

1.) Email Writing Prompt:

Please write a 100-word email addressing the entire POW audience and in the POW tone of voice inviting them to an Earth Day screening of the film, *Drop*. Please include the following messaging bullet points and include two subject line proposals with your copy.

Messaging:

- It's Earth Day! At POW, we're big fans of Earth Day. This year, we're excited to commemorate the occasion from a position of proactive hope.
- President Joe Biden's Climate Summit is taking place. Include why it's important to the Outdoor State's climate efforts.
- Draw a link between the Biden Climate Summit and *Drop* film synopsis (climate policy starting as snow on the divide and then impacting everyone along the way), in this case, everyone who interacts with rivers.
- Celebrate Earth Day with us tonight, for a special screening of *Drop*, with Hilary Hutcheson.

2.) Copy-Editing Prompt:

Please copy edit the following email from POW Alliance member, Troy Murphy:

I grew up in Bethel, Maine, where I discovered my first true passion in life; I just wanted to send it. Lucky enough, Sunday River proved to be the perfect stomping ground and I eventually landed on the US Olympic Freestyle Ski Team and competed in the 2018 Games. While I'm not skiing bumps quite as much these days, it's been incredible connecting with America's common grounds in the backcountry.

My name is Troy Murphy—I'm a professional skier, and I'm psyched to join POW founder Jeremy Jones in a virtual visit to your college campus! On Monday, October 5, at 7:00 pm ET, we'll host a screening of Jeremy's new film *Purple Mountains* to get you excited for ski season, and more importantly, voting season. We'll follow up the premiere with a live Q&A, and I'd love to see you there!

Unfortunately, the very places where I learned to ski face challenges of fickle snowpacks and shortened ski seasons due to climate change. However, with the energy of our growing Outdoor State and your campus community, I know we can make the jump ourselves and be a part of the climate solution—I hope you'll join the conversation on Monday!

Cheers,

Troy