



SMA™

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ON
DEMAND

New approaches to proposals—learn how newsrooms and magazine editorial departments write to a deadline

First, How I Got Here



SMA Proprietary Information

Are We Stuck in the Past?

The Need for New Thinking

October 24, 2014

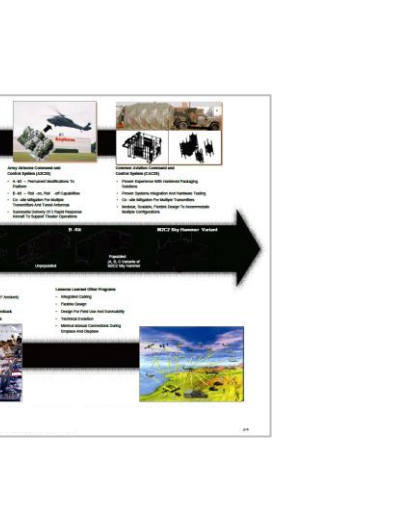
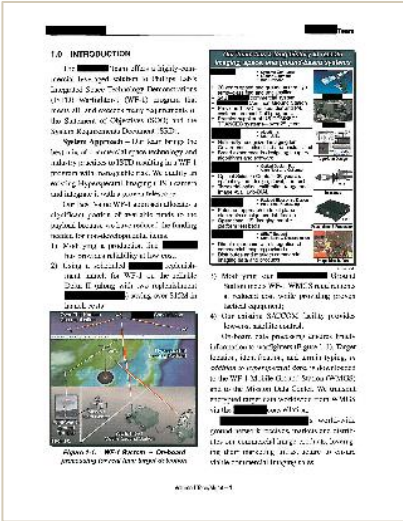
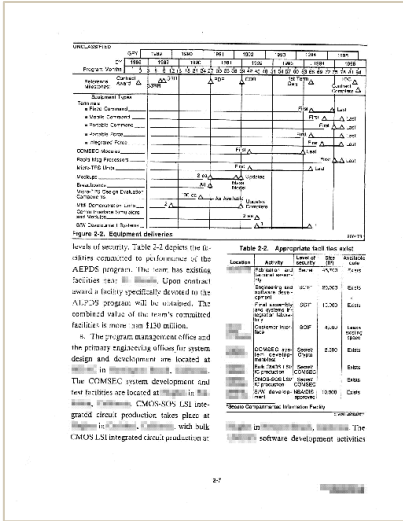
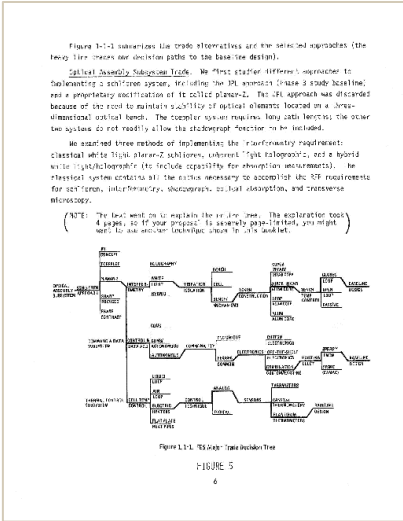
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This presentation is incomplete without the accompanying commentary or instructors.

Why do we do things the way we do them?

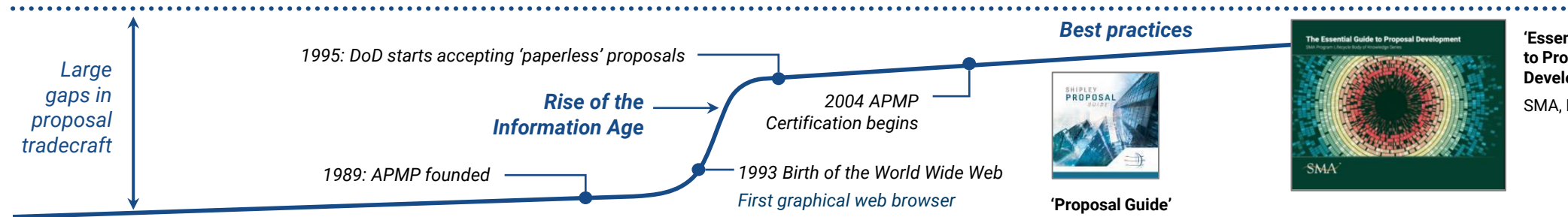
The origins of our best practices (since 350 BC)

Ajay K. Patel and all of the attendees

Through the Decades, Side by Side



1970s 1980s 1990s 2000s and 2010s 2020s



Best practices



'Proposal Guide'
Larry Newman,
Shipley Associates



'Essential Guide to Proposal Development'
SMA, Inc.

What makes our jobs hard?



What is our job?

Write proposals that

- Transfer knowledge
- with few interpretive errors
- and long-term retention
- to persuade the reader
- and relieve them from boredom

What gets in the way?

- Overly specified response structure imposed by the customer such as outlines and page limits
- Complex subject and numerous subtleties require multiple contributors and makes it hard to “write to the audience”
- Impossible deadlines

Newspapers and Magazines



- **USA Today** synthesizes news down to easy to read and comprehend stories with cool and informative graphics in four-color (e.g., the weather map)
- **Bloomberg** is 1st to publish accurate financial news with a four-paragraph lead: 1) Theme, (what and why/so what), 2) Details, 3) Quotation (substantiation), Nut Paragraph (what's at stake and why care)
- Print magazines such as **The Atlantic** has deep analysis, beautiful writing and exceptional reporting; and **The New Yorker** is known for its investigative reporting, social commentary, short fiction and wry humor
- Magazine editors have become both journalists and brand managers

**other than the broad shifts to digital media, enabling highly customized content to readers*

How do reporters and feature article writers always meet deadlines and create informative and compelling reading for us every day, every month?

The Poynter Institute is a great source for learning



Online
**Introduction to Reporting:
Beat Basics**

Start Anytime
~~\$29.95~~
\$0.00



Online
**Journalism Fundamentals:
Craft & Values**

Start Anytime
Mark Miller
\$0.00



Online
**Bring Empathy to Your
Reporting to Cultivate Sources**

Start Anytime
Robert Samuels
Suggested donation: **\$15.00**



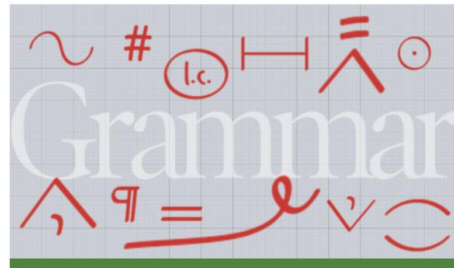
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