

CURCA Proposal Fall 2011

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Conference Paper Title: Breaking into the Business
Conference Session: Issues in Freelance Writing and Editing
Conference: New Directions in Writing and Publication, NGCSU
Student Presentation date: November 11, 2011

Section II: Narrative

Description of proposed research project or creative activities:
November 10-11, 2011, North Georgia will be holding the Conference on New Directions in Writing and Publication. This fall's conference will explore the theme, "The Tipping Point": "Publishers have projected that 2011 will be the year when the volume of digital publishing will become greater than that of print publishing. Further, it has been predicted that more money will be made in 2011 in digital publishing than in print publishing. The conference will explore issues arising from this significant transition" (New Directions Conference website).

As a participant in this conference, undergraduate English major Katie Marie Stout will present her paper, "Breaking into the Business," in a session titled "Issues in Freelance Writing and Editing." With the digital revolution of text, including news, fiction, websites, and blogs, the field of freelance writing has changed drastically. Katie Marie's project is a study of how the industry has changed and how a student might prepare for and break into that field. She will investigate the dominant softwares a writer must know, as well as the evolving processes of targeting employers, marketing one's skills and talents, and competing with the vast number of untrained writers who are now saturating the market, published by content farms and other venues.

Working Bibliography

- Allen, Moira Anderson. *Starting Your Career as a Freelance Writer*, 2nd ed. New York, NY: Allworth Press, 2011.
- Brentford, Connie. *The Moonlighters Guide to Online Writing for Immediate Income*. Amazon/Kindle, 2011.
- Dyehouse, Jeremiah. "'Writing in Electronic Environments': A Concept and a Course for the Writing and Rhetoric Major." *College Composition and Communication* 61.2 (2009): 330-350.

- Formichelli, Linda, and Diana Burrell. *The Renegade Writer: A Totally Unconventional Guide to Freelance Writing Success*. Portland, OR: Marion Street Press, 2005.
- Laquintano, Tim. "Manufacturing Scarcity: Online Poker, Digital Writing, and the Flow of Intellectual Property." *Computers and Composition: An International Journal for Teachers of Writing* 27.3 (2010): 193-201.
- Leffel, Tim. "Audience first, Money Second." *Travel Writing 2.0* October 10, 2010. Accessed August 24, 2011.
<http://travelwriting2.com/audience-first-money-second/>
- Puglisi, Basil C. "Did Google's Panda Change the Playing Field?" *Digital Brand Marketing Education* April 29, 2011. Accessed August 24, 2011. <http://digitalbrandmarketing.com/2011/04/29/did-google-panda-change-the-playing-field/>

Significance of the proposed work:

Because the field of freelance writing has changed so much and is continuing to evolve as a result of digitalization, research on this career field is sorely needed. Since the presentation will be given at a conference on the North Georgia campus, Katie Marie's findings will not only inform regional conference participants from outside North Georgia, but also her fellow English majors who will be persuaded to attend this session.

Goals and expected products:

The goal of this project will be to offer advantageous insight to any writer interested in entering the field. Katie Marie will work closely with me on the project, which will culminate in her presentation at the New Directions Conference on November 11, 2011.

Plan for involvement of undergraduates in the project or activity:

Katie-Marie will be the primary agent in this project, and I will serve as her advisor (as well as session chair and co-presenter). In addition to Katie-Marie's direct participation as a presenter, we will also do our best to convince English majors and minors to attend this session. Our goal will be at least 20 undergraduates. As a strategy, we will post signs on campus and enlist the help of Composition and Rhetoric professors in encouraging students in their classes to attend.

Section III: Budget and projected timeline:

Budget:

Books

Starting Your Career as a Freelance Writer, 2nd ed. 20.00 (approx.)

The Renegade Writer 15.00 (approx.)

The Moonlighter's Guide to Online Writing for Immediate Income 2.99

Conference fees 95.00

Total 132.99

Note: Conference registration is free for undergraduate students. However, I would like for Katie-Marie to attend the conference events beyond her own session, including keynote/meal events. I believe full participation in a conference like this one will expand her understanding of English as a professional field. The conference fees listed in the budget are for keynote/meal events.

Timeline:

August 30 Katie-Marie and I meet to discuss her plans for moving forward on the project.

September 30 Deadline for first draft of the paper/presentation

October 30 Deadline for the second draft of the paper/presentation

November 4 Deadline for final paper/presentation

November 10 Conference begins.

November 11 Katie Marie presents and attends the send/last day of the conference