Types of Writing

Academic
- Peer-reviewed
- Traditional Formats

Technical Memo
- Concise
- Accurate
- Decision-maker focused

Correspondence
- Direct
- Clarity
- Action

Media
- Visual and Oral
- Sound bites
• Journals and books → tier system, impact factors

• Typical formats:
  • Abstract
    • Research question
    • Methods
    • Major Conclusions
  • Introduction
  • Background and/or Literature Review,
  • Methodology,
  • Results or Discussion,
  • Analysis,
  • Conclusions,
  • Limitations
Many different “bosses” you are serving

Formats can vary so always be curious to look through past work from others that your boss seems to respect for examples of that organization’s style and format.

First page should be succinct

1) the problem/issue being addressed
2) background on the issue
3) ways in which this issue is being addressed or if you need a decision by the boss/City Council the proposed way staff/consultant suggests to address.

The rest of the memo then can be the finer details. (if needed)

Progress reports
Correspondence

- Emails
- Formal letters
- Phone calls
- Thank you notes
- Follow-up letters/emails
Emails

Email from Priscilla:

Committee:

Attached are the minutes from our last meeting. Please note we have 10 Action Items and each have assigned leaders to facilitate the completion of those tasks.

Action Item #1: Take out the banana peel because it is starting to smell. – George
Action Item #2: Post new policy on refrigerator about banana eating. – Ida
Action Item #3: Find composter for organic that meets our budget and can handle banana peels. – Rainbow Drop
Action Item...

All items are due within 2 weeks of our last meeting or Paul is going to dump green slime on our desks.

Thanks for your help!

Priscilla
Plans & Zoning Codes

- Plans – visual/graphic and writing skills
- Zoning Codes – clarity, precision and anticipating alternate interpretations
Media

• Once out on the internet, forever on the internet
• Don’t do or say anything you would be embarrassed to see on the front page of the newspaper where your mama lives.
• Provocative, persuasive → but use evidence!
• Creatively think about how all kinds of media can be useful in planning...
Crowdsourcing (7 min): http://www.youtube.com/watch?v=tNXC6vofaCs

Table 1: Differences in media typologies
http://planningpool.com/about/mix-urban-planning-social-media/
Daniella Fergusson

<table>
<thead>
<tr>
<th></th>
<th>Broadcast Media</th>
<th>Communication Media</th>
<th>Social Media</th>
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<tbody>
<tr>
<td>Direction of</td>
<td>1-way</td>
<td>2-way</td>
<td>Group</td>
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<tr>
<td>communication</td>
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<tr>
<td>Ratio of senders</td>
<td>One sender to many</td>
<td>One sender to one</td>
<td>Many senders to many recipients</td>
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<tr>
<td>and recipients</td>
<td>recipients</td>
<td>recipient</td>
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<tr>
<td>Access to</td>
<td>Public access</td>
<td>Private access</td>
<td>Public and private access</td>
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<tr>
<td>information shared</td>
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<tr>
<td>Relationship</td>
<td>Anonymous recipients</td>
<td>Social density (sender and recipient know each other)</td>
<td>Anonymous senders and recipients concurrent with social density</td>
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<tr>
<td>between senders</td>
<td></td>
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<td></td>
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<tr>
<td>and recipients</td>
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<tr>
<td>Technologies</td>
<td>Radio, Television, Print Media</td>
<td>Telephone, email and text messaging to a certain extent</td>
<td>Blogs, forums, wikis, open source software, social networking sites, media sharing sites, creative commons licensing, online polls, user-populated maps, prediction markets</td>
</tr>
</tbody>
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