

# Publishing for a Wide Audience: Graduate Student Workshop

October 19, 2009 | London, ON

## Contact Info:

Adam Crymble • [acrymbl@uwo.ca](mailto:acrymbl@uwo.ca) • 519-439-5169

Jay Young • [jwyong@yorku.ca](mailto:jwyong@yorku.ca)

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## MINI-ASSIGNMENTS

Links to all readings will be posted on the NiCHE website: <http://niche-canada.org/popular>

In addition to the brief readings, please complete the following short assignments by the dates outlined below. Since the workshop is only one day and we hope to cover a lot of material, coming prepared will help maximize the learning opportunities for everyone.

### 1) Op-Ed Piece

Write a 500 word “Op-Ed” (opinion piece) on a topic of your choosing. Try to write about something related to your research, broad field of study, or experience in academia. Email the piece to [acrymbl@uwo.ca](mailto:acrymbl@uwo.ca) by Friday October 16. Submissions will be sent out to select participants who are asked to read them over prior to the workshop. During the workshop your op-ed will be critiqued in small groups. Take a look at the posted readings before you begin. Come with an idea of a suitable newspaper who might be interested in your piece.

### 2) Article Ideas

Come prepared with three (3) ideas that you might be able to turn into a brief magazine or newspaper article. The idea should be based on your research, broad field of study or experience in academia where possible. For each idea you should be able to explain it clearly to a stranger in under 15 seconds, including why it's interesting / important / timely and why you're qualified to write about the idea.

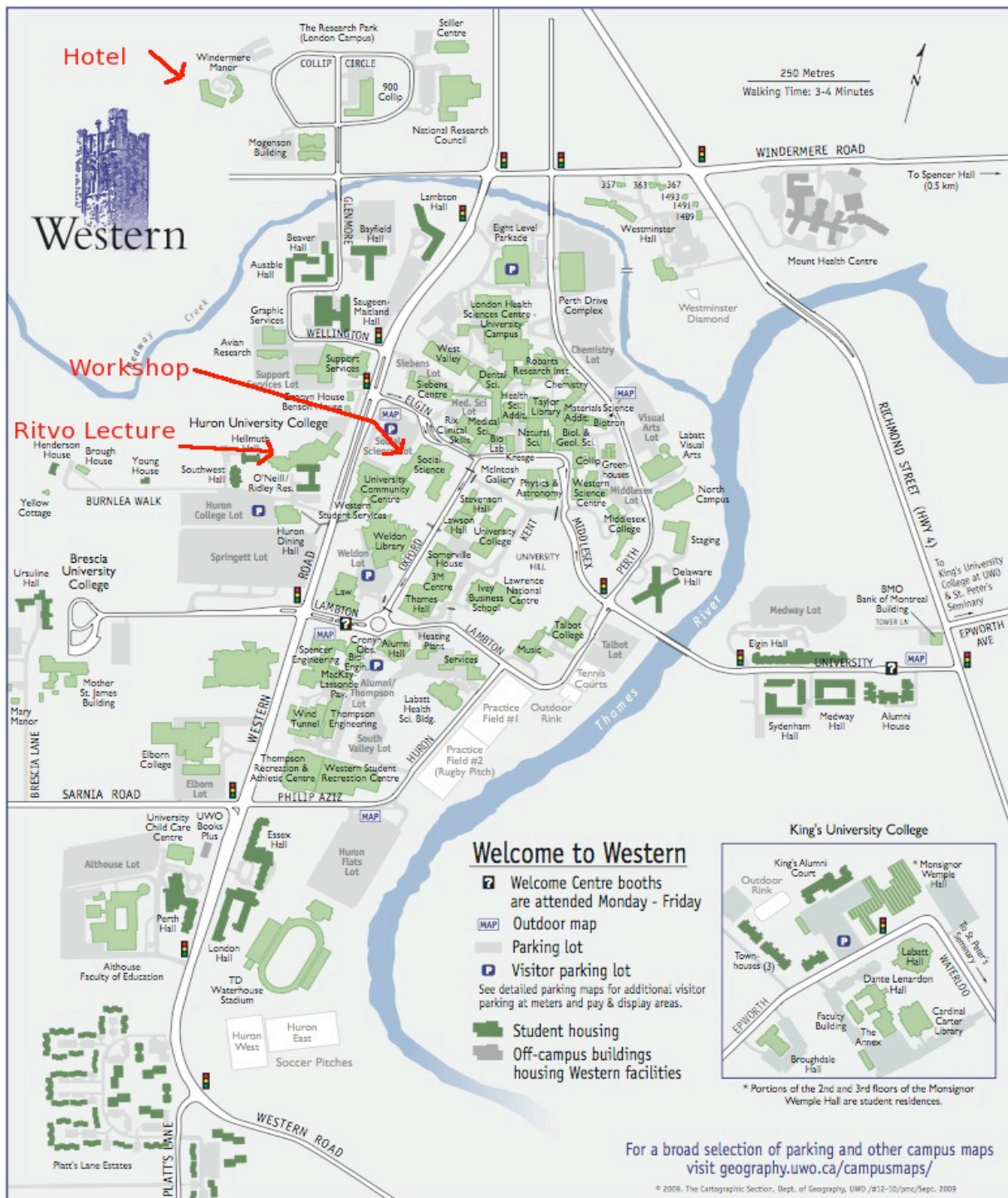
One of the three ideas may be on the same topic as your Op-Ed piece, but you should focus on how and why you should make the idea bigger.

- Sunday Oct. 18**     **Hotel Check-in (for those who required accommodation)**  
Windermere Manor  
200 Collip Circle, London, ON  
Tel: 519-858-1391  
<http://www.windermere Manor.com/>
- Monday Oct. 19**     **University of Western Ontario - Social Science Centre, Rm 9420**
- 9:00-9:20 am     **Registration / Welcome**  
Adam Crymble, (*NiCHE*)  
Dr. Alan MacEachern, (*UWO / NiCHE*)
- 9:20-10:20 am     **Guest Speaker Session**  
Jodee Redmond, (*Freelance Writing Jobs*) "Finding Places to Publish"  
James Reaney, (Editor, *London Free Press*) "Writing an Op-Ed"
- 10:20 – 10:30 am     **Break**
- 10:30 – 11:30 am     **Workshop Session: Op-Eds**  
James Reaney, (Editor, *London Free Press*)  
Dr. Jonathan Vance, (*UWO*)  
Dr. Alan MacEachern, (*UWO / NiCHE*)
- 11:30 – 12:45     **Lunch - The Wave, UWO**
- 12:45 – 2:00 pm     **Guest Speaker Session**  
Helen Button, (*P.R. Coordinator, ON Communication*) "Writing Press Releases"  
Jay Young, (*Active History*) "Introduction to Active History"  
Adam Crymble, (*NiCHE*) "Writing a Magazine Query"
- 2:00 – 3:25     **Workshop Session: Articles**  
Adam Crymble, *NiCHE*
- 3:25 – 3:30     **Closing Remarks**  
Adam Crymble, *NiCHE*

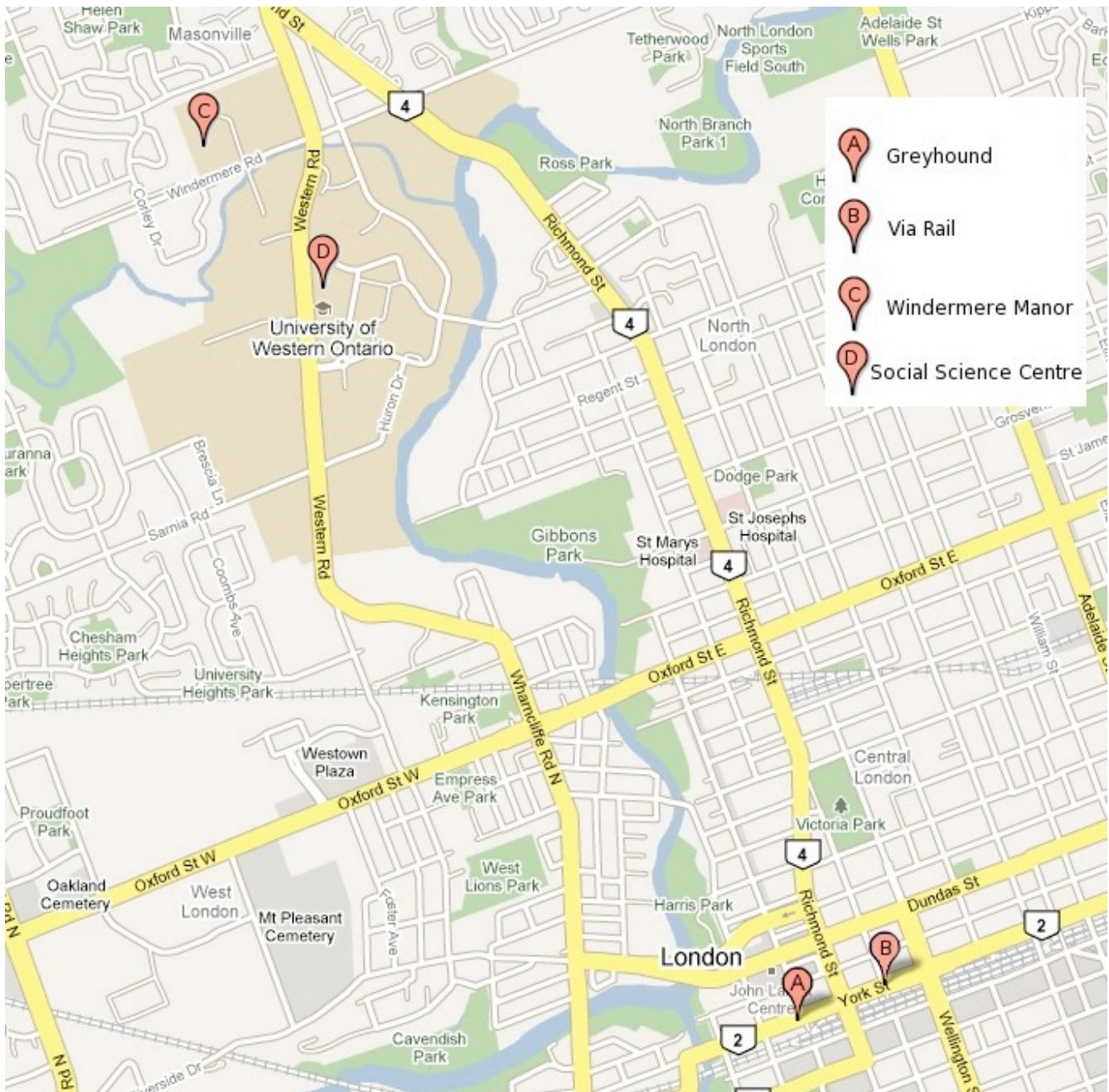
# Harriet Ritvo Lecture

Participants wishing to stay for a lecture by Harriet Ritvo (MIT) “*The Animals' Turn? New Approaches in the Humanities and Social Sciences*” are invited for coffee and to meet the speaker at 3:30-5:00 Great Hall, Huron University College, with the talk to follow.

## Campus Map



## Map of Central London



### Directions from Downtown

If you are coming from the VIA or Greyhound Stations, a taxi to campus should cost around \$12. You can also take the Richmond (6) or University buses that are heading north on Richmond street, or the Dundas (2) bus running west on Dundas street. Both are within two blocks of the stations and run every 10 minutes during the week. Fare costs \$2.50 and ask the bus driver if he or she is heading to the University (as opposed to the other direction).