



Activity #1: Pinpoint Purpose

What are the most important points we want to make?

Is this an internal or an external document?

What prior knowledge will the reader have?

What do we hope this document will accomplish/improve/increase?



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Activity #1: Pinpoint Audience

Who will read this document?

Average age:

Sex:

Cultural or religious background:

Literacy level:

Educational background:

Perceived attitude toward or interest in the subject:

Familiarity with the subject:

Your relationship to the audience (peer, authority, subordinate):

Where and when will the reader use this document?



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Activity #2: Outline

Title:

Subtitle:

Key points our readers should learn:

- 1.
- 2.
- 3.
- 4.
- 5.

Will you include FAQ's?

If you could map out your document, what would it look like?



SMOG readability formula

Activity #3: SMOG

The SMOG (Simple Measurement of Gobbledygook) readability formula is a simple method that helps determine the reading level of your written materials. To reach the broadest possible audience, aim for a reading level of about Grade 6.

How to use the SMOG formula

- Count ten sentences in a row near the beginning, middle and end of the text (30 total sentences). A sentence is anything ending with a period, exclamation point, or question mark.
- Count every word with 3 or more syllables), including words that may repeat, proper nouns, written forms of long numbers, abbreviations, and hyphenated words.
- Add the total number of words counted. Use the SMOG Conversion Table to find the grade level.

Word Count	Grade Level
0-2	4
3-6	5
7-12	6
13-20	7
21-30	8
31-42	9
43-56	10
57-72	11
73-90	12
91-110	13
111-132	14
133-156	15
157-182	16
183-210	17
211-240	18

For an excellent online SMOG calculation tool, visit:

<http://www.eastendliteracy.on.ca/clearlanguageanddesign/readingeffectivenesstool/>



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Developed by: Harold C. McGraw

Activity #4: Write or Rewrite

Instructions: Try rewriting the following in plain language. Remember, there's no wrong answer!

1. If you submit a bond to the Regional Director executed on a form approved under paragraph (b) of this section that you have reproduced or generated by use of a computer and that document omits terms or conditions contained in the text of the form approved by the Director, the bond you submit will be deemed to contain those terms and conditions.
2. A performance system will allow for the development of new and innovative training techniques and methodologies and allow companies added flexibility in tailoring their training to the specific job duties of their employees.
3. We will send to the applicant copies of any comments made by province or local governments on the applicant's request after the comment period has ended.

