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.

9:30-10am     Introductions, coffee and snacks

10-11am       Writer’s Q&A Panel
               Dr. Tina Loo, (UBC History, Canada’s History Magazine)
               Laura Madokoro, (UBC History PhD, Op-Ed Writer)
               Dr. Mary Lynn Young, (Director, UBC School of Journalism)

11-12:30pm    Newspaper Op-Ed Workshop Session
               Adam Crymble, (Network in Canadian History & Environment)

12:30-1:15pm  Lunch

1:15-2:30pm   Magazine Query Workshop Session
               Adam Crymble, (Network in Canadian History & Environment)

2:30-3:30pm   Blogging and Self-Publishing Workshop Session
               Sean Kheraj, (UBC Post-Doc History)

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

- "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