

# W E L C O M E P R O G R A M

The Center for Plain English Research and Study at UH*D* is pleased to welcome practitioners and educators in the Houston area to the **Fifth Forum on Plain English** at the University of Houston-Downtown.

The forum aims to promote informed uses of plain-language guidelines, which are writing standards recommended by several government agencies for improved communication with the general public.

**Our one-day forum will address the following topics:**

- Recent research on plain language
- The relationship between ethics and plain language
- The BUROC model for identifying opportunities to use plain language
- Examples of organizations doing ethical work in plain language
- Examples of organizations applying plain language innovatively

TIME	TALKS	PARTICIPATING SCHOLARS
<b>9:30-10:00am</b>	<b>Registration and coffee Introductions</b>	Dr. Michelle Moosally Dr. Natalia Matveeva
<b>10:00-11:15am</b>	<b>Session 1</b> Recent research and publications on plain language	Dr. Russell Willerton
<b>11:15-11:30am</b>	<b>Break</b>	
<b>11:30am-12:45pm</b>	<b>Session 2</b> Profiles of plain-language practice	Dr. Russell Willerton
<b>12:45-1:30pm</b>	<b>Lunch (on-site)</b>	
<b>1:30-2:45pm</b>	<b>Plain Writing Practice</b> Rewriting sentences for clarity and conciseness	Dr. Russell Willerton Dr. Michelle Moosally Dr. Natalia Matveeva
<b>2:45-4:00 pm</b>	<b>Q&amp;A and closing remarks and evaluations</b>	Dr. Russell Willerton Dr. Michelle Moosally Dr. Natalia Matveeva

## KEYNOTE SPEAKER



**Dr. Russell Willerton** is an associate professor in the English department at Boise State University. Since 2005, he has taught courses in the department's technical communication program. These courses include Introduction to Technical Communication, Technical Editing, Ethics in Technical Communication, and a current special-topics course on content strategy. His research interests include visual communication, white papers in high-tech industries, and communicating in plain language. His work appears in journals such as *Technical Communication*, *Technical Communication Quarterly*, and *Journal of Technical Writing and Communication*. Dr. Willerton's book, *Plain Language and Ethical Action*, was published by Routledge in 2015.

Before completing his Ph.D., Dr. Willerton worked for several years as a technical writer and also wrote feature stories for public radio. He is serving as a judge for the ClearMark awards competition sponsored by the Center for Plain Language for a second year. A native of Abilene, Texas, Dr. Willerton is a graduate of Abilene Christian University (BA, radio/TV; BA, English), the University of North Texas (MA, English), and Texas Tech University (Ph.D., Technical Communication and Rhetoric).

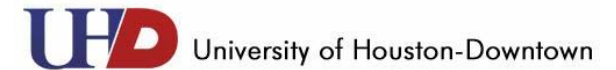
### Forum Co-Organizers:

Michelle Moosally and Natalia Matveeva  
English Department, UHD  
The Center for Plain English Research and Study (CPERS)  
<https://www.uhd.edu/academics/humanities/news-community/center-plain-english-research-study/Pages/cpers-index.aspx>

### Contact Information:

For questions or comments, email us at [matveevan@uhd.edu](mailto:matveevan@uhd.edu) or call (713) 222-5371.

This program is made possible in part by the English Department, the Center for Plain English Research and Study, and the Center for Teaching and Learning Excellence at UHD.



# PLAIN ENGLISH

Friday, February 26, 2016  
9:30am-4:00pm

602 North, Main Building

English Department  
University of Houston-Downtown  
One Main Street  
1045S  
Houston, TX 77002