

Original Text Sample Provided by Client

Opening paragraphs of a proposed 4-page article on Corporate Volunteerism

*Excuse me General Powell, can you please pass that hammer?*

*At 5:00 a.m., Sunday morning there was nothing but blueprints drawn from a child's sketch of her dream playground. By 10:00 a.m., over 100 community and corporate volunteers had put up the first slide. Vice President Gore and General Colin Powell arrived at 1:00 p.m., just in time to help build the second story walkways and put the tops on the castle's turrets. By 5:00 p.m., the child's dream had become a reality; the community of Nicetown, Philadelphia, supported by corporate volunteers, had constructed a new, safe place for their children to grow and learn.*

*This kick-off event to the President's Summit for America's Future demonstrated once again that corporate energies and resources channeled toward social issues can be a catalyst for change.*

*Building a playground was easy compared to the work that still lies ahead in implementing all of the commitments made by corporations. As a delegate to the Summit, I joined business executives, political leaders, and fellow delegates from communities across the country to find ways to expand the Presidents call to action and inspire more companies and individuals to make commitments to address the needs of our nation's children.*

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Edited Text Sample by MC

Opening paragraphs of edited version, published in Inside PR (May 1997)

*A View from the Summit – A New Era of Corporate Citizenship*

*Whoever would have thought I'd be in the trenches, as it were, with former General Colin Powell, digging in for the long haul in a call, not to arms, but to the heart and soul of our country.*

*But that's the way it was last Sunday at the beginning of the President's Summit for America's Future, when regular Joes like myself rolled up our sleeves to work side by side with Powell, Vice President Al Gore, and a host of corporate CEOs, families, neighborhood volunteers, and Kimberly-Clark employees to kick off the Summit by starting with the simplest of all childhood joys – a playground.*

*In the pre-dawn hours of a typical Saturday night in Nicetown, a community named long ago by its proud residents, the only sounds across an empty lot here were the occasional spasms of inner-city life – a cry through the night, wheels squealing, doors slamming. But, by the time the sun's first rays warmed the cool early-morning air on Sunday, the empty lot was alive with the sounds of dreams coming true.*

*By 10:00 a.m., over 100 corporate and community volunteers were gathered together, as part of Kimberly-Clark Corporation's national playground building program – hammering, bolting, lifting, building a playground designed by children for children; creating an oasis of safe play out of a desolate lot that just the night before had been littered with broken glass and trash.*