

Copy and Promotional Writing Sample

This document contains several different examples of copywriting. The following table of contents has direct links to organizational copy and web copy.

Table of Contents

Organizational Copy and Promotional Writing	2
Web Copy	3

Organizational Copy and Promotional Writing

This selection comes from a successful grant application. The section in question asked how the event would support personal and intellectual growth among participants in tandem with the event's commitment to one of the four qualities of the "Wisconsin Experience" (here "relentless curiosity").

Literati [note: the conference] is committed to creative inquiry and the curiosity that accompanies it. The conference, now in its sixth year, is one of creative and intellectual exploration—each participant has developed his or her own argument, research, or writing to present. That is, each student's driving interest has led them to create scholarly work which they will share with equally curious students, faculty, and community members. At Literati, participants do not merely present their work; rather, discussions and question-and-answer periods force them to confront, develop, and redevelop their own ideas and the ideas of others. Curiosity frames the entire conference, from the creation of scholarship to the investigation and interrogation of the scholarship of peers. Together, participants will continue to learn, create, and inquire together. [...]

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From the program of the same academic conference, outlining its goals and content. I also composed the quoted text for the initial Call for Papers.

...we asked submitters to "explore a variety of questions: how does the experience of literature change the individual? How does it change the world? How does a transformation within a text—of character, of narrative perspective, of writing style—translate into meaningful experience for the reader?"

From these questions, we have assembled a fantastic collection of perspectives on the theme. They examine natural changes and social changes, individual transformations and national transformations, major shifts and subtle shifts; they explore works from the ancient to the recent. Through both creative writing and literary analysis, presenters today will evaluate, interpret, and explore these concepts.

Web Copy

From an experimental musician's "About" page; the style is rather decadent, per his request. Reprinted with his consent.

...[Experiment One (note: the musician)] offers a new, unique, and glitchy sound that welcomes listeners to a world of melting circuit boards and spiraling cassette tapes. Hard-to-place instrumentals and stuttering noise meld to become something strangely danceable beneath his strobing lights. [...]

[Experiment One] seeks to bridge the gap between brokenness and functionality. He creates an aesthetic that fuses relics of the nineties—particularly cassette technology—with new-school production in circuit and data-bending. His sound is forged from a long history in the Wisconsin music scene and his experiences in local metal, noise, and pop-rock groups. Experiment One's music is gnarled, irresistible, and—as surely intended—unclassifiable.

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From the submission page of an eventually forthcoming literary journal, The New Aesthete, which seeks Decadent, Wilde-esque poetry and witticisms. It is intentionally not-too-serious.

We are seeking only poetry. In particular, we are seeking only *beautiful* poetry. It can be devoid of all sense, so long as it evokes the feeling one gets when looking at a rose.

[...]

We would like rhythmic beauty, as the primary conveyor of meaning, to be the identifier of the poetry we publish. That is, we want someone to read a beautiful sonnet and know immediately that it was published first in *The New Aesthete*, just as one reads a poem that is abstracted and repeatedly (and inexplicably) uses the ampersand and knows that it was published in *Poetry*.

[...]

We are not currently seeking prose writing. Prose as decadent as our poetry is, unfortunately, far too horrible for us to accept. Jefferson had a copy of the bible in which he removed almost everything but Jesus' sayings; we should like to do something similar to *Dorian Gray*. Wilde was truly a playwright, not a novelist.

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Satirize us, if you dare. If you think all of this is trifling nonsense, let us know; just make it beautiful. If empty words are a problem for you, write a poem so cavernous and vacuous that even *we* are left unsettled.