Welcome to the 2015 University of Guelph Writers Workshop

Welcome, and thank you for attending the University of Guelph’s Fifth Annual Writers Workshop.

This two-day event is designed to provide hands-on practical tips and instruction for a wide variety of writing interests and needs. From fiction writing to magazine writing, digital communication to scientific journals, you’ll find it here. The Workshop leaders are writing and communication experts in different genres and have volunteered their time and talents. Without their dedication and generosity, this event would not be possible.

Thank you again for attending; we hope you enjoy the event.

Writing Services, McLaughlin Library

Contents:

3 Thursday Morning Sessions
8 Thursday Afternoon Sessions
11 Friday Morning Sessions
15 Friday Afternoon Sessions
20 Thursday Schedule - Day 1
21 Friday Schedule - Day 2
22 Library 3rd Floor Map

Thanks to our sponsors
This workshop is intended for anyone who falls into one of these categories:

- Hate writing
- Love writing
- Hate writing, but love having written*

In other words, it’s aimed at a broad audience whose writing skills may vary considerably. The only conditions for registering in this session are a desire to improve your writing and, as the session title suggests, an openness to trying new approaches.

In pursuit of those goals, the workshop will cover three main areas: how to get started — including how to deal with writer’s block; how to organize your thoughts quickly; and how to know whether or not you’ve done a good job. The format will be a combination of mini lecture, discussion, and individual exercises.

*Dorothy Parker

JOAN FLAHERTY

Teaches communications in the School of Hospitality and Tourism Management at the University Guelph. She is also the faculty advisor for the Hornblower, the University’s annual student magazine. She completed her BA (English Literature), MSc (Rural Extension Studies), and MA (English Literature) at the University of Guelph. Her research interests centre around SOTL (the scholarship of teaching and learning). She is the recipient of two teaching awards.

TWEETING? Please use #UGWriters

Follow the Library on Twitter @uglibrary
Early Career Researcher? Don’t be duped into believing that any type of publication adds value to your work.

Join this session to learn about questionable scholarly open-access journals, vanity book publishers, and bogus conferences. Together, we’ll examine predatory solicitation practices, look at resources that help identify questionable titles, and review criteria to assist in evaluating publishers. Real-life examples from University of Guelph authors who have been spammed and sent suspect invitations will be shared.

**JANE BURPEE**

is a librarian at the University of Guelph and is passionate about open access, open science, community engagement, and the science–society relationship.

---

This workshop will help writers explore the larger role that reviews can play in forming literary conversation and literary community. It will lead the participants through a process of identifying their own locations as reviewers and of discovering how they can use the form of the review to encourage meaningful dialogue between readers. Participants are encouraged to come having already read and reflected on a book that they might like to review.

**JEREMY LUKE HILL**

teaches literature, makes jams and preserves, reads continental philosophy, uses open-source software, bakes bread, watches documentary films, grows trees from seed, and writes poetry, among other things. He also runs Vocamus Press, a Guelph-centric publisher that provides free and cooperative support for readers, writers, and publishers in the Guelph area.
Publication in peer-reviewed journals is a critical component of scientific research. This workshop provides an overview of the process of scientific publication, and presents strategies for planning and writing manuscripts, choosing an appropriate journal, and dealing with reviews. It is open to potential authors of peer-reviewed scientific papers at any level.

**DR. T. RYAN GREGORY**

completed his BSc (Hons) at McMaster University in 1997 and earned his PhD in Evolutionary Biology and Zoology from the University of Guelph in 2002. He then carried out postdoctoral research at the American Museum of Natural History in New York and the Natural History Museum in London, England, before returning to join the faculty at the University of Guelph. His primary research interests include large-scale genome evolution, biodiversity, and macroevolution. He has been the recipient of several prestigious scholarships, fellowships, and awards for research and teaching. He is the author of more than 65 peer-reviewed articles, has reviewed more than 150 manuscripts for dozens of journals, has served as a guest editor for special issues of three journals, and is currently Editor-in-Chief of the journal Evolution: *Education and Outreach*.

Interested in presenting or volunteering at the University of Guelph Writers Workshop 2016?

Please contact writers.workshop@uoguelph.ca in September 2015.
All writers should have an understanding of copyright and of web and document accessibility in order to protect their ideas, avoid litigation, and make their writing intelligible to the widest possible audience. Session attendees will learn about:

- The legal framework governing copyright as well as information and communication accessibility in Ontario
- Strategies for protecting intellectual property
- Legal and ethical guidelines for using the intellectual property of others
- Web and document accessibility techniques and accessibility checker tools

ATHOL GOW

manages the University of Guelph’s Library Accessibility Services where he has been responsible for the provision of alternative-format text and assistive technology support to students since 1999.

HEATHER MARTIN

is the Copyright Officer for the University of Guelph and supports the campus community on the use of copyrighted works in teaching, learning, and research.

PASCAL LUPIEN

is a member of the University of Guelph Library’s Research Enterprise and Scholarly Communication Team and provides support to students and faculty on author rights, copyright and publishing.
MAKING BEAUTIFUL BOOKS
Thursday, 10:45am – 12:15pm, LIB 370    |  Jeremy Luke Hill

This workshop will look at some of the opportunities for independent authors and micro-publishers to make beautiful and extraordinary books. In a literary world where books are increasingly going digital or are being published at high volume and low quality, participants will have an opportunity to explore books as art objects that no eReader or mass printer could replicate. Participants are encouraged to bring along a book that they have found to be particularly beautiful or remarkable as an object.

JEREMY LUKE HILL

 teaches literature, makes jams and preserves, reads continental philosophy, uses open source software, bakes bread, watches documentary films, grows trees from seed, and writes poetry, among other things. He also runs Vocamus Press, a Guelph-centric publisher that provides free and cooperative support for readers, writers, and publishers in the Guelph area.

JOINING THE CONVERSATION: FUNDAMENTALS OF SOCIAL MEDIA
Thursday, 10:45am – 12:15pm, LIB 384    |  Melanie Parlette-Stewart

If you are a serious writer, having an online social media presence is something that can work to your advantage. You can use social media to market a book, yourself, or an organization. Social media is one of the most important tools we can use for marketing and communication. Learn about popular social media tools such as Facebook, Twitter, Pinterest, YouTube, Instagram, and blogging. This workshop will explore best practices for engagement and getting the conversation going. Other issues covered will include managing risk, analytics, picking the best tools for your strategy, and privacy. Whether you’re building a community or a personal brand, this workshop will provide you with tips and tools to get you started on developing an effective social media plan.

MELANIE PARLETTE-STEWART

 BA, MLIS, is the Blended Learning Librarian at the University of Guelph McLaughlin Library. She spends her days creating digital tools such as videos and online tutorials for students and staff, and providing research instruction for the College of Business and Economics and First Year Seminar Program. She is currently the Chair of the Gryph Reads Pleasure Reading committee. Her interests include educational technologies and multimedia tools, as well as the pleasure reading habits of undergraduate students. Melanie is passionate about using digital tools for education and making use of the power of the internet!
As readers, many of us have had the experience of being seduced by the voice of an electrifying writer. But what do we mean when we talk about “voice”? And how can emerging writers find theirs? In this interactive workshop, we will consider how writers adapt their voices to the needs of their story and its characters. Through close readings of selected texts, discussion, and hands-on writing exercises, we will examine the techniques writers use—including tone, diction, sentence structure, dialogue, and point of view—to capture their voice on the page.

Fiction writers of all experience levels are welcome. Participants are asked to come prepared with a pen and notebook and any questions they may have about writing craft.

**KATHY FRIEDMAN**

has studied creative writing at the University of Guelph and the University of British Columbia. Recognized in 2012 by the Writers’ Trust of Canada as an under-35 writer to watch, she was a finalist for the Bronwen Wallace Award for Emerging Writers. She was also runner-up for both the Peter Hinchcliffe Fiction Award and *PRISM* International’s short fiction contest. Her poetry, fiction, and creative non-fiction have appeared or are forthcoming in numerous literary journals. Kathy also leads creative writing seminars and workshops, and she mentors writers on their fiction and non-fiction manuscripts.

---

**Dissertation Boot Camp**

An intensive one-week program designed to help University of Guelph graduate students develop effective writing knowledge and habits that will enable them to finish their theses and dissertations in a timely manner.

Apply online at: lib.uoguelph.ca
Plain language is a key strategy for writers who want to reach diverse public audiences. The easier your message is to understand and share, the greater its impact will be. In this session, we’ll talk about plain language best practices you can use and how to integrate these strategies into all stages of a writing project. The session will provide multiple opportunities for you to apply your knowledge and refine your skills.

Learning Outcomes
After this session, participants will be able to
- Identify and apply basic principles of plain language writing
- Understand how plain language helps both writers and readers achieve their goals
- Translate existing text into plain language
- Access online plain language resources, including checklists, examples, and guidelines

ANNE BERGEN
PhD, Principal – Knowledge to Action Consulting, draws on her PhD training in applied social psychology and her background in community-based research and knowledge mobilization. Anne helps people and organizations transform data into changes in policy and practice. She likes telling stories about research and building collaborations. (www.knowledgettoaction.ca)

KIM GARWOOD
PhD, Manager of the University of Guelph’s Writing Services, has studied plain language readers, writers, and texts using qualitative methods such as interviews, questionnaires, focus groups, and text analysis. She is particularly interested in how plain language can make it easier for all people to access services and to participate fully in their communities.

Follow McLaughlin Library:
facebook.com/McLaughlinLibrary
instagram.com/uofglibrary
twitter.com/uglibrary
youtube.com/UoGLibrary
WRITING A DRAMATIC MONOLOGUE (FROM YOUR OWN LIFE)!

Thursday, 1:00pm – 4:15pm, LIB 370   |  Valerie Senyk

Through brief discussion and examples, participants will learn what makes a monologue “dramatic,” how to catch the attention of an audience, and what ingredients are necessary for writing a monologue. As participants, you will then be asked to write a rough draft of a personal story, from a first-person point of view, and will learn how to transform your own story into a dramatic monologue spoken by a character. Time will be given for editing and working on your own piece, with the assistance of your facilitator. You will have an opportunity to read, practice, and enact blind copies of each others’ reworked pieces aloud, and the facilitator and the group will give constructive feedback.

VALERIE SENYK

taught Theatre Arts at the university level for over 22 years. She is a published poet, playwright, and newspaper columnist, and was a past member of The Playwrights Guild of Canada. Her new book of poetry, I want a poem, was published this September 2014 by Vocamus Press, and is available in local bookstores. She currently lives in Guelph.

MAKE YOUR CONTENT POP: AN INTRODUCTION TO CREATING ANIMATED VIDEOS

Thursday, 1:00pm – 4:15pm, Computer Lab 200A

Melanie Parlette-Stewart

Animated videos are a great way to engage your audience, share information, and make information more “digestible.” Whether you want to create a book trailer or a promotional tool for yourself, videos are an exciting way to engage viewers and reach new audiences. This workshop will provide instruction on a free animation software called Powtoon that is user-friendly and lets you create quality promotional videos in a timely manner. Topics covered will include getting your idea across, recording narration, and taking advantage of free music and image resources. Learn tips and tools to plan and storyboard your video, write your script, and share your video using YouTube.

MELANIE PARLETTE-STEWART

BA, MLIS, is the Blended Learning Librarian at the University of Guelph McLaughlin Library. She spends her days creating digital tools such as videos and online tutorials for students and staff, and providing research instruction for the College of Business and Economics and First Year Seminar Program. She is currently the Chair of the Gryph Reads Pleasure Reading committee. Her interests include educational technologies and multimedia tools, as well as the pleasure reading habits of undergraduate students. Melanie is passionate about using digital tools for education and making use of the power of the internet!
Love to travel and dream of being a travel writer? Good travel writing is more than just describing where you’ve been and what you’ve seen. Travel writers must convey to readers the places in their imaginations and beyond, using sensual description, strong narrative, unusual imagery, and a clear voice. This workshop is an opportunity to learn those skills that will transport your writing – and your readers – to faraway places and strange new worlds. If your head is swimming with travel stories… if you like to try new shops and cafés… find out how to live the travel writer’s life.

Through a series of exercises, this workshop encourages people who love to travel to tap into their ability to write creatively. Discussions will cover how to get started and where to look for publishing opportunities. The workshop will cover the main techniques of travel writing. Workshop participants require writing paper and pen and five photos of a favourite trip.

MELODY WREN

is a freelance writer because she believes that work and fun should not be mutually exclusive. She is a writer, editor, and clumsy adventuress, a gypsy at heart, at her happiest when she’s living out of a suitcase and uncertain where she’ll end up next. When not writing, she’s either on the road, in the air, or savoring something tasty. Most of her travels feature outdoor adventures of some sort, although she typically avoids sleeping on the ground. She is an ordinary person that enjoys challenging and pushing herself, and facing fears with an eye on experiential travel. She needs to do it, feel it, and see it so she can write about it. Her hope is that her stories encourage readers to get out there and do the same.

Melody has been widely published in magazines, newspapers, and websites. She writes about travel, food, and lifestyle issues.

Interested in sponsoring the Writers Workshop 2016?

Contact writers.workshop@uoguelph.ca
In this hands-on session, participants will be introduced to writing learning outcomes for lessons. Learning outcomes are used in a variety of settings, from courses to individual lessons – both in the university and beyond. The craft of writing a learning outcome requires attention to not only *what* is to be learned, but *how* learning will be recognized and assessed. By the end of this session, participants will be able to identify the qualities of an effective learning outcome, write a learning outcome for a lesson they might teach, and explain the value of learning outcomes for learner-centred instruction.

**DR. ERIN ASPENLIEDER**  
is an Educational Developer in Open Learning and Educational Support at the University of Guelph. In this role, she supports and celebrates the development of teaching and learning on campus. When not at work, Erin can be found blogging her book reviews at [www.literaryvice.ca](http://www.literaryvice.ca).

---

**INTRODUCTION TO SCREENWRITING FOR TELEVISION ANIMATION**  
Friday, 9:00am – 10:30am, LIB 370  
**Craig Martin**

An introduction to the basics of writing 11-minute and 22-minute animation for television. Script length and format, the writing process, and the journey from script to screen will be covered.

**CRAIG MARTIN**  
is an in-demand screenwriter who has written over a hundred hours of produced television and worked with companies from all over the world.
Readers want a story to grab them right away. Publishers and agents do too. So it’s essential that the opening of your book gets them saying, “I couldn’t put it down.”

Whether you’re a beginning writer, or stuck in the middle of your novel, or ready to submit your manuscript to publishers, this workshop with bestselling author Barbara Kyle will help you hone the all-important “opening act” of your book.

This session focuses on mastering these proven techniques:
- First Sentence, First Paragraph: Your Story’s Hook
- The Inciting Incident: Sparking Your Plot to Life
- Make us Care: Creating Empathetic Characters
- Cliffhanger: Building to the Act I Climax

You’ll leave this workshop with solid information you can apply immediately to enrich your writing and create the kind of compelling and marketable novel that publishers want.

BARBARA KYLE

is the author of the acclaimed “Thornleigh Saga” series of historical novels, and of contemporary thrillers. Over 450,000 copies of her books have been sold in seven countries. Her next book, The Traitor’s Daughter, will be published in May 2015 by Kensington Books, New York.

Barbara has taught writers at the University of Toronto and is known for her dynamic workshops for many writers’ organizations and writers’ conferences. Before becoming an author Barbara enjoyed a 20-year acting career in television, film, and stage productions in Canada and the U.S. Visit www.barbarakyle.com.
You’ve heard of the proverbial elevator pitch, right? The one where you’re riding down the elevator with your boss and you need to sell her on your great idea before you reach the lobby. It’s a high-stakes conversation that you need to be prepared for.

What do you do? What do you say? Of course, you may never find yourself in an elevator with your boss (people don’t talk in those things anyway), but we’ve all been in situations where we need to move others. Whether you are pitching an idea to colleagues, negotiating a new contract with a vendor, or just trying to convince your seven-year old daughter to clean up her room, you’ve experienced a selling scenario. This workshop will tackle the fundamental elements of crafting a message that resonates with the audience, attracts attention, and, ultimately, inspires action.

M.J. D’ELIA

is the Head of the Learning and Curriculum Support Team at the University of Guelph. He oversees academic support services available via the Library’s Learning Commons. In addition to his library role, he also instructs the Entrepreneurship course for the College of Business and Economics. When time permits, M.J. doodles, plays with Lego, and runs a small facilitation company that specializes in creative problem solving.

Creative Writing at Guelph

Writing courses open to everyone. Join a vibrant community. Check out creativewritingatguelph.ca
Did you know eight out of ten people will read your online headline (or title), but only two out of ten will actually read the content… and that’s only if they like the headline? In this workshop, you’ll learn about keywords and SEO strategies to make your headlines visible to search engines. But most importantly, you’ll learn proven formulas to make your headlines more enticing to readers and to get them excited about your content.

**COLLEEN FISHER TULLY**

is a freelance editor, writer, and digital content specialist. After nearly 10 years as an editor in the world of women’s consumer magazines such as *Style at Home, ELLE Canada, Canadian Living,* and *Fresh Juice,* she now works for herself and provides copywriting, editing, content direction, social media engagement, and digital strategy services to media, agencies, and nonprofit organizations.

---

Do you consider yourself a grammar geek? If you enjoy proofreading or editing other people’s work and picking out the errors in published articles and signs, attend this session to learn about some of the lesser known and the more controversial grammar rules. We’ll discuss the difference between objects and subjective completions, between absolute and appositive phrases, and between gerunds and participles. As well, find out whether you should “feel bad” or “feel badly” about something you’ve said, whether you should be making corrections to that “8 items or less” sign at the checkout, and whether you should answer the door with “It is I” or “It is me.” And finally, how much of a crime is it to end a sentence with a preposition, and is Gene Roddenberry the only one allowed to split an infinitive? Meet a few other grammar fans, and bring your pet grammar peeves to discuss.

**LENORE LATTA**

is a Writing Specialist at the University of Guelph’s Writing Services. She has an MSc from the University of Guelph, and has worked as a freelance editor and proofreader for textbooks, course manuals, websites, and articles.
Radio isn’t dead. It was just sleeping. The Internet woke it up in the form of podcasts. The success of Serial follows in a long line of powerful shows such as This American Life, Radiolab, 99% Invisible, and a host of others. They are a testament to the power of good writing and of the human voice. But writing (creating) a podcast is very different than writing a text story for print or digital. This session will look at non-fiction podcasts. While we will talk a bit about the technology of podcasts, that’s not the focus. The focus is about crafting a good story in a medium for creativity and expression which is new for many of us. We all listen to radio but few of us make it. So, we will listen, reflect, diagnose, debate, and even create. The objective is to understand how good writing makes good radio.

MICHAEL RIDLEY
is a librarian at the University of Guelph and an instructor in the University's First Year Seminar program. Over the past few years, he has been incorporating radio and podcasts into his teaching and research. A partnership with CFRU, Guelph’s community radio station, re-introduced him to the medium and connected him with some very talented radio producers. Mike blogs at www.MichaelRidley.ca and is on Twitter @mridley.

The poet Mary Oliver wrote, “You do not have to be good. You only have to let the soft animal of your body love what it loves.” This is an opportunity to set your critic aside and join Jayelle in an experience of guided movement and writing exploration. Let your body awareness be the prompt from which your writing expands. We will use all the senses and basic yoga techniques and poses as access points to memory and awareness. No previous yoga or writing experience necessary.

JAYELLE LINDSAY
is a poet, yoga teacher, and physiotherapist. She has studied writing with Joan Logghe in New Mexico and Pat Schneider (author of Writing Alone and with Others) in Amherst, MA. She has recently begun combining her passion for conscious movement with her love of writing in Writing from the Body workshops. She is the owner of Living Yoga & Health in Guelph, Ontario.
Writers often write for a cause – think of Atwood’s *The Handmaid’s Tale*, Coetzee’s *Elizabeth Costello*, Ralph Ellison’s *Invisible Man* – all compelling works, examining particular politics.

Good writing can make us think about subjects in new and interesting ways. It forces us to engage with the world around us. Many writers want to write about particular subjects to advocate for their own beliefs. In some ways this is inevitable, but it can be incredibly difficult to write with a specific purpose in mind. Through a discussion of successful works, as well as a couple of in-workshop exercises which will examine language and form, this workshop will look at some ways writers can use their work to advocate for their own beliefs – be they political, environmental, medical, etc.

**TANIS RIDEOUT**

is the author of the internationally acclaimed novel *Above All Things* which was named a Globe and Mail best book of the year. Her work has been shortlisted for the Bronwen Wallace Award and the CBC Literary Awards. She was named the Poet Laureate of Lake Ontario by the Lake Ontario Waterkeeper and has toured in support of environmental causes with Gord Downie and Sarah Harmer. Her poetry collection, *Arguments with the Lake*, was released in April 2013.

---

Thanks to our sponsors

**WILEY**

**ELSEVIER**
WHY THIS JOURNEY BEGAN:
TELLING A STORY IN YOUR SCHOLARLY WRITING
Friday, 2:30pm – 4:15pm, LIB 360  |  David Lee

“The universe is made of stories, not of atoms.”-- Muriel Rukeyser

We think of fiction as the rightful home of storytelling, but there is a place for it in any thesis. When the writer takes readers through the journey he or she has travelled to arrive at a particular project, readers can more readily understand the broader concerns behind the research. A story can attract the reader to your narrative, connect them with your question, and imbue them with some of your own curiosity about your research subject. Many successful academic papers have enjoyed the benefits of storytelling. Skillful storytelling is also essential to making successful oral presentations. In this workshop we will discuss how storytelling strategies, and narrative skill, can help to make a scholarly research topic into compelling reading.

DAVID LEE

is currently ABD (all but dissertation) in the School of English and Theatre Studies PhD program. He is the author of several books, including the novel Commander Zero and the award-winning Chainsaws: A History. His “Lovecraftian YA novel” The Midnight Games will be published this spring by Wolsak & Wynn. David has been active in Canadian improvised music for many years, and his non-fiction books include Stopping Time: Paul Bley and the Transformation of Jazz, and the respected jazz monograph The Battle of the Five Spot: Ornette Coleman and the New York Jazz Field.

Docurorama

Come out to free screenings of current documentaries every week!

Check the event calendar at lib.uoguelph.ca for more information
Perhaps you have always wanted to journal, but feel you don’t know how or don’t have the time. Have you tried and found journalling boring? Discouraging? Useless? Have you wondered what to write about? Or, do you journal regularly and find it rewarding, fun, creative, and an important tool? In this session, we will discuss, explore, and expand on the concept of personal journalling.

JENNIFER STOREY

currently works part-time in the University of Guelph Library. She earned an Honours Music Education degree from Western University and worked as an elementary school teacher in Ontario and California. Her journey has included playing and composing music, writing, acting, and creating in the fine arts. Recently, she returned to school, graduating from Sheridan College with an Interior Decorating Certificate. Her business continues to be a successful and enjoyable venture.

Jennifer has been journalling regularly for over 15 years, and credits many of her achievements to the journalling process. She considers journal writing and other creative entries an important tool for self-discovery and expression.

Interested in presenting or volunteering at the University of Guelph Writers Workshop 2016?

Please contact writers.workshop@uoguelph.ca in September 2015
## Program Schedule - Day 1

### Thursday, February 21, 2015

### MORNING

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>PRESENTER</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am - 9:00 am</td>
<td><strong>REGISTRATION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 am - 10:30 am</td>
<td>The Counterintuitive Writer: How to Improve your Writing</td>
<td>Joan Flaherty</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Hone Your Predatory Instinct and Publish (Scholarly Literature) with Impact!</td>
<td>Jane Burpee</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>Writing Reviews That Matter</td>
<td>Jeremy Luke Hill</td>
<td>LIB 370</td>
</tr>
<tr>
<td>10:30 am - 10:45 am</td>
<td><strong>SNACK BREAK (15 minutes)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Publish or Perish: Strategies for Publishing Scientific Papers</td>
<td>T. Ryan Gregory</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Writes and Wrongs: Addressing Copyright and Accessibility in your Writing</td>
<td>Athol Gow &amp; Heather Martin</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>Joining the Conversation: Fundamentals of Social Media</td>
<td>Melanie Parlette-Stewart</td>
<td>LIB 384</td>
</tr>
<tr>
<td>12:15 pm - 1:00 pm</td>
<td><strong>LUNCH BREAK</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### AFTERNOON

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>PRESENTER</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm - 4:15 pm</td>
<td><strong>3 HOUR WORKSHOP SESSIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Finding Your Voice: A Fiction Workshop</td>
<td>Kathy Friedman</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Plain Language Writing for Maximum Impact</td>
<td>Anne Bergen &amp; Kim Garwood</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>Writing a Dramatic Monologue</td>
<td>Valerie Senyk</td>
<td>LIB 370</td>
</tr>
<tr>
<td></td>
<td>Make Your Content Pop: An Introduction to Creating Animated Videos</td>
<td>Melanie Parlette-Stewart</td>
<td>Computer lab 200A</td>
</tr>
</tbody>
</table>
# Program Schedule - Day 2
## Friday, February 20, 2015

### MORNING

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>PRESENTER</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am - 9:00 am</td>
<td><strong>REGISTRATION</strong></td>
<td></td>
<td>Science Commons (3rd Floor)</td>
</tr>
<tr>
<td>9:00 am - 10:30 am</td>
<td>Dream of Being a Travel Writer?</td>
<td>Melody Wren</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Writing Learning Outcomes to Communicate Intentions for Student Learning</td>
<td>Erin Aspenlieder</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>Introduction to Screenwriting for Television Animation</td>
<td>Craig Martin</td>
<td>LIB 370</td>
</tr>
<tr>
<td>10:30 am - 10:45 am</td>
<td><strong>SNACK BREAK (15 minutes)</strong></td>
<td></td>
<td>Science Commons (3rd Floor)</td>
</tr>
<tr>
<td>10:45 am - 12:15 pm</td>
<td>Crafting the Bestseller: Your First 50 Pages</td>
<td>Barbara Kyle</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Pitch Camp: Techniques and Strategies to Move Others</td>
<td>M.J. D’Elia</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>How to Write Magnetic Headlines for Web</td>
<td>Colleen Tully</td>
<td>LIB 370</td>
</tr>
<tr>
<td>12:15 pm - 1:00 pm</td>
<td><strong>LUNCH BREAK</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### AFTERNOON

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>PRESENTER</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm - 2:30pm</td>
<td>The Grammar Geeks’ Gab Session</td>
<td>Lenore Latta</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Writing for Radio: Podcasts are the New Narrative</td>
<td>Michael Ridley</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>Writing from the Body</td>
<td>Jayelle Lindsay</td>
<td>LIB 370</td>
</tr>
<tr>
<td>2:30 pm - 2:45pm</td>
<td><strong>BREAK</strong></td>
<td></td>
<td>Science Commons (3rd Floor)</td>
</tr>
<tr>
<td>2:45 pm - 4:15 pm</td>
<td>Writing with Purpose</td>
<td>Tanis Rideout</td>
<td>LIB 300A</td>
</tr>
<tr>
<td></td>
<td>Why This Journey Began: Telling a Story in Your Scholarly Writing</td>
<td>David Lee</td>
<td>LIB 360</td>
</tr>
<tr>
<td></td>
<td>The Joy of Journalling: A Personal Pleasure</td>
<td>Jennifer Storey</td>
<td>LIB 370</td>
</tr>
</tbody>
</table>
CALLING ALL UNIVERSITY OF GUELPH AUTHORS!

SUBMIT BOOKS PUBLISHED IN 2014/15 TO AUTHOR.LIB.UOGUELPH.CA FOR THE CAMPUS AUTHOR RECOGNITION PROGRAM

SUBMISSION DEADLINE: SEPTEMBER 1, 2015

* Please visit author.lib.uoguelph.ca for more information