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WRITING FOR
VARIOUS PLATFORMS



PRESENTERS



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FIRST THINGS FIRST

- Know your audience.
 - What they need to know vs. what we want to say
- Keep it short!
 - *Our attention spans are now shorter than a goldfish.*



HOW MUCH INFORMATION DO I REALLY NEED?

- How much information you need to have (interviews, research, etc.) versus how much appears in the published article.



BEATING WRITER'S BLOCK

- Gather an excessive amount of information.
- Tell me the story.
- Why would anyone care about this story?
Why do you care?



“No thinking — that comes later. You must write your first draft with your heart. You rewrite with your head. The first key to writing is...to write, not to think!”

FINDING FORRESTER



TIPS

- Practice.
- Read good writing.
- Write about what excites you.
- Develop a voice.



TYPES OF WRITING (TRAFFIS, N.D.)

- **Expository writing** sets forth facts. You can find it in textbooks, journalism (except opinion or editorial articles), business writing, technical writing, essays and instructions.
- **Descriptive writing** evokes images through rich description. You can find it in fiction, poetry, journal writing and advertising.
- **Persuasive writing** aims to sway the reader toward the author's point of view. It is used heavily in advertising and can also be found in opinion and editorial pieces, reviews and job applications.
- **Narrative writing** tells a story. It can be found in fiction, poetry, biographies, human interest stories and anecdotes.



JOURNALISTIC WRITING

- Expository: Main goal is to inform.
- Truly a combination of 1, 2 and 4.
- Perspective: Third person.
- No opinions!
- Always quote at least two people.



COPYWRITING

- Largely persuasive; meant to encourage disruption.
 - How do you want the reader to change his or her behavior or beliefs?
- Can talk directly to the audience. In fact, be conversational!
- Ask questions (on appropriate platforms).
- Above all, keep it short.



NEWS VS. FEATURE





5 Ws & 1 H





Need-to-know info

Still important

Minor
details





PACIFIC UNION CONFERENCE

The Seventh-day Adventist Church in the Pacific Southwest

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Living God's Love

Giving back the love we receive from God is central to the Adventist way of life.

WRITING STYLE

- The appropriate tone for written communication coming from Pacific Union organizations is professional but personal. It is friendly, simple, and conversational. It should not be overly formal or create distance and should avoid jargon that can be confusing to those who have not been steeped in the culture—and off-putting even to those who have. As a priesthood of all believers, we respect all constituents and communicate in a peer-to-peer style rather than affecting an authoritarian tone. While recognizing that constituents in our territory range widely in terms of educational attainment, we aim to provide thought-provoking content that can be appreciated by adults who are engaged in a lifelong quest for deeper discipleship and understanding.



WE WANT OUR READERS TO EXPERIENCE:

- A sense that we are sharing a journey.
- A sense that we are curious about and interested in people's stories.
- A sense that we seek to provide a sanctuary for spiritual awareness and growth.
- A sense of the sacred.
- A sense of gratefulness.
- A sense of commitment over the long term.
- "Exalting Christ by serving others"



RESOURCES

- scc.adventist.org/departments/communication/resources
- Reference
 - AP Style Guide



ACTIVITY

- List out potential stories from your church. For each story, list:
 - Possible headlines/leads
 - Who, what, when, where, why and how.
 - Who will you quote? What do you want them to say?
 - What should you have pictures of?



THANK YOU!

Text questions to (747) 253-0841.

