

## Writing a Story in Profweb

Profweb is looking to publicize concrete experiences of IT in an academic or training context using our **STORIES** format. A story explains the academic value for students of the IT activities of a teacher, IT Representative or other counselor. A story should answer the following questions:

- What inspired the author to use IT?
- What was the nature of the technology that was used?
- What were the objectives of this activity?
- How long did it take to master the technology in comparison with the regular course preparation?
- Was student motivation increased?
- How was the teaching strategy modified?
- What does the future hold for this activity?

Here are several guidelines for writing a story:

- The target audience of a story is teachers of the college network;
- A teacher reading the text should be able to transfer a pedagogical practice discussed into their own teaching;
- A story should be between 600 to 800 words long and can contain hyperlinks, photos, mp3 files, videos etc;
- The use of an mp3 file or video explaining the experiment can reduce the number of words required in a story. In this case, the text establishes the context and gives a brief description of the experience followed by an invitation to the reader to view or listen to the media;
- Stories are written according to standard journalistic practice with a lead paragraph summarizing the subject to be addressed and inciting the reader to continue and more detailed information following;
- The last paragraph of the story should invite comments using the Reader Response Feature. Authors can use the following methods to solicit responses:
  - » Ask a specific question relating to an element of the story ;
  - » Ask readers their opinion on the subject of the story ;
  - » Ask readers to share their experiences related to the subject;
  - » Ask readers to suggest a topic related to that of the story;
  - » Invite experts in the field to contribute and enlarge readership;
- Stories must have a catchy title that is not excessively long;
- Authors are requested to provide a photo (.jpg file) of themselves which will appear in the story 's heading;
- The deadline for submission is the Wednesday preceding the Monday of release in order to allow for corrections and adaptations into the English or French edition as well as on-line posting.
- Stories to be carried in both English and French editions should be submitted in the mother tongue of the author. If a translation is judged to be warranted by the Animaweb team, it will be undertaken by Profweb except when versions in both languages are furnished. In such cases, the article must be adapted to the reality of anglophone or francophone cegeps taking current needs and available services within that network into account.
- A publishing authorization must be sent by the author as an e-mail to Profweb.