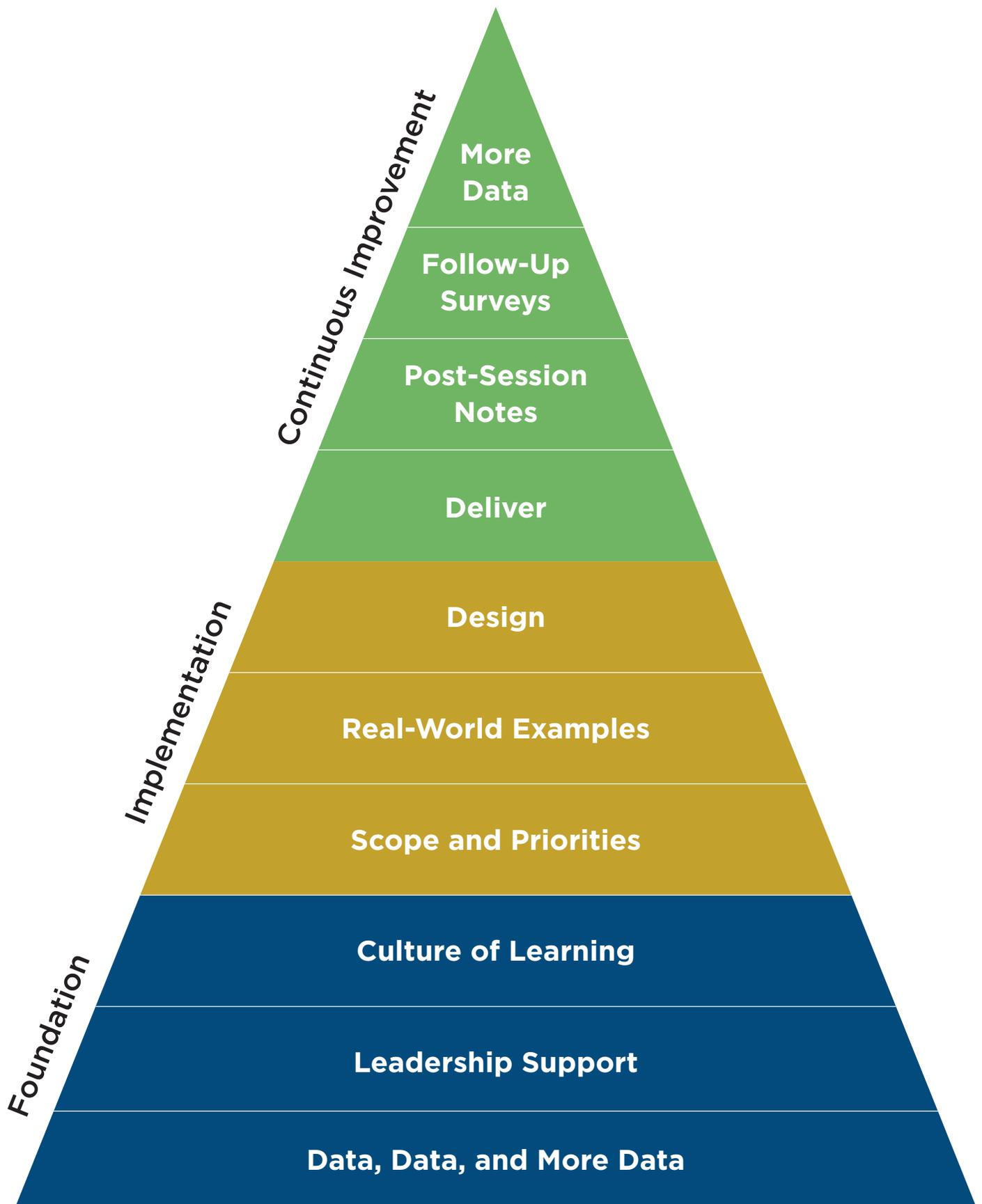


Proactive Editing: Teaching Plain Language to Staff Writers

Aaron Dalton (<http://aarondalton.ca>)



- What is plain language and why does it matter to the AER?
- Drafting (think, then write, then edit)

- Document-level issues
 - Structure
 - Tone
 - Be tangible, not vague or abstract
 - Use language that supports your regulatory mandate
 - Use personal pronouns

- Sentence-level issues
 - Avoid jargon
 - Shorten your sentences
 - Prefer active voice
 - Prefer strong verbs over weak ones (nominalizations)

Tips & Tricks

- Stay upbeat and positive.
- Keep things interactive.
- Keep class sizes in the double digits.
- Morning only!
- Be encouraging and realistic.