

NOAC 2020 Communications Team Potential Writer – Writing Sample Exercise

THE SETUP:

Thank you for your interest in being a writer on the communications team at the 2020 NOAC. Our team has an exciting role at the conference telling the stories of what happens at NOAC for delegates, family and friends at home, and members of the general public. In addition to authoring stories about what happens, we also write about things that are going to happen to help promote them and ensure delegates at NOAC don't miss any exciting opportunities while they're there.

Since we only have a week together and we have a lot of content to write and produce, we need to make sure those who join NOAC communications staff as writers are skilled and ready to write. To validate your capacity for writing and for telling a good journalistic story, we're asking you to submit this assignment in order to be considered for our team.

THE ASSIGNMENT:

- Write a timely, 300-500 word news article about a recent event in your school, workplace, Scouts BSA troop, or OA lodge.
- Establish the "who," "what," "when," and "where" of your article within your first paragraph. Include the "why" and "how" somewhere within the article.
- Include at least one or two quotations from people involved in the story or witnesses of the event. For the purposes of this exercise, your quotes and sources don't need to be real-life and can be constructed by you. We're just looking for your ability to contextualize first-hand accounts and others' perspectives into your telling of the story.
- When appropriate, try to include additional facts and figures or information about upcoming events that are tied to the event which you've covered, or a note about where your audience can find more information about a topic that was covered at the event.

THE PROCESS:

- Construct your assignment either in a Microsoft Word document or Google Doc, being sure to include your name and email address at the top of the document.
- Submit your assignment via email to noaccontent@oa-bsa.org, with the words "NOAC Writing Submission" in the subject line of your email.
- Hang tight. We'll review your sample to evaluate your ability to write and tell a story, and we'll reply to you within a few business days with a decision about a role on our NOAC writing team.