

DEALING WITH (NON) WRITERS

KAREN MARTWICK | TRAVEL PORTLAND | @SMARTWICK

SHANXI UPSDELL OMONIYI | CHRISTIAN FOUNDATION FOR CHILDREN AND AGING | @SHANXIO

KATIE SCHWING | HDR, INC. | @SCHWINK

“DO WE NEED AN EDITOR?”

- » Sell your services
- » Sell your knowledge
- » Show nonwriters how you can sharpen their communications
- » Be cautious not to offend egos

“BUT I’M A GOOD WRITER”

- » Explain why every writer needs an editor, but be diplomatic
- » Explain why standards are vital

“THESE CHANGES ARE ARBITRARY”

- » Develop and maintain an in-house style guide
- » Create and distribute a hierarchical list of references

CREATE A SCHEDULE

- » Implement a review process that includes more than one person and/or more than one review
- » Set public vs. private deadlines
- » Define review goals and landmarks

GATHER YOUR CONTENT

- » Assign stories and provide guidance to get the results you want
- » Media release forms help protect your company

BREAK DOWN LANGUAGE BARRIERS

- » Language translation
- » Be aware of usage and idioms that don’t translate accurately
- » Example: “The day of the meeting also attended all the words and message of Don Roberto stopped thinking at all.”

REDUCE RED-INK RESISTANCE

- » Walk nonwriters through your edits in plain English
- » Face-to-face review process may be better than returning a markup
- » Guide nonwriters (and writers) who have gone astray

KNOW YOUR AUDIENCE

- » Get nonwriters to consider their audience(s) before they start writing
- » Edit with the audience in mind

UNIFY VOICES

- » Edit with the final product in mind
- » Work toward a consistent voice
- » Keep the nonwriters in the loop

ASSUME NOTHING

- » Check all the facts, especially what you want to believe

PICK YOUR BATTLES

- » Use your editorial judgment to decide when to be a stickler for the rules
- » It’s OK to let nonwriters’ casual usage slide in some settings