

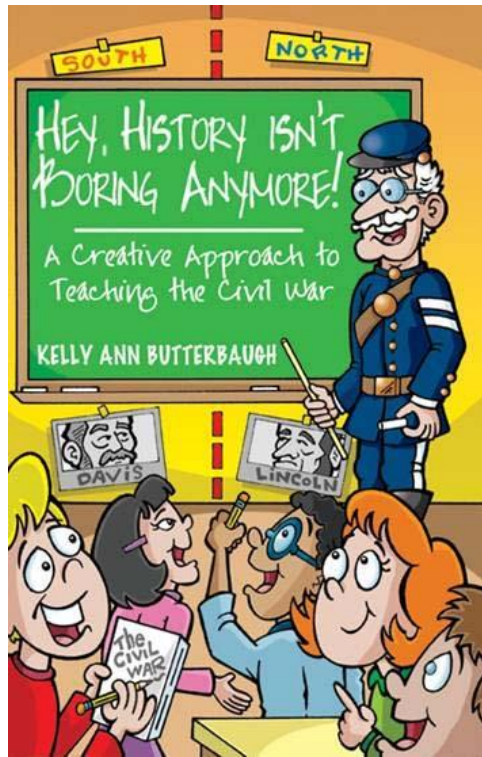
Pleasing Your Audience

About the Presenter

“By taking an audience’s interests and connecting them to a text, a person can save the lost reader,” says Kelly Ann Butterbaugh as she talks about her new book, *Hey, History Isn’t Boring Anymore!*

After writing articles for more than sixteen different publications, teacher Kelly Ann Butterbaugh published her first book with White Mane Publishing in June 2008. *Hey, History Isn’t Boring Anymore!* has fun with history and teaches a different way of looking at non-fiction texts. Now, the author brings her experiences of book authorship, freelance writing, collegiate instruction, and public school teaching to her audiences.

Kelly holds a current PA teaching certificate and teaches in the Salisbury Township School District as well as at Lehigh Carbon Community College. She has her BA in English from Moravian College and her MED. in



- *A relaxed presentation, this workshop encourages those involved to ask questions and bring writing samples for evaluation.
- *Participants will leave with checklists of what to avoid and what to do in order to publish their writings.
- *Learn what’s really involved in publishing your writing.
- *This hands-on workshop encourages revision of previous writings or creation of a new piece during the time allotted.

“How do I know who my audience is?”

“What does my audience want?”

“How do I change my writing style to meet my audience’s needs?”

“What happens when I write to the wrong audience?”

Have you ever uttered these words? Slanting a story to meet the audience’s needs is a skill that every author must master.

Author and teacher Kelly Ann Butterbaugh discusses strategies for writing non-fiction that meets the needs of various audiences. Through examples she shows how to write about the same topic for a variety of interests.

- *Walk away strategies that can be applied to your writing.
- *Learn how to evaluate an audience’s needs and determine what type of audience is going to read your writing.
- *Open yourself to various writing markets by appropriately matching your writing with the reading audience.
- Activities and techniques discussed meet the following state standards:
 - Focuses on publishing both adult and children’s fiction and non-fiction as well as magazine publication.
 - PA State Standards: 1.5.3A-G; 1.5.6A-G; 1.5.9A-G; 1.5.11A-G
 - NJ State Standards: 3.2A; 3.2B; 3.2D; 3.4A