



Presenters: Martha Coventry,
University Relations, UM-TC;
Cheryl Reitan, Publications
Director, UMD



Interest



at First Glance

Join veteran communicators as they tackle the question of how to stop a reader on a page. Session topics include audience consideration, engaging writing, eye-catching headlines, compelling graphics, new media and

clutter control. The presenters will also share knowledge and insights gained while designing the University of Minnesota's new home page and alumni publication, as well as the results from several readability studies.



**In Print
and Online**

2 pm, Thursday, Nov 6
Fourth Floor Library Rotunda
UMD. Info: 218-726-8996
creitan@d.umn.edu



It can be hard to keep readers from hitting delete or using the circular file before even giving your work a chance.

**Grabbing
(and Keeping)
Your Reader's
Attention**

**Communicators
Council**