

LTAP

Local Technical
Assistance Program

WSDOT's Highways & Local Programs LTAP Center present:

Writing Documents in Plain Talk

A one-day class

Time: 8:00 a.m. to 4:30 p.m.

Cost: \$75

.8 CEUs: \$25 (optional)

Class Size: 30

Instructor: Either Sharon Bridwell or Virginia Given

Target Audience

All public and private sector managers, editors, and employees, who need to write and review key customer documents according to Plain Talk principles.

Course Description

This one-day course will cover the general principles and seven guidelines of Plain Talk as it applies to writing instructions, announcements, publications, form letters, web pages, and other documents. Since Governor Gregoire signed her Plain Talk Executive Order, providing specific guidelines in the writing and designing of customer documents, thousands have taken this course.

Participants will receive the course booklet *Writing Documents in Plain Talk*, written by Dr. Sharon Bridwell, which includes four morning exercises and an afternoon computer lab of rewriting documents within writing teams for critique. Come prepared to write and think within the context of customer need.

Course Objectives

Upon completion of this course, participants should be able to:

- Understand customer needs.
- Use simple language.
- Include only important information.
- Keep sentences and paragraphs short.
- Write active sentences.
- Use key personal pronouns such as "we" and "You."
- Design clear pages of text for hardcopy and the web.

Note: Plain Talk classes are available to agencies through the Washington State Department of Personnel (DOP). These classes have always been open to local agencies, however most sessions are held in Olympia. Plain Talk is not just for state agencies, it is for anyone who wants to write clear and easy-to-understand documents of any kind. Click on the following links for more information.

Governor Gregoire's Plain Talk Executive Order

http://www.governor.wa.gov/execorders/eo_05-03.pdf

USA Today, December 10, 2006 newspaper article

http://www.usatoday.com/news/nation/2006-12-10-washington-plain-talk_x.htm



Washington State
Department of Transportation

Before and after examples of Plain Talk

http://www.plainlanguage.gov/examples/before_after/index.cfm

Plain Talk in Washington

<http://www.plainlanguage.gov/examples/government/WArules.cfm>

***CEUs:** This course offers an optional .8 continuing education units (CEUs). Information and forms will be provided at class for you to apply for the CEUs. Cost is an additional \$25 payable to Pierce College, after the class. You will receive a certificate from the college detailing the number of CEUs earned, the date and title of the course.

Instructors

Dr. Sharon Bridwell, Owner and Director of Write Words, Inc. Sharon Bridwell has years of know-how in business/technical writing, public relations, and management with diverse federal, military, educational, public, and private organizations. Over the years Sharon has taught writing and communication management skills to thousands. This dynamic and enthusiastic speaker always teaches practical "Plain Talk" application and skill development for those wanting more than just theory. She brings a fresh approach to every course she writes and every class she teaches. Her background includes writing or rewriting technical letters and reports, specifications, directives, emergency plans, operational plans, academic proposals, military instructions and publications, performance evaluations, resumes, grants, manuals, news releases, motion picture scripts, commercials, articles, short stories, poetry, dramas, brochures, curriculum (for training rooms and online), storyboarding, and video-scripting. Dr. Bridwell's teaching and curriculum receive high praise by those who take Write Words' courses.

Virginia Given, Owner of Proven Text: Professional Writing Support. Virginia Given has 22 years experience in the world of business writing, career training, and educational teaching. Through her company, Proven Text: Professional Writing Support, she provides writing, rewriting, editing, and proofing of technical letters, news articles, reports, specifications, instructions, and manuals. Her background includes working with diverse federal, military, and public organizations. She has been a reviewer/rewriter of hundreds of military procedural manuals and operational instructions, a news reporter for a number of years, editor and proofreader of thousands of policies, directives, memos, and curriculum pieces. Virginia is certified to teach Plain Talk Writing through Write Words Inc.

Questions? Contact Laurel Gray at (360) 705-7355 or GrayL@wsdot.wa.gov.