Writing Guide
Offline and Online Publishing

Association of Ontario Land Surveyors

Public Awareness Committee

www.aols.org

Offline and Online Writing
2017 Survey of Readers of an Association News Publication

Observations

- ✓ Readers like articles about projects, industry issues and association activity
- ✓ The preferred length of article, format and reading time is 250-300 words with one photo - 90 seconds to read
- ✓ Preference followed by articles of 500-1000 words with 3 photos - up to 10 minutes to read
- ✓ Images with captions can tell the whole story
- ✓ An online article can start with bullet points, a summary, or image as a teaser. If interested, a reader can click on a link to the detailed article/blog

The most comfortable read is 250 to 300 words in 90 seconds; a significant number of people will take 10 minutes to read 500 to 1000 words. A link to a detailed online article following a summary is a common publication style.

Offline and Online Writing
I Keep Six Honest Serving Men

Rudyard Kipling

Where to Start?

I KEEP six honest serving-men
(They taught me all I knew);
Their names are **What** and **Why** and **When**
And **How** and **Where** and **Who**.
I send them over land and sea,
I send them east and west;
But after they have worked for me,
I give them all a rest…

Revelations

$5Ws + H$

formula has been attributed to English rhetorician Thomas Wilson (1524-1581), who introduced the method in his discussion of the "seven circumstances" of medieval rhetoric.

Who, what, and where, by what helpe, and by whose,
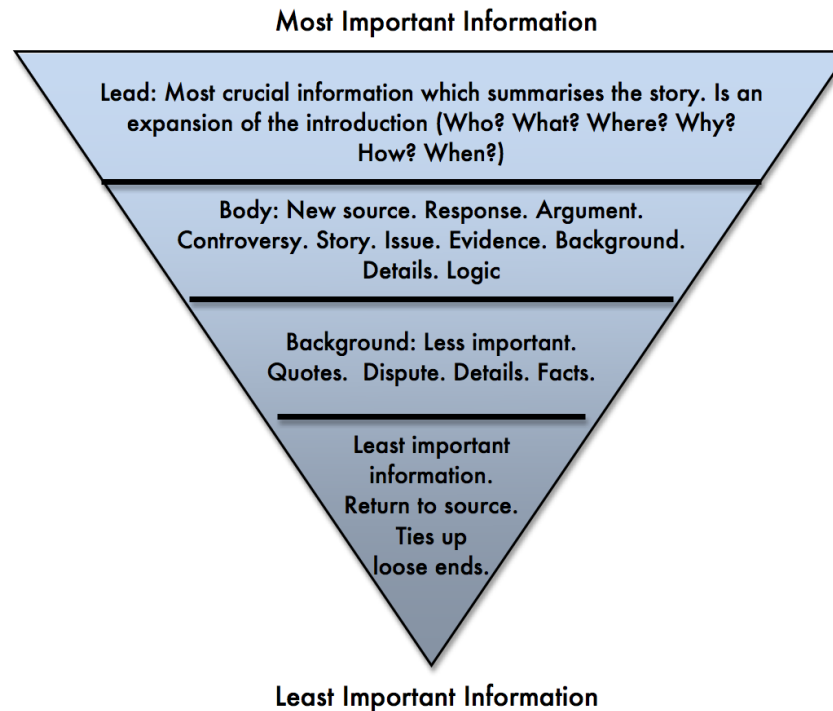Why, how and when, doe many things disclose.

(*The Arte of Rhetorique*, 1560)

Offline and Online Writing
Capturing and Holding Attention

Title | Author/Credentials | Lead Paragraph | Image

Most Important Information

Lead: Most crucial information which summarises the story. Is an expansion of the introduction (Who? What? Where? Why? How? When?)

Body: New source. Response. Argument. Controversy. Story. Issue. Evidence. Background. Details. Logic

Background: Less important. Quotes. Dispute. Details. Facts.

Least important information. Return to source. Ties up loose ends.

Least Important Information

Offline and Online Writing
C. Wilkins Notes - a selection

- Writing cannot be ambiguous
- Fresh expression requires concentrated thought
- Avoid jargon, clichés, acronyms, rhetoric, legalese, excessive superlatives
- Attend carefully to grammar, punctuation and spelling
- Stick to subject, verb, object sentence structure
- Keep sentences short but vary length
- Choose simple words, strong verbs and emphatic phrasing
- Avoid redundancies
- Avoid buzz words – i.e. utilize, strategize
- Check subject/verb agreement
- Favour active over passive voice
- Avoid weak overused verbs i.e. get, made an effort (tried)
- Write honestly
- Involve the senses
- Verify details – (trust but verify – Lee)
- Identify sources/references

Offline and Online Writing
News Release

aols.org
1043 McNicoll Avenue
Toronto ON M1W 3W6

NEWS RELEASE (Use a serif font such as Palatino Linotype, Bookman old Style or Times New Roman)

CONTACT: Name:
                       Phone:
                       Email:

TITLE

First paragraph: Place of News (municipality, province, ON (date) – Body of News Release written in Inverted Pyramid style with quotes (if relevant). One page, not more than two – font size 11 or 12. Include one image file (png, jpg or tif.

About: 50-100 words about the organization behind the News Release (who/why?)

Offline and Online Writing
Feature Stories/Articles

- ➢ 1,000 – 1500 words with 1-3 images and captions
- ➢ Profile the audience, including the generation(s)
- ➢ Begin with who, what, and where, identifying the subject and who delivered the action related to the subject
- ➢ Call upon why, how and when to discuss the subject and bring the story to an end
- ➢ Place the subject in context of relevance to the audience
- ➢ How did the subject come about? What led to a need?
- ➢ What makes the subject important to the reader and editor?
- ➢ Where is the subject found?
- ➢ When did the subject affect the audience?
- ➢ Put a face on the article by mentioning personalities. Quotes <u>can</u> add credibility and first-hand insight

Offline and Online Writing
Photo Files

➢ Digital files should be in jpg, png or tif format with a high resolution (300+ dpi)

➢ Identify with a file name and submit as attachments or to be downloaded from and FTP site

➢ No safety violations

➢ Submitted with a caption and credit – include people for scale and appeal

➢ No photos of children under 18

➢ Read Personal Information Protection and Electronic Documents Act

Offline and Online Writing
Advertorial

Advertorials are usually paid placements of editorial copy that appeal to an audience to take action (i.e. purchasing or changing a position).

70% educational content and 30% promotion

AOLS/Regional Groups may place local advertorials, if advocating or promoting an industry position, service, or technology provided by Ontario Land Surveyors.

Offline and Online Writing Advertising

Happiness

Offline and Online Writing
Getting Published

OFFLINE	ONLINE
Befriend Editors and Publishers of key publications	Learn and relearn Internet media technology – continuous education
Befriend top sales representative	Read lengthy articles about masscom tech
Learn the writing style of each publication	Surround yourself with Gens X,Y and Z
Manage a library of cover quality images	Learn how to edit your website
Be intimate with the industry of clients to submit requested articles quickly	Learn how to post and market effectively on FB, LI, TW. P, IG
Meet yearly with key editors and give insight into the industry you represent	Learn how to write for SOCMED content and produce video and GIF files
Purchase display ads whenever possible in key publications to show financial support	Time management
Promote key publications to clients	Content is king/queen
Discuss media strategy and tactics with editors and publishers before launch	Identify sources of all reposts and shares
Invite editors to events at no cost	Know your market size and grow accordingly

Offline and Online Writing Integration

INTEGRATED MARKETING COMMUNICATIONS

Integrated Marketing Strategy

Offline and Online Writing
Comments? Questions? I am here to answer....