



# VIDEO

- <http://www.youtube.com/watch?v=dlqq4-fRIdY>

# On Writing:

**“I try to leave out the parts that people skip.”**

**- *Elmore Leonard***

**“The finest language is mostly made up of simple unimposing words.”**

**- *George Eliot***

# On Journalism:

**“Journalism gets measured by the quality of information it presents, not the drama or the pyrotechnics associated with us.”**

**- *Bob Woodward***

# Barfing pizza thrower jailed in Port St. Lucie dustup

By Will Greenlee on November 26, 2013 5:00 AM

Share: [facebook](#) [twitter](#) [reddit](#) [stumbleupon](#)

An accused vomiting pizza thrower was jailed after a domestic dustup in Port St. Lucie, according to a recently released arrest affidavit.



The girlfriend of Frank Sepulveda told Port St. Lucie police about 1:10 a.m. Nov. 12 that Sepulveda came home drunk and started barfing on her bed.

The girlfriend said she helped Sepulveda, 23, and made him a pizza, a flat food featuring cheese and tomato sauce.

"As the pizza was cooling down in the oven, Frank became enraged, took the pizza out of the oven and threw it at her," the affidavit states.

The girlfriend said Sepulveda pushed her down.

Sepulveda, meanwhile, said he had "a couple" of alcoholic beverages with a friend and came home and passed out. He started blowing chunks and his girlfriend helped him.

Sepulveda said his girlfriend indicated she wanted to break up and he grew angry.

He denied tossing the pizza or pushing her down.

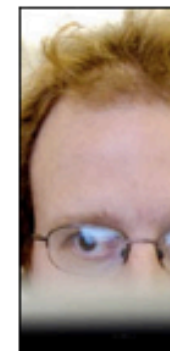
Sepulveda, of Hollywood, was arrested on a misdemeanor battery charge.

**CLICK IMAGES BELOW TO READ THE ARREST AFFIDAVIT**



Click  
to re

About Off th



Learn more :  
articles by cl  
comment or  
email Will.

# ELEGANCE.

S-Class Elegance. Only a little shorter. The shorter wheel base S350. Unlike any other.



Mercedes-Benz



**15** best things about  
our **public schools.**

[SOUTHBENDON.COM](http://SOUTHBENDON.COM)

*Burkhardt*

**WALKER**  
**LAND**  
**CONSTRUCTION**



most dramatic of his presidency. Ultimately, the intelligence regarding weapons of mass destruction may have been wrong, but that was not his failure.

The House authorized the mission 296-113, the Senate 77-

approved. The Supreme Court Justices, worked to raise the bar in our schools and was a strong defender of the rights of the unborn.

Ahead, he increased aid to the struggling, war-torn regions

did what he thought was right and necessary to ensure safety. He would never ask for your thanks, but one day, you want to give it — whether you can see it now or not.

# Republicans turned off by size of Obama's package

**Tom Ichniowski**  
Congressman  
Mississippi

Republicans are not opening the real debate by focusing up on President Obama's economic stimulus package, but it's clear they are unable to raise their membership to withstand the newly found vigor of the congressional process.


President Obama's massive \$1.9 trillion spending and tax cut package was passed through the

economic package more predictably partisan.

According to the Pew research, Rep. Virginia Foxx, Republican of North Carolina, raised the familiar argument that the 2001 tax cuts had stimulated years of job growth. The stimulus of the U.S. economy had only lagged. Rep. Foxx complained, since Democrats had lost their grip on Congress in 2006.

These comments obviously pricked the ears of Democratic members like Rep. Steve Hoyer of Maryland, who reacted by saying

**You know it's bad when...**



**Republicans Turned Off  
By Size of Obama's Package**

**Some typos are harder to delete.**

(such as this tattoo)



# Press Release Jargon

- **Authentic**
- **Award-winning**
- **Best of breed**
- **Cross platform**
- **Cutting edge**
- **Exciting**
- **Exclusive**
- **Groundbreaking**
- **Impact**
- **Improved**
- **Innovative**
- **Leader/leading**
- **Leverage**
- **Next generation**
- **New**
- **Proactive**
- **Proud to announce**
- **Revolutionary**
- **Solution**
- **State of the art**
- **Unprecedented**
- **Up and coming**
- **Unique**

# Be Succinct, Interesting, Timely, Accurate

- **Headline**
- **Lead**
- **Quote**
- **Data**



# Press Release Gone Bad.

**Former WTA Professional Tennis Player From Moscow, Staring in an American Movie - Elena Has Signed on to Play the Lead in Psychotic Horror Thriller Movie**

**NuConcepts Productions has just announced the Actress/Model has a starring role in "Psychotic," a horror thriller movie; Actor/Producer/Director Claude Reid is also starring in the film.**

Bolingbrook, IL (PRWEB) September 28, 2013

The movie has already begun shooting in Chicagoland. The film is about Jennifer & Michael. They kill their friends and roommates and drink the blood of those whom they kill.

[Starring Actor/Director/Producer Claude Reid](#) & Former WTA Professional Tennis Player, Elena Chernyakova from Moscow Russia. This film is totally improv. There is absolutely no script for the film.

<http://www.imdb.com/name/nm1456704>

Elena Chernyakova's resume includes WTA professional tennis, with wins over Heather Watson, Sally Peers and Tara Moore.

**"A tennis court can be a house of horrors when things start going wrong. Just ask a few of Serena Williams' opponents at this year's U.S. Open."**

# Anyone can write.

“The difference between a good and a bad writer is shown by the order of his words as much as by the selection of them.”

- Marcus Tullius Cicero, "The Oration for Plancius," 54 B.C.

# Anyone can talk.

**"I love Hitler."**

John Galliano  
June 21, 2013



(Getty Images)

**John Galliano**  
"I love Hitler."



# The Epic List of Annoying Words and Phrases

**At the end of the day**

**Needless to say**

**Seat at the table**

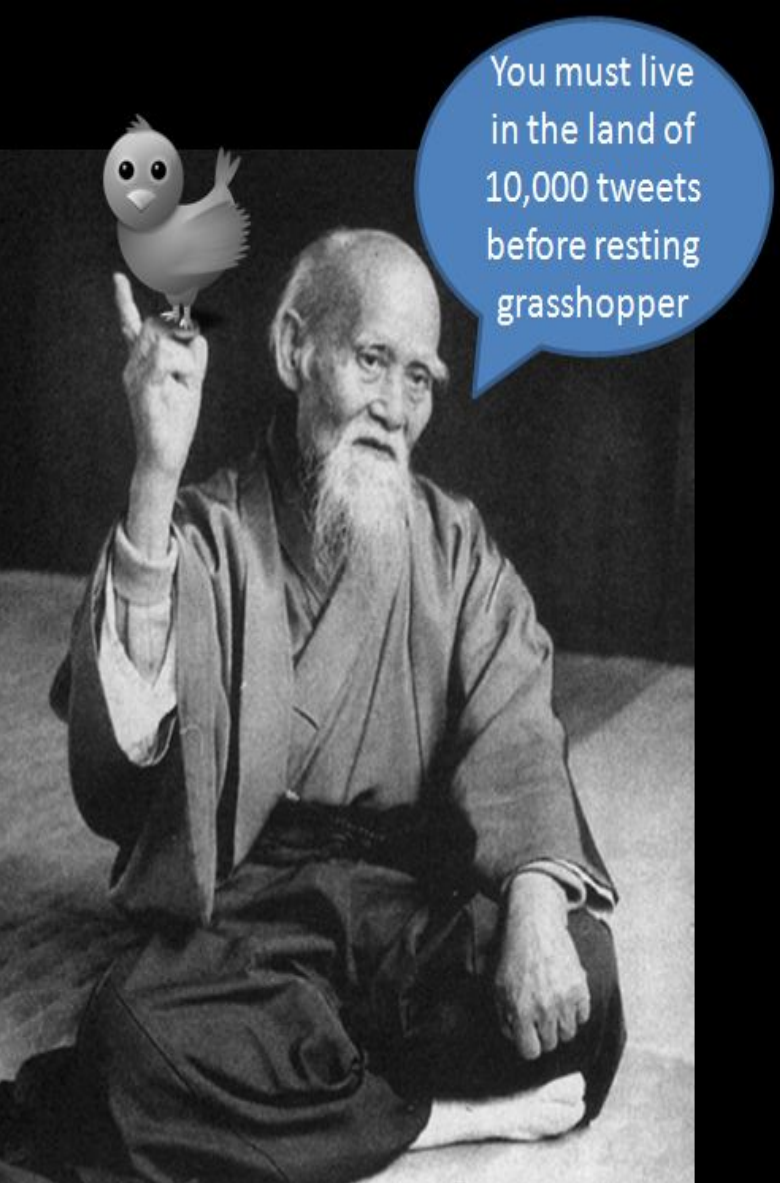
**It is what it is**

**In the weeds**

**Having said that**

**Where the rubber meets the road**





## **Guru**

**I personally feel...**

**Hit the ground running**

**No offense**

**I'm confused**

**Thought leadership**

**True that!**

**With all due respect**

**At any rate**

**I don't hate that idea**  
**How should we spin this?**  
**Let's not re-invent the wheel**  
**Put on your big girl panties**  
**Honestly...**  
**24/7**  
**Drink the Kool-Aid**  
**Skin in the game**  
**Hard stop**



**Scalable**

**Factoids**

**Synergy**

**Ping**

**Bandwidth**

**Leverage**

journalist

**Win-win**

**Net-net**

**Transparency**

**Robust**



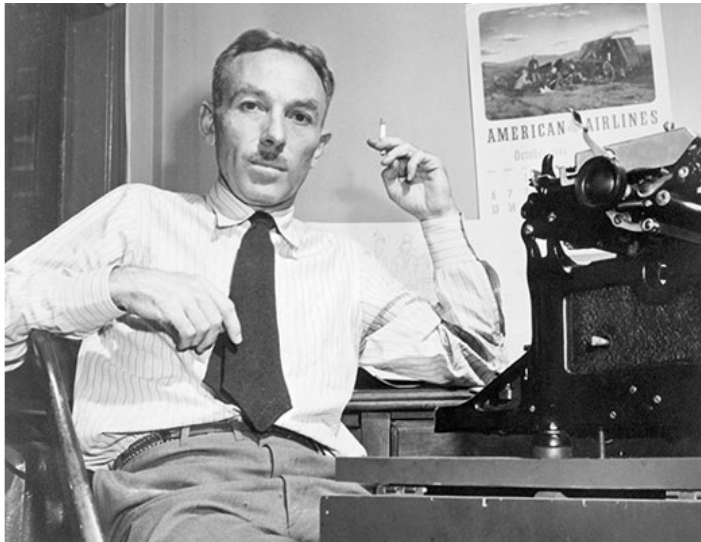
**skeptical**

**This is where I don't have a slide.**



# Take-Aways

- **Read every day.**
- **Write every day.**
- **Get edited;embrace mistakes.**
- **Tell one story every day.**
- **Open your ears to others' stories.**
- **Read your writing out loud.**
- **Learn to listen.**
- **Listen and learn.**
- **Know your medium.**
- **Know your audience's 'language'.**
- **Personalize your communications....**



*typewriter*

“Advice to young writers who want to get ahead without any annoying delays: don’t write about Man, write about a man.”

— *E.B. White*





**Please stay in touch:  
@dianeschwartz  
dschwartz@accessintel.com**