

## Writing Example – Copywriting



### Greater Tampa Area Challenges & Assets

**What do you feel are the three most challenging issues facing the Greater Tampa area and why?**

**Challenge 1 (Limit 125 words). \***

Working in Tampa Heights, I see a large homeless population that need more assistance than meals, showers and beds. Organizations are assisting, but there are more homeless people than space in shelters. It is not out of the ordinary to see someone sleeping in the covered parking area or huddled near the building for warmth. The need is compounded by a large mental health component that is currently not being addressed. Each day, I hear a gentlemen screaming out from across the street. I look to see what is happening, but he is screaming at no one. I have also had interactions with several people in our parking lot and I want to help them, but I know that a dollar is not the answer.

**Challenge 2 (Limit 125 words). \***

Children and adults alike in this city are all too frequently hit or put in danger while crossing streets throughout Tampa. The crosswalk signs are helpful, but if drivers are not paying attention everyone is in danger. A few weeks ago, one of my co-workers was hit by a car while crossing the street safely in a crosswalk. My concern grows while thinking of the safety of children that have to cross busy streets throughout the city while on the way to school as many of these intersections do not have a crossing guard. The number of children walking to school will continue to grow with the termination of bus service for thousands of children throughout the county due to budget constraints.

**Challenge 3 (Limit 125 words). \***

Being from the deep South, I grew up in a cohesive community where there was a sense of commonality that bonded those from the area. The bond and commonalities that exist supersede city and county boundaries and even state lines. In Tampa, I have found the community to be much more divided into pockets within the city. The communities identify themselves first and foremost as West chase, Tampa Heights, South Tampa, Sulphur Springs, Carrollwood, etc. The bonds within the individual communities are strong, but the cohesiveness is lacking across the entire city.

**What do you feel are the three greatest assets of the Greater Tampa area and why?**

**Asset 1 (Limit 125 words). \***

There is a sense of excitement and rejuvenation in downtown Tampa that is palatable. In the short time that I have worked at the Y, I have seen the Tampa Heights community change dramatically. Restaurants and shops are moving into the area, streets are being torn up and re-bricked and new mixed use facilities are starting to be built. The area near the river is being revitalized and is quickly becoming a place that professionals and young families are happy to live and work. The plans for future development of Water Street and the addition of a new hotel next to Amalie are truly exciting. Tampa is transforming before our eyes and is a fun journey to witness.

**Asset 2 (Limit 125 words). \***

Tampa is home to multiple educational venues that go beyond the traditional four-year degree. While college students may be populating the campuses, University of Tampa, Hillsborough Community College and the University of South Florida make obtaining a master's or doctorate degree easy by offering a variety of options that are accessible to the working professional. In addition, educational possibilities include a myriad of avenues that can be pursued and tailored to individual schedules. In addition, Tampa's location allows an individual to obtain advanced degrees from the University of Florida, Florida State University, University of Central Florida, University of Miami and Florida Polytechnic University.

**Asset 3 (Limit 125 words). \***

Establishing a culture of philanthropy and collaboration is something that is built slowly and deliberately. I am happy to live in a city that promotes this type of giving back to others. Not only is Tampa home to hundreds of nonprofit organizations, but companies are also promoting volunteerism and giving back with their employees on a frequent basis. Whether employees are refurbishing a garden, teaching school children or collecting holiday food and toys, the attitude is one of promoting a hand up and not just a hand out. In addition, many companies go a step further and pay employees for volunteering. High exposure companies are also promoting philanthropy with programs like the Tampa Bay Lightning Community Hero Program.

**Choose ONE of the issues or assets listed above and describe how you would work to solve the issue or further develop the asset. (Limit 250 words). \***

There are many things that can be done to initiate greater pedestrian safety while crossing streets in the Tampa area. First, solar powered crosswalk lights and appropriate street lighting need to be implemented across the city. Many crosswalks are dark, preventing drivers from properly identifying pedestrian presence. Ensuring that crosswalks are lit is once step towards safety. The addition of solar powered flashing lights further marks the area while alerting drivers and utilizing natural resources. While there is an initial cost for infrastructure, the prevention of accidents and safety of pedestrians should be the first concern. The solar panels will provide power for the lights to sustain themselves while promoting safety.

Crossing guards should be present at crosswalks throughout school zones during the hours of admission and dismissal of school. If busses are eliminated for all children living within a 2-mile radius, there will be a substantial cost saving by the school district. A portion of that money should be dedicated to wages to crossing guards to ensure the safety of our children. Students in my community are expected to cross a four lane highway without any assistance from a crossing guard or substantially lighted signs. The addition of crossing guards would at least increase exposure for the students crossing the street, promote safety of the children and cause drivers to pay more attention at the intersection.