover Story Vision Exercise

Write a Feature Article Five Years from Now about GSWW!!!

Girl Scouts of Western Washington is in the midst of a strategic planning process. We need your creative input **in helping us envision the future** that GSWW will make possible. Please follow the instructions below and submit your digital entry to Jen Muzia, Director of Planning & Strategic Initiatives at JenniferKM@girlscoutsww.org NO LATER THAN 5PM OCTOBER 16TH.

1. **Get in the right frame of mind:** you are a reporter for a magazine or newspaper of your choosing. It is September 30, 2013. You've just been given a big break. Your editor has asked you to do a feature cover story on the amazing Girl Scouts of Western Washington council. The angle is a 5-year retrospective on how they have uniquely impacted the region and the country. You sharpen your reporter's pencil (a.k.a. turn on your computer's word processor) and begin.
2. **Think about the big picture:** You need to make a compelling article that really captures the essence of the council and its *unique* impact on its many stakeholders. Remember to think about girls, parents, volunteers, the organization itself, and the communities within which it all takes place. Consider who you would interview, what photos you'd want the photographer to take, what type of data would be compelling.
3. **Get to work!** Write your cover story article – be creative!!!

Detailed instructions:

1. **Pick a publication that everyone would respect:** the publication could be local, regional, or national in circulation. It could even be web-based. Think about the audience.
2. **Name and date** your piece. Remember, the date is 9/20/2013
3. **Brainstorm an angle, or storyline:** the angle of your story can often be summed up in the title of the piece which would appear on the cover of your publication. Quickly jot down a few brainstorms about the theme of your piece. Quickly jot down some possible titles. Chose one you think will be the most compelling.
4. **Pick your evidence:** choose evidence (of course, this evidence is fictitious since it happens in the future but, from the perspective of 9/20/2013, it has happened in the past) that supports your story angle. Think about adding the following to your story:
 - a. **Notable quotes** from interviews you supposedly conducted with people (ordinary citizens as well as well-known names)
 - b. **Compelling data** about outcomes and effects of GSWW on girls, volunteers, communities
 - c. **Salient trends** that GSWW has turned into opportunities and positive outcomes
 - d. **Compelling photos:** of course we don't expect you to take photos of the future ☺, but jot down ideas of possible photos and put their descriptions in the text as placeholders.
5. **Write the piece – try to use 1,000 words or less (2 pages, single spaced):** using 1-4 above, construct a narrative that the audience of your publication would be interested to read. Make sure to put in the Publication, Title, subtitle (if you like), your name, and the date.
6. **Email your piece to** at JenniferKM@girlscoutsww.org NO LATER THAN 5PM OCTOBER 16TH.