

# Class Outline

## *Part I*

Introduction: Who I am

## *Part II*

Class Structure – 6 parts to the class:

1. Effective Writing
  - The Creator
  - The Editor
  - Tearing apart writing and putting it back together
  - Thinking about writing and what it says about us
  - Audience: The Executive
2. Grants Research and Writing
  - What do successful grants look like?
  - How to write a successful grant?
  - Audience: Foundation, Agency, Private Company
3. Press Releases – Writing for the Media
  - Audience: The Public
  - Details - how many
  - How to gain a larger perspective
  - Write a press release for an actual project
  - Thea Singer - Reporter
4. Graphics – Bring out the anal editor!
  - Good/Bad Graphics
  - How to choose?
  - Where to find good graphics?
  - How to create effective graphics?
5. Communication Crises
  - Tim Shevlin
  - Paul Levy
6. Oral Presentations
  - How to present your ideas/arguments orally?
  - Ethos, pathos and logos

## *Part III*

Discussion about writing

1. How do you write?
2. How do you start?
3. How do you know when you are finished?
4. How much time do you spend editing?
5. Do You always write last minute or do you find the time to set work aside?
6. What is good writing?
  - o How do you know when something is written well?
  - o How do you know when something is poorly written?
  - o Why is professional writing important?

#### *Part IV*

Memos: What makes memo writing different than other types of writing?

1. Structure (logos): What comes first, second, last? Why?
2. Content (logos): What tone? Voice? How do you tell?
3. Emotions (pathos): Where do emotions belong?
4. Credibility (ethos): What does our writing say about ourself?

In-Class Assignment: Review company memos. Look at the structure of the memo. Does it make sense? Can you tell what this person is feeling? Can you tell who the audience is? Can you tell what the person wants?

How would you better structure this memo?

#### *Part V*

Interviews

In-Class Assignment: Interview the person next to you – your new writing partner. Find and interview your writing partner about a work or school incident that was disappointing/discouraging. What was the person's action, reaction and what was the final result?