

The scene – Charming downtown Bowling Green, Ohio with an emphasis on the Main Street shopping and restaurant district

The situation – A proposal faces the City Council in regards to accepting a zoning change application that would allow a new Starbucks to come to Bowling Green. The community is divided. Some consumers and residents of the city are thrilled about the prospect of the business coming to town and the new jobs and taxes it is expected to produce. Others are upset because they feel the corporate giant may be a threat to the small-town atmosphere of the community and may also lead to a loss of income for local business owners.

The players – Those involved in this discussion include members of Bowling Green's city government, local business owners, those wishing to bring Starbucks to town, and the consumers who would or would not frequent the new business.

Your job – In order to prepare for MSE #2, I would like everyone to visit one or both of the coffee shops already in Bowling Green (**Cosmos**, on Wooster near the intersection of Main Street, and **Grounds for Thought**, located on South Main Street). While at the coffee shops writers should take notes on what they see and hear and may also informally interview patrons or shop owners or workers. (**REMEMBER:** If you wish to interview someone, make sure to be unobtrusive and also explain that you are a student and working on an assignment. If you mention Starbucks, make sure to let them know this is a completely made up scenario. In fact, you might be better off just asking what customers like about Cosmos or Grounds for Thought or why they think it is – if they do – better than a chain coffee house). Once you have gathered the necessary information, you will compose a short paper using your findings.

Your venue – It is important to put writing in context – to give it a real situation. With this in mind, you must decide exactly who you are writing to and in what format. Keep in mind the players listed above and consider ways your argument might reach them. For example, you may wish to write a letter to the editor of the local paper urging consumers not to support the new Starbucks or, on the other hand, to consider the new business a positive thing for the community. You may wish to write a letter directly to the city planners urging them to accept or reject the proposal or you may wish to address the owners of the existing coffee houses and advise them on how to compete with a new business. The goal is to produce a real piece of writing, aimed at a real and specific audience, utilizing a very specific format (letter, proposal, business plan, etc.).

Requirements – The piece should be fairly short – **at least one full page and no more than two**. It should be typed, double-spaced and adhere to the MLA guidelines we use in other essays.

Due – This piece is due in class on **Monday, Feb. 28**. This paper will count as part of your final grade on MSE #2.