

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.

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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.