

Overview of this session:

- Understand the role and importance of short pieces for the web and print.
- Focus on tools for excellence in editing short pieces.

History of short – fillers ...

Used in print publications (magazines, newspapers) to fill up extra space on the page due to typesetting of articles.



Short doesn't mean unimportant:

- Web – short blurbs are essential to get reader to click through and read more.
- Digital Newsletters – something to engage a variety of readers.
- Print – often found in back of the book – but still part of the package.
- Invest time and energy in the quality of short pieces!

Function of Short Pieces:

- Eye-catching
- Digest
- Teaser
- Resting space (more often in print)
- Filler



Example – eye-catching

If you had your choice, HOW LONG WOULD YOU LIKE TO LIVE?

95+ years:	26%
85-94 years:	32%
75-84 years:	20%
65-74 years:	5%
Under 65 years:	3%
Don't know:	14%

quick Fill

[Community Builders]

Extra! Extra!
 Subscribe to a local newspaper and notice local events such as art gallery openings, blood drives, performances at local theaters and locations for farmers' markets. Be intentional about attending one of these events every couple months to get to know your neighbors.

Bulking Up
 Shop with a friend for commonly used items in bulk, then split the cost and storage space needed.

take 5:
FIVE NOTES TO WRITE

- To a friend you haven't talked to in a long time
- To a friend going through a hard time who needs encouragement
- To a family member who lives far away
- To a mentor thanking them for their influence in your life
- To yourself — write a note to open in 6 months and remind yourself of goals you've set and their importance!

*What if the woman I have always dreamed of becoming is the woman God envisioned when he dreamed of me?
 —Angela Thomas*

Why we make lists:

- Makes me more organized: 40%
- Makes me feel more organized: 25%
- Reduces Stress: 15%
- Habit: 6%
- Enjoy it: 2%

*Inspiration usually comes during work, rather than before it.
 —MADELINE L'ENGLE*

*I think knowing what you cannot do is more important than knowing what you can do. In fact, that's good taste.
 —LUCILLE BALL*

Ctrl + Alt + Del Open task manager
Arrow Key + Shift Highlight text
Alt + Tab Switch between windows
Ctrl + A Select all
Ctrl + C Copy text
Ctrl + X Cut text
Ctrl + V Paste text
Ctrl + Z Undo an action
Ctrl + Y Redo an action
Ctrl + U Underline text
Ctrl + B Bold text
Ctrl + I Italicize text

>>Tech Tip
Keyboard shortcuts:
 Many of the basic computer functions can be done using keyboard shortcut strokes to save time and muscle strain. Familiarize yourself with common PC shortcuts (press the keys simultaneously):

20 FullFill WINTER 2008

FullFill
 (no longer in print)



Example – teaser

A screenshot of the Christianity Today website's 'Gleanings' section. The page features a navigation bar at the top with 'DAY', 'OUR MINISTRY', 'OUR CAUSE', and 'OUR BRANDS' on the left, and 'NEWSLETTERS' and 'DON' on the right. The 'CT' logo is prominently displayed in the center, with 'CHRISTIANITY TODAY' written below it. Below the logo, there are links for 'SECTIONS', 'OUR LATEST', 'THE MAGAZINE', and 'SUBSCRIBE'. The main heading 'GLEANINGS' is in a large, bold, black font, with the subtitle 'IMPORTANT DEVELOPMENTS IN THE CHURCH AND THE WORLD' underneath. A horizontal menu below the heading lists categories: 'International', 'Church+State', 'Religious Freedom', 'Family+Sexuality', 'Research', 'People', and 'Theology'. The main content area features two article teasers. The first article is titled 'You Can Debate Franklin Graham on Martyrs, But Not the World's Persecution Problem' and is dated 'MAY 12, 2017 5:00PM | RELIGIOUS FREEDOM; RESEARCH'. It includes a sub-headline 'DC summit rallies victims and advocates from 130 nations, including Vice President Pence.' and a short paragraph of text. To the right of the text is a small image of two men shaking hands. Below the text are social media sharing icons for Facebook, Twitter, and Email, and a 'CONTINUE READING' link. The second article is titled 'Why US Christians Risk Their Lives to Teach in North Korea' and is dated 'MAY 12, 2017 11:51AM | INTERNATIONAL; RELIGIOUS FREEDOM'. It includes a sub-headline 'Two arrested from private university in Pyongyang that gives evangelicals a way in.' and a short paragraph of text. To the right of the text is a small image of two men walking. Below the text are social media sharing icons for Facebook, Twitter, and Email, and a 'CONTINUE READING' link. On the right side of the page, there is a search bar, a 'BROWSE BY' dropdown menu set to 'Topic', and an 'ARCHIVE' dropdown menu set to 'Month'. Below these are social media icons for RSS, Twitter, Facebook, and YouTube. Further down, there is a 'FOLLOW CT' section and a 'MOST-READ GLEANINGS' section with three article teasers: 'Trump to Liberty Grads: Outsiders Change the World', 'Many Practicing Christians Agree with Marxism (and Other Competing Worldviews)', and 'Pew: Here's How Badly Soviet Atheism Failed in Russia'.

<http://www.christianitytoday.com/gleanings/>

Example – digest

The world this week The Economist March 25th 2017 5

Politics



A terrorist attacked central London. The British-born man drove a car along the pavement across Westminster Bridge, killing at least two people and leaving around 40 injured. He then entered the grounds of Parliament, the heart of Britain's democracy, and fatally stabbed an unarmed policeman before being shot dead. This "marauding" method of terror attack—using a vehicle to mow people down in a crowded area—was similar to atrocities carried out by Islamists last year in France and Germany.

The British government announced that it had informed the European Council of its intention to invoke Article 50 of the Lisbon treaty on March 29th, triggering the legal request to leave the EU. There is still little clarity from the government about its intentions, and voters appear to be confused, too. A survey this week showed that both Leave and Remain supporters want to maintain free trade. But that will be hard if the government does not bend on freedom of movement for EU migrants.

Angela Merkel, the German

French presidential election, were boosted after a nearly four-hour long television debate. Polls show that in a second-round run-off he would easily defeat Marine Le Pen, the leader of the anti-immigrant National Front.

Jeroen Dijsselbloem, the Dutch head of the Eurogroup of finance ministers, implied that southern European states had spent the money they borrowed during the euro crisis on "drinks and women". António Costa, the Portuguese prime minister, called for him to resign.

Taxin' Thaksin
 The Thai government said it had discovered a "miracle of law" that would allow it to claim \$350m in taxes from Thaksin Shinawatra, a deposed prime minister now living in exile. Mr Thaksin denies that any tax is owed.

North Korea successfully tested a powerful new engine to be used in its missiles. But a separate test appeared to go wrong when the missile exploded just after launch.



The Bharatiya Janata Party, which runs India's national government, selected Yogi Adityanath to be chief minister of the country's most pop-

principal said that the wife of the prime minister, Shinzo Abe, had given a donation on his behalf. Mr Abe denied doing so.

Rex Tillerson paid his first visit to China as America's secretary of state. Before his arrival, he said the two countries were at a "historic moment" in their relationship, and needed a "fresh conversation" about it. But the visit did not appear to narrow differences between China and America over how to deal with North Korea.

No, Mr President
 In extraordinary testimony to Congress, James Comey, the head of the FBI, confirmed that his agency was investigating Russian links to Donald Trump's campaign. He also dismissed an allegation that Mr Trump was wiretapped at the behest of Barack Obama. Earlier, the White House said it would "not repeat" its claim that GCHQ, Britain's intelligence-gathering agency, had assisted in the supposed spying. Mr Trump feebly blamed Fox News as the claim's source.

Neil Gorsuch's nomination hearing in the Senate to be a justice on the Supreme Court started smoothly. Democrats asked tough questions; Mr Gorsuch emphasised his independence. When asked about abortion he said he would have "walked out the door" if Donald Trump had asked him to overturn Roe v Wade as a condition of his appointment.

Feeling the pinch
 The 68 countries involved in the coalition against Islamic State met in Washington to

Israel shot down a Syrian missile using its new advanced Arrow system. The missile had been fired at an Israeli jet that had attacked sites in Syria where weapons were being moved too close for comfort to Israel's border.

Activists in Zimbabwe took to the streets demanding electoral reforms in a bid to avert ballot-rigging in a national vote scheduled for 2018. They demanded the abolition of the state-appointed electoral commission. Some opposition groups have called for the vote to be supervised by the UN.

Love me tender

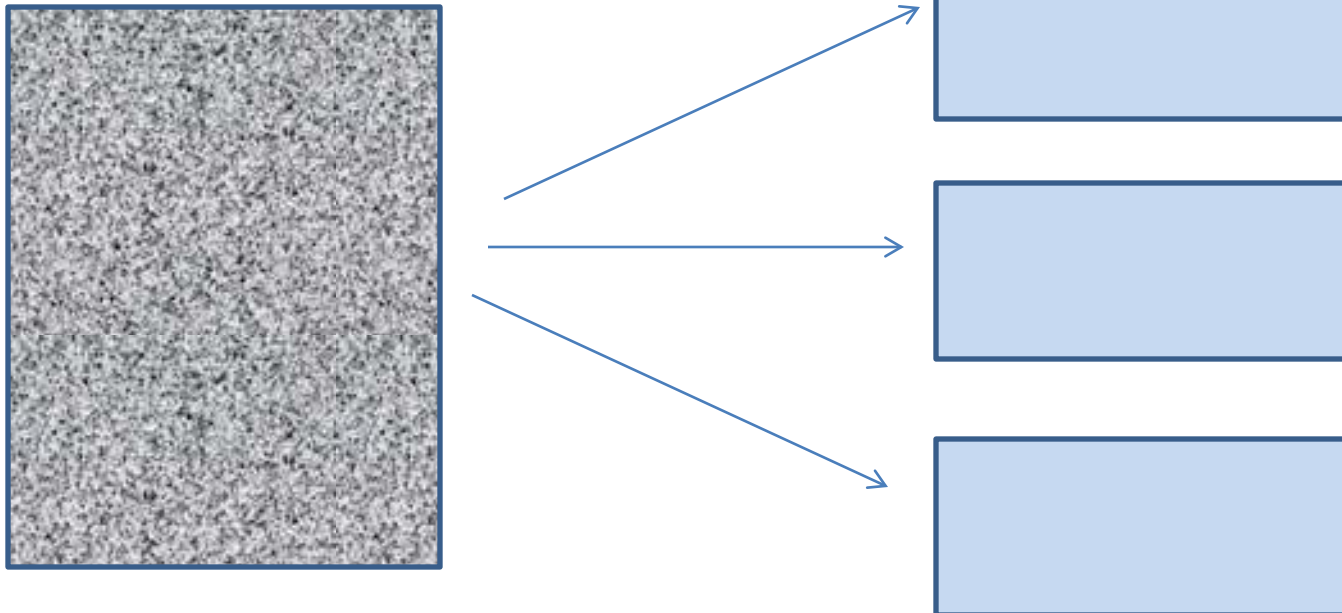


China suspended meat imports from Brazil after Brazilian police raided several meat-packing plants that sold unhygienic produce. Brazil is a big exporter of meat and China is its biggest customer. The EU and South Korea also restricted some imports. With no appetite for another hit to the recession-bound economy, Michel Temer, Brazil's president, invited diplomats and journalists to dinner at a steakhouse.

Peru suffered its worst storms in decades, caused by El Niño-type currents off its coast. With its cities caught off guard, at least 75 people were killed and

Repurposing content

One long article in print might become 3 short pieces in a digital newsletter.



Before there was twitter ...

short forms:

- Poetry – ultimate short form – Haiku, Ghazal
- Proverbs
- “6 word memoirs” – modern poetic form:
 - My heart broke when yours stopped.
 - I still make tea for two.

Word choice is key to powerful short content.

Types of short content to collect:

- Short stories
- Tweets
- Poems
- Thoughtful phrases
- Facts
- Quotations
- Bible verses
- Questions
- Lists (Top 5 ...)
- Resource lists (books, curriculum, etc.)

How to edit short pieces:

Many of the same principles as long form:

- Focus – clear big idea, no extras
- Structure – beginning, middle, end
- Description – tight
- Eliminate extras

Word choice is key!

Teasers/excerpts:

- Blog software might default to 1st sentence – override this.
- Take time to think through compelling excerpt.
- Some online content is “click-bait” – your article should deliver what is promised in the teaser/excerpt – and be compelling!

Throw-away words to eliminate:

- really, basically, kind of, sort of, type of, actually, generally, definitely
- eliminate redundant pairs - *completely finish, true facts, unexpected surprise, sudden crisis*
- eliminate illogical modifiers - “very unique”

How short is short?

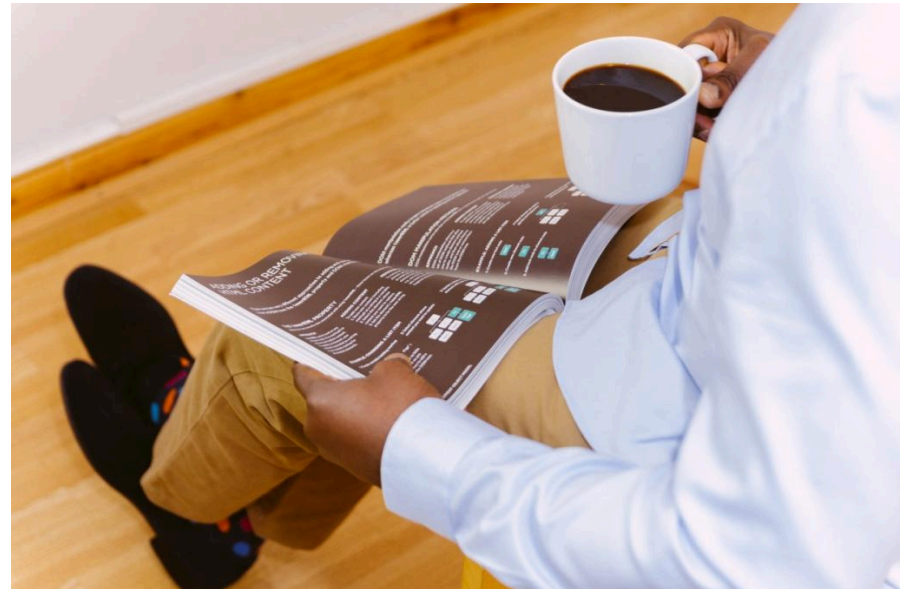
- Web – visible page without scrolling – 300 words
- Web teasers – 30 words (approx)
- Smartphone – 100 words or less
- Print – no strict definition



Remember why short matters:

- Catch attention
- Engage reader
- Encourage them to read more

... with QUALITY content!



Practical Application:

What role does SHORT have in your content now?

How can you upgrade the way you are using short content?

How can you add to your collection of short content?