Writing and Publishing Manual
for Kutztown University Students

2022

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First Edition

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Contents

Introduction

While the title of this book indicates it is for Professional Writing majors at Kutztown University—and it is—it has also been written with other majors in mind, including English, social media, communication majors, and possibly media production.

My name is Dr. Michael Downing and I teach in the Professional Writing Program at Kutztown. My students call me "Dr. D" and I mostly teach technical writing, journalism and composition. I have also advised student media/newspapers for about 15 years.

I have a deep background in editing, publishing, and video production. I was editor of my high school and university newspapers and have worked as a professional writer and editor for *Mass Storage News*, *Business Solutions*, *Integrated Communications Design*, *Lightwave*, and *Portable Design*. I have also informally produced a number of music/concert videos for such bands as Donna the Buffalo, Sim Redmond Band, The Recipe, and East Ave (mostly pre-YouTube where I would convert the tapes into DVDs and deliver the product that way. I did manage to convert one Donna concert from the mini cassette and publish it here).

I am also an August Wilson scholar, having written and lectured on the famous Pittsburgh playwright since 1992. In 2015, I began the process that resulted in establishment of the August Wilson Journal, published by the University of Pittsburgh.

The book that follows is a result of a lifetime of writing, editing, and studying media trends. I hope you find it useful.

Time Management, Calendars, Visualization, Divination

Develop a calendar and build it into your daily routine. If you cannot control your own time in this world, you are not going to be able to compete. High-level professionals actually pay people to keep their calendars for them. That is how important it is.

Personally, I love my Google Calendar, but you can use Outlook, Apple, Zoho, Cozi, Jorte, or Calendly. Watch the best training videos on YouTube for any of those and you should then be able to schedule your time effectively. You can also carve out time to work on various projects so that you can build your careers/professional portfolios.

A Writer's Motto: Work Smarter, Not Harder

You will notice a particular philosophy emerging in my discussion of these various topics. It is something students have responded to positively over the years: Work smarter, not harder.

This is directly tied to time management. I only have so many hours in each day. Therefore, if I want to watch a training video on Google Calendar, I am going to look for a 5-10 minute video on YouTube, not a 50-minute video.

Certainly the 50-minute video might be great and perhaps I will devote time to watching it at some point, once I have a basic understanding of how it works, but for right now, I am going to work smart and not get caught up in watching endless hours of videos. Keep your eyes on the prize.
Please note that this approach does NOT mean you should cheat or cut corners. Not at all. That is foolish and will bring bad results. Instead, it is about awareness. Awareness that tasks are much easier to accomplish in your mind than they are in reality. Therefore, it is important to bring some critical abilities into the process so that you are MAXIMIZING YOUR TIME.

I also involve this philosophy because, after spending more than 33 years teaching at the college level, I have seen that the system tends to actively teach students to overcomplicate tasks, which often leads to feels of being overwhelmed and occasional hopelessness. Let me be clear: In the working/business world, people want you to make problems go away, not make them bigger. If I hire you to do a task, I want you to take care of it and not make it more complicated. It will become more complicated on its own and we will tackle those questions as they arise.

Therefore, the more you can work smarter, not harder, you will be more effective and you will experience less stress.

A Changing Media Landscape

Not all that long ago, young student writers would have to line up with the hope that their material might be published by one of the big media companies in the United States, such as the New York Times, Washington Post, or various other newspapers or magazines. While some of that is still true—and certainly a worthy goal—student writers no longer need to wait for an editor at Newsweek to determine that their work is worthy of publication. Publishing opportunities are all over the place, so it is up to the budding freelancer to understand, explore, and leverage those various publishing platforms in order to make effective use of them.

While it is good news that publishing platforms are ubiquitous, it also becomes incumbent on the author/creator to produce excellent content and carefully identify and cultivate an audience. This book discusses strategies and considerations related to these goals.

Anyone Can Publish at the Push of a Button

Not long ago the world of publishing was dominated by powerful people and corporations but that has all changed. In today's world anybody with a computer or a phone can publish at the touch of a button. All the more reason to make sure that the work is done well and is accurate and is a good representation of you. Therefore it is a good idea for anyone interested in writing to put together a team of people who would be willing to read your work and provide constructive feedback.

Advertising or Subscriptions?

Note that successful publications begin with a question of whether or not you're going to generate advertising revenue through actual advertising or through subscription or some combination.

Developing an Area of Expertise

When I talk to my former professional writing colleagues who continue to work in the industry and I ask them what is the number one piece of advice they would give to undergraduate professional writing majors, they say without hesitation: *Tell your students to develop an area of expertise that is outside of professional writing*.

Any topic. Climate change. Video game trends. Cooking. Travel. Money. Do the reading, do the writing, publish is through you various channels, develop an audience, become an expert.

Even if the focus of your writing changes—and it will—just keep moving forward. You might start by writing about smart money practices for college students. That will eventually evolve into such areas as crypto and stocks and market fluctuations. Eventually, you will be invited to participate in significant events related to your area of expertise, such as when a group of Tolkien writers/influencers were invited to London by Amazon to watch previews of [The Lord of the Rings: The Rings of Power](). Bet they never thought *that* was going to happen.

Potential topics to explore:

Environmental issues. Water quality or air quality. 5G. Women's studies. Various legal issues. Politics. Concerns of the LGBTQ community. Developments in the world of science. Medicine: Where do COVID variants stand and what is next on the horizon?

WordPress Blogs

I have various news feeds set up on my phone and it is amazing to watch how these news aggregators pick up articles from all over the world. They are like huge information vacuum cleaners that suck up just about anything they come across that looks like news. The need to satisfy the insatiable algorithms, in particular, force these bots to pick up all kinds of material. This is an opportunity for writers because if you have a blog and you are publishing anything that looks like credible news, it will get picked up, particularly if you use the correct tags and pay attention to Search Engine Optimization (SEO).

According to Wikipedia:

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

How to set up a blog:
In my view, successful blogging begins by selecting a Content Management System (CMS) such as WordPress, Drupal, or Joomla.
Watch training videos to learn how to use the system.
Set up a Google Alert.
Scan the material sent to you through the Google Alerts to begin building content.
Content should consist of: 1) written material, video footage, audio material (such as podcasts), and images, meaning photos that you take yourself or images that you create on your own. Be careful of copyright infringement. I will cover that later but I will mention it here.
Obviously, it is going to take time to create the content and manage all of the cross-platform activity between your CMS and YouTube and other accounts.

Google Alerts

Google Alerts are simple to set up. Search for the term and set-up the protocols. Google will send you search results on a daily or weekly basis. You can use those results as prompts to write articles for your blog

Developing a Professional Narrative

Developing a professional narrative is extremely important, especially if you plan to do freelance work. The idea is to create a professional avatar and a brief narrative go along with it. Mine is below. You can also check out the examples at the end of this book. The formula: A good photo. Text is about 50 words. Talk about your background, your [writing] interests, perhaps where you're from, what your interests are and some personal tidbit such as you have three cats or enjoy drinking gin at the beach.

My Professional Narrative

Michael Downing, PhD
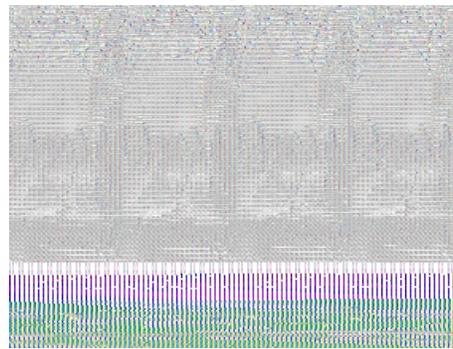
Long-time professional technical writer and journalist who now teaches technical writing at Kutztown University in Pennsylvania.

Interested in AI as it relates to writing and audio/video production. August Wilson scholar and lover of Audible. Recently converted a van into a camper and loving every minute of it.

Always Compose in Word

Professional writers typically compose in Word or Google Docs. Beware of composing in cloud fields because the web page can reset and lose all material. Another reason to compose in Word is so that you have an original copy of the material for your records. File management is important.

Windows+H and Composing by Phone

Windows 8 keyboard shortcut that that will allow you too talk into your computer and it will convert your speech to text. I'm using it right now. When I'm mobile I use my phone I typically open my Gmail account, go into a compose and speak the text then I send the e-mail to myself, copy the text into a Word document and groom it. Google Docs will also allow you to speak text. This is a great strategy for writing down not up because you're able to generate too many words and then squeeze out the juice. I'll cover that in the nextr section

Write Down, Not Up

If you have a 1,500-word assignment, write 2,000 words and then cut anything unnecessary. Generate the 2,000 words by 1) reading and 2) doing a brain dump into your phone or computer.

I tend to use my email client with the microphone. Read, do multiple brain dumps, and email the document to myself. Copy and paste into Word and begin weaving the text.

IN my experience, most students are taught to hit a certain word count when they are writing so I watch his student writers right from word zero to word 2000 and as soon as they hit 2000 they're basically done. Professional no riders don't work that way. Professional writers will generate far more words then ultimately end up in an article. The best editors I've ever had have told me have said to me after I've written a 1000- word article to trim it down to 750 and they were right every time.

Squeezing out the juice will make your writing more clear, less repetitive, more organized, and more muscular. Not a wasted word.

Reading

Writers read. It really is that simple. And good writers **devour information**, let it percolate, and then comment in abundance.

Read everything: Newspapers, magazines, blogs, news feeds, sports stories, how to manuals. There is always more to learn.

Learn how to scan for information. Most online articles are overwritten, especially at the outset. Blah, blah, blah about my dog, my goldfish, my doubts and fears. No. I want them to trim those intros and get to the information. When they do not, I typically skip the first few paragraphs because they are not taking me to the information I am seeking. And I do not read online articles for pleasure…for that I turn to Steinbeck.

In some ways this has ruined me because my tolerance for bad writing, repetitive writing, overwriting is zero. I cannot watch television programs or movies with meandering scripts. I do not have the time. Same with long-winded scholarly articles. I mean, the art of it should involve distilling information, not dragging it out as long as possible in order to demonstrate to fellow scholars that you are intelligent.

Every word should count and this is often not true in the academic world and is certainly not true of online material where extra words equal extra pages equal extra advertising space.

Interviewing

You should be able to conduct an effective interview before you leave Kutztown. Schedule time with a professor or student or staff person whom you find interesting. Put together some questions (look up sample questions on the Internet), email the questions to the interviewee so they can prepare, schedule a time and date (you can Zoom but do not do this through email), and conduct the interview. There will likely be some follow up in terms of getting the facts straight. Some writers might argue this point—depending on their position/perspective—but it is fairly standard practice to allow the person you interview to check your work for errors or omissions.

Recording interviews: If you would like to submit a recording of your interview on The Keystone's YouTube channel, you MUST ask permission of the person being recorded.

Prior to the interview:

"I would like to record this interview with the intention of publishing it on the internet. Do I have your permission?"

Once the interview begins:

"This interview is being recorded. All subjects have provided prior consent. For the record, I'll ask again: Do I have the permission of all parties to record this interview?"

Audience

Audience goes hand audience goes hand in hand with writing it is probably the thing that I personally think about most when I'm developing a message. Actually it becomes an obsession to make sure that the design of the message fits the audience to the highest degree possible. It is important to understand that while you are writing for an audience that is oldeder than you right now, you will eventually be writing for a younger audience. Right now, that audience is ten years old. They are going to want to know things….ng to be able to explain that to them

Wikipedia

Let me get this out of the way because I will be citing Wikipedia this document: I realize that when Wikipedia first came out, it was vulnerable to vandalism and did not always do a good job of incorporating sources.

However, those days are over.

Today, Wikipedia is one of the best online sources of largely unbiased information. It is typically very useful for biography, general historical information, and basic orientation on more than 6.5 million topics in English.

Two caveats:

1) While Wikipedia is useful as a starting point, it will only ever be a SECONDARY source. It will never be a PRIMARY source. Therefore, while you can read the Wikipedia article on the U.S. Constitution, Wikipedia will never actually be the U.S. Constitution. Always seek primary sources as your research evolves.
2) Your high school teachers were right when they said: *If you are going to use Wikipedia, be sure to consult the sources at the end*. Many of them are useful. Beware, though, as many of them might not be primary sources and as a good researcher, you should be sticking to primary and peer-reviewed sources as much as possible.

Self-Publishing through Amazon and Lulu

Self publishing opportunities in today's world are abundant and the first example comes in terms of blogs. But I would say that Mastery over multiple media is important. So for example if the university that I work at now we're too close and I would be bounced back into the market I would probably pursue environmental topics. Water specifically water quality. That means I would be looking to create an identity and a narrative for myself and I would begin leveraging all of these various publishing platforms including YouTube for videos, Twitter for tweets and even longer stories and 280 word chunks, I'm not sure I go to Facebook but it exists. I would definitely set up a Blog for myself and published to that and then I would see if I got noticed and maybe got put picked up by the Atlantic or some other media publishing house maybe the New York Times or somebody that would be interested in paying me for articles about the environment. But it begins with self-publishing.

If you specifically want to write books in the traditional sense Amazon and Lulu come to mind right away. I'm sure there are others but these are the two that I've used Amazon guide you through the process very easily if creating material for the Kindle and Lulu is easy enough to access. Once you put your book together which could be a series of essays or poems or short stories or other material that you're working on, you create a PDF and upload it to Lulu where you pick a cover page and format make format choices. Then you can actually have printed version sent to you or figure out the marketing from there it's fairly straightforward and will give you printed copies.

Social Media

Leveraging social media these days is all about individual identity. It's evident in the names YouTube is about you. Facebook is about your face it reflects your face back to you. Those kind of things so it is essentially a publishing platform and of course database that enables individuals to publish so you want to explore methods of publishing your work on social media. I recommend delving into HootSuite so that you can control your various media Publications. Essentially you can tie all of your accounts into one interface and control when and how that material is published

The Echo Effect in Media

The Echo Effect is something I have been watching since the 1970s and it has only gotten worse. In my experience, it began with the Associated Press. As a newspaper connoisseur, I have watched newspapers large and small pick up AP stories. Those stories are replicated all across the United States and the world.

In today's media market, stories are written ABOUT other stories, so the decioions made about what to cover and how to cover it

Internships

Internships are required by the professional writing program at Kutztown University. They are typically three credit internships which involves 150 hours. Students much must initiate the process and identify several internship sites. It is also a good idea early in the process for students to make contact with a professional writing faculty member so that you have a team-mate. You do not have to wait until you find an internship to talk to a faculty member. In fact it's a good idea to do that sooner rather than later because again you have a lock. Is also required to take professional seminar before you take the internship because that will prepare you with resumes and strategies and those kinds of things

Content Farms

One opportunity for special writing Majors is working for Content Farms. Content Farms are just that oh, they are businesses that produce content for the internet.

Freelance

Freelance writing can range from freelance journalism to magazine writing to producing technical documents such as white papers. A lot more to be said on this topic. I'll stitch it, in time.

Grammar

Schools stopped teaching grammar because they said, "Students do not retain it." I call bullshit on this. They based this on a number of studies that tested students for grammar aptitude shortly after completing a course in grammar. As someone who has taught at the college level for 33+ years, I believe the same can be said for just about any topic taught in a college course. I have taught entire Technical Writing courses based largely on file management, document management, various storage locations, proper naming of files. Then when we meet individually at the end of the course and I ask them to open a document, they cannot find it, they do not know where it is located, and since they have not named it properly, we cannot search for it. I do not know what to tell you. If I failed every student who did not successfully retain aspects of various classes, I would be failing more than 50% of my students. The retention argument is a cop out.

Ranting aside, writers need to get their hands on a grammar handbook and study the basic rules. I have used Harbrace College Handbook for decades and can recommend but there are many others, both in print and online.

PDFS

PDF means portable document format. It is useful in a couple of ways. First it preserves all formatting related to a document so it won't matter if you open it in Microsoft Word or Google Docs and some of the formatting moves all over the place. PDF's prevent that from happening. Also very useful for writers who are nearing the end of the composing process. You trick your brain when you turn a Word document into a PDF because now that information on that page is finalized at least to your eye. In other words a document in Microsoft Word is still in flux whereas the PDF finalizes everything. As a result of that the errors tend to pop right off the page once you turn it into a PDF. Professional writers will use that trick all the time to catch errors

Begin assignments Immediately

Beginning assignments immediately is a trick that professional writers use all the time. As soon as I get an assignment related to a committee I'm on, for example, I open Microsoft Word, create the document, create a folder, save the document in a folder. Then I do a brain dump into my phone to capture any kind of information lurking in my brain related to that committee. The I time block on my calendar so that I can spend 45 minutes on the doc to bring it into shape. Then go from there in terms of audience, purpose, tone, content to be retained or deleted.

Be sure that you give the document a very specific name:

I use the following method:

1) If the document is internal (for me, day to day), I'll do this:
Notes Faculty Committee A March 2023

2) If the document is a submission of some kind, I'll include my name:
Downing Michael Report for Faculty Committee A March 2023

I know people still use underscores in web links (I did for years) but operating systems can interpret the names without the underscores. I've experimented for years and never had a problem with leaving out the underscores.

Use Folders Aggressively

As part of the previous segment you should create and use folders aggressively. They are free for goodness sake so use them. Name them so you can use an alphabetical sorting system or you can put numbers in front of them so that they can be sorted numerically. I tend to use a blend of these strategies

File Naming Strategies

This segment is an extension of the previous two period be specific when naming documents even when they're only in folders that reside on your personal computer. I like to be able to be able to pick out a particular file out of dozens or hundreds or even thousands because I can see what the name is. In the world of professional writing file names are often extended so that initials are added and other notes directly to the file name so that people understand what the revision is who has looked at it who has approved it those things like that and if you are working in a shared folder be sure to put your last name first name and then the assignment and the revision so that people can understand what the file is period

Save, Save, Save

I suppose this should go without saying but I still encounter students who lose work because they don't save. Save your early work early and often this is tied to the idea of creating the document and the folder as soon as you get the assignment so that you already have a saved version going into it and with Microsoft Word enabling auto save it should put you in a position where you're not going to lose any material. This is especially true if you if you are working in such programs as Adobe indesign where you have put hours into a particular document. Documents can also become corrupt so if it is an extraordinarily important document or something that you put a lot of work into you should even make a backup of it and what I do is I name it the same way but at the end I type in full caps backup so that I can fall back on it if necessary

Table of Contents Skills

Table of content skills are the extra ordinarily useful it's simply a matter of labeling your headers for any particular section with heading one two or three. We can cover this during a workshop or you can watch a YouTube video on it. I probably will find a link that I can add here but for right now you should figure out how to go to the reference tab in Microsoft Word the table of contents button which is all the way over on the left and then inserting your table of contents into your document at the beginning

Becoming an Analyst

One of the career options for professional writers and or English majors who develop areas of expertise is to ultimately become an analyst. The process would be that you read and write for years on a series of topics that are important to you and eventually you develop expertise in that area. You will be then potentially invited to speak on these topics you might publish a book or an essay along with your blog on these topics and eventually you may move into becoming an analyst. If you think about what I said in terms of audience that the typical audience for you right now if you are 21 years old they are currently 10 years old or younger so while you're thinking about how can I be an expert in my field because I'm only 22 and I don't know as much as doctor Downing does about topics because he's not 22 anymore think about it that way. You're going to have a 10 to 15 year….ou will move into that role over time

Multimedia Skills: Photography and Video

It is critically important in today's world of publishing to have photography and video skills. We will talk about this in Greater detail but learning how to frame and edit a photo, learning about backgrounds, posting only your best photos and not 63 of them that you took on vacation, that's what you're shooting for. Videos as well. Be sure to shoot videos in landscape mode. Figure out how to Loosely edit them and create your YouTube channel

Multimedia Skills: Wavepad Audio Editor and Ice Cream Video Editor

Two of the online tools that I use are wave pad audio editor and ice cream video editor. They're very basic and I think they each cost me $30 but they work well and give me the functionality that I need.

Images, Captions, Sources

Images are important to any document and certainly any blog post. A study was done that says that people are like four or five times more likely to read a blog post if there is some kind of image associated with it.

Charts, Graphs, Figures

Another reason, as a writer/publisher to learn Excel is to create charts, graphs and figures. I have lessons related to this that I will add to this page.

Structure: Follow the Models

One thing I teach in all my classes is to find and follow models so that you can mimic the structure period whether it is a memo or a business letter or a blog post comma you should be looking at the models of the organization that you're working with and you should follow that structure precisely period

Internal Consistency and Consistency Across all Content/Documents

Internal consistency is important within your document meaning that if you are choosing a certain font it should be consistent throughout the document certain spellings of words abbreviations all of those choices should be consistent within your document, of course this is also affected by in-house policy which means the policy of the organization that you're working for. Consistency across all the documents is important because if you look at just about any website you'll see that all of the fonts are the same for tabs and drop-down menus Etc the wiki how is a very good example of that

Audience

Think about it: Your audience is typically going to be younger than you. I have more on this that I can add.

Online Citation Generators

My favorite is MyBib. Look it up and use it. Need to add links and other information.

Resumes

A major feature of this work that we're doing so that we can collaboratively work to publish our material aligns with your resume so that you can put Publications on your resume. You want to avoid putting self-published although you can have a segment for your blog. What you want to emphasize is material that you have published that has been assessed and put forward by other students. Need to add model resume.

Recommendation Letters

Recommendation letters are important. Each faculty member has their own method of doing this but if you're going to ask me what I ask for is for you to generate the first draft and writing factual information such as I was in Dr downing's technical writing class where I wrote The Following articles science legal medical technological a recipe and various other things. I also work with Dr Downing on the Keystone newspaper where I wrote several articles my career goal is to become a writer editor Etc. Once you get down that basic information you will send a draft to me and I will check it out. I will add to it and we will reach a final version together. This method allows you a voice in the process and ensures that I don't miss something as I'm putting together the letter something important to you. It also brings you into the process as an active participant and just doesn't offload the whole project to me

Learn Excel

Learn excel. Watch some videos. I've asked students in my classes whether they get any training in Excel and I haven't heard one yet who has said yes. Excel is used all over the place by billions of people. So develop some knowledge in it and put it on your resume if you complete a Linda course or something like that. We plan to do the Linda course for excel in the Keystone training so if you complete that course you can claim it. I also think that there's some training on LinkedIn for various things where you can add badges. Figure out some Excel for yourself so do you have basic knowledge

Learn Photoshop

Along with that learn some photoshop skills period I know that you can edit photos on your phone these days but Adobe products are available through Kutztown University because we have a site license period so open photoshop and open a photo and see if you can improve the contrast or brightness period see if you can prop it period

Learn Copyright Laws

Learn copyright laws. Not too long ago the internet was kind of the wild west where people would copy material and republish it. Those days are gone. Not long ago students at the Keystone published a photo of Mike Pence. Within a few months we got a bill for $375. I won't go in all the details here but we ended up settling with them for $250. Pretty expensive photo. You can't just grab images from Google and then Source it as Google. People own those things they are called intellectual property. We'll talk about Wikimedia and open source and public domain but you should be aware of coffee right laws in the world of publishing

Learn Libel Law

Learning libel law. Libel is a written statement that is false that holds a person up to ridicule hatred or scorn or damages that person's reputation through fault. Typically malice is involved. I'm not going to cover all of libel law here but it's important for you to understand that if you have a vendetta against somebody and you're going to make up some stuff and publish it in order to damage them, they can come after you. The defense for libel is truth. The overall guidance is to never make it personal

Creative Commons

Creative Commons and open source Creative Commons license you'll see it at the beginning of this book it indicates whether or not somebody can use portions of your book or your material and whether or not they have to attribute that in some way or whether they have to provide any changes that they make to the open source community there's a web link

Mentoring

If you don't have a mentor yet in your major you should find one. Typically this can be a faculty member but could also be an upper class student. Find somebody who you can ask questions of in terms of scheduling for classes and expectations for the program and finding a job once you're finished with school. This whole project that we've launched through the Keystone is intended to provide mentoring so that students can publish material not only through college but beyond potentially

Internships

Figure out whether or not you need to take an internship. English major certainly do and that's my department so you going to want to ask some questions about that and start to think about your internship sooner rather than later. Not trying to necessarily provide pressure but you should at least have it in your head and start to generate some questions.

Soft Skills

Soft skills are super important period I've read a bunch of articles related to expectations in the workplace and one of the things that they call for are soft skills. So be aware of them and work on them. What are soft skills? Empathy emotional intelligence emotional control communication and self-awareness. These are fairly straightforward but you want to have empathy and show empathy for other people you want to show that you are emotionally intelligent and not just going to go off on somebody because you're having a bad day which is associated with emotional control. Communication skills are vitally important that's at the top of the list in many ways need to listen and observe as well as talk. Self-awareness combines with all of this you need to be aware of yourself so that you understand how you fit into the mix of other employees if you lack these kinds of soft skills I've seen it you'll get bounced out of the organization pretty quickly because the people that own it don't want you to come in and disrupt the flow because you don't have emotional control you can't communicate clearly you're targeting other people that kind of

Mastering Personal Body Language

Record a 5-minute video and watch it with the sound off. Note your body language. Then play the sound. Repeat a couple of times.

You may not have given too much thought to mastering your personal body language but it's super important especially for young people entering the workplace.

Maslow's Needs Hierarchy

Maslow's needs hierarchy is attached to audience and what it involves is there are five steps to it and I'll go from the most basic to the most sort of advanced. It starts with physiological needs which includes air water food shelter sleep clothing. The next step is safety employment resources Health property and personal security. The next step is love and belonging a sense of connection family intimacy and friendship the next step is esteem Freedom strength recognition status respect. The final one at the top is self-actualization which is the desire to become the most that you can be. People start off with physiological needs and wants those are met they move on to safety and then once those are met you can move into friendship intimacy family and those kinds of things so most of us I think in the United States exist within the top three levels but it's important to understand these needs when you're addressing and audience. If there has just been an emergency and people need water and food then you're not going to talk to them about self-actualization. If they have those other needs met then you can focus on some of the higher aspects

The Four Agreements

The Four Agreements come from Don Miguel Ruiz it's a short little book about 130 pages and there are some follow-on books. I suggest you read it before you leave College.

The Four Agreements are

1) be impeccable with your word
2) don't take anything personally
3) don't make assumptions
4) always do your best.

These tenants are super important not just for writers and not just for college students but I encounter these all the time in my life and they have safely gotten me through so many different situations that I can't even put it into words. And when I talk to other people who are familiar they testify to the same. The Four Agreements will get you through difficult situations without getting you into more trouble more drama more difficulty.

Being impeccable with your word that means you know when you're filling out your tax form don't cheat because that can come back and get you. If you're talking to one friend don't bend the story in a certain direction because that is going to get back to another friend and they're going to say what the heck? Whenever I write an email and I'm making a comment even if I think it's to a certain individual person only, I'm careful to not go too far with it because any email that you write you need to understand could be read by anybody in the world now and into the future. Don't take anything personally means don't let things affect you. I mean if somebody has specific feedback for you and they're going to sit down and present that to you in a reasonable way that's fine you can listen to that but day in and day out I watch people take things personally all the time and the situation blows up and they're creating unnecessary drama most of what people do is not about you it's about them so even if somebody says that they hate you okay that's fine you've got some unresolved needs there for you to be able to for you to need to stand in the parking lot and yell at me that you hate me because some reason. Don't make assumptions instead communicate clearly making assumptions can lead to all kinds of drama and difficulty and suffering. For example if you're ever in a relationship with someone and you were under the assumption that the two of you were only seeing one another and the other person was under the assumption that you were seeing other people you can see how that would create a bunch of problems. And then finally always do your best. This kind of ties all the others together. And it is essentially that when you get up each day and go to school and take your classes do your best. Some days you may not be feeling well and you may not be able to do as well as you did yesterday or the day before. That's fine but continue to do your best. I hang my hat on that everyday of my life. Somebody may come and say Hey you know maybe you need to do better here or there and I'll say okay and I don't take it personally I listen I don't make assumptions about it and I continue to do my best I will say I did my best and I'm sorry that that was I came up

The Hero's Journey

The hero's journey comes to us from Joseph Campbell and his book the hero with a thousand faces period it is also known as the monomyth period and while I could talk for two hours on this pretty easily let me put it into a framework for you period it is essential to understand this monolith because writers use it all the time period it is well known in Hollywood and most Hollywood movies follow this in some way shape or form period there is a hero there is a call to adventure it could be a phone ringing literally or it could be the bat signal there is a movement toward then a threshold and there's often a threshold guardian so Batman leaves the bat cave Alice goes through the looking glass of the rabbit hole once you then move from that every day world into the dream world all kinds of things happen there is often the encountering of a mentor of a helper there are challenges and temptations and then there is some critical moment that occurs there's a transformation of the hero typically an expansion of consciousness where the hero learns something period they learn who their father really is or they learn about the secret to the kingdom they make their way back to the threshold crossing and are often pursued they return and then restore order to the kingdom period this is a very abbreviated version of this but it's important to understand when you're watching any movie today that the writers are often following this pattern

YouTube Channel, Tik Tok, Instagram

Writers need to establish a YouTube channel so that they can Master videos. It's Curious for me because in my technical writing class the world of technical writing is moving more and more toward videos and in my technical writing class I have students produce you know how to videos and the quality of those videos varies greatly. Some of them are very rudimentary to be kind. And others are somewhat more advanced. But then I look at Tick Tock and I see all these slick videos and I'm saying to myself why can't students in my classes produce videos this good. So that's why we're going to focus on this as it ties into the Keystone and developing a channel for yourself on YouTube and using some basic video editing skills so that you can begin to with your wonderful phone produce some videos that are a bit more advanced.

Video Editing

Create a YouTube Channel and learn some basic video editing skills.

Adobe Premiere Pro (KU has a license; should be available to students)
Audiate
Ice Cream
Vimeo

Accessibility

Accessibility is an important component in the world of publishing. You will see even in Microsoft Word that you can turn on a function that checks for accessibility As You Are writing. Captions are evolving so that they add enhanced descriptive language and narration to a caption that goes beyond just naming what is in the caption. In the video world captions can be provided for any video that you produce. I'm not 100% sure yet on how to do that but I have been seeing that capacity and am ready to explore it.

Pen Names

I haven't mentioned pen names yet but if you'd like to assume a nom de plume, I encourage it.

A Day in the Life of a Professional Writer

A day in the life of a professional writer. Let me see if I can tell some stories. One of the things I did often as a professional writer who is covering the world of technology would be to travel to trade shows and conferences. So for example let's say I hop on a plane in Boston and I fly out to Las Vegas for a show called comdex or networld interop. I would have been working with public relations people prior to the event to put together a schedule. So I touched down at the airport and take a cab or an Uber to my hotel. From there you head over to the convention center walk the floor for a bit and then the appointments begin. So in a typical day huge day you would meet with 20 or so companies such as Intel Microsoft Motorola Seagate Western Digital. The secret that I developed because phones weren't that smart yet I had a mini cassette recorder. So let's say I went and met with Intel. They would hand me a press release or probably make sure I had that beforehand. We would engage in discussion I would ask questions and we would sit there for 30 minutes or so. Then I would go and find a quiet corner of the convention center and do a download into the cassette player. You can do that now with your phone just as I'm doing right now. I would say okay I just met with Joe Smith who was the vice president for engineering at Intel and he said this and this and this. The reason for this quite obviously is that by the time you end a day of meeting with 20 different companies the information is going to just be a mess in your head. That's why I would make all of these verbal notes. So you do that for several days and try to identify any questions that you may have because you may have to bounce back to the booth to do follow-ups. Then you get on the plane and head home and in that time and this was a long flight from Vegas to Boston I would put in my earbuds and listen to my tape well I had my laptop open and I would write my articles. The Articles would either be singular pieces of Greater length about a big innervation that Intel or Motorola had planned or it could be an industry Roundup of here are the following companies they're all working on this infiniband standard for example and here's what's going to happen or maybe they're working on IPv6 or in cell phone language that would be 5G. So by the time I touched down I would have three or four good pieces of material ready and saved on my computer. The next day I would go into work and groom these up send them off for to my editor for feedback. I would make the changes then they go off to copy editing I would make the changes then they go off to proofing I would make the changes and then the three or four articles would be ready for publication

Quotes about Writing and Life

Get it down. Take chances. It may be bad, but it's the only way you can do anything really good. — William Faulkner

To write is human, to edit is divine— Stephen King

A professional writer is an amateur who didn't quit. – Richard Bach

Words Commonly Confused

affect / effect
Effect is typically a noun: "The outside light had a nice effect on the room."
Affect is typically a verb: "Did the gin and tonic affect your judgment?"

allusion / illusion
Allusion means indirect reference.
Illusion means misconception.

alternately / alternatively
Alternately means one after the other.
Alternatively means one or the other.

beside / besides
Beside means next to.
Besides means also.

bimonthly / semimonthly
Bimonthly means every two months.
Semimonthly means twice a month.

capital / capitol
The seat of government is the *capital*; the building in which the legislative assembly meets is the *capitol.*
The term *capital* also refers to money.

cite / site
Cite is a verb that means to quote a source.
Site is a noun meaning location.

complement / compliment
Complement is a noun or verb that means something that completes a whole.
Compliment is a noun or verb that means an expression of praise.

comprise / compose
The whole comprises the parts, and the parts compose the whole.

concurrent / consecutive
Concurrent is an adjective that means simultaneous.
Consecutive means successive.

connote / denote
Connote is a verb that means to imply.
Denote is a verb that means to refer to specifically.

convince / persuade
One convinces a person that something is true but persuades a person to do something.

council / councilor / counsel / counselor
A *councilor* is a member of a *council.*
A *counselor* gives *counsel*.

discreet / discrete
Discreet is an adjective that means prudent.
Discrete is an adjective that means separate.

disinterested / uninterested
Disinterested is an adjective that means unbiased.
Uninterested is an adjective that means not interested.

elicit / illicit
Elicit is a verb that means to draw out.
Illicit is an adjective meaning unlawful.

emigrant / immigrant
Emigrant is a noun that means one who leaves one's native country to settle in another. *Immigrant* is a
noun that means one who enters and settles in a new country.

farther / further
Farther relates to distance.
Further relates to extent or degree.

few / less
Few is an adjective that means small in number. It relates to things that can be counted individually.
Less is an adjective that means small in amount or degree. It relates to things that cannot be counted
individually.

figuratively / literally
Figuratively is an adverb that means metaphorically.
Literally is an adverb that means communicated in real terms.

flammable / inflammable
These two words are actually synonyms, both meaning easily set on fire.
Use nonflammable to mean *not* flammable.

flaunt / flout
To *flaunt* means to show off.
To *flout* means to show scorn or contempt for.

foreword / forward
Foreword is a noun that means an introductory note or preface.
Forward is an adjective or adverb that means toward the front.

founder / flounder
Founder means to sink below the surface of the water.

Flounder means to move about clumsily.

hanged / hung
Hanged means to execute by suspending by the neck.
Hung means to suspend from above.

i.e. / e.g.
i.e. means in other words.
e.g. means for example.
it's / its
It's is a contraction for it is.
Its is the possessive form of it.

lightening / lightning
Lightening means to illuminate.
Lightning refers to electrical charges.

passed / past
Passed is the past tense and past participle of *pass.*
Past refers to time gone by.

penultimate
Penultimate means "next to last."

precede / proceed
Precede means to come before.
Proceed means to move forward.

principal / principle
Principal means a person who plays an important role.
Principle is a noun that means a rule or standard.

stationary / stationery
Stationary means fixed.
Stationery means writing materials.

their / there / they're
Their is the possessive form of they.
There refers to place
They're is the contraction of *they are.*

who's / whose
Who's is the contraction of *who is.*
Whose is the possessive form of *who.*

your / you're
Your is the possessive form of you.
You're is the contraction you are.

Vocabulary Words High School Seniors Should Know

1. aberration: deviation
2. abysmal: extremely low
3. bellicose: belligerent, warlike
4. benevolent: loving
5. capitulate: surrender
6. capricious: fickle, whimsical
7. castigate: to punish or criticize
8. deface: to mar or disfigure
9. ebullient: enthusiastic
10. enact: to make into law
11. enigma: a riddle
12. enmity: hatred
13. enumerate: to number
14. eradicate: destroy completely
15. exorbitant: excessive
16. fallible: imperfect
17. flamboyant: colorful or elaborate
18. forbearance: patience
19. forswear: renounce
20. garner: to store
21. germane: relevant or related
22. ghastly: hideous
23. gregarious: sociable, outgoing
24. grotto: small cavern or cave
25. halcyon: calm
26. havoc: chaos, devastation
27. hiatus: break or vacancy
28. hirsute: hairy
29. hydra: sea serpent
30. illusory: false appearance, fake
31. impede: prevent
32. impromptu: of the moment
33. indolent: idle
34. inevitable: unavoidable
35. ingratiate: To win good graces
36. insinuate: suggest or imply
37. insomnia: sleeplessness
38. intrepid: fearless, brave
39. inveigh: to attack or denounce
40. interim: between
41. intrepid: fearless
42. invincible: not to be   conquered
43. ire: wrath
44. irrigate: to water a field
45. itinerary: schedule

46. jocular: joking
47. juxtapose: place close together
48. kiln: oven for baking or drying
49. knavery: deceitfulness
50. labyrinth: maze
51. laudable: worthy of praise
52. legible: readable
53. leviathan: large animal
54. lexicon: dictionary
55. listless: inattentive
56. lucrative: highly profitable
57. lunar: related to the moon
58. magnate: person of rank
59. malady: disease or disorder
60. malediction: a curse
61. mandatory: required
62. masquerade: disguised
63. maverick: rebel, nonconformist
64. mediocre: ordinary
65. mendacity: dishonesty
66. mendicant: beggar
67. mesmerize: Hypnotize
68. mettle: Courage
69. migrant: Wanderer
70. minion: Servant
71. mitigate: appease, lessen
72. misogyny: Hatred of women
73. molt: Cast off
74. monotony: Lack of variety
75. moribund: Near death
76. muddle: To confuse
77. mundane: commonplace, everyday
78. myriad: Numerous
79. natal: Relating to birth
80. negate: Deny
81. nefarious: Wicked
82. nocturnal: Of the night
83. nominal: Trivial
84. neophyte: a beginner
85. obituary: Death notice
86. obnoxious: Intolerable
87. occident: Western culture
88. olfactory: Related to smell
89. onerous: Burdensome
90. opulent: Fancy
91. osculate: To kiss
92. palpable: Able to feel
93. pastoral: Related to nature

94. perfidy: Treachery
95. pernicious: deadly, destructive
96. pinnacle: Top notch
97. precipitous: foolhardy
98. polyglot: Speaks many languages
99. quarantine: Isolation
100.   parity: equality
101.   paucity: scarcity
102.   penchant: strong liking
103.   pragmatic: practical
104.   precarious: uncertain, risky
105.   quandary: Problem
106.   quarantine: isolate
107.   recapitulate: To say again
108.   refute: To argue
109.   remonstrate: to protest
110.   repugnant: Offensive
111.   retaliate: Strike back
112.   ruminate: To chew again
113.   satiate: To satisfy
114.   seduce: Persuade or entice
115.   semblance: Appearance
116.   sepulcher: Tomb
117.   sequester: Remove
118.   squalid: foul, filthy
119.   sycophant: flatterer; suck-up
120.   tact: Good manners
121.   tantamount: of equal value
122.   transient: temporary, fleeting
123.   ubiquitous: everywhere
124.   umbrage: offense, resentment
125.   vacillate: to waver
126.   witling: a person with little understanding
127.   yearn: desire
128.   zenith: high point

Spelling Quiz

Circle the correct word. Check your answers on the next page.

1. argument   arguement
2. definately   definitely
3. separate   seperate
4. developement   development
5. occasion   occassion
6. privilege   privelege
7. independent   independant
8. accommodate   accomodate
9. liason   liaison
10. harrass   harass
11. embarass   embarrass
12. prerogative   perogative
13. innoculate   inoculate
14. battallion   batallion
15. judgement   judgment
16. commitment   committment
17. alotted   allotted
18. drunkenness   drunkeness
19. souvenir   souvinir
20. receive   recieve
21. aquire   acquire
22. analize   analyze

23. assassination   assassination

24. bureacracy   bureaucracy

25. deceive   decieve

26. exaggerate   exagerate

27. hypocrisy   hypocrasy

28. posess   possess

29. occurrence   occurrance

30. mischievous   mischeivous

31. remembrance   rememberance

32. sophomore   sophmore

33. vaccum   vacuum

34. written   writen

35. tobbaco   tobacco

36. eighth   eigth

37. ecstatic   exstatic

38. grammer   grammar

39. approximitely   approximately

40. amatuer   amateur

Answers to Spelling Quiz

1. argument
2. definitely
3. separate
4. development
5. occasion
6. privilege
7. independent
8. accommodate
9. liaison
10. harass
11. embarrass
12. prerogative
13. inoculate
14. battalion
15. judgment
16. commitment
17. allotted
18. drunkenness
19. souvenir
20. receive
21. acquire
22. analyze
23. assassination
24. bureaucracy
25. deceive
26. exaggerate
27. hypocrisy
28. possess
29. occurrence
30. mischievous
31. remembrance
32. sophomore
33. vacuum
34. written
35. tobacco
36. eighth
37. ecstatic
38. grammar
39. approximately
40. amateur

General Spelling Words

1. antidisestablishmentarianism
2. accommodate
3. acquittal
4. ancestry
5. benefactor
6. bureaucracy
7. castigate
8. conceive
9. debatable
10. definitely
11. divine
12. exaggerate
13. February
14. encyclopedia
15. enormous
16. enthusiastic
17. epitome
18. erudite
19. eulogy
20. exodus
21. fabulous
22. felony
23. fictitious
24. finite
25. forehead
26. gamut
27. grammar
28. genealogy
29. grapple
30. hernia
31. hypocrite
32. hygiene
33. illiterate
34. imaginary
35. impetus
36. inlet
37. introvert
38. inverse
39. irrelevant
40. irritate
41. jewelry
42. jubilation
43. judicious
44. kimono
45. knead
46. landlord
47. laxative
48. leisure
49. levity
50. libel
51. litigate
52. longevity
53. machinery
54. manufacturer
55. matrimony
56. medal
57. menagerie
58. metaphor
59. meticulous
60. microphone
61. misanthrope
62. mismanage
63. moderation
64. momentous
65. morality
66. multiplicity
67. mutation
68. nausea
69. necessary
70. necessity
71. negligent
72. neurology
73. nomination
74. nuance
75. nuptial
76. obsolescence
77. obstruction
78. occasion
79. odious
80. officiate
81. opaque
82. palatial
83. paralyze
84. percussion
85. possession
86. quiet
87. ramification
88. reactionary
89. receive
90. separate
91. sibling
92. succeed
93. technique
94. temperature
95. terminate
96. theocracy

97. theology
98. tolerable
99. transcend
100.   tranquilize
101.   ultimatum
102.   unacceptable
103.   unbearable
104.   unconscious
105.   unison
106.   vaccinate
107.   vacuum
108.   variant
109.   vengeance
110.   veracity
111.   verbose
112.   vernal
113.   Wednesday
114.   weather
115.   whimsical
116.   wrangle
117.   xylophone
118.   yield
119.   zealot
120.   zephyr
121.   zodiac

Editing Exercises

The following examples contain errors of grammar, usage, spelling, punctuation and redundancy. Change them according to standard grammatical rules.

1. the group voice it's concern about three issues; Salery, benefits, and working conditions.

2. The five peoples on the Butler County Municipal Council Beautification Committee

   include Alice Jones, George Smith, Joseph Jenkins, they all live in Butler.

3. The hotel can acommodate a lot more people, in may judgement. I didn't agree. The clerk, he told me I was wrong.

4. The man in the large blakc hat was working in his yard, he fell into the ditch.

5. President Bush has procalaimed march 15th as " National Party Day."

Reduce or eliminate unnecessary words. Re-write the phrase if necessary. Tighten!
1. Erect a new building

2. In this day and age

3. Was of the opinion that

4. Completely destroyed

5. Pursuing a study of history

6. The child, who had not been killed, crawled from the wreckage.

7. Can be easily broken.

Use the *AP Stylebook* to correct the following sentences.
1. A thirteen year old boy was name PA.'s most valuable little league player as the the little leage world series ended on Sat., September 15th.

2. Governor Ed Rendell, attempting to cut expenses in the state government, elimanted monring and afternoon breaks for all state workers. The ruling was to take effect at 8AM this morning.

3. The cross country trip across the U.S. began in Asbury Park, New Jersey, and went through N.Y., Oh., Neb., and on out to San Fran., Calif.

Commas

Comma Rules:

1. Separate items in a series
2. Precede coordinating conjunctions when linking two sentences
3. Direct address and direct quote
4. Set off parenthetical information and appositives
5. Set apart introductory information

Insert commas into the following sentences. Place the number of the rule on the line below.

1. Actually they are cats but they think they are people.

   Rules_____

2. Kahlua Mariner and Midori are my best friends.

   Rules_____

3. For instance Kahlua has his own bedroom and Dori thinks no one should be in "her" upstairs unless she's there as well.

   Rules_____

4. "Whenever I go upstairs" Nancy said "Dori races ahead of me and meows at the top of her little kitty lungs."

   Rules_____

5. If I am home Kahlua has to be in the same room and he always needs to be petted when I need to study.

   Rules_____

6. I went to the store and bought bread milk eggs cat food and paper towels.

   Rules_____

7. William White who had helped Henry build his fortune died yesterday.

Rules_____

8. He trimmed the shrubbery very carefully for he hoped to keep the hedge alive for the entire summer.

   Rules_____

9. After Harry left his wife began to collect her wits.

   Rules_____

10. Night falls quickly in the mountains yet the cabin is comfortable and warm.

    Rules_____

11. Judy picked vegetables and Bob mowed the lawn.

    Rules_____

12. The nets were full of fish but we were too exhausted to haul them in.

    Rules_____

13. Before you compare those two poets you should be sure you're familiar with their work.

    Rules_____

14. While you sit there talking and wasting time I'm trying to finish this project.

    Rules_____

15. In spite of his training it was difficult to keep the sarcasm out of his voice.

    Rules_____

16. Warned by the shot the wild horses stampeded across the valley.

    Rules_____

17. Satisfied by what he saw he took off his hat and wiped his brow.

    Rules_____

18. Nevertheless he continued to work toward his goal.

Rules_____

19. To earn a small amount of money Miss Susan opened a studio for china painting.

    Rules_____

20. James Lee who owns this bank and five others is one of the wealthiest men in the state.

    Rules_____

21. After completing that business psychology course salesmen are always enthusiastic.

    Rules_____

22. In preparing such department notices officials must use appropriate forms.

    Rules_____

23. The coach called out "Higgins get over here."

    Rules_____

24. Coach Jones who chewed on cigars but never smoked them threw one away and reached for another.

    Rules_____

25. My father hoping that I would remain at home offered me a share in his business.

    Rules_____

Answers to Comma Worksheet

1. Actually, they are cats, but they think they are people.

   Rules: 5, 2

2. Kahlua, Mariner, and Midori are my best friends.

   Rules: 1

3. For instance, Kahlua has his own bedroom, and Dori thinks no one should be in "her" upstairs unless she's there as well.

   Rules: 5, 2

4. "Whenever I go upstairs," Nancy said, "Dori races ahead of me and meows at the top of her little kitty lungs."

   Rules: 3

5. If I am home, Kahlua has to be in the same room, and he always needs to be petted when I need to study.

   Rules: 5, 2

6. I went to the store and bought bread, milk, eggs, cat food, and paper towels.

   Rules: 1

7. William White, who had helped Henry build his fortune, died yesterday.

   Rules: 4

8. He trimmed the shrubbery very carefully, for he hoped to keep the hedge alive for the entire summer.

   Rules: 2

9. After Harry left, his wife began to collect her wits.

   Rules: 5

10. Night falls quickly in the mountains, yet the cabin is comfortable and warm.

    Rules: 2

11. Judy picked delicious vegetables, and Bob mowed the deep green lawn.

Rules: 2

12. The nets were full of fish, but we were too exhausted to haul them in.

    Rules: 2

13. Before you compare those two poets, you should be sure you're familiar with their work.

    Rules: 5

14. While you sit there talking and wasting time, I'm trying to finish this project.

    Rules: 5

15. In spite of his training, it was difficult to keep the sarcasm out of his voice.

    Rules: 5

16. Warned by the shot, the wild horses stampeded across the valley.

    Rules: 5

17. Satisfied by what he saw, he took off his hat and wiped his brow.

    Rules: 5

18. Nevertheless, he continued to work toward his goal.

    Rules: 5

19. To earn a small amount of money, Miss Susan opened a studio for china painting.

    Rules: 5

20. James Lee, who owns this bank and five others, is one of the wealthiest men in the state.

    Rules: 4

21. After completing that business psychology course, salesmen are always enthusiastic.

    Rules: 5

22. In preparing such department notices, officials must use appropriate forms.

   Rules: 5

23. The coach called out, "Higgins, get over here."

   Rules: 3, 3

24. Coach Jones, who chewed on cigars but never smoked them, threw one away and reached for another.

   Rules: 4

25. My father, hoping that I would remain at home, offered me a share in his business.

   Rules: 4

Links

Articles by PW Grads:

Justin Sweitzer

https://www.cityandstatepa.com/politics/2022/04/conor-lambs-mission-remake-senate-democratic-primary/365621/

Benefits of a Liberal Arts Degree

https://www.tiktok.com/@dr.jordan.b.peterson/video/7085897943043116294?_r=1&_t=8RT90dAZMmA&social_sharing=v3

How Young Writers are Producing Content

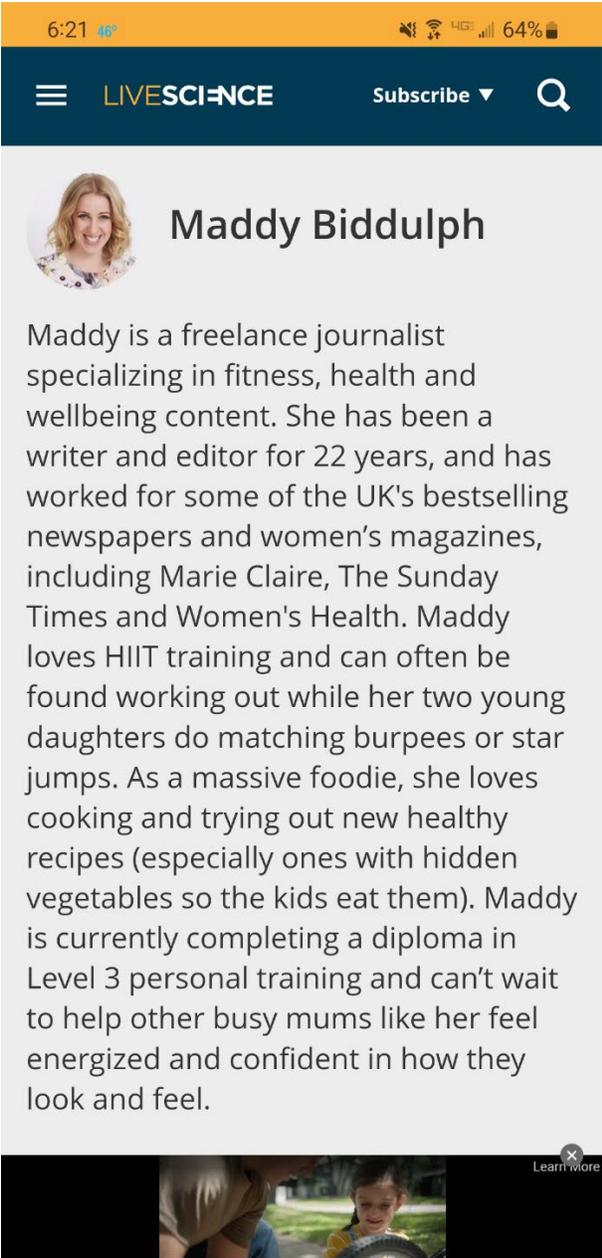https://www.businessinsider.com/dairy-queen-food-review-burgers-fries-blizzard-photos-2022-4

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Katy Perry and AI

https://tinyurl.com/y8kb9txk

Appendix A: Model Narratives

Maddy Biddulph

Maddy is a freelance journalist specializing in fitness, health and wellbeing content. She has been a writer and editor for 22 years, and has worked for some of the UK's bestselling newspapers and women's magazines, including Marie Claire, The Sunday Times and Women's Health. Maddy loves HIIT training and can often be found working out while her two young daughters do matching burpees or star jumps. As a massive foodie, she loves cooking and trying out new healthy recipes (especially ones with hidden vegetables so the kids eat them). Maddy is currently completing a diploma in Level 3 personal training and can't wait to help other busy mums like her feel energized and confident in how they look and feel.

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Hope Bellingham
News Writer
🐦

After studying Film Studies and Creative Writing at University, I was lucky enough to land a job as an intern at Player Two PR where I helped to release a number of indie titles. I then got even luckier when I became GamesRadar's trainee news writer where I get to spread the word about the goings-on in the video game world. My expertise lies in Animal Crossing related topics after spending the last 15 years immersing myself in island life. I also know a thing or two about The Last of Us, and way too much about the Kingdom Hearts series.

CBR.com

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SCOOT ALLAN

Entertainment reporter, writer, and all-around geek, Scoot Allan has written for print and online media sources like Geek Magazine, GeekExchange, GrizzlyBomb, WhatCulture, RoguePlanet.tv and the Urban 30 before joining CBR, ScreenRant, GameRant and The Gamer as a staff writer. He enjoys salad but prefers french fries.

Articles Published : 1036

MOVIES

Lord Of The Rings: 10 Strongest Magic Users, Ranked

The world of Middle-earth from J.R.R. Tolkien's Lord of the Rings is inhabited by powerful wizards, evil dark lords and magical weapons and artifacts.

7 HOURS AGO

58% 🔒

Eat This, Not That!

🔍

Amber Lake

ABOUT AUTHOR

Amber Lake is a staff writer at Eat This, Not That! and has a degree in journalism from UNF in Jacksonville, Florida. She has covered food and grocery news for Mashable and has been a trending restaurant reporter for fellow North Florida foodies. Her work has been featured in The Florida Times-Union, Folio Weekly, and Void Magazine. When she isn't scouring the internet for the latest food and health trends, she is traveling via her DIY skoolie conversion and blogging about regional cuisines and budgeting tips.

≡ **THE MORNING CALL**

Morning Call reporter Evan Jones can be reached at ejones@mcall.com.

Evan Jones
The Morning Call

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Evan Jones covers business in the Lehigh Valley with an emphasis on growth and development. A graduate of American University, he has spent more than 30 years at newspapers in Pa., Va. and N.C. Most recently he was at the Reading Eagle in the business department for 7 years. He has deep Lehigh Valley roots and was raised in Schuylkill County.

Appendix B: Charts, Graphs, Tables with Captions and Sources
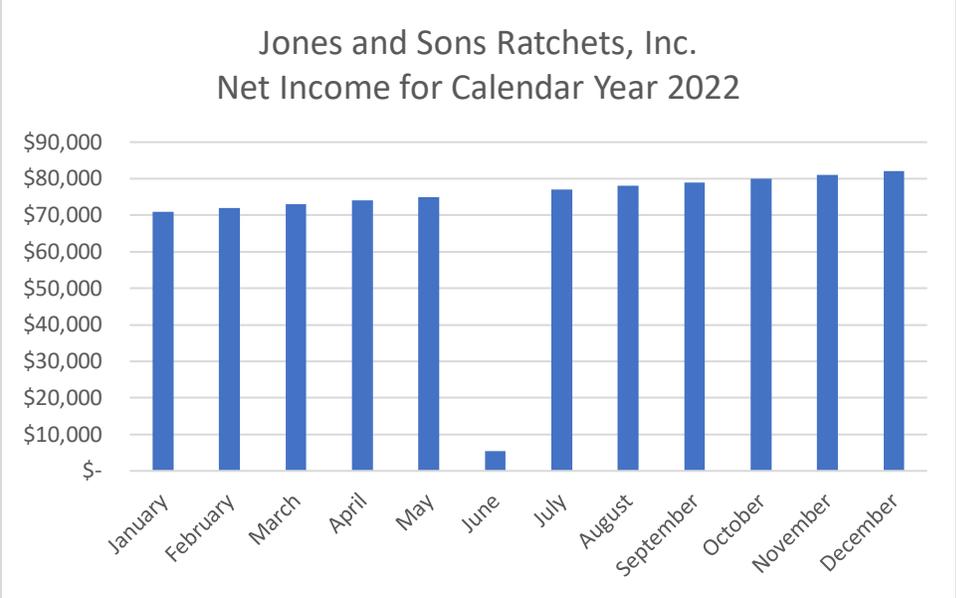

Figure 1: The table shows net income for Jones and Sons Ratchets, Inc. for calendar year 2022.
Note that the company suspended operations in June for scheduled maintenance
Source: Jones and Sons, Inc.

Notes

Technical documents or technical communications take many forms:

User Guides/User Manuals
Statements of Work
Policies
Standard Operating Procedure
A Technical Email Sent to a Colleague
Reports
Specifications
Bid Documentation
Marketing Collateral
API Documentation

Textbook for ENG/WRI 100
Introduction
Developing an Area of Expertise
Developing a Personal Narrative
Self-Publishing: Amazon and Lulu
The Importance of Reading
Freelance
Google Alerts
Blogging
Social Media
Online Publishing Platforms
Internships
Content Farms
The Importance of Grammar
The Importance of Structure
Audience>Think about it: Your audience is typically going to be younger than you.
Resumes
Recommendation Letters
Excel
Photoshop
Copyright
Creative Commons
Wikipedia
Mentoring
Soft Skills
Video Editing
Libel
A Day in the Life of a Professional Writer
Links

Incorporate various models from ENG 100

Autobiography
Journalism
Public Relations
Magazine
Technical Writing
Scripts
Poetry
Short Story
Jobs for English Majors
Jobs for Technical Writers
Rhetorical Modes:
Expository
Description
Explanation
Persuasion
Comparison/Contrast
Argumentation
Definitions

F-model of writing