

Writing Sample #1
Press Release for Arts on the Green
Published July 2017

Summary:

As a program coordinator for the City of Gaithersburg, I am responsible for marketing and advertising for Arts on the Green. [Arts on the Green](#) consists of the Arts Barn and Kentlands Mansion, and is considered Gaithersburg's home for the visual and performing arts. The two venues host concerts, classes, gallery exhibits and more. Each month, I compile all of the events and news information into a two-page press release, which is then distributed to over ten different local news outlets, over social media and in our email newsletter. In the introduction, I highlight brief, pithy news content in order to engage readers and promote media inquiries.

Contact: Monica Harwood, Performing Arts Program Coordinator
City of Gaithersburg/Arts Barn/Arts on the Green
301-258-6394
Monica.Harwood@gaithersburgmd.gov

Wednesday, July 12, 2017
For Immediate Release

Broadway's Future Stars at Arts on the Green

(Gaithersburg, MD) Catch the stars of tomorrow at the Arts Barn with Wildwood Summer Theatre's production of "Spring Awakening" August 4 – 12. The production has a special connection to Wildwood, since the Tony Award-winning director of the original Broadway production of "Spring Awakening," Michael Mayer, is a former Wildwood cast member. The DC-Area's only all-youth musical theatre company, Wildwood offers the unique opportunity for young adults age 14- 25 to gain practical experience onstage and backstage, with many alumni going on to pursue successful careers in theater.

This year marks the 15th theater season at the Arts Barn. In May 2002, the Arts Barn opened to the public with its first stage performance, a one-woman comedy titled "A Fresh of Breath Air" written by and starring Dale Stein. Since then, more than 180 theater productions ranging from comedy to drama to musicals have graced the Arts Barn stage.

ONSTAGE

SPRING AWAKENING

In partnership with Wildwood Summer Theatre
Aug. 4 - 12 · Thu. & Fri. at 8 p.m., Sat. at 2 & 8 p.m., Sun. at 2 p.m. · Arts Barn
Tickets: \$22(General) · \$18 (Students ages 15-22 with I.D.)

Based on Frank Wedekind's play of the same name, *Spring Awakening* depicts a dozen young people making their way through the thrilling, complicated and mysterious time of sexual awakening. This play contains mature themes and language and is recommended for ages 15 & up.

SUMMER CAMPS AT THE ARTS BARN

New for 2017: *Arts Barn After Camp* – Enjoy fun and games after camp!

Jul. 31 – Aug. 4

Art from Photography – Take your own photos and transform into art. Ages 10 – 14.
Basics of Photography – Learn about composition and camera basics. Ages 10 – 14.

Aug. 7 – 11

Exploring American Art – Create projects inspired by American icons. Ages 11 – 13.

Aug. 14 – 18

Let's Go the the Zoo! – Learn to draw animals found at the zoo. Ages 5 – 7.
Rock Out! Teen Intensive – Create artwork based on rock n' roll imagery. Ages 11 – 15.

WORKSHOPS AT THE ARTS BARN

ART NIGHT OUT: PAINTING THE OCEAN IN WATERCOLOR

Aug. 18 · 7 p.m.

Learn about working with watercolor, enjoy a glass of wine or beer, and make your own masterpiece. Register with a friend to each receive a \$5 discount. Ages 21 & up (ID required).

PAINTING WORKSHOP: ACRYLIC EMOTIONS – PAINTING INTENSIVE

Aug. 14 - 17 · 1 – 3:30 p.m.

Over four days, learn to work with acrylic paint and use it to express specific emotions. Ages 12 & up

Explore all classes, camps and workshops at gaithersburgmd.gov and in the Go! Gaithersburg Guide.

IN THE GALLERY

ARTS BARN

Point of View

Thru Aug. 7

A juried photography exhibit that explores the artist's unique visual style. Free artists reception July 20.

Keep Cool

Aug. 11 – Sept. 5

An eclectic exhibit featuring works by the visual arts faculty of the 2018 art education season. All work will be dominated by cool colors. Free artists reception August 24.

KENTLANDS MANSION

Countryside Artisans Create

Thru Sept. 1

The Countryside Artisans Group portrays the agrarian beauty of Northern Montgomery County.

ACTIVITY CENTER

NOMA at Bohrer Park

Thru Aug. 27

Frederick-based artists collective showing two- and three-dimensional works representing a variety of genres and styles.

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Arts Barn, 311 Kent Square Road, Gaithersburg, MD 20878 | 301-258-6394

@ArtsOnTheGreen

www.gaithersburgmd.gov

Example of Published Press Release

July 2017

Summary: The press release above was sent to the Lakelands Leader in July 2017, and my content was published in the August publication of the *Lakelands Leader*. The full August issue can be downloaded from [the Lakelands Leader website](#).

ARTS ON THE GREEN

Broadway's Future Stars at Arts on the Green

By Monica Harwood,
Performing Arts Program Coordinator

Catch the stars of tomorrow at the Arts Barn with Wildwood Summer Theatre's production of *Spring Awakening*. The DC area's only all-youth musical theatre company, Wildwood offers the unique opportunity for young adults age 14- 25 to gain practical experience onstage and backstage, with many alumni going on to pursue successful careers in theater. This production has a special connection to Wildwood, since the Tony Award-winning director of the original Broadway production of *Spring Awakening*, Michael Mayer, is a former Wildwood cast member.

On Stage

Spring Awakening

August 4 - 12

Arts Barn

Thursday & Friday at 8:00 p.m., Saturday at 2:00 & 8:00 p.m., Sunday at 2:00 p.m.

Tickets: \$22(General) - \$18 (Students ages 15-22 with I.D.)

Based on Frank Wedekind's play of the same name, *Spring Awakening* depicts a dozen young people making their way through the thrilling, complicated and mysterious time of sexual awakening. This play contains mature themes and language and is recommended for ages 15 & up.



Classes & Workshops

Painting Workshop: Acrylic Emotions – Painting Intensive

Aug. 14 - 17, 1 - 3:30 p.m.

Over four days, learn to work with acrylic paint and use it to express specific emotions. This workshop is perfect for both beginning artists and those not familiar with working with acrylics. Ages 12 & up

Art Night Out: Painting the Ocean in Watercolor

August 18, 7:00 p.m.

Learn a bit about working with watercolor, enjoy a glass of wine or beer, and make your own masterpiece. Ages 21 & up (ID required).



Summer Camps

Art from Photography

July 31 - August 4

Take your own photos and transform them into art. Ages 10 - 14.

Basics of Photography

July 31 - August 4

Learn about composition and camera basics. Ages 10 - 14.

A Capella Camp

July 31 - August 11

Learn the basics of acapella while enhancing performance skills. Ages 10 - 15.

Exploring American Art

August 7 - 11

Create projects inspired by indigenous people and American icons. Ages 11 - 13.

Let's Go the the Zoo!

August 14 - 18

Learn to draw animals found at the zoo. Ages 5 - 7.

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New for 2017: Arts Barn After Camp – Enjoy fun and games after camp!

See ARTS BARN on page 29

Professional Directory

Reach hundreds of Lakelands readers every month with a low-cost ad in the *Lakelands Leader*! Contact us today at leader@lakelands.org or 240-631-8338.



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From ARTS on page 26

In the Gallery

Point of View

Thru August 7

Arts Barn

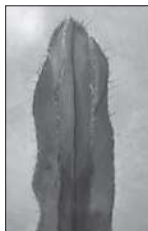
A juried photography exhibit that explores each artist's unique choices of subject matter and visual style.

Keep Cool

August 11 – September 5

Arts Barn

An eclectic exhibit featuring works by the visual arts faculty of the 2018 art education season. All work will be dominated by cool colors. Free artists reception August 24.



Countryside Artisans Create

Thru September 1

Kentlands Mansion

The Countryside Artisans Group portrays the agrarian beauty of Northern Montgomery County.

NOMA at Bohrer Park

Thru August 27

Activity Center

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This year marks the 15th theater season at the Arts Barn. In May 2002, the Arts Barn opened to the public with its first stage performance, a one-woman comedy titled *A Fresh of Breath Air* written by and starring Dale Stein. Since then, more than 180 theater productions ranging from comedy to drama to musicals have graced the Arts Barn stage.

Arts on the Green is the City of Gaithersburg's premier center for the performing and visual arts. It is located at 311/320 Kent Square Road in Kentlands. For more information visit www.gaithersburgmd.gov or call 301-258-6394, find us under the "Leisure" tab at www.gaithersburgmd.gov, follows us on Facebook at ArtsOnTheGreen, or view a copy of Go! Gaithersburg Guide.

Example of Published Press Release

March 2017

Summary: I completed a press release for Arts on the Green in February 2017, and my content was featured in the March publication of the *Kentlands Town Crier*. Each month, I compile all of the events and news information into a press release, which is then distributed to over ten different local news outlets, including the *Kentlands Town Crier*. The full August issue can be downloaded from [the Kentlands Town Crier website](#). I supplied the images, copy and content, while the editor of the publication formatted it according to their layout.

Questions? Contact **Monica Harwood**
Performing Arts Program Coordinator
City of Gaithersburg/Arts Barn/Arts on the Green

ARTS on the *Green*

301.258.6394
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Fairies and Folklore Take Over at Arts on the Green

(Gaithersburg, MD) A fairy garden has attracted the attention of magical creatures at the Arts Barn, who have taken over classes and programs at Arts on the Green!

In the class, "Go Green! Characters Galore!," young artists are inspired to create their own magical characters. Families will sculpt miniature houses for magical creatures during the two-day workshop, "Family Art: Fairy Houses in Clay" on March 31 and April 7. Children ages 7-11 will create their own worlds during our Spring Break Art Camp, "Magical Spring," April 10-14, with projects that include building tiny doors for 'wee folk' that live around the garden and the Arts Barn. Adults will enjoy the celebrating the folklore of Ireland during our St. Patrick's Day, "Beer & Art Party." Registration for spring classes, workshops and camp is now open.



seamlessly with Sheila Carabine's velvety alto, creating the lush harmonies that have become their trademark. The sheer joy with which they perform is infectious, turning first-time listeners into instant fans. Dala are equally entertaining between songs, telling funny and down to earth stories that make every show unique.

GET IN THE ACT

Young Artist Award Concert

March 31 • 7:30pm • Arts Barn • Tickets: \$12

The talented and accomplished winners of the 2017 Young Artist Award Competition will perform in a public concert at the Arts Barn on March 31, 2017, at 7:30pm.

CLASSES AND WORKSHOPS

Register today for visual and performing arts classes starting in March and for one-time workshops taking place year-round. March workshops for kids: Kid's Adventure in Glass Fusing 3/4, Family Arts: Fairy Houses in Clay 3/31. Adult workshops: St. Patrick's Day Beer & Art Party 3/17, Portraiture Group 3/2. A small sampling for the youngest through adults: Makin' Art Mondays for ages 3-5 with parent/caregiver; Shake, Rattle & Roll for ages 2 months-5 years; Cartooning for ages 8-14; A Capella School for ages 8-11; Drawing with Fire for ages 14 to adult and Painting with Pixels for ages 8-18. There are many more classes, and details are at www.gaithersburg.gov and in the Go! Gaithersburg Guide.

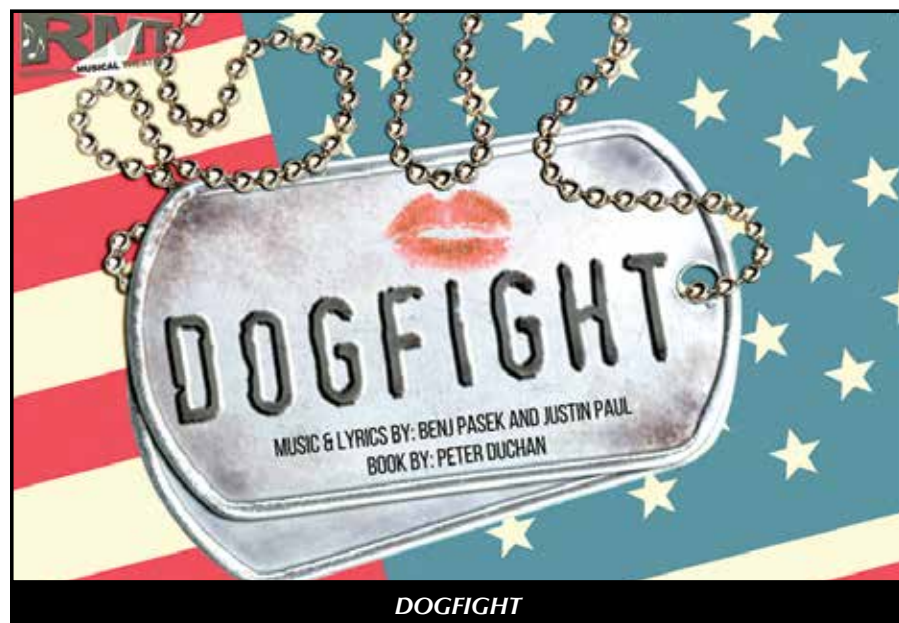
IN THE GALLERY

Arts Barn

March 3 through May 1: Arte di Primavera. Artwork depicting the beauty and renewal of springtime. Free artist reception on Thursday, March 16.

Kentlands Mansion

Art League of Germantown Exhibit (multimedia). A juried mixed-media exhibit featuring artwork by members of the Art League of Germantown.



ONSTAGE

DOGFIGHT

Presented by Rockville Musical Theatre

March 10 – 26 • Arts Barn • Tickets: \$22

Dogfight is the product of the musical theatre composing team of Benj Pasek and Justin Paul, who were recently awarded a Golden Globe for Best Original Song in the hit movie La La Land. On the eve of their deployment, three young Marines set out for one final boys' night of partying and maybe a little trouble. But when Corporal Eddie Birdlace meets Rose, an awkward and idealistic waitress he enlists to win a cruel bet with his fellow recruits, she rewrites the rules of the game and teaches him the power of love and compassion. Recommended for ages 16 & up.

IN CONCERT

Dala

SINGER SONGWRITER

CONCERT SERIES

Presented by O'Hair Salon + Spa

March 4 • 3pm workshop • 7:30pm concert • Arts Barn

Tickets: \$50 workshop & concert • \$30 concert only

Dala write songs that are both catchy and insightful, drawing upon influences like The Beatles, Joni Mitchell, Neil Young and Bob Dylan. Two best friends who met in high school music class, Amanda Walther's ethereal soprano voice blends



Dala

ARTS BARN/ARTS ON THE GREEN • 311/320 Kent Sq. Rd. • Gaithersburg, MD 20878
301.258.6394 • www.gaithersburgmd.gov • www.facebook.com/ArtsOnTheGreen ■

Example of Blog Post

May 2012

Summary: I wrote as a contributor for the website, ThisDishIsVegetarian.com. The purpose of the website is to share newsworthy information to those interested in vegetarianism and animal welfare. I selected the topic and article title from a list of trending news stories assembled by the editor, then completed all research and writing independently. The article, "Poll reveals American public backs doubling food stamp benefits when used at farmers markets," highlights the results of an opinion poll, demonstrating the public's support of making fresh produce accessible to low-income families. The article is available online [here](#).



HOME LIFESTYLE RECIPES REVIEWS

Poll reveals American public backs doubling food stamp benefits when used at farmers markets

Posted at 5/25/2012 12:14:00 PM by [Monica Harwood](#)



A recent poll conducted by the W.K. Kellogg foundation reveals that the American public appears to be in full support of healthier options for recipients of SNAP benefits (formerly food stamps.)

Over 90 percent of those polled indicated that it is either "very important" or "somewhat important" that "all Americans have equal access to fresh produce."

More than 80 percent asserted that government officials "need to do more to increase access to locally produced fresh food."

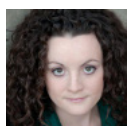
Seventy-five percent of those polled would support doubling the value of SNAP benefits at local farmers markets.

Doubling the value of food stamps at farmers markets could provide lower income families with a tremendous amount of healthier options. When we consider how the costs of nutritious meals are in comparison to processed, commercialized foods, it is easy to see how lower-income families struggle to make healthy food choices. In addition, fresh vegetables available from the store are essentially out of the question when it comes to budgeting a family's meals for an entire month; with only about \$1.48 to spend per meal. (Even acclaimed food expert [Chef Mario Batali](#) had some trouble.)

The doubling of SNAP benefits at farmers markets would encourage users to consume more fresh produce, and hopefully cut down on health care costs down the road. It would help to sustain local farms and promote a healthier environment.

The American public is on board with addressing our nation's hunger and health epidemic. With about [45 million Americans eligible for SNAP benefits](#), the rapid increase of [childhood obesity](#), and recurring [nutrition-related diseases](#) that are swallowing our nation's population, the government's implementation of this program on a national level could benefit us in numerous ways.

Issues involving funding for SNAP benefits will continue to be deliberated over the next several months, as the government will be [reauthorizing the Farm Bill](#) later this year.



Monica Harwood | [Facebook](#) | [Twitter](#) | [Website](#) | [Blog](#)

Rockville, MD Monica has always been a passionate animal lover. She blogs for No Credentials Podcast Network ([nocredentialspn.com](#)), where she is also a personality on the show *The Vegan and the Cannibal*. Monica is an opera singer, accompanist and music teacher, and would one day like to travel the world as a performer, while promoting the cause of animal welfare. Outside of music and animals, she enjoys all types of yoga, tending to her organic garden, and cooking. She currently resides just outside of Washington, D.C. with her boston terrier, Luke.

Photo credit: Commons.Wikipedia.com Ottrre

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[Poll reveals American public backs doubling food stamp benefits when used at farmers markets](#)

A recent poll conducted by the W.K. Kellogg foundation reveals that the American public appears to be in full support of healthier options for recipients of SNAP benefits (formerly food stamps.) Over 90 percent of those po... [Read More](#)



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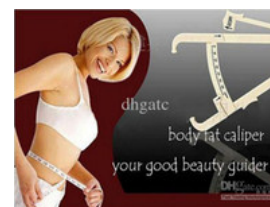
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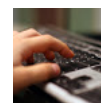


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