



## Upfront Magazine's... NEWS & TRENDS

# "The GP Twitter-feed"

### Tweet Rules:

- ✓ Write the News & Trend article title in quotes at the top and include the month/year
- ✓ Target an appropriate audience with an @ symbol (Be creative!)
- ✓ Draft a clear and concise summary statement of the article
- ✓ The summary statement must be ONE sentence.
- ✓ The summary statement must NOT exceed 30 words.
- ✓ The summary statement must adhere to punctuation/spelling/grammar rules.
- ✓ Hashtags must be included and are to be rendered in the following way...
  - Hand Approach **theme** in CAPS, color-coded (*hashtag, line 1*)
  - Up to 5 subcategories within that theme (*hashtag, line 2*)
  - Any *special/unique phrases* surrounding the issue that increase our understanding of its contents or clarify its message (*hashtag, line 3*)

### "Final Journey for a Fallen Soldier" (Feb. 2014)

@edupavich: After over a decade of war and more than 2,300 American lives lost, most remaining U.S. troops stationed in Afghanistan will return home by the end of the year.

#POLITICS/GOVERNMENT  
#WAR  
#AMERICASLONGESTWAR

# Writing is a Process

This task is actually harder than you think! It may take several summary-drafts to perfect your message. Here's an example of the PROCESS that concise writing demands...

## OOPS! #1

This 1st draft focused more on details (secondary information) as opposed to the big picture message (main idea, primary information). Also, it was more than one sentence and well-over the 30-word mark, so I had to revise...oops!



Like more than 2,300 other American soldiers, Sgt. Peter C. Bohler, 29, was killed in Afghanistan this past month. The war has lasted since 2001, with a soldier being killed every other day, but President Barack Obama promises to bring home all U.S. soldiers by the end of 2014. (50 words)

## OOPS! #2

The 2nd draft attempt did a better job of highlighting the right information, but it was still too wordy and awkward...oops!



America's war with Afghanistan has lasted more than a decade and has claimed the lives of over 2,300 Americans, but President Obama confirms that the majority of remaining U.S. troops still there will return home at the end of this year. (43 words)

## OOPS! #3

The 3rd draft attempt sounds pretty good, but I'm just a few words over...how can I trim up the language without sacrificing clear communication?



After over a decade of war and more than 2,300 American lives lost, most of the remaining U.S. troops stationed in Afghanistan are scheduled to return home by the end of this year. (34 words)

## EUREEKA! FINAL DRAFT!

Notice the slight changes in wording I made from draft #3 to this one...now that's concise!



After over a decade of war and more than 2,300 American lives lost, most remaining U.S. troops stationed in Afghanistan will return home by the end of this year. (30 words)



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