WELCOME, WORD NERDS!
Two owls sat on a perch. One said, "Do you smell fish?"
TODAY’S PLAN

> Best practices for magazine writing
  – Hannelore Sudermann
COLUMNS

Writing Stories for Magazines
What are magazines for?

To serve and build a community of readers.
The South’s Most Sought-After Chef

The Untold Story of Steel Magnolias

A Very Selective G&G Gift Guide

GARDEN & GUN

SOUL of the SOUTH

DECEMBER 2017 - JANUARY 2018

Best of the Sporting South

From Quail Plantations to Fishing Guides to Dog Trainers, We Uncover the Finest Dixie Has to Offer

Julia Reed’s Knockout Holiday Punch p. 82

Rick Bragg On Exploring Vintage Miami p. 94

Third Annual Made in the South Awards! See the Winners on Page 94

Julia, an English pointer, stops to sniff on a South Carolina Plantation.
Stress Vaccine

WHY WE STILL DON'T HAVE...
1. Laser Hair
2. Self-Driving Cars
3. Food in a Pill
4. Robot Servants
5. Van-Grown Meat
6. and more!

THE FUTURE THAT NEVER HAPPENED
(What We Learn When Technology Fails)

WILL FERRELL
Campus Welcomes You Back
Our community

260,000 alumni, friends, donors, legislators

People with connections to Washington, education, our region
Types of stories

Marketing, magazine, or news release

Columns Magazine:
Briefs
Research pieces
Features
Essays
Other
Nuts about Bats

Forget the silly myth about vampires. Sharlene Santana discovered that the rule of bats in the environment is understated. And most don't want to bite you.

by JULIE GARBER, photos by ERIN LODI
Briefs

Solutions

In April 2015, the Irish Examiner, an English newspaper known for its investigative reporting, published an article titled "DEEP DIVE: Undersea Observatory Reveals Seafood Secrets" by Hananelle Sideman. The article focused on the UN's role in detecting and constraining the world's most advanced undersea-observing systems. More than 600 miles of subsea cables running from the coast of Oregon to the Galapagos Islands are part of the V.S. Navy's Deepwater System, which includes a variety of sensors, including cameras, to monitor marine life and environments. The article highlighted the importance of these systems in understanding the ocean's health and providing insights into marine biodiversity.

It's a Dog's Life

"Humans, too?"

When the word "humans" is used in the context of dogs, it can be confusing for some readers. The article "It's a Dog's Life" discusses the importance of understanding the behavior and needs of dogs in order to improve their quality of life. It explores the various factors that can influence a dog's behavior, such as genetics, environment, and training. The article also highlights the importance of pet owners understanding their dog's behavior to provide appropriate care and training.

Kicking Addiction

"Overcoming Opioid"

The article "Kicking Addiction" focuses on the issue of opioid addiction and the challenges associated with overcoming it. It discusses the different factors that contribute to opioid addiction, including social, environmental, and economic factors. The article also highlights the importance of education and support for individuals recovering from opioid addiction.

Reef Madness

"West Is Best"

The article "Reef Madness" explores the challenges faced by coral reefs due to climate change and other environmental factors. It discusses the importance of protecting coral reefs, including through the establishment of marine protected areas. The article also highlights the need for continued research and monitoring to better understand the impact of climate change on coral reefs.

Understanding Oso

"Cloudberry Challenge"

The article "Understanding Oso" focuses on the 2014 Oso landslide, which was one of the deadliest natural disasters in Washington state history. The article discusses the factors that contributed to the tragedy, including the geological features of the area and the role of heavy rainfall. The article also highlights the importance of understanding the science behind natural disasters to better prepare for future events.

PFD Problems

"Language Lag"

The article "PFD Problems" explores the impact of language barriers on the delivery of healthcare services, particularly in rural and remote areas. It discusses the challenges faced by healthcare providers in communicating effectively with patients who speak different languages. The article also highlights the importance of providing multilingual services to ensure that all patients receive appropriate care.
Cultivating Peace From the Ground Up

It's a pleasant 70 degrees, and vast areas of green, blue, and brown sprout from the soft loam of the Sierra Nevada. Christopher Brown, senior landscape architect and project manager for the Sierra Nevada Conservancy, strides across a field of wildflowers, pointing out the diversity of native plants. In the distance, the Sierra Buttes rise like a giant, jagged chest, a testament to the region's rugged beauty.

Despite the scenic beauty, the area has faced significant challenges. Over the past decade, wildfires have burned millions of acres, and drought has caused water levels to drop dramatically. As a result, the Conservancy has focused on restoring and protecting the area's natural resources.

James Dorsey

Dorsey is a landscape architect and manager of the Conservancy's Sierra Nevada program. He is passionate about the area's natural beauty and the importance of preserving it for future generations. "We're working to restore and protect this unique ecosystem," Dorsey says, "and that's a responsibility that we take very seriously."
This shouldn't hurt one bit.

Being to the dentist has never been as unpleasant as it's often made out to be. But new technology and a new teaching philosophy is about to dispel that myth for good. Say ahhhh.

by Stuart Eskenazi  illustrated by Tim Bowler

Moley, Topsy and Verity, a trio of rhyming names, are the team behind the new age of dentistry. Topsy's a sneakers and jeans kind of gal, but the others are more... professional? Behind Topsy's smile, a sequence of numbers can be seen. They correspond to the position of the tooth. "This is not trauma," Moley explains. "This is just a way of ensuring that we know exactly where each tooth is located.

Moley's latest innovation is a digital overlay that creates a 3D model of the patient's teeth. It's called the 'Digital Smile Design.'"
Return

YOU HAVE AN OPEN INVITATION TO COME BACK TO CAMPUS

The University of Washington campus is a 700-acre symphony of trees, public art and architecture, punctuated with exhibits, performances and public lectures. Each year, thousands of alumni come back—some to start a company, research a book, or imprint campus on their kids. Here we present six alumni who show us the different ways they keep connected, whether they graduated 40 years ago or just this spring.

By Hannahlore Schermeiss Photos by Joe Santiago

Features
Volunteer in a Garden

For better and for worse, the new status of the Washington Post Education desk made the desk’s creativity and diversity possible. As the Washington Post, the desk now has the ability to influence education policy and transform how news is reported. The desk is working to make education a top priority, and its creativity and diversity are at the forefront. With this new status, the desk is focusing on how to make education more inclusive and accessible to all students.

Join a Club

David Satterthwaite, a consultant to the University of Washington, is a club advocate and has been working with the university’s student government. He is the founder of the University of Washington’s “Join a Club” campaign, which encourages students to join a club of their choice. He believes that clubs are a great way for students to build relationships, develop leadership skills, and explore their interests. He also believes that clubs are a great way for students to meet people from different backgrounds and cultures.

Indulge Creativity

The new status of the Washington Post Education desk has allowed the desk to focus on the importance of creativity in education. The desk is working to help students develop their creative skills and pursue their interests. The desk is also working to help teachers and administrators create a more creative learning environment for students.
Preparing your pitch

The idea: basic idea of the story, the conflict or newsworthiness.

The reporting plan: do your homework – tell us your interview possibilities, main characters, etc..

Why do this story now?:
A pitch

Dear submissions editor,

I am a longtime freelance writer in the Dallas area. I write about numerous topics including poker and gambling. In fact, I am now in Las Vegas covering the World Series of Poker. The reason I am writing is to see if you might have an interest in a story of UW graduate XXXXXX, who just won the $1,500 buy-in Razz Championship at the World Series of Poker? He is a really nice guy who worked as an equities options trader before turning to poker full-time. He also runs a business on the side, a popular online poker training academy.

I know this is a bit outside the box, but I thought it might make for an interesting feature for your readers. He has three gold bracelets, which is really impressive in the poker world. He is really respected in the game and is not necessarily what people think of now as some young poker phenom. He has a wife and two kids, and I'd like to include a bit about that and how he balances the two worlds...
Another pitch

Jon,

have you seen the recent stories out of Flint, Michigan?

They’re touting your science alum -- water quality expert and former MacArthur Fellow Dr. Marc Edwards -- as a key figure in the ongoing water crisis there. Because of some allegedly reckless decision-making among cost-cutting Michigan officials, the water supply for Flint was given a clean bill of health -- even though it contained dangerous levels of toxic lead that are harmful to children.

Documentary maker Michael Moore, a Flint native, recently traveled to his hometown to protest the debacle . . . and your alum Dr. Edwards led a team of scientists from his lab at Virginia Tech in bringing the dangerous situation to light. Here's a link to a story in the Detroit Free Press that describes his work in detail: XXXXXX.

How about a profile of Marc Edwards in which we describe how his diligent effort and expert research brought national attention to Flint’s water woes?

Best,
Tom
Furthering the pitch

Dr. Marc Edwards has been described frequently as the "Hero of Flint" because of the way he proved that both the EPA and the CDC failed to do their jobs during the recent Flint Water Crisis. Dr. Edwards, who had already fought and won a similar battle over lead in the drinking water of Washington, D.C. a decade earlier, spent a portion of his MacArthur "Genius" Grant on exhaustively testing the Flint water system.

After a year of testing and many trips to Flint, he was vindicated when the federal regulatory agencies admitted they had failed to protect the people of Flint and President Obama went there to assure residents that the problem would be fixed. But now Dr. Edwards is warning that other urban water systems -- in Cleveland and elsewhere -- may also have toxic lead problems.

Story Proposal: Dr. Edwards has a unique vision of the federal regulatory system and warns that the bureaucrats are complacent and not doing their jobs, when it comes to protecting the citizenry from toxic-lead hazards in aging water-supply systems. Let's ask him how his Ph.D. engineering studies at Washington contributed to that vision and helped make him the Hero of Flint. To report the story, I'd interview Flint residents whose families were affected by the crisis and who worked closely with Dr. Edwards to resolve it. Let's also talk to the two other University of Washington graduates now on the scene at Flint. Let's also talk with federal regulators about the size and scope of the problem in U.S cities right now. Along with telling the dramatic story of the crisis and Dr. Edwards' role in resolving it, this story would also focus on how a university education can help students develop the kind of moral and ethical sensitivity that made Marc Edwards the hero of Flint.
Elements to put in an article

• Anecdotal lead
• Compelling lead character or characters
• A distinctly drawn setting
• A kind of plot that is resolved by the end
Next steps

Outline
Word Count
Drafts
Revisions
Rewrites/Reviews
Edits
DEADLINES!!!!
Outline

Early in the process, after the story is pitched and the reporting is underway, but before the serious writing commences, we like to have an outline.
few minutes before midnight one day in May 2015, MARC EDWARDS sat down at his computer and clicked open a new email message. The spreadsheet that popped up came from his senior research scientist, and when Edwards spotted an critical number in boldface type—13,200 ppb—the clean water expert nearly fell off his chair.

THAT NUMBER, burdened byetrain of stats, indicated levels of mercury in a sample of tap water taken from the base of the local personal foundation, and that level was double the allowed limit of 6 ppb. Edwards's team had been swabbing personal foundations across the state to find any that might exceed the legal limit, but the data had been vague and sporadic. This was the first time they'd found anything remotely close to the 6 ppb. Scores of other mercury detections were arriving at the lab, but none had made it to a spreadsheet and none had been double-checked, said Edwards, a retired state engineer who worked as an expert on water quality at the University of Virginia. "It was a shock to the system," he said. Edwards had been working with the team since 2013, and even then he'd never seen numbers this high. The next day, he said, he'd call his team to the lab. "We're going to look at this data and figure out what's going on," he said.

In the summer of 2014, the state had been grappling with a major water crisis in Flint, Michigan, that had raised concerns about the safety of the city's water supply. The crisis was caused by the city's switch to a new water source, the Flint River, which was contaminated with lead. Edwards's team had been monitoring the situation and had found high levels of mercury in the city's water. Edwards's team had also found high levels of mercury in water samples from other cities in Michigan, including Detroit and Ypsilanti.

The project of vandals had been going on for years. In 2013, Edwards had been one of the lead investigators in a series of studies that showed high levels of mercury in the water supply of Flint. The team had found that mercury was leaching from old lead service lines, which were being replaced by the city. The team had also found that mercury was being released from old copper pipes, which were being replaced by PVC pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by plastic pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old galvanized steel pipes, which were being replaced by new copper pipes. The team had also found that mercury was being released from old lead water mains, which were being replaced by new steel pipes. The team had also found that mercury was being released from old lead service lines, which were being replaced by new copper pipes. The team had also found that mercury was being released from old ga...
Deadlines

Your article is a component of a much bigger endeavor with many parts and pieces.
Simple stuff

Avoid adjectives and adverbs (mostly)

“As to the Adjective: when in doubt, strike it out.”

-Mark Twain
More simple stuff

Make your verbs work for you.

Pay attention to the to be: “is,” “was,” “am,” “are” “were,” “be,” “being,” “been,” etc...

Look for a verb that can help say it in a way that is more precise?
(Or)
Find a more precise approach?
Parting thought

The written word
Should be clean as bone,
Clear as light,
Firm as stone.
Two words are not
As good as one.

-Anonymous
Where to find inspiration

Esquire
The New Yorker
The Atlantic
Sports Illustrated
Wired
Pacific Standard
New York
New York Times Magazine
NEXT NERD MEETING:
Thursday, October 6