

## Forum on Plain English

September 26, 2008  
Room A-300

8:30-9:00 *Registration and Coffee*

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9:00-10:15 **Session 1: History and Current Status of Plain English Regulations**  
Presentation, Discussion, Question/Answer  
**Session Leader: Deborah Bosley**

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10:15-10:30 *Break*

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10:30-12:00 **Session 2: Principles of Plain English**  
Presentation, Small Group Activities  
**Session Leader: William DuBay**

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12:00-1:00pm *Lunch*

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1:00-2:30pm **Session 3: Limitations, Challenges, Ethical Implications of Plain English**  
Presentation, Panel Discussion, Question/Answer  
**Session Leader: Lee Johns**  
*Panel Participants: Deborah Bosley, William DuBay, Michelle Moosally,  
Natalia Matveeva*

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2:30-3:00pm *Closing Remarks and Evaluations*

*Program Coordinators*

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*Please note that as part of our grant agreement, we will be recording all sessions and will make them available for public access.*

## Keynote Speakers



### **Deborah Bosley, Ph.D.**

*Principal, The Plain Language Group*

Associate Professor of English & Director of the Center for Humanities, Technology, and Science; The University of North Carolina at Charlotte

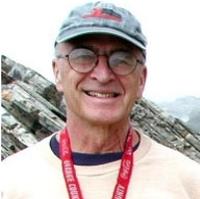
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Board member of the Center for Plain Language

- Recipient of the Association for Professional Communication Consultant's Annual Award for Excellence in Writing for Clients for her work with TIAA-CREF.
- Author of three books and more than two dozen articles on issues related to clear communication
- Panelist on Get Noticed: Writing Effective Financial Privacy Notices sponsored by the Federal Trade Commission, the Securities Exchange Commission, and the Federal Treasury

Her clients include national and international corporations, government agencies, and non-profits.



### **William DuBay**

*Impact Information, Plain Language Services*

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- Readability consultant
- Active member of the Society for Technical Communication
- Editor of a monthly newsletter, *Plain Language at Work*
- Author of *Smart Language: Readers, Readability, and the Grading of Text* (BookSurge 2007) and *Unlocking Language: The Classic Readability Studies* (BookSurge 2007)

His readability clients include the Federal Aviation Administration, the County of Los Angeles, and the California Public Utilities Commission.



### **Lee Clark Johns**

*President, Strategic Communication Inc.*

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- Past president of the Association of Professional Communication Consultants (APCC)
- Former treasurer of the Center for Plain Language
- Contributor to [www.plainlanguage.gov](http://www.plainlanguage.gov)
- Recipient of training awards from APCC and the American Society for Training and Development (ASTD)
- Author of *The Writing Coach* (retail version, *Writing Excellence* (2005)), won the 2004 APCC Award for Excellence in Writing

Her clients include Amoco, Occidental Petroleum, IBM, INTRUST Bank, Williams, CITGO, the cities of Tulsa and Oklahoma City, MetLife, TV Guide, ONEOK, and Dollar Thrifty Automotive Group.