



## Headline / Cover Story Exercise URI in 2012

The purpose of this activity is imagine where URI will be in 2012 and to come up with a news story that you can imagine yourself reading in your chosen publication.

- The three teams will develop a headline, cover story concept (3 or more bullet points about the story), quotes and photos. If you have time, you could bullet one or more sidebars.
- Each group should choose a facilitator to keep things moving along and ensure everyone contributes.
- Present your news article on the flip chart paper provided.
- Sarah will act as a wandering Observer to note how groups are working together, to keep time and answer questions.
- Each group has been given a different publication to help guide the focus of the story and your target audience.



### Materials Needed:

- Three flip chart pages taped together; markers; post-it notes; 20+ URI photos, and something to mount the posters on the wall.

### Process:

1. Silent brainstorming. Using the post-it notes, each member writes as many ideas as possible – one idea per post-it – for each part of the article (headline, cover story, quotes). You will only have 5 minutes for brainstorming!
2. Determine focus: Facilitator helps focus the group on one cover story from the ideas – it may be one idea already suggested, a merged idea, or new idea. Group decides how this choice will be made (vote, consensus, etc.) Facilitator's job is to keep the group moving toward a decision. You will have 10 minutes to decide on what story you will develop!
3. Develop a few key bullet points for the Cover Story, agree on the Headline, and write some Quotes for the story. You can add sidebar ideas only if you have time. **Key theme is something about URI in 2012, using your current work as the foundation, but extending the impact of URI three years into the future.** You'll only have 40 minutes for this story-boarding. so be selective about the angle of the story. You can choose to just focus on one aspect of URI. Some questions to guide the discussion and decision-making:
  - Who are the stakeholders of URI and how do they work with each other, what value has come out of their work, what are key accomplishments?
  - What is URI's image in the communities where we work? What do people say about us?
  - What is the impact (or impacts) of our work?*These questions are just to get the discussion going.*
4. Gallery Walk: Each group presents their stories (1-2 minutes max). Everyone walks around to observe each other's work.
5. Q & A, Reflection, Evaluation.