Welcome, and thank you for attending the University of Guelph’s sixth 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.

All of the workshop leaders have volunteered their time and talents. We would like to extend a thank you to these presenters, our volunteer staff, and our sponsors because without their dedication and generosity, this event would not be possible.

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

The Writers Workshop Committee
Jodie Salter – Coordinator
Lenore Latta
Lindsey Robinson
Andrea Karpala
Daniel Melo
Marjory Gaouette

**NOTE:** Photos will be taken at this public event and may be used for promotional purposes.

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This workshop is intended for anyone who falls into one of these categories:

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

* *Dorothy Parker*

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.

**JOAN FLAHERTY**

Teaches communications in the School of Hospitality and Tourism Management at the University of 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.

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**TWEETING? Please use #UGWriters**

Follow the Library on Twitter @uglibrary
This workshop will introduce participants to the practice of handmaking books. It will cover subjects like knowing which papers and equipment to use, how to source papers and equipment, and how to use some basic equipment. There will be some equipment available for participants to try. Participants are encouraged to bring examples of handmade books, chapbooks, broadsheets, and other ephemeral printing.

JEREMY LUKE HILL

is the publisher at Vocamus Press (a micro-press serving the Guelph area) and the Managing Director of Friends of Vocamus Press (a non-profit community organization that promotes book culture in Wellington County). He has published a pre-teen fantasy novel called Lindy, a collection of poetry and short fiction set on Manitoulin Island called Island Pieces, and a chapbook of poems called These My Streets.

GROW YOUR AUDIENCE WITH A STELLAR E-NEWSLETTER

As social media grows more saturated by the nanosecond, e-newsletters are once again a great way to attract genuine interest in your content and to grow a loyal readership. This workshop will review proven e-newsletter strategies to help your publication stand out and get opened, and to send more readers to your website.

COLLEEN FISHER TULLY

is a freelance editor and media consultant who works with clients representing print, broadcast and online media, ad agencies, small businesses, non-profit organizations, and post-secondary institutions. She is also a proud University of Guelph alumna.
As a writer, if you are serious, 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, conducting analytics, picking the best tools for your strategy, and maintaining 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 is the Blended Learning Librarian at the University of Guelph’s McLaughlin Library. She spends her days creating digital tools, such as videos and online tutorials, for students and staff, and providing research instruction. 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.

Interested in presenting or volunteering at the University of Guelph Writers Workshop 2017?

Please contact writers.workshop@uoguelph.ca in September 2016
YOU CAN WRITE FOR MAGAZINES AND NEWSPAPERS
Thursday, 10:45am – 12:15pm, LIB 300A | Kira Vermond

You read them every day: magazine and newspaper articles that entertain, teach, and even change lives. But how does an article go from idea to finished product? This workshop is for anyone who has ever wanted to write non-fiction stories for a general audience and needs an A to Z overview of how to do the deed.

Kira will take participants through the process of pitching ideas, writing queries, and grabbing a busy editor’s attention. You’ll also learn the 1-2-3-4-5 technique for writing clear, focused articles for a consumer audience. In other words, you’ll learn how not to sound like an academic or a newbie writer, and how to give editors what they want. You’ll discover what to expect during the editing process and why “deadline + word count” is the holy grail of successful freelancing. Invoicing, payment, and taxes even get a mention. (And yes, you can make good money as a writer.)

Have a great story idea, but don’t know how to go about writing it and getting it published? This is the workshop for you.

KIRA VERMOND

is an award-winning writer and longtime freelancer from Guelph, with over 1,500 articles under her belt. Canadians have read her travel, career, and money columns in The Globe and Mail and Chatelaine and listened to her career advice on CBC Radio weekday mornings. She’s also an author of adult and children’s non-fiction books including Red Maple–nominated The Secret Life of Money: A Kid’s Guide to Cash and Growing Up, Inside and Out. Her book Why We Live Where We Live (Owlkids) won the prestigious Norma Fleck Award for Canadian Children’s Non-fiction in 2015.

Kira has also contributed to MoneySense, Owl, Today’s Parent, MORE, Canadian Family, PROFIT, FORUM magazine and many other consumer and trade publications. Her fourth book for children, Half-truths and Brazen Lies: An Honest Look at Lying, will come out in April 2016.

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EXPLORING POETIC FORM
Thursday, 10:45am – 12:15pm, LIB 360 | Jeremy Luke Hill

This workshop will introduce participants to a wide variety of poets and poetic forms. Participants will be encouraged to experiment with these forms in their own practice. They should bring a poem or two of their own, which they will be asked to re-write in different styles. They will not be required to share their poems.

JEREMY LUKE HILL

is the publisher at Vocamus Press (a micro-press serving the Guelph area) and the Managing Director of Friends of Vocamus Press (a non-profit community organization that promotes book culture in Wellington County). He has published a pre-teen fantasy novel called *Lindy*, a collection of poetry and short fiction set on Manitoulin Island called *Island Pieces*, and a chapbook of poems called *These My Streets*.

THE ART OF THE LONG-FORM INTERVIEW
Thursday, 10:45am – 12:15pm, LIB 370 | Jan Hall

What’s the difference between a good and bad radio interview? Preparation. Research and planning are crucial, but how do you use the information you’re given to prepare a good interview? This workshop will focus on preparation and scripting long-form interviews using real life press releases and biographical information to frame the interview. Participants will learn the dos and don’ts of the successful long-form interview and practise different interview techniques.

JAN HALL

has returned to her passion, music and radio, after a 25-year veterinary career culminating in a tenured university professorship. These days, Jan is a very successful radio broadcaster and a much-sought-after stage host/festival emcee. Her flagship show, *Folk Roots Radio*, airs on CFRU 93.3FM (Guelph, Ontario) where Jan focuses on bringing new folk, roots, and blues music, as well as the voices of upcoming and independent artists, to the airwaves. Jan started in Radio in 1993 at WEFT 90.1FM in Champaign-Urbana, Illinois. After moving to Canada, *Folk Roots Radio* (formerly *Royal City Rag*) debuted on CFRU 93.3FM in Guelph, Ontario, in August 2005. Jan also produced and co-hosted *Beyond the Ballot Box*, a very successful radio show focusing on local, national, and international politics from 2011-2014.
Let’s say you got lucky: your story has twists and turns that would make Cheryl Strayed or Elizabeth Gilbert weep. The problem is that no one wants to hear about your spiritual awakening or wild religious history if it’s preachy or cliché. It’s time for an honest look at the lure—and the drawbacks—of spiritual strip-tease. Stories of transformation, faith journeys, and the inner life are often riddled with sentimentality, in-speak, jargon and abstraction. We’ll talk about how to spot these and replace them with writing that’s authentic, grounded, and concrete. We’ll talk about the risks of speaking out, and the shame and isolation that often come with leaving, or calling out, a closed community. Open to writers of all backgrounds and persuasions, this workshop blends down-to-earth examples with writing exercises that will help free your voice, and release the real power of your story.

**SUSAN SCOTT**

serves as *The New Quarterly’s* non-fiction editor, and as a writing guide and mentor to those with powerful, often transgressive, stories they are trying to bring to light. Susan has taught at St. Jerome’s University and Wilfrid Laurier University, and now teaches memoir at the annual Write on the French River Creative Writing Retreat. Her stories have appeared in American and Canadian literary magazines. A chapbook, *Temple in a Teapot*, was launched on the unorthodox Mormon Women Writers Tour throughout the American west in 2010. Her memoir, *Sainted Dirt*, is almost completed.
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 create 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 promotional quality videos in a timely manner.

Topics covered will include how to get your idea across, how to record narration, and how to take 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

is the Blended Learning Librarian at the University of Guelph’s McLaughlin Library. She spends her days creating digital tools, such as videos and online tutorials, for students and staff, and providing research instruction. 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.

Did You Know?

Gryph Reads is a leisure reading collection of popular fiction, non-fiction and graphic novels. Check it out on the first floor!
Many writers draw inspiration from the people in their lives to create believable characters. For those interested in crafting a memoir or a work of creative non-fiction, writing about family is an obstacle that can delay putting pen to paper or fingers to the keyboard. The simple act of telling stories from our past can feel like a betrayal. This will be an interactive workshop with time devoted to discussion, readings of selected texts, and in-class writing exercises. Participants are asked to come with a pen and notebook, and be prepared to engage in hands-on writing activities.

**EUFEMIA FANTETTI**

is the author of the short fiction collection, *A Recipe for Disaster & Other Unlikely Tales of Love* (Mother Tongue Publishing), which won the 2014 Bressani Prize for Short Fiction and was runner-up for the 2013 Danuta Gleed Literary Award. She is a winner of *Event Magazine*'s Creative Non-Fiction contest and a two-time finalist in the Canadian National Playwriting competition. Her writing was listed as a Notable Essay of 2009 in *The Best American Essays* series, and her work has been published in various anthologies including *Conspicuous Accents, Emails from India*, and the *Fish Anthology 2012*. Visit www.eufemiafantetti.com.
More than 170,000 new web logs or “blogs” are added to the blogosphere daily. To make your blog stand out, you need compelling content that flows logically through a transparent structure. This workshop will show you how to achieve this goal, using 300 words or fewer in total, via an accessible model developed by the presenter and a communications colleague at the University of Illinois. The model is based on a three-paragraph structure that, unlike most blogs, uniquely combines elements of news, issue presentation, and objectivity and subjectivity. Participants will learn about this structure, discuss it, then apply it to a topic of their choice in an interactive activity. This workshop will appeal to new bloggers, as well as to bloggers looking for a different way to communicate through their existing blog. Participants should come prepared with a topic about which they would like to create a timely blog post.

OWEN ROBERTS

is a journalist, communications instructor, and research administrator at the University of Guelph. He holds the title of Director of Research Communications in the Office of Research, and adjunct professor in the Department of Animal Biosciences. He is the creator of the award-winning Students Promoting Awareness of Research Knowledge (SPARK) program, in which he teaches students how to communicate broadly about research. As a journalist, he is a regular contributor to a number of weekly and monthly publications, as well as being a freelance travel writer for the Toronto Star.

For more information about the structure and format of blogging, check out Owen Roberts and Jim Evans' article on blogging in the Journal of Applied Communications.

Thanks to our sponsors

[Image of sponsors logos]
The secret to great writing is rewriting. In this workshop, we’ll discuss the process of transforming your first draft into prose that packs a punch. Through hands-on exercises and group discussions, you’ll learn how to:

- hook your audience with powerful openings
- bring copy to life with images and examples
- infuse your text with energy
- craft stories that leave a lasting impression

By the end of the session, you’ll have tools to tackle everything from big-picture issues to the line-by-line finessing that ensures each word pulls its weight. Although we’ll be focusing on non-fiction writing, much of what we’ll cover applies to fiction as well.

**JULIE STAUFFER**

is the owner of Guelph’s Cadmium Red Communications, and she specializes in telling stories that capture attention and crafting messages that hit home. Her writing has won awards from Canadian Business Media, along with plenty of kudos from clients that include universities, government, and national charities. Julie is a member of the Professional Writers Association of Canada and the Editors’ Association of Canada.
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. You are welcome to bring a short text you wish to work on specifically, or you can practice on examples provided.

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
Drawing on her PhD training in applied social psychology and 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. Visit www.knowledgetoaction.ca.

CAROLINE DUVIEUSART-DÉRY, MA – Knowledge Mobilization Coordinator, Community Engaged Scholarship Institute
Caroline develops and implements knowledge mobilization strategies for the College of Social and Applied Human Sciences, at the University of Guelph. She works with faculty, students, and community partners to broker relationships, support collaborative research projects, and find innovative ways to turn knowledge into action.

KIM GARWOOD, PHD – Manager, Writing Services
Kim is the manager of Writing Services at the University of Guelph’s McLaughlin Library, where she works with a team of professional staff, graduate TAs, and undergraduate writing peer helpers to support students and faculty in reaching their academic writing goals. Kim has her PhD in English from the University of Waterloo, and her dissertation focused on plain language.
# Program Schedule - Day 1
## Thursday February 18, 2016

## MORNING

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</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>The Counterintuitive Writer: How to Improve Your Writing By Doing the Opposite of What You’ve Probably Been Taught</td>
<td>Joan Flaherty</td>
<td>LIB 300A</td>
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<td></td>
<td>Handmaking Books</td>
<td>Jeremy Luke Hill</td>
<td>LIB 360</td>
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<td></td>
<td>Grow Your Audience with a Stellar e-Newsletter</td>
<td>Colleen Fisher Tully</td>
<td>LIB 370</td>
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<td>Joining the Conversation: Fundamentals of Social Media</td>
<td>Melanie Parlette-Stewart</td>
<td>LIB 384</td>
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<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>You Can Write for Magazines and Newspapers</td>
<td>Kira Vermond</td>
<td>LIB 300A</td>
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<td></td>
<td>Exploring Poetic Form</td>
<td>Jeremy Luke Hill</td>
<td>LIB 360</td>
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<td></td>
<td>The Art of the Long-form Interview</td>
<td>Jan Hall</td>
<td>LIB 370</td>
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<td>Camino, Sangha, Yoga, Church: Crafting Spiritual Memoir</td>
<td>Susan Scott</td>
<td>LIB 384</td>
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<tr>
<td>12:15 pm - 1:15 pm</td>
<td><strong>LUNCH BREAK</strong></td>
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## AFTERNOON

### 3 HOUR WORKSHOP SESSIONS

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<tbody>
<tr>
<td>1:15 pm - 4:30 pm</td>
<td>Make Your Content Pop: An Introduction to Creating Animated Videos</td>
<td>Melanie Parlette-Stewart</td>
<td>LIB 200A</td>
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<td></td>
<td>Elephants in the Living Room &amp; Skeletons in the Closet: Writing about Family</td>
<td>Eufemia Fantetti</td>
<td>LIB 300A</td>
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<td>Be a Better Blogger</td>
<td>Owen Roberts</td>
<td>LIB 360</td>
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<td></td>
<td>Make Your Copy Sing</td>
<td>Julie Stauffer</td>
<td>LIB 370</td>
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<tr>
<td></td>
<td>Plain Language Writing for Maximum Impact</td>
<td>Anne Bergen, Caroline Duvieusart-Déry, and Kim Garwood</td>
<td>LIB 384</td>
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</tbody>
</table>
## Program Schedule - Day 2
Friday February 19, 2016

### MORNING

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<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>The Grammar Geeks' Gab Session</td>
<td>Lenore Latta</td>
<td>LIB 300A</td>
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<td></td>
<td>The Joy of Journalling: A Personal Pleasure</td>
<td>Jennifer Storey</td>
<td>LIB 360</td>
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<td></td>
<td>Being a Responsible Storyteller for Children</td>
<td>Garth Laidlaw</td>
<td>LIB 370</td>
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<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>Choose Your Own Adventure: Twine for Storytelling and Education</td>
<td>Melanie Parlette-Stewart and Lindsey Robinson</td>
<td>LIB 200A</td>
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<tr>
<td></td>
<td>Write Non-fiction for Kids and Get Published!</td>
<td>Kira Vermond</td>
<td>LIB 300A</td>
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<td>Writing for News Radio</td>
<td>CFRU News Team</td>
<td>LIB 360</td>
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<td></td>
<td>Creating Authentic Dialogue</td>
<td>Douglas Davey</td>
<td>LIB 370</td>
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<tr>
<td>12:15 pm - 1:15 pm</td>
<td><strong>LUNCH BREAK</strong></td>
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### AFTERNOON

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<tr>
<th>TIME</th>
<th>EVENT</th>
<th>PRESENTER</th>
<th>LOCATION</th>
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</thead>
<tbody>
<tr>
<td>1:15 pm - 2:45 pm</td>
<td>Storylining: Building Your Book from Outline to Third Draft</td>
<td>Barbara Kyle</td>
<td>LIB 300A</td>
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<td>Publish or Perish: Strategies for Publishing Scientific Papers</td>
<td>T. Ryan Gregory</td>
<td>LIB 360</td>
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<td></td>
<td>Pitch Camp: Techniques and Strategies to Move Others</td>
<td>M.J. D’Elia</td>
<td>LIB 370</td>
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<tr>
<td>2:45 pm - 3:00 pm</td>
<td><strong>BREAK</strong></td>
<td></td>
<td>Science Commons (3rd Floor)</td>
</tr>
<tr>
<td>3:00 pm - 4:30 pm</td>
<td>The Hero’s Journey: Writing about Illness</td>
<td>Kathy Friedman</td>
<td>LIB 300A</td>
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<tr>
<td></td>
<td>An Introduction to Academic Publishing: How to Get Started, Author Rights and Impact</td>
<td>Heather Martin Ali Versluis</td>
<td>LIB 360</td>
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<td></td>
<td>Getting Fresh with Twitter</td>
<td>Lynn Broughton</td>
<td>LIB 370</td>
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</tbody>
</table>
THE GRAMMAR GEEKS’ GAB SESSION

Friday, 9:00am – 10:30am, LIB 300A | Lenore Latta

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 or 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 in the McLaughlin Library. She has an MSc from the University of Guelph, and worked for a number of years as a freelance editor and proofreader for textbooks, course manuals, websites, and articles.

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THE JOY OF JOURNALING: A PERSONAL PLEASURE

Friday, 9:00am – 10:30am, LIB 360 | Jennifer Storey

Perhaps you have always wanted to journal but don’t know how or don’t have the time. Have you tried and found journaling boring, discouraging or pointless? Have you wondered what to write about? In this session, we will discuss, explore, and consider the value of the journaling process. Discover how journaling can be rewarding, fun, creative, and an important tool for self-discovery and personal expression.

JENNIFER STOREY

has been journaling for over 20 years. She credits many of her personal and professional achievements to the journaling process. Jennifer began her professional career as a teacher in several communities in Ontario as well as Los Angeles County in California. Most recently, while working at the University of Guelph Library, she returned to college and was inspired to become sole proprietor of an Interior Decorating business. Jennifer continues to awaken her inner truth through her passion for music, writing, theatre, art, community, travel, meditative practices, and healing arts.

BEING A RESPONSIBLE STORYTELLER FOR CHILDREN

Friday, 9:00am – 10:30am, LIB 370 | Garth Laidlaw

In this workshop, we’ll break down some different ways to brainstorm and make stories engaging for children. We’ll also talk about the overall value of stories, and how important it is to be a ‘responsible storyteller.’ What does this mean today? What is the overall role of stories for children and adults? We are creatures of story, and everything we see in our modern society carries a significant social narrative. Make sure you fill your life with ones that will help you. Learn all of this and more in this workshop.

GARTH LAIDLAW

is a new author and illustrator who has self-published his first children’s book through Friesen Press. He is just beginning his career as a storyteller for children with this product. He is also a freelance animator and hopes to self-fund animated films as well. He grew up in Guelph and currently runs drawing classes out of his home and studio. See his website at www.artstoryguelph.com.
“Choose Your Own Adventure” stories allow the reader to assume control of the narrative. This is a powerful tool in both writing and education. This workshop will introduce the free, online tool Twine to assist in creating these narratives. Twine is an easy-to-use, open-source, browser-based tool that enables you to create interactive and non-linear stories and learning tools for web publishing. In this session, we’ll explore the power of “choose your own adventure” stories and learning tools, and discuss opportunities for application. By the end, you will know how to get started with Twine, from basic story creation to introductory customization.

MELANIE PARLETTE-STEWART

is the Blended Learning Librarian at the University of Guelph’s McLaughlin Library. She spends her days creating digital tools, such as videos and online tutorials, for students and staff, and providing research instruction. 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.

LINDSEY ROBINSON

is part of the Learning and Curriculum Support team in the University of Guelph’s McLaughlin Library. She creates videos, online tutorials, and other supports for learning.

Social?

Please use #UGWriters
WRITE NON-FICTION FOR KIDS AND GET PUBLISHED!

Friday, 10:45am – 12:15pm, LIB 300A | Kira Vermond

Non-fiction is all about facts, figures, and nit-picky details, right? Wrong! In reality, the Canadian children’s non-fiction publishing industry is thriving because authors are finding new ways to teach, entertain, and inspire. Spend this lively session with Kira Vermond, as she teaches participants how to come up with kid-friendly ideas, build an outline, decide on length, find their writing voice, and even pitch to a publisher. Learn the surprising truth about working with illustrators, as well as ways to juggle writing and life demands. Many topics will apply to children’s fiction too. Come prepared to learn and write!

KIRA VERMOND

is an award-winning writer and longtime freelancer from Guelph, with over 1,500 articles under her belt. Canadians have read her travel, career, and money columns in The Globe and Mail and Chatelaine and listened to her career advice on CBC Radio weekday mornings. She’s also an author of adult and children’s non-fiction books including Red Maple–nominated The Secret Life of Money: A Kid’s Guide to Cash and Growing Up, Inside and Out. Her book Why We Live Where We Live (Owlkids) won the prestigious Norma Fleck Award for Canadian Children’s Non-fiction in 2015.

Kira has also contributed to MoneySense, Owl, Today’s Parent, MORE, Canadian Family, PROFIT, FORUM magazine and many other consumer and trade publications. Her fourth book for children, Half-truths and Brazen Lies: An Honest Look at Lying, will come out in April 2016.

Thanks to our sponsors
WRITING FOR NEWS RADIO
Friday, 10:45am – 12:15pm, LIB 360
Noel Mano, Long Nguyen, Rhiannan Pinnell, & Jaimee Lisa-Cotter

This is a hands-on workshop in which present and past members of the CFRU news team share how they have developed radio writing skills. Participants will be invited to try their hand at making written news copy suitable for a radio format, as well as learning how to segment, introduce, and conclude the various segments of a news show. The importance of ad-libbing, or otherwise injecting levity into what is meant to be a community, volunteer-driven production, will also be discussed.

THE NEWS TEAM
consists of Noel Mano, Long Nguyen, Rhiannan Pinnell and occasional contributor Jaimee Lisa-Cotter. We are a mix of formally and informally trained radio presenters, united by a common interest in exploring the intricacies of society and events for a Waterloo Region listenership. Our stories are diverse, focusing on local interests as well as on broad, complicated national and international issues. The workings of the University of Guelph (academic or otherwise) are of special interest to us, and often feature on the program in interviews or as audio from events.

CREATING AUTHENTIC DIALOGUE
Friday, 10:45am – 12:15pm, LIB 370 | Douglas Davey

Used well, dialogue can be an incredibly powerful tool to the fiction writer. This workshop (previously presented at the Guelph Public Library) will describe the importance of dialogue, introduce different methods for creating it authentically, and offer some hands-on activities for developing your own unique voice.

DOUGLAS DAVEY
is the author of the teen novels *M in the Abstract* and *Switch*. He is a children’s and youth services librarian, and a University of Guelph grad. He lives in Guelph with a family of bookworms.
Just as artists will sketch first and then paint with layers, successful writers know that creating a novel takes planning and focus.

Whether you’re a beginning writer or at work on a new project, this workshop with bestselling author Barbara Kyle will help you tame the sometimes chaotic creative process.

You’ll learn to:
- Outline to save you time and grief
- Concentrate your research
- Focus your drafts with well-defined goals
- PLUS, an interactive exercise on “Show, Don’t Tell”

You’ll leave this workshop with techniques you can apply immediately to create the kind of compelling novel publishers want.

BARBARA KYLE is the author of the acclaimed seven-book Thornleigh Saga series of historical novels, and of contemporary thrillers. Her latest is The Traitor’s Daughter. Over 450,000 copies of her books have been sold in seven countries. RT Book Reviews writes, “Kyle is a master at her craft.”

Barbara has taught writers at the University of Toronto and is a popular presenter at writers’ conferences. As a story coach, she has launched many writers to published success. Before becoming an author, Barbara enjoyed a 20-year acting career in television, film, and stage productions in Canada and the U.S.
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 80 peer-reviewed articles, has reviewed more than 200 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*.
You’ve heard of the proverbial elevator pitch, right? The one where you’re riding in 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’s McLaughlin Library. 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.

“Don’t forget - no one sees the world the way you do, so no one else can tell the stories that you have to tell”

- Charles de Lint
In 1949, Joseph Campbell published his famous study of world mythology, *The Hero with a Thousand Faces*. Highly influential in popular literature and Hollywood film, Campbell’s treatise on the stages of the hero’s journey is a must for anyone interested in understanding compelling story structure.

This interactive workshop is suitable for writers of fiction and creative non-fiction. We will discuss the difficulties involved in writing about illness and recovery and look at how to use the hero’s journey as a template to begin writing about these difficult experiences. We will start with a short lecture and conclude with time for writing and sharing.

Participants are asked to come prepared with a story idea that they wish to explore.

KATHY FRIEDMAN

studied creative writing at the University of Guelph and the University of British Columbia. Her poetry, fiction, and creative non-fiction have appeared in literary journals across Canada. In 2012, she was a finalist for the Writers’ Trust of Canada’s 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. Kathy is the co-founder of InkWell Workshops, which provides free creative writing workshops to people with mental health issues. She is also the fiction editor at *filling Station* magazine, a creative writing instructor with the University of Guelph’s Open Learning program, and a private writing mentor. She can be found online at [www.kathyfriedman.ca](http://www.kathyfriedman.ca).
Graduate students and emerging scholars face an unfamiliar terrain and a daunting array of choices when making decisions about disseminating their work. They also need to develop an understanding of copyright in order to protect their own work as well as to avoid infringing copyright when using the works of others. Whether you are working on an academic article or turning your thesis into a book, there are a number of issues which must be considered.

This workshop, intended for emerging scholars, will focus on getting started in the world of academic publishing. It will focus on choosing where to publish, understanding copyright and your rights as an author, following guidelines for using the intellectual property of others without infringing copyright, and interpreting publishing contacts. It will also provide an overview of public-domain and royalty-free sources of content and various publishing models, including open access, and will introduce participants to author citation metrics to help them evaluate the impact of their work. The goal is to provide attendees with the information needed to make the right choices for their published work.

HEATHER MARTIN

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

ALI VERSLUIS

is a Research Enterprise and Scholarly Communication Librarian at the University of Guelph. In this role, she assists faculty and graduate students in the Sciences with locating appropriate information resources, as well as providing them with the knowledge and tools to maximize their research impact and satisfy publication requirements associated with funding agencies. Ali has a Master of Library and Information Science (MLIS) from the University of Western Ontario and a Bachelor of Arts (BA) from Ryerson University. Prior to her arrival at the University of Guelph, Ali worked at the University of Ontario Institute of Technology (UOIT), McMaster University, and Ryerson University. Her research interests include assessment of the open access movement and LIS education.
Finding Twitter daunting? Maybe overwhelming or too difficult to navigate? Perhaps even rude?

This two-part workshop will strip Twitter down to basics for you and shed some light on why and how Twitter allows individuals and organizations to engage with their target audiences in a very precise way.

Part A - Intro to Twitter: We’ll start from scratch by setting up accounts, picking a good handle, writing a bio, and discussing image choices. We will also talk about the basics of “conversation,” and Twitter terms.

Part B - Best Practices: This section will focus on applying best practices when using your Twitter account, plus making lists, using hashtags, and identifying who to follow and how.

LYNN BROUGHTON

is a devotee and promoter of all things local, loves a good story, has a hunger for urbanism, and has an appetite that just won’t quit. She runs Taste deTours, a new Guelph company that combines locally flavoured walking food tours with storytelling to offer an authentic taste of place combined with a sense of the history and culture of Guelph. She’s a Social Media Consultant as @lynnbesocial, training individuals and businesses on the merits of Twitter. She currently tweets for @tastedetours + @downtownguelph.