

The art of clear writing

Municipal Association of SC 2015

By Doug Fisher

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We're all publishers now

Can't rely on the gatekeepers anymore

Audiences make quick judgments

“Rapid relevance”

Low tolerance

Other sources – but this can mean distortion

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Key to clear writing

What do you want to say?

and

Whom do you want to say it to?

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Easiest way to clear writing

Subject – verb - object

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Clear writing - beginnings

It starts with the headline ...

**Richland County Vector Control Spraying to Control Increased Mosquito Activity**

**Lake Katherine Residents Can Expect Spraying for Increased Mosquito Activity**

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Clear writing - beginnings

This month's historic flooding, paired with warm temperatures, has led to increased mosquito activity in some parts of Richland County.

Lake Katherine residents may see spraying for mosquitoes on Wednesday evening, Oct. 21, as this month's historic flooding and warm temperatures have led to more mosquito activity.

If residents see the spray truck in their neighborhood, they're asked to please remain inside to allow the driver to provide a thorough coverage.

Residents who see the truck should remain inside so the driver does not have to interrupt the spraying and leave some areas uncovered.

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## Clear writing - beginnings

Though cooler night temperatures are setting in, the warm temperatures during the day are keeping the mosquitoes' life cycle in order ...

Though nights are cooler, the warmer days and moist conditions left from the heavy rains are letting mosquitoes continue to multiply ....

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Lake Katherine area residents may see spraying for mosquitoes on Wednesday evening, Oct. 21, as this month's historic flooding and warm temperatures have led to more mosquito activity.

Spraying will be done from 6:30-9 p.m. in conjunction with the city of Columbia. Residents who see the truck should remain inside so the driver does not have to interrupt the spraying and leave some areas uncovered.

In addition, anyone with an allergy to permethrin or who is keeping honeybees is asked to contact Richland County Vector Control at 803-576-2425 or the Richland County Ombudsman at 803-929-6000.

To view an interactive map of the spray area, click [here](#).

Though nights are cooler, the warmer days and moist conditions left from the heavy rains are letting mosquitoes continue to multiply, said Tammy Brewer, Richland County's vector control director. Her department is treating standing water to kill mosquito larvae as well as spraying to kill adult mosquitoes.

Some of the work is being hampered because some roads and bridges remain closed after the flooding, she said.

You can help control mosquitoes and their bites by emptying any standing water on your property, wearing long sleeves and using repellents according to label instructions.

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## Clear writing - beginnings

**My Carolina makes free wristbands to Brad Paisley concert available to faculty and staff**

**My Carolina Alumni Association** is offering University of South Carolina faculty and staff several ways to celebrate the opening of the new Alumni Center and see country music star Brad Paisley perform Friday, Oct. 16, as part of the alumni association's homecoming celebration.

Approximately 750 free wristbands will be made available to faculty and staff on a first-come, first-served basis from noon to 6 p.m. Friday, Oct. 9, at the Alumni Center. Each faculty and staff member may receive up to two wristbands, one for themselves and one for a guest. An official Carolina Card ID is required in order to receive wristbands. ...

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## Clear writing - beginnings

Faculty, staff can get free wristbands to Brad Paisley concert through My Carolina

USC faculty and staff can get free wristbands to see country music star Brad Paisley's upcoming concert courtesy of the **My Carolina Alumni Association**, which is celebrating the opening of the new Alumni Center.

Those who come by the center from noon to 6 p.m. on Oct. 9 with their Carolina Card ID can get a wristband and one for a guest as long as the approximately 750 wristbands are available.

Paisley is performing Oct. 16 at the Alumni Center, across from the Columbia Metropolitan Convention Center at Senate and Lincoln streets in the Vista, as part of the association's homecoming celebration.

Faculty and staff also can buy up to two \$10 tickets to the My Carolina Welcome Home Party before the concert. The tickets will let them watch the concert from a preferred viewing area.

The party begins at 5 p.m., and the concert starts at 7:30. The Welcome Home Party will feature heavy hors d'oeuvres and beverages.

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## Try to convince the boss ...

Richland County Councilwoman to host community meeting on Spears Creek Wastewater Discharge

Residents can get details on utility's request to send wastewater into Spears Creek

Richland County Councilwoman Julie-Ann Dixon of District Nine is hosting a town hall meeting to discuss a request from Palmetto Utilities to discharge 6 million gallons/day of treated wastewater into Spears Creek. The meeting will be held **Thursday, October 1, 2015 at 6 p.m. at the North Springs Community Center, located at 1320 Clemson Road, Columbia, S.C.**

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Richland County residents can find out more about a request to send about 6 million gallons a day of treated wastewater into Spears Creek if they come to an Oct. 1 town hall meeting hosted by District 9 Councilwoman Julie-Ann Dixon.

The meeting is at **6 p.m. at the New Springs Community Center, 1320 Clemson Road.**

Palmetto Utilities, which operates the Spears Creek Wastewater Treatment Plant in Kershaw County, now disposes of the treated sewage by letting it seep into the ground.

The utility, which takes some sewage from Northeast Richland, has asked Richland County Council and the Central Midlands Council of Governments to amend a water quality plan so it can also discharge treated sewage into Spears Creek.

It already has a permit to discharge treated wastewater into the Wateree River but has never built the pipeline.

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## The devilish details

Get modifiers in the correct order

- *Only* he loved her.
- He *only* loved her. (huh?)
- He loved *only* her.

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## The devilish details

Watch the squinters

- Aardvarks that eat ants often get gas.
- Aardvarks that often eat ants get gas.
- Aardvarks that eat ants get gas often.

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## The devilish details

Watch your danglers

- Like many others in Los Angeles, the quake helped Mr. Becker decide to leave.
- Bordered by Gills Creek and surrounded by tall, thin pine trees, resident Debra Walker said Downing Street has always been a quiet and peaceful Columbia neighborhood.

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## The devilish details

Watch your danglers

- After seven weeks in an induced coma, a source has revealed that Bobbi Kristina Brown's family is making changes.

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## The devilish details

- Chelsea Clinton introduced her newborn daughter Charlotte to the world one day after giving birth via Twitter on Saturday.
- Chelsea Clinton introduced her newborn daughter, Charlotte, to the world via Twitter on Saturday, one day after giving birth.

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- Burt's bees founder Burt Shavitz is a peacenik who takes target practice with his handgun, a hermit and a businessman.
- Burt's bees founder Burt Shavitz is a peacenik who takes target practice with his handgun as well as being a hermit and a businessman.

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## The devilish details

- Heathwood Hall's girls cross country team turned in a more disappointing than usual performance at the Low Country Invitational at Johns Island on Saturday.
- Heathwood Hall's girls cross country team turned in an unusual disappointing performance at the Low Country Invitational at Johns Island on Saturday.

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