### Part A—Strategies for Action

**Directions:** Review the narrative case study Strategies for Taking Action and then define each of the featured strategies in your own words. Summarize what each strategy achieved during the Fish Wars.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Define the strategy in your own words</th>
<th>What did the strategy achieve in the Fish Wars?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coalition building</strong></td>
<td>Example description: A coalition is a group of people working together to achieve a common goal.</td>
<td>Example: When Native Nations joined together to demand treaty rights be honored, they were able to accomplish more than if they worked alone.</td>
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<tr>
<td><strong>Media attention</strong></td>
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<tr>
<td><strong>Civil disobedience</strong></td>
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</tbody>
</table>
Part B—Crafting Headlines

Directions: Write a compelling headline for an article that brings attention to the issues at stake in the Fish Wars and the ways in which people took action. A headline’s purpose is to briefly and powerfully attract attention to the story.

Example from the Seattle Times: “The Fish Tale That Changed History”¹

Headline: Write your headline between the two lines below.

Tips for Crafting a Headline:
- Engage your audience; feel free to use poetic devices.
- Keep it accurate, compelling, and concise.

Part C—Hook Your Reader

Directions: Write a lead (opening sentence) in the text box below. A lead is the opening sentence of a story. It must attract readers’ attention while providing the most significant information. A good lead introduces the who, what, where, when, and why of the topic.

Lead Sentence Example:
(When) Yesterday in (Where) Seattle, Washington (Who) a teacher painted (What) her dining room wall (Why) to brighten and update her décor.

Tips for Crafting a Lead:
- Make it clear, concise, and engaging.
- Consider your audience.
- Use active, vivid language. Avoid passive verbs: is / was / are.

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