

Reaching People

Writing for a General Audience

Why are we here?



Who are we writing for?



Why is it hard?

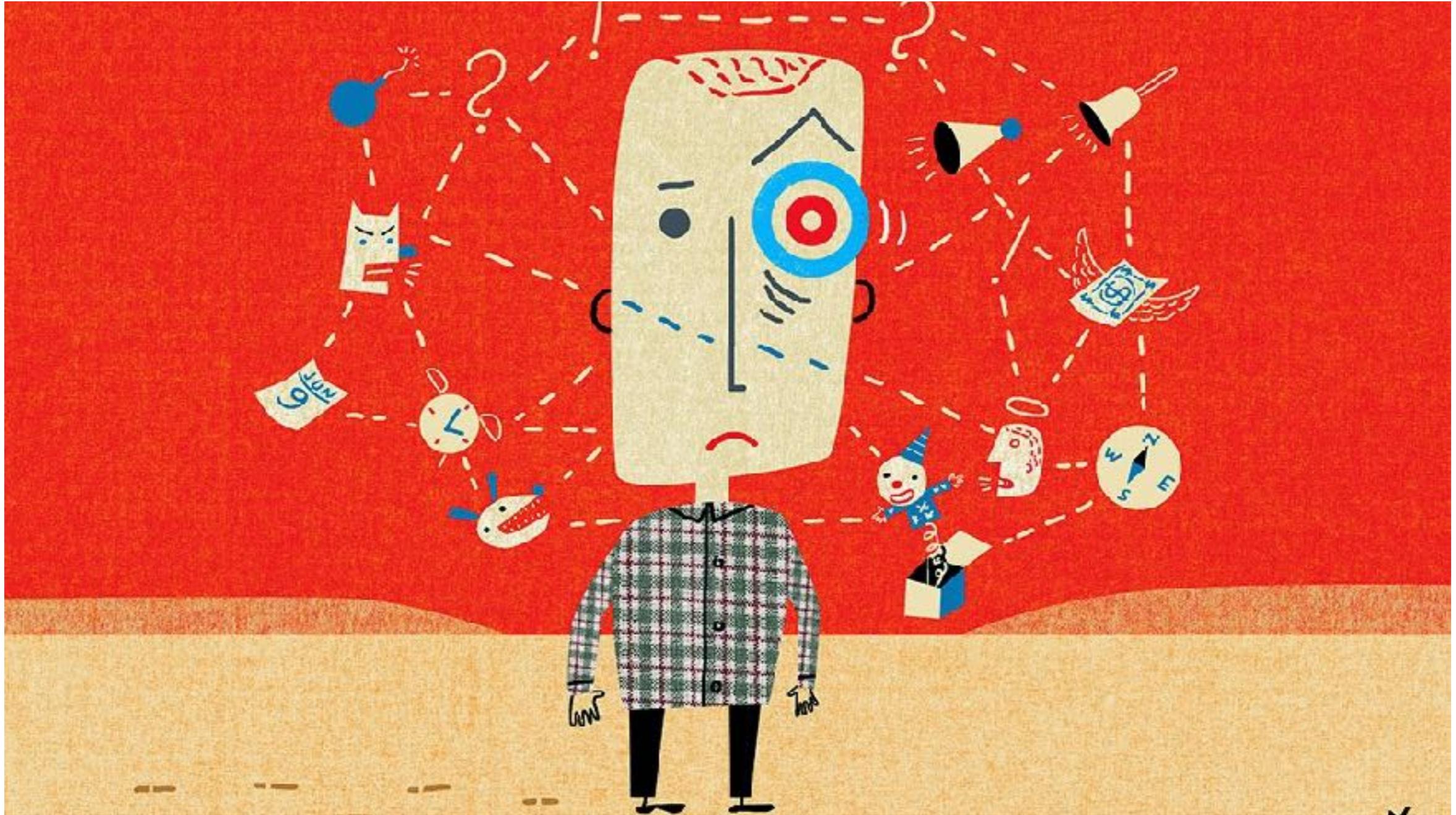


Storytelling and Accessibility

What is storytelling?



Why is it important?



Why does it work?



Finding your story.



**Who, what, when,
where, why and how.**

IMBD Example 1

WHO: Dozens of organizations

WHAT: Organizing events to celebrate migratory birds

WHEN: Throughout October

WHERE: On 12 islands in the Caribbean

WHY: The Caribbean is an important seasonal home to birds

HOW: With coordination from BirdsCaribbean



IMBD Example 2

WHO: Dozens of organizations

WHAT: Are highlighting habitat restoration

WHEN: This fall

WHERE: At their IMBD events

WHY: Because bird habitats in the Caribbean are threatened

HOW: With this year's theme *Restore Habitats, Restore Birds*



IMBD Example 3

WHO: Tens of thousands of people of all ages

WHAT: Will attend walks, lectures, art activities and more

WHEN: Throughout October

WHERE: On 12 islands in the Caribbean

WHY: To learn about the importance of migratory birds

HOW: Events made by local organizers and BirdsCaribbean



Exercise

WHO:

WHAT:

WHEN:

WHERE:

WHY:

HOW:

Pick a story.



Know your goal.



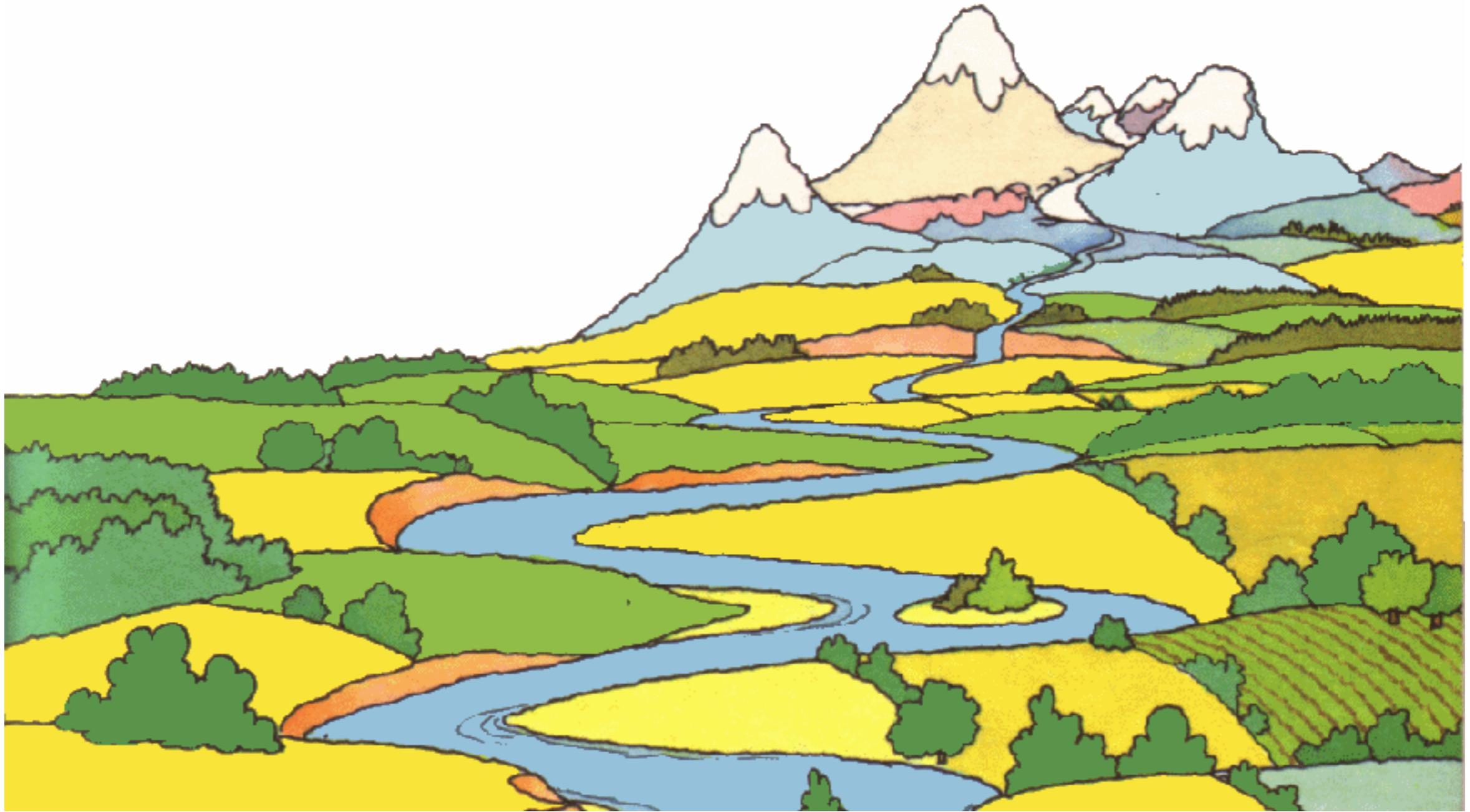
The inverted pyramid.



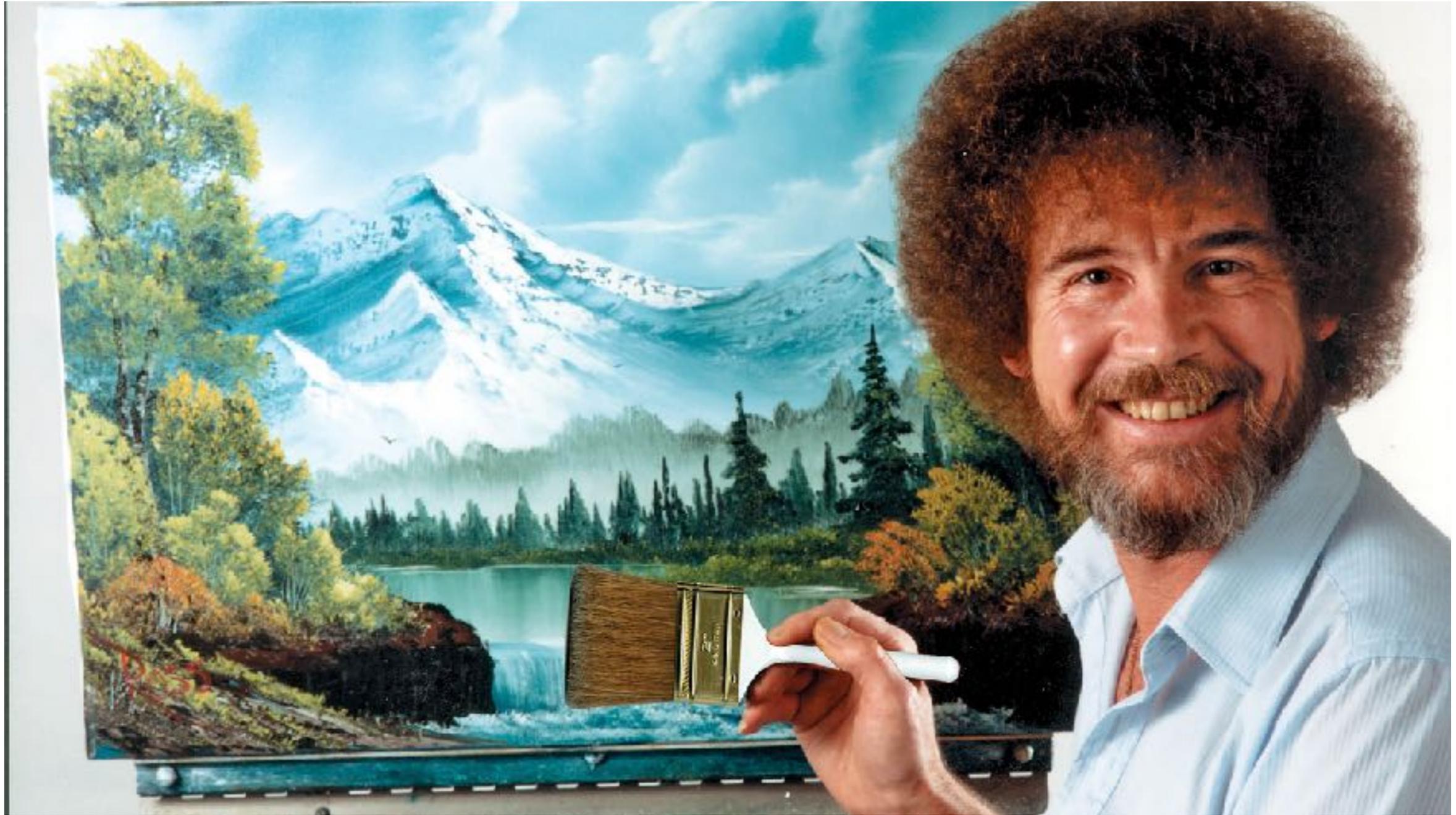
Writing your lead.

Creative leads.

Create a flow.



Paint with details.



Use people to connect.



Know what to skip.



Sleep on it.



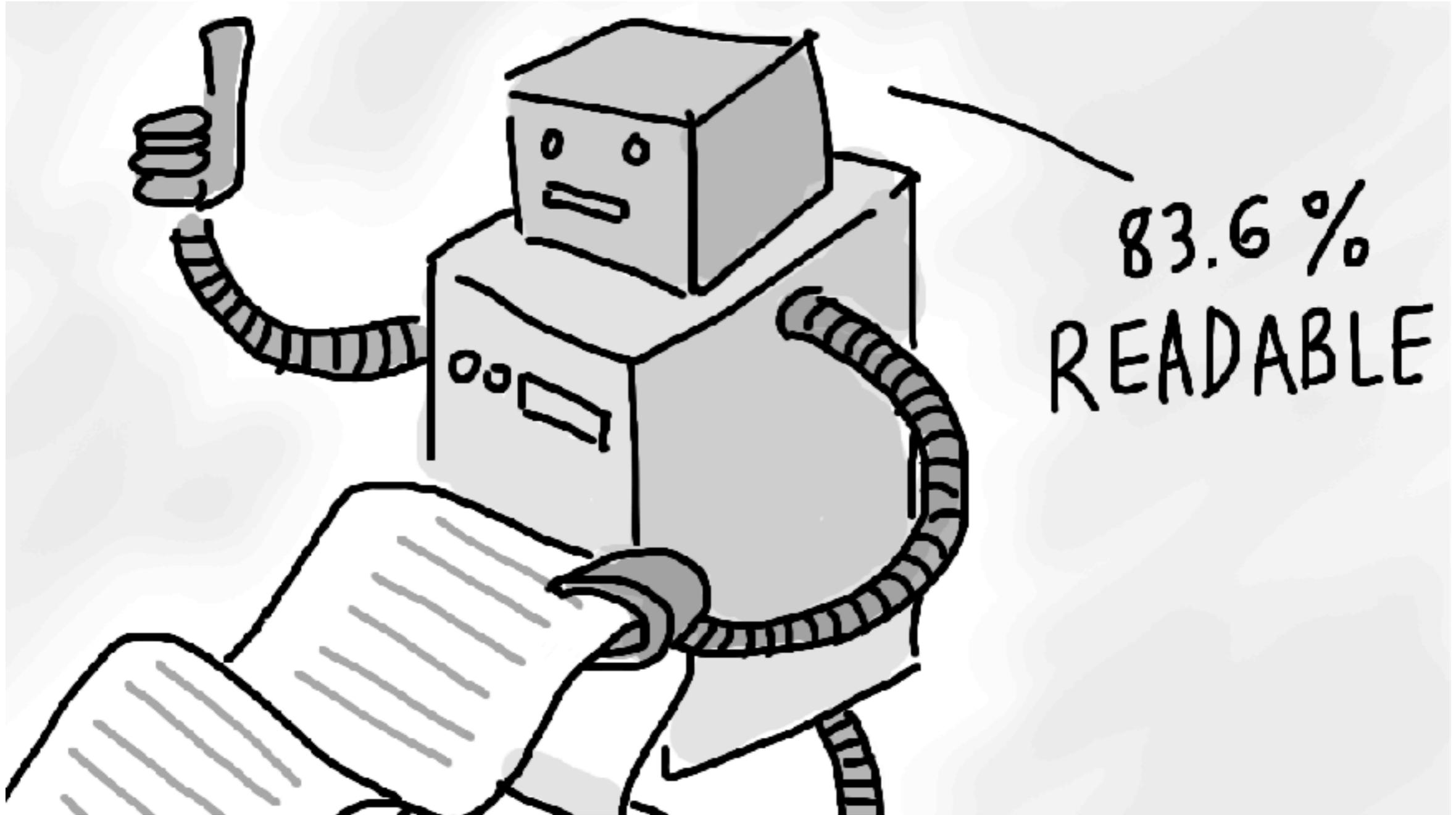
Get a second opinion.



Activity: Storytelling

- **Write something.** Use the topic from your worksheet or write an article about the 2017 International Meeting.
- **Take a break.** Finish or find a stopping point and take a break for at least 15 minutes. Think and talk about something else. Take a walk.
- **Review your piece.** Make some edits if you want.
- **Swap with a partner.** Read and comment on each other's work.

What is accessibility?



**“I’ll prepare a freshman
lecture on it.”**

–Richard Feynman



**“You know, I couldn't do it.
I couldn't reduce it to the
freshman level. That
means we really don't
understand it.”**

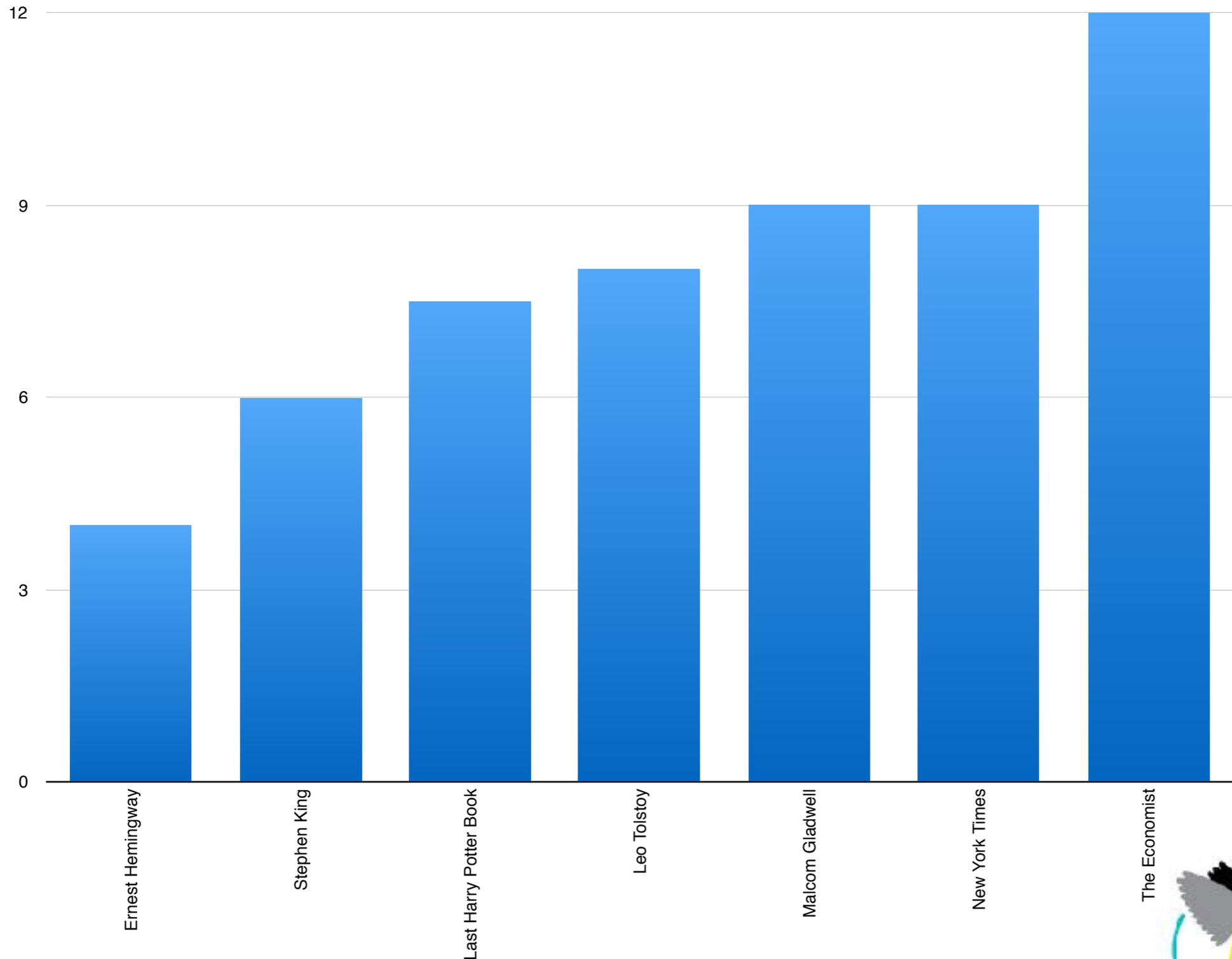
-Richard Feynman



What level?

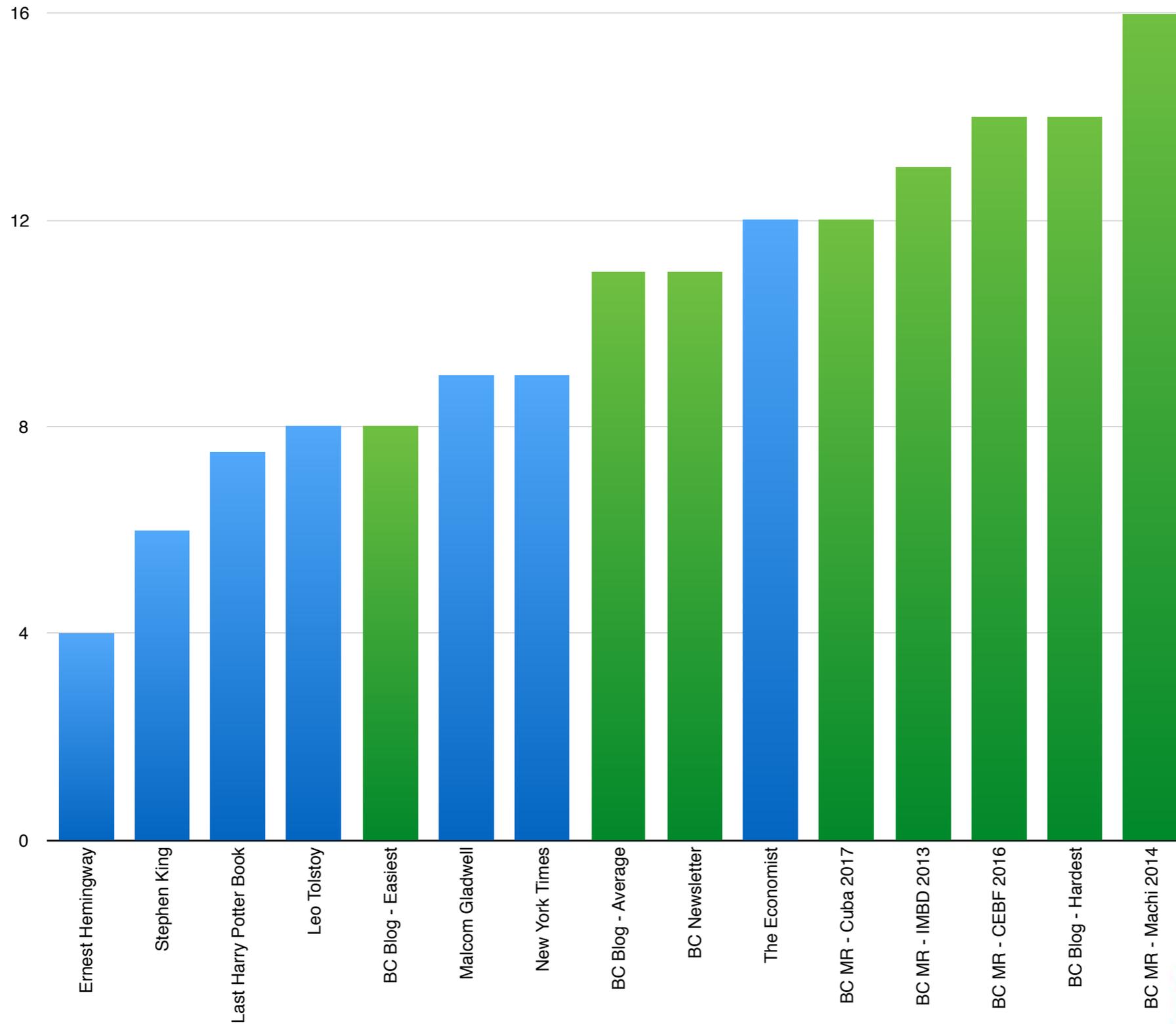
- Ernest Hemingway
- Stephen King
- Last Harry Potter Book
- Leo Tolstoy
- Malcom Gladwell
- New York Times
- The Economist

Great writing is easy to read.



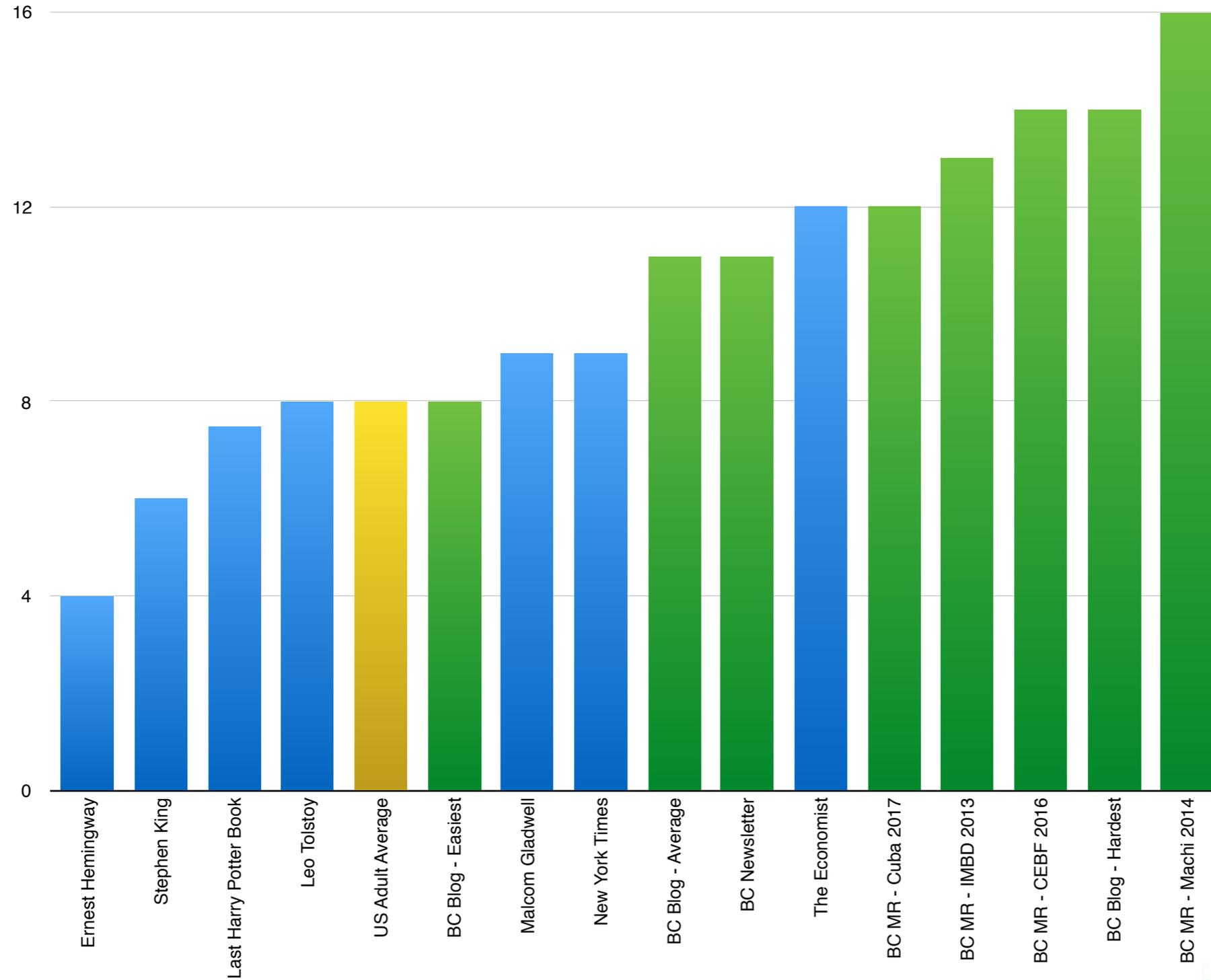
Media
Working
Group

Where are we?



Media
Working
Group

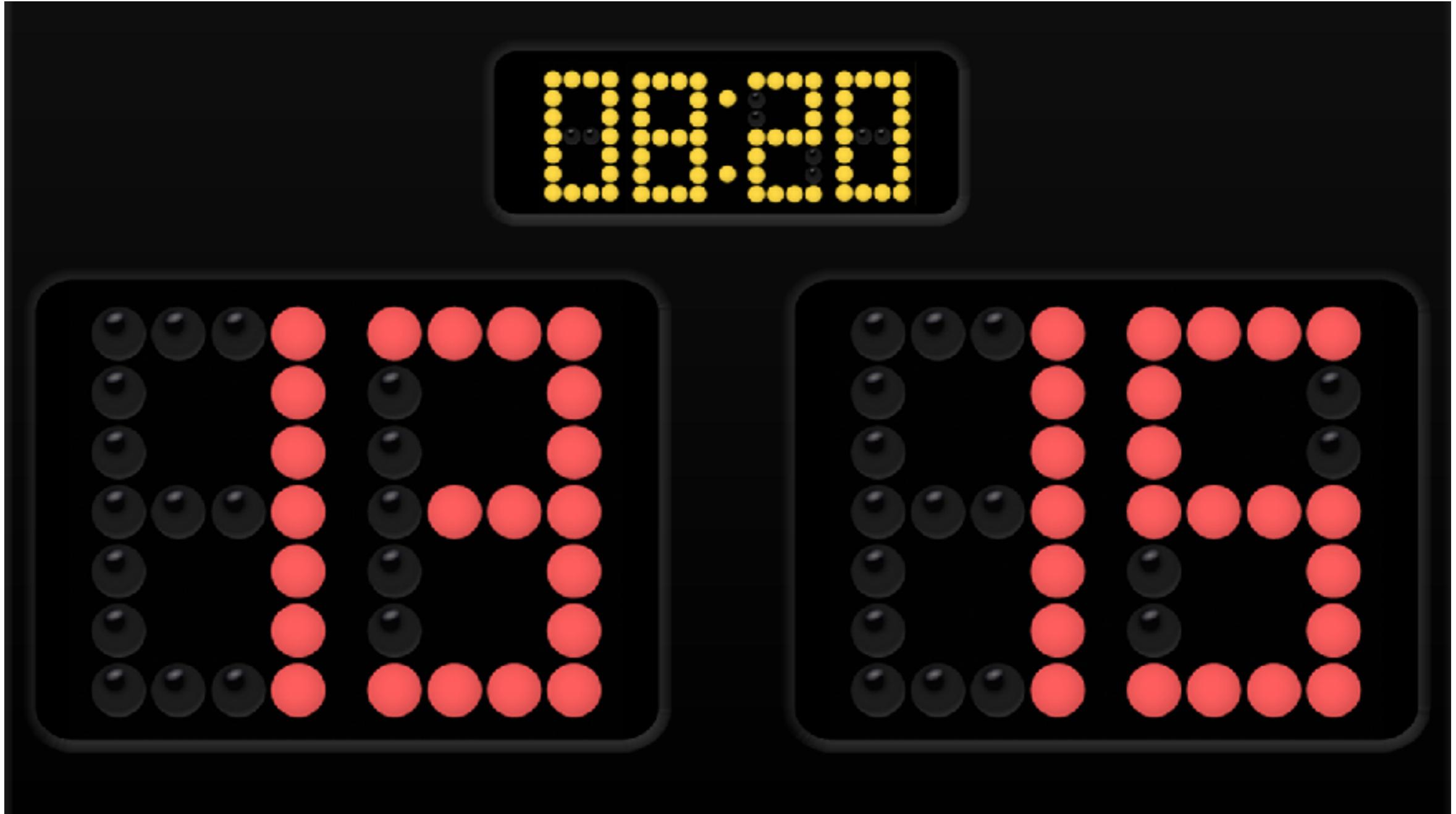
Where should we be?



What do our scores tell us?



Get your score.



Do you disagree?



How do we do it?

- Use simple words.
- Avoid jargon.
- Explain technical terms.
- Skip what you don't need.
- Simplify structures.

Sentence simplification.

When “Machi,” a Whimbrel carrying a satellite transmitter, was shot and killed in Guadeloupe in September 2011, the international bird conservation community had a rude wake-up call about what was happening to migrating shorebirds in the French West Indies.

(40 words, target is about 15.)

Paragraphs.

- 2 or 3 sentences is often perfect.
- Short paragraphs make reading seem more accessible even before people get started.
- Long paragraphs often contain multiple ideas that are easy to separate.

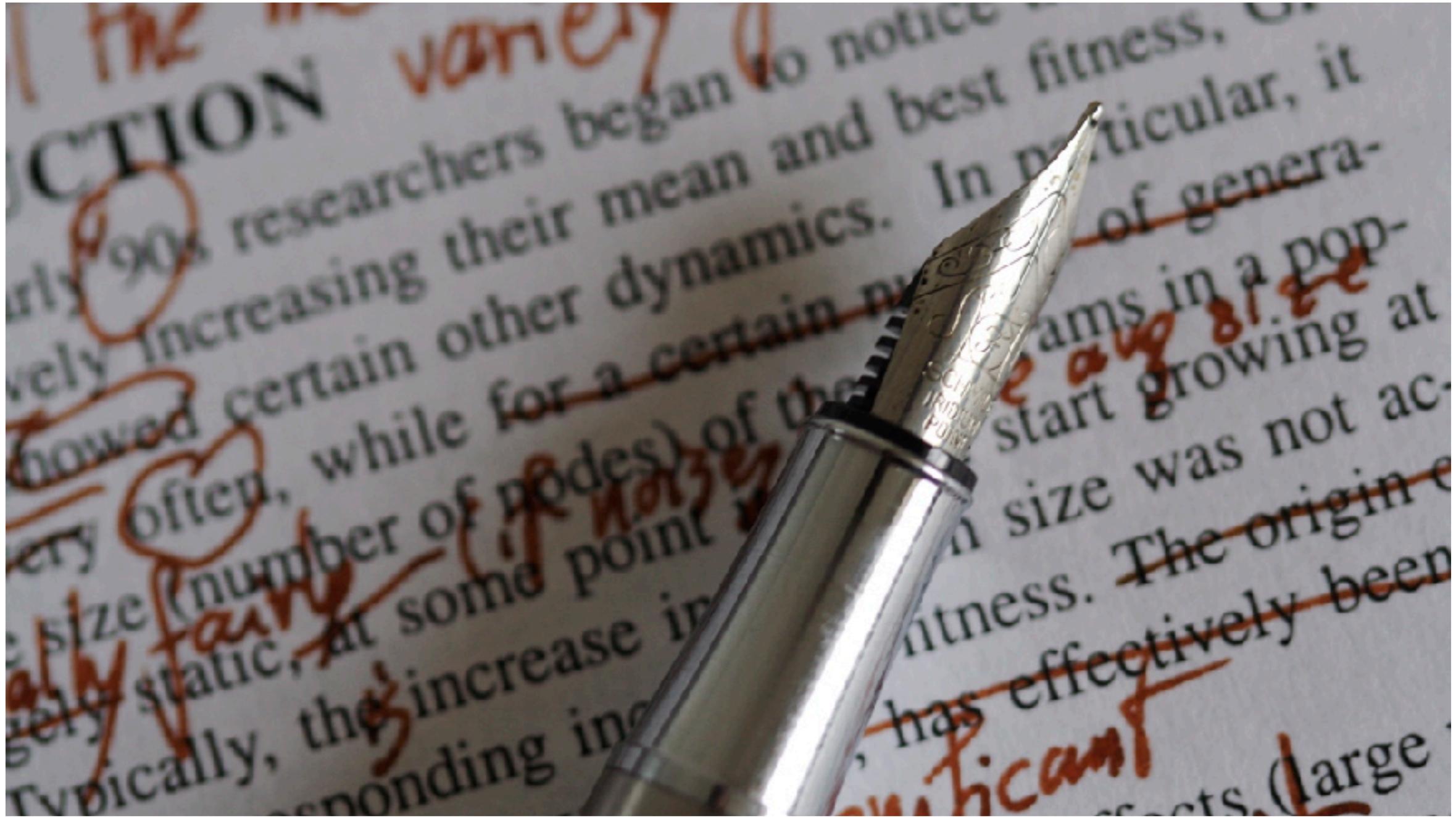
Check your flow.

- Do ideas flow naturally?
- Does one paragraph lead to the next?
- Does anything seem to come out of nowhere?

Follow your score.



Revise and get feedback.



Activity: Accessibility

- **Word review.** Highlight technical words from the piece you wrote. Count the total and how many are explained in the text.
- **Sentence review.** Count the number of words in each sentence. How many are longer than 15 words?
- **Paragraph review.** Count the sentences in each paragraph. Break up paragraphs that express multiple ideas.
- **Partner review.** Have a partner read your revised piece and give feedback.
- **Share.** Share changes that improved a piece.

Working with the Media

Your media list.



Your media calendar.



Formatting a release.



FOR IMMEDIATE RELEASE

Truthful, Yet Also Engaging Headline Bolded

City, Country—Date 11, 2017—Your first paragraph goes right here. Be sure to get the basics covered right up front. A few sentences should do it.

More paragraphs will fill out the details of your media release. Continue until you get to the end of your media release.

###

About My Organization

Here's a paragraph about your organization. Or your event. Maybe there are two of these if you have a partner organization.

Press Contact

Name: Juan Doe

Email: JuanDoe@myorganization.com

Photos

Filename.jpg: This is the caption. (Photo by Slim Goodshots)



Image size: pixels

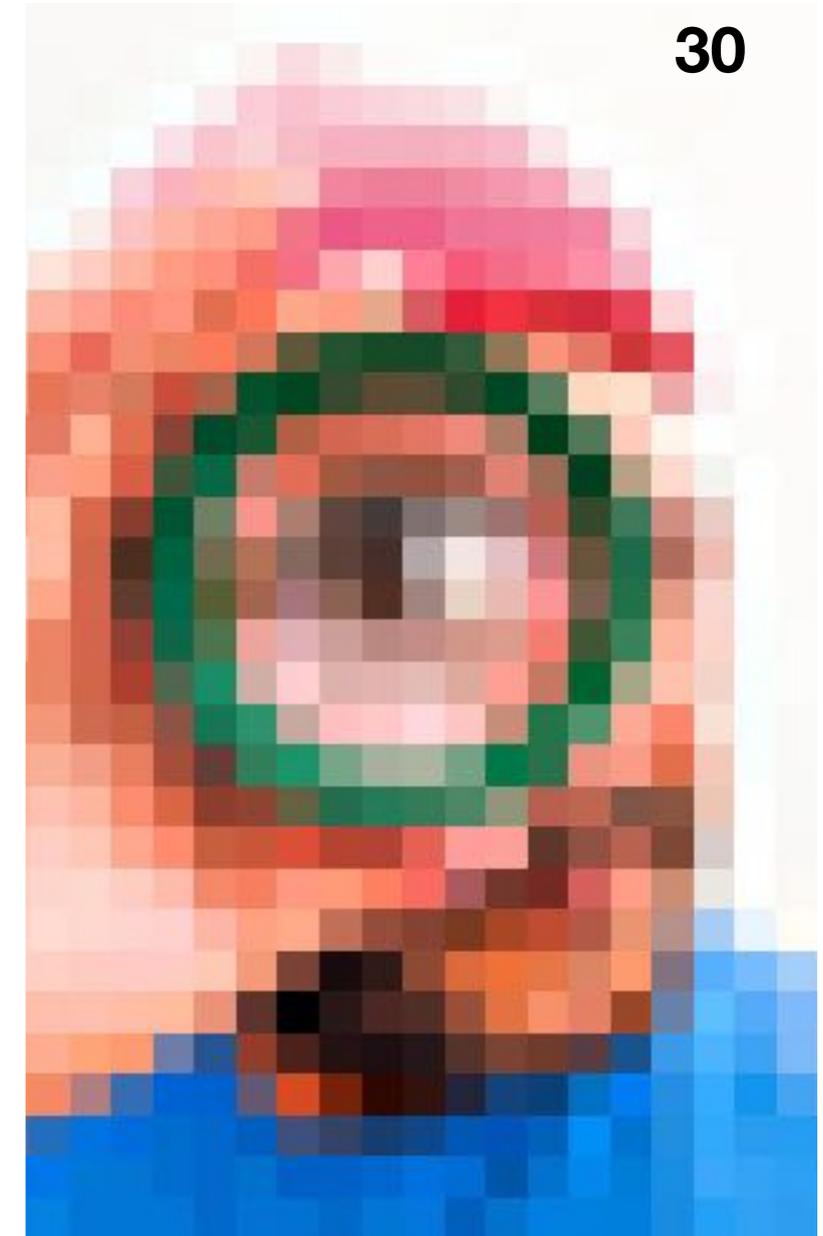


Image file size



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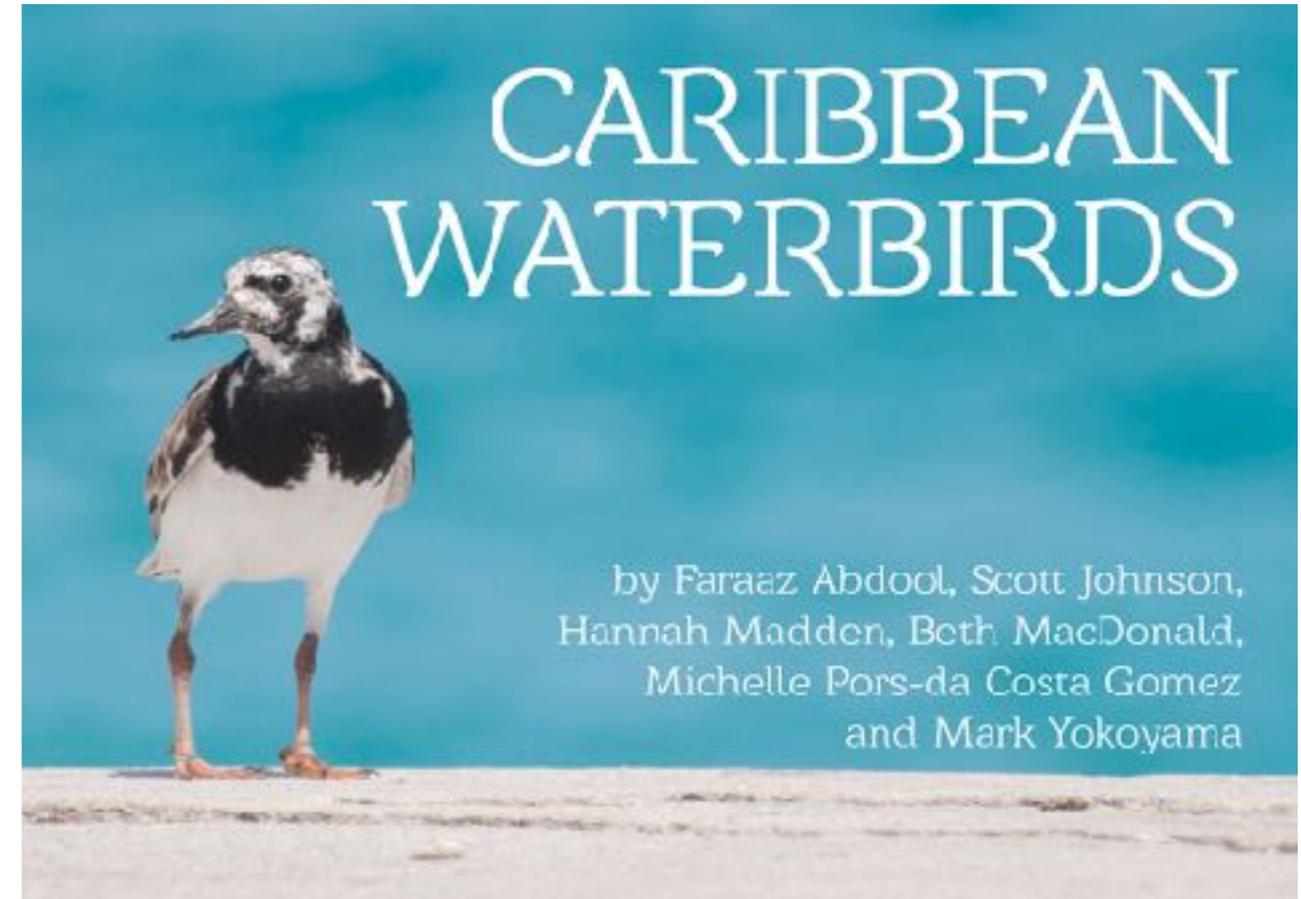
Uncompressed
2.6 MB

Take your writing further.



Heritage Plants

Native Trees and Plants for Birds and People
in the Caribbean



Writers Club



Thanks!

