

Reaching a Popular Audience Workshop

Held at the University of British Columbia

Friday March 26

Organizers:

Adam Crymble (acrymbl@uwo.ca, 604-715-2291),

Sean Kheraj (sean.kheraj@ubc.ca)

Schedule:

Friday March 26 – Buchanan Tower, Rm 1206/1207. UBC, Vancouver.

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|--------------|--|
| 9:30-10am | Introductions, coffee and snacks |
| 10-11am | Writer's Q&A Panel
<i>Dr. Tina Loo, (UBC History, Canada's History Magazine)</i>
<i>Laura Madokoro, (UBC History PhD, Op-Ed Writer)</i>
<i>Dr. Mary Lynn Young, (Director, UBC School of Journalism)</i> |
| 11-12:30pm | Newspaper Op-Ed Workshop Session
<i>Adam Crymble, (Network in Canadian History & Environment)</i> |
| 12:30-1:15pm | Lunch |
| 1:15-2:30pm | Magazine Query Workshop Session
<i>Adam Crymble, (Network in Canadian History & Environment)</i> |
| 2:30-3:30pm | Blogging and Self-Publishing Workshop Session
<i>Sean Kheraj, (UBC Post-Doc History)</i> |
| 3:30-3:45pm | Writer's Guild & Closing Remarks |

Readings:

All readings can be found freely online. The more you read before the workshop the more you will get out of the experience. They're all 2 pages or less and they're all practical. If you don't have time to read them all, try to read a couple from each category.

Op-Eds

- [How to write good op-ed pieces](#) *HubPages*
- [How Can I Freelance for the National Post?](#) *The National Post*
- Mark Humphries, [Lessons from the 1918 pandemic: Focus on treatment, not prevention.](#) *The Globe and Mail*
- Jeremy Marks and Ryan O'Connor. "[Copenhagen is PM's Big Chance.](#)" *London Free Press*

Magazine / Newspaper Query

- Kelly James Enger. [The Top Ten Mistakes Magazine Writers Make.](#) *Right-Writing.com*
- [Submission Guidelines.](#) *Canada's History Magazine* (doc)
- [Editorial Calendar.](#) *Canada's History Magazine* (pdf)
- Adam Crymble "[Query Example](#)"

Blogging / Self Publishing

- "[Episode 198: Beginner's Guide to Blogging](#)" *CNET Real Deal Podcast.*
- "[Academic Blogs; Connecting People and Ideas](#)" from *the Career Corner at Congress 2009*, Ottawa

Background

- Jodee Redmond. "[Rejection: A Fact of Freelance Writing.](#)" *Freelance Writing Jobs*
- Jodee Redmond. "[You Have a Full Plate: Do You Still Look for Work?](#)" *Freelance Writing Jobs*
- Adam Crymble. "[Beyond the Peer Review](#)" *University Affairs.*

Participants

- Adam Crymble, Network in Canadian History & Environment
- Dr. Sean Kheraj, University of British Columbia

- Sinead Kathleen Earley, University of Galway
- Matt Cavers, Queen's University
- Ben Bradley, Queen's University
- Merle Massie, University of Saskatchewan
- Lauren Wheeler, University of Alberta
- Sean Howard Atkins, University of Alberta
- Jeff Slack, University of Northern British Columbia
- Crystal Fraser, University of Victoria
- Ashley Park, University of Victoria
- Jeremy Milloy, Simon Fraser University
- Kathryn McKay, Simon Fraser University,
- Rosanne Sia, University of British Columbia
- Andrea, University of British Columbia
- Vicky Tran, City of Vancouver Archives

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Arriving from the Airport:

Adult fare is \$3.75 from the Airport. Keep your ticket and use it for the bus.

- Take the CANADA LINE to Waterfront - get off at Broadway / City Hall
- Exit station and cross Broadway street (straight from station exit)
- Catch B-Line Bus 099 to UBC

Arriving from Victoria Ferry

Adult fare is \$5.00 from the Ferry terminal. Keep your ticket and use it for the bus.

- After exiting the ferry, take the 620 Bridgeport Station bus to Bridgeport Station, Richmond
- Transfer to CANADA LINE to Waterfront - get off at Broadway / City Hall
- Exit station and cross Broadway street (straight from station exit)
- Catch B-Line Bus 099 to UBC



1. Bus Stop
2. Buchanan Tower
3. Food
4. West Coast Suites Hotel



UNIVERSITY ENDOWMENT LANDS