

## Blog Instructions

<https://writingforthepublicpittfall2015.wordpress.com/>

The class will be broken up into three groups and will cycle through the following responsibilities twice during the semester: 1) blogging, 2) other content generation, and 3) commenting and circulation. **The subject** of the blog is writing for the public itself and **your audience** is others who might benefit from your reflections, personal stories, experiences, and the challenges and difficulties you face in learning to write for a public. I am giving you all the responsibility of designing and executing the blog so that you can practice writing for the public in a web-space (which you'll also do for your final projects), and to practice collaborating with others (an important facet of many public works projects in the "real world").

### Logistics

- Blog weeks occur roughly every other week (between other composition projects)
- Boxnote collaboration, planning, and drafting due by Thursday evening at 11:59pm for workshop (additional changes after workshop should also be done in the Boxnote, prior to posting on the blog so that I can see who is contributing what).
- Introduce concept and content, plus workshop: Fridays, in class. The commenting group members will serve as first respondents in the workshop.
- Blog content goes live by Sunday at noon, at the latest.
- Comments and circulation due by Monday at the start of class.

### REQUIREMENTS FOR EACH TASK

**Blogging:** Bloggers are responsible for coming up with an appropriate concept for blog posts for that week and in authoring posts that respond to the concept. The concept should be related in some way to what we've been reading/thinking through/doing as a class and/or (esp. later in the semester) the individual projects you're putting together, with attention to your audience.

Individuals must:

- Actively participate in the group's Boxnote document contributing to the design and refinement of the week's concept, pitching ideas for their individual posts, and providing feedback for group peers.
- Compose posts that feel appropriate for the concept and related to the other posts (and may even refer to them), but do not duplicate content.
- Include and respond to at least one other text/media/resource to which their ideas are reacting and/or thinking through with appropriate attribution so readers can easily find their way to original texts/media.
- Posts are around 400 words and include at least one other media object (image, sound-bite, meme, video, etc.). This media object may be the source being responded to, but might also be something like a header image (be careful not to use copyrighted images).
- Posts are tagged with meaningful key terms for improved searchability and filed under an appropriate "Category" (genre of post).

**Other Content Generation:** Content generators are responsible for the coming up with content that doesn't fit well into one-shot blog posts (think an "About" page, resource pages, media

galleries, etc.). Pages and/or subpages include substantial informational and helpful text and/or other media that is appropriate for the blog's audience. Note: to create subpages, include the main page as the "Parent" in Wordpress (option on the left of the page editing screen). At the start of the semester, this group is also responsible for making decisions on the design of the blog and the inclusion of widgets. Individuals must:

- Actively participate in the group's Boxnote document contributing to the design and refinement of the week's other content, delegating/signing up for responsibilities for writing/design, and drafting content and providing feedback for group peers.
- Content is tagged with meaningful key terms for improved searchability.
- Contribute around 400 words or some equivalent (e.g. time spent on design aspects, gathering materials, galleries, link lists, etc).
- Be responsible for various portions of the Pages and Subpages with attention to maintaining the consistency of voice, tone, and style of these contributions (groups may want to assign one person as the editor/proofreader/designer in charge of editing for consistency).

**Comments and Circulation:** Those responsible for commenting and circulating will read and respond via comments to the posts their peers on the blog and via Twitter. Individuals must:

- Participate in the blog workshops having prepared by reading the other groups' Boxnotes in advance of class so that you have a sense of their plans and drafts. Participation in the workshop is done with enthusiasm and respect for content generators while providing critical questions, feedback, and concerns.
- Group members should participate in their own group's Boxnote by finding Twitter users, bloggers, or other individuals who might be interested in the blog and link to their public profiles with a note on why. Discussion in the Boxnote should also include what kind of users or bloggers to look for, sharing individual insights with one another.
- Comments on the blog should provide respectful and meaningful reflections. Commenters should comment on one blog post *and also* refer to at least one other post or to the resources the other content generators put up. Comments open up a dialogue rather than offering agree/disagree statements or critique.
- Twitter comments should include links to posts with short, snappy details and (if you have enough characters) the hashtag #publicwriting. Refer to the post author's Twitter handle where appropriate.
- Twitter interaction with potential readers should be respectful, and should engage with individuals who are appropriate for our perceived audience. Don't spam.

## HOW BLOG CONTRIBUTIONS WILL BE EVALUATED

Each task (blogging, other content, and commenting/circulation) will be worth 5% of your blog grade, for a total of 15% of your final grade. Provisional grades will be estimated at mid-term after you've performed each task once. Each blogging week after content and comments have been posted I will provide a note for the whole class with observations and feedback. See the syllabus for how compositions in this class are evaluated.