

News/Opinion Writing

Instructions:

Write your news story using any word processing program you choose.

Next, convert the file to a PDF for submission.

Only write your contestant number on each sheet of paper.

DO NOT WRITE YOUR NAME OR SCHOOL ON YOUR WORK.

Things Judges Look For

- Attention grabbing or engaging lead
- Clear angle and news hook on the subject.
- Uses facts rather than generalizations
- Includes colorful details, quotes, and descriptions
- Avoids clichés and inflated language
- Few errors; consistent use of AP and/or journalistic style
- Accurate and complete coverage that removes filler information

Assignment:

You are to listen to a presentation of no more than 20 minutes. After a 15-minute question-and-answer period, write a feature following the instructions from the moderator. You may **NOT** make up additional facts or quotes, but you may select from the information below and from the speaker information.

Session Topic: From Donut Runs To Dealing Donuts

Speaker: Gabby Galvan, Entrepreneur, L.A. Donut

Gabby Galvan is a Latina entrepreneur from Lincoln Heights, CA who found her work with musicians, athletes, and producers as a business manager for Geffen Records to not be fulfilling. In February of 2010, Galvan walked into work and quit on the spot. The next month she found herself deciding to pursue culinary school, a decision that would change everything.

She became an entrepreneur at 28 years old when she opened L.A. Cake, an online business venture for the budding pastry chef, and she ended up missing her graduation in order to open this business from her parent's kitchen in 2011. Like any startup, she looked for ways to grow her business. This started with her moving her operations into a rented kitchen space from her mentors and chef instructors, Roger and Tracy, until she made another leap to buy a new set of wheels for her business.

"Charlie" was the first company car, a food truck from San Jose that she renovated into a cupcake machine. From here, she found herself at every farmers market she could make before she networked and fully committed herself to the food truck scene.

Frosting on top was also not enough filling for Galvan, and she started to think about taking her business in a new direction when she acquired a new set of wheels. Thinking about her childhood, she remembered donut runs on Sunday with her parents, the same people who instilled her strong work ethic, and decided to reorient L.A. Cake into L.A. Donut in 2017. The logo came within minutes.

The logo came so easy, that another company tried to lift her branding to grow their business. The company, Work Wise Cafe, eventually closed after Galvan's social media support combined with a cease and desist letter. To this day, Galvan says she felt bad about serving Work Wise, but adds that she was willing to do anything in order to protect the business she had worked so hard to create.

"Peggy" was the second company car, a vintage ice cream truck that she renovated during the rebrand into L.A. Donut. She eventually sold "Peggy" in 2018 after a year of service in favor of "Large Marge" who has accommodated her new expanded rotating menu. She now serves breakfast sandwiches, espresso milkshakes, iced and hot coffees, Americanos, and, yes, cakes. The sale of "Peggy" has allowed Galvan to show up to nearby clubs in Southern California where she has offered free treats to local youth and has helped sponsor giveaways at charity events.

Throughout these last nine years Galvan has traveled throughout Southern California to serve foodies at festivals, movie nights, and truck night events. Handling all social media for her business, Galvan also keeps followers updated with L.A. Donut offerings and locations.



La-Donut Truck



la.donut



<http://LA-Donut.com/>