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Skills: Business Writing, Interviewing, Research, Linking

WEB WRITING

Non-profits Dive into Digital Media | Digital Media Buzz#com...

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Non-profits Dive into Digital Media

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By *Rebecca Jacoby*

Gerry Vassar runs [Lakeside Educational Network](#), a complex, multi-program nonprofit organization serving at-risk children, teens and families. As CEO, he's got a plethora of ideas but finds himself poised on the precipice of growth through technology, ready to dive head-first into the deep end of the digital media pool, like it or not.

He and his team have agreed to immerse themselves in the waters of multi-channel media to prepare their new website for launch, sporting a drop-dead date of September, just three months.

"We have no desire to hold onto the past. We have to move ahead," Vassar says. "Our mission is to become a national resource organization for at-risk kids. Our mission involves advocacy, training and support services. We will use varied components of digital media to help us achieve it."

For a non-profit organization that seeks to grow from a historically successful regional reputation to an uncharted but highly visible national one — and stay on-mission — it's an aggressive ambition.

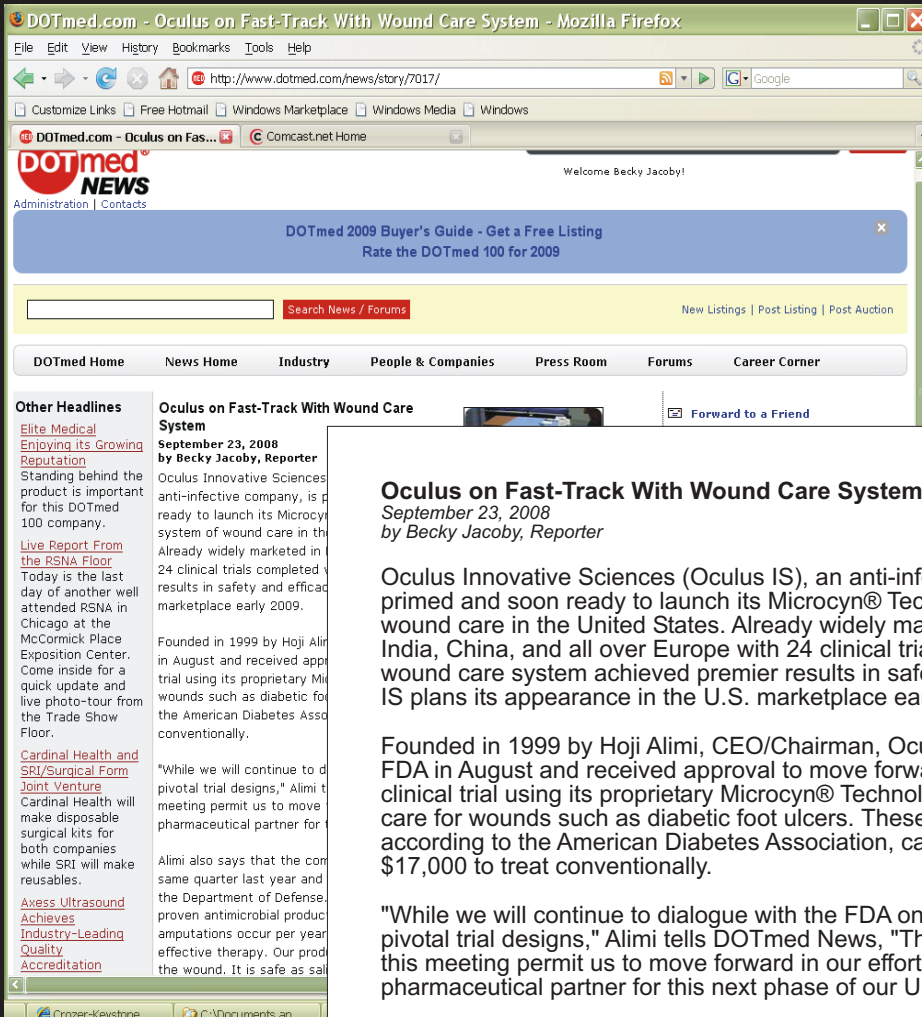
Vassar realizes all efforts need to match his market, its culture of intense involvement with shared transparency and obsession with instant gratification. Where multi-tasking once scored a talent, it is now accepted

Done, but with errors on page. Internet 100%

Publication: DOTmed.com (Regular contributor since April 2008)

Link: <http://www.dotmed.com/news/search.html> (Becky Jacoby)

Skills: Research, Business Writing, Interviewing, Editing, HTML



Oculus on Fast-Track With Wound Care System
September 23, 2008
by Becky Jacoby, Reporter

Oculus Innovative Sciences (Oculus IS), an anti-infective company, is primed and soon ready to launch its Microcyn® Technology system of wound care in the United States. Already widely marketed in Mexico, India, China, and all over Europe with 24 clinical trials completed where its wound care system achieved premier results in safety and efficacy, Oculus IS plans its appearance in the U.S. marketplace early 2009.

Founded in 1999 by Hoji Alimi, CEO/Chairman, Oculus IS met with the FDA in August and received approval to move forward with a pivotal clinical trial using its proprietary Microcyn® Technology. It is a system of care for wounds such as diabetic foot ulcers. These complications, according to the American Diabetes Association, can cost \$8,000 to \$17,000 to treat conventionally.

"While we will continue to dialogue with the FDA on the specifics of the pivotal trial designs," Alimi tells DOTmed News, "The agreements from this meeting permit us to move forward in our efforts to secure a pharmaceutical partner for this next phase of our U.S. clinical studies."

Alimi also says that the company's revenues are up 59 percent over the same quarter last year and the potential exists for wide use, such as for the Department of Defense. "There is a significant pull in the market for a proven antimicrobial product," he continues. "Approximately 100,000 amputations occur per year, and many limbs could be salvaged with effective therapy. Our product is a unique compound which is poured into the wound. It is safe as saline solution."

Microcyn® Technology has been shown to eradicate infection, including MRSA, and promote rapid wound healing. Though the system can induce a burning sensation, it occurs without introduction of antibiotics; so, the bacterial cells have no chance to mutate. The compound kills the bacteria and the solution assists in vasodilation, in which oxygen in the blood aids rapid healing. The company also makes a gel formula as an after-treatment product which soothes the skin and continues to encourage healing.

Oculus IS operates principally from Petaluma, CA and has offices in Europe, Japan, Latin America and the Netherlands.

Publication: WritersWeekly.com

Link: http://writersweekly.com/this_weeks_article/004638_04162008.html

Skills: Query, Business Writing

The screenshot shows a web browser window with the address bar containing the URL http://writersweekly.com/this_weeks_article/004638_04162008.html. The page title is "Increase Your Web Writing Gigs by 50% or More with These 6 Simple Tips By Rebecca Jacoby". The website header features the "WritersWeekly" logo and the tagline "The highest-circulation freelance writing ezine in the world." Navigation links include "Books & Courses", "Articles", "Warnings", "Markets", "Forum", "Search", "Site Map", and "Home". Special sections are listed as "Self-Publishing Resources", "New Writer Resources", and "Free Reprints".

The main content area is dated "April 16, 2008" and features the article title "Increase Your Web Writing Gigs by 50% or More with These 6 Simple Tips By Rebecca Jacoby" with a link to a "printable version". The article text begins with: "Frustrated because you aren't receiving your share of web writing work from sites like Craigslist.org, Getafreelancer.com and others? Try making some modifications to how you sell yourself. Your assignments could improve substantially if you follow the tips below."

The article lists six tips:

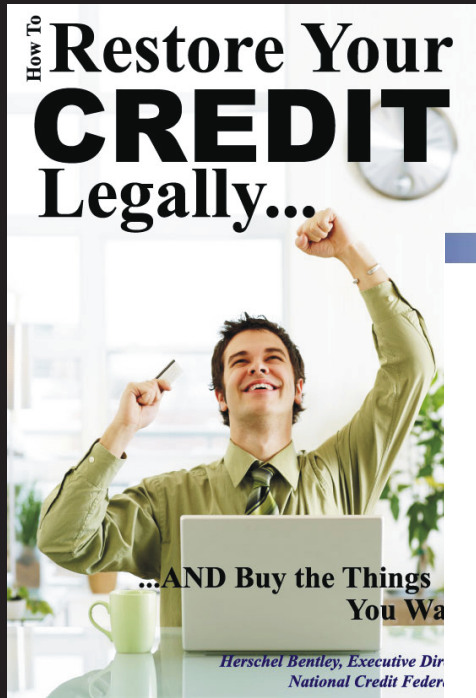
- 1. Look Professional: Use a Digital Letterhead**
How you are perceived matters, but you don't need to spend a fortune for eye appeal. A logo in a JPEG format can be quickly inserted into a blank document and saved as a digital template. Don't have a logo? Search the web for a designer that will create one, buy one from a template site, or bid on a logo package on eBay. The price of a simple logo ranges from \$35 to \$300.
- 2. Your Signature Works Like an Ad**
A digital letterhead may be expected, but a customized email header is not. Truthfully, it is better to use no email template than one of the staid themes supplied by a software program. The essential factor here is to put your signature on all your correspondence. Include your name, website URL, and email address. Further, identify yourself with a smart advertising tag such as Jennifer Smith, e-Book Ghostwriter.
- 3. Use a Direct Structure with Shorter Sentences**
Don't expect to write the same way for the web as you do for print. Web readers skip and scan through a document seeking something specific. Much of what they read transpires as a result of a keyword search, which is often based on emotional needs. Address the emotional needs of their audience and the customers for whom you write will come back to you again and again. Be engaging and clear. Readers look for easy-to-understand text and pass if they don't find it. Your ability to show writing samples with snappy headlines followed by conversational copy increase your chance of getting the job. So, if you can write fiercely targeted headlines, product descriptions or ads, say so with your sales pitch, samples and biography.
- 4. Include a Biography**
Every time you answer an ad for a writing job, attach an artfully-crafted biography. A biography is NOT a resume but a third-person narrative (no "I" statements). Your bio exemplifies your writing

On the left side of the page, there is an "RSS Feed" section with a "What is RSS?" link and a subscription form with an "enter email address" field and a "subscribe" button. Below this is a red-bordered box containing the text "The latest on the Amazon/BookSurge controversy..." and a link to "Amazon BookSurge Information Clearinghouse". At the bottom left, there is a "Latest Forum Postings" section with several forum links.

Publication: Credit Restoration Promotional E-Book

Link: <http://www.NationalCreditFederation.com>

Skills: Business Writing, Editing, Graphic Design



Current

www.NationalCreditFederation.com

1 Having Poor Credit Can Feel Embarrassing

Credit rejected! Labeled a "Loser?"

No one likes rejection. It feels awful to be told that you cannot buy the things you need or want because of your current credit situation. Besides the embarrassment it causes--particularly if you are turned down while in the company of a friend or loved one--can leave you feeling depressed, hopeless and powerless.

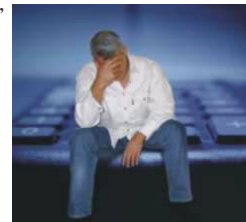
You may feel as though you are wearing a "loser" label on your forehead that everyone sees. You may feel angry or insulted that those who reject you think you have no right to buy the things you want, or they question whether you are a good person. Soon, the negativity ripples to everything you do and everyone in your circle of contact. You want to make it better, but you don't know exactly what to do or who can legitimately help you.

Even one blemish on your credit report can cause you to be rejected, but should you be forced to live in a "credit prison" for the next 7- to-10 years because of credit-bureaucrats who say so? It may seem as though you are stuck in a rut with no relief in sight.

You're not alone!

Most people with poor credit are not deadbeats, nor are they unwilling to pay their obligations. The fact is that poor credit has NOTHING to do with your value or worth as a person. Many people retain good credit until an unforeseen circumstance such as divorce, illness, accident, or loss of a job results in financial difficulty. When these kinds of events occur, struggles can result which require you to make some tough decisions. So, you choose to put food on the table or keep the lights on rather than pay a credit card bill. It's only natural to protect your family or loved ones. Wouldn't collection agents do the same?

Many people have been in the same situation and have found the way out. If others have managed to restore their credit. . .And in some cases, they saw a difference in as little as 30 days. . .then why can't you?



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