

— WRITING SAMPLE —

(public information - corporate communications)

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A DAY IN CREATIVE SERVICES

Day dawns on the six-person Creative Services team as they huddle over coffee to sort out immediate priorities and then deploy to their assigned tasks. Max starts to compile an operating manual for a custom-designed RF base-station being sold to a large forestry company. He must meticulously select the documentation specific to this customer's applications. Norman, a summer student, resumes training on the new Mentor Graphics text-editing system to help Creative Services transform updated manuals into typeset-quality text with slick graphics, completely in-house. The spec-sheet for the new paging software must be produced by the end of the week, and Mary is nursing it along. She spies the Director of Sales dashing from one meeting to the next and diverts his attention to the spec-sheet draft buried in his overflowing in-basket. She makes sure that he checks and approves it and she whisks it off by courier to the typesetters, where the text will be produced for her to paste up in-house. John, the manager, adjourns a meeting on an upcoming trade show in the Far East, and is handed a request for an immediate press release on a recent marketing coup. He pages Stephen, the writer, who is in the software lab busily updating the user manuals that he originated for Glenayre's telephone-answering system. Meanwhile, Arlene scrutinizes the pages rolling off the laser printer. She's hurrying to complete the typing and proofing of the newly-drafted general-maintenance document for Glenayre's digital paging system (drafted by an engineer and edited by Stephen) so that she can then photocopy and bind a massive stack of copies for imminent shipment.

The requested press release has been written by Stephen and approved by the engineers and the Sales Director. Arlene drops her proofreading and instructs one of the company computers to print selected mailing labels. She photocopies the release and gets a Marketing Department secretary to start stuffing envelopes.

Max is now pleased to see it looks like he'll get the much-needed RF manual ready in time; Mary is pasting up the *Glenayre-time* newsletter, due today; Arlene beams at her faultless text and revs up the photocopier; Stephen has just scored an interview with a busy engineer; Norman is all warmed up on the Mentor; and the order comes from above: "Drop everything—we've got to get these manuals out immediately."

...And so dusk falls on another day at Creative Services, Glenayre Electronics.
(*The Creative Services Department is an in-house service that provides backup support to Glenayre's Sales, Marketing, and Customer Services Departments.*)

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