Cougar Volunteer Spirit Article/Photo Guidelines and Deadlines

Deadline: First Draft of the article is due on <u>Monday, March 21</u>—turn in hard copy of article in layout design form with photo(s)—you and your subject. Write and design in a fashion similar to the 2009 CVS articles and the 2011 article example at <u>http://cougarvolunteerspirit.blogspot.com/</u>
The final version, for which you will receive a letter grade, is due on <u>Monday, March 28.</u> Revisions from first draft must be made and the article must be presented on Blogger/Blogspot in a design similar to the example mentioned and linked above. Go to blogger.com to start a free account. Each of you will be added to the new CVS homepage as authors. You will post your articles that way to the blog and also print it to turn in on March 28

Each of you will write a short article and take or secure a quality photo or photos of your CVS student. We want photos showing your student in a volunteer setting or activity—not a bland head and shoulders shot.

Once you have identified your student, then you should get in touch to arrange a face-to-face appointment so you can interview the student and take his or her photograph or secure appropriate volunteer-related photos.

It is best to do this interview in-person than on the phone or by e-mail. Also, before you meet your student, ask him/her if there's a way you can find out more, can you be sent a resume, a website, Facebook, other background info that will help you can to know your subject and help you prepare for the interview and writing to follow.

The article format, as far as how it will be posted on the website, will be the same as on the current CVS site. The article, when turned in, should have these three parts:

1. Headline: (after Cougar Volunteer Spirit at the very top)
    a. Name of Student (all caps)
    b. The student's volunteer organization
    c. A concise headline
    d. Your name/byline in italics- Example: *By John Doe*

2. The Intro Article: Tell us about your student—keep this to 100-150 words, four or five paragraphs maximum. This should be upbeat and positive and hit on his/her volunteer work. There are many good examples of leads and the rest on the current CVS site. You don't need to have quotes in this part since the following part ("About so and so…") will be all direct quotes from your student

3. "About Your Student…" (see site for how this part is done). This is kind of a fill-in-the-blank part. This part should be in first person, i.e. the words of your student. It should have these elements:
    a. About (name of your student)…
    b. Hometown

    c. Major
    d. Expected Graduation
    e. Volunteer Activities- current and past
    f. What do you enjoy most about community service?
    g. Most memorable volunteer experience?
    h. What are you most proud of contributing to your organization(s)?
    i. How have you personally benefitted from volunteering?
    j. What would you tell someone who is thinking about volunteering?
    k. How do you think your friends and family would describe you?
    l. What are your plans after graduation?
    m. More information about the student's volunteer organization- "To learn more about CofC's Best Buddies program go to this website… or contact Professor So and So at… "

4. Photograph(s): We want a photo that depicts your student in the volunteer work setting
    a. Look at the 2009 CVS: only a couple on the homepage are NOT good examples
    b. We don't want Facebook" type party pictures!
    c. Ask your student for photos showing him/her in the volunteer setting
    d. But take one yourself to have as a back up. A nice C of C campus setting outside is desirable for this.
    e. Blogger handles photos pretty smoothly—you don't have to resize before posting. But if photos needs some touch up work, please do so using one of the many photo organization sites: PhotoShop, Picasa, Smilebox, etc.
    f. Once you post a photo to Blogger, right click on the photo to size it: small, medium large, etc
    g. Use more than one photo if you feel you can and it would look good
    h. Include appropriate captions/cutlines with each photo. If other people are in the show, be sure to indicate which students is our CVS student, and who the others are if possible

5. Overall Design: You can vary the design—it doesn't have to look exactly like the template at **http://cougarvolunteerspirit.blogspot.com/** Feel free to choose different colors, font, etc. But do stick to the basic writing organization described above. Also, make sure your page has a link back to the homepage.

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