

28 January 2011
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18 groups) and both adults and children from the general public. Your written work may be
19 transformed into press releases, e-mails, blogs, tweets and broadcasts of both audio and video
20 material. Effective writing is now another survival skill for science.

21 The act of writing is a process of understanding because you can only write a clear, accurate and
22 balanced argument after you understand a topic. The first and most demanding steps of preparing
23 a document involve research and planning to form the argument and structure of the article.
24 Allow yourself sufficient time to discover and think through a topic. As with any skill, writing
25 skills are developed with practice and feedback from your audience. Your argument must be
26 presented in a format and style that is appropriate for the audience. This document is prepared in
27 the style and format for a submission to the Journal of Wildlife Management (Chamberlain and
28 Johnson 2008). Constructive criticism from your readers is essential to understanding your topic
29 and to improving your ability to write clearly.

30 GAME is a pneumonic guide to the elements of preparing a professional communication
31 (Jacobson 2005). Ask yourself the following questions as you plan your assignment:

- 32 • **Goal:** what do you want to achieve with this product?
- 33 • **Audience:** what group do you want to influence?
- 34 • **Message:** what are the message and the style of presentation?
- 35 • **Evaluation:** how will you know that you have reached your audience and achieved your
36 goal?

37 **INSTRUCTIONS**

40 Society (Chamberlain and Johnson 2008) and the styles and formats of recent commentaries
41 published by this journal (Boertje et al. 2010, Ruggiero 2010, Vantassel et al. 2010). You may
42 also use the format of this document as a template. Commentaries are essays on policies or
practices that affect wildlife or habitat by reviewing journal articles, regulations, position

62 the end of the text. E-mail the final revision of the article to your instructor by 11:00 h on 22
63 March. Submit the document in the pdf format labeled as “author-surname_wlf222_Mar11.pdf”.

64 Your article will be graded for content (70%), style (15%) and format (15%).

65 Please ensure that you do not plagiarize. Take care to appropriately cite the ideas, words and
66 images of other authors in your article. Further information on plagiarism and academic conduct
67 can be found at <http://library.uaf.edu/ls101-plagiarism>.

68 **ACKNOWLEDGMENTS**

69 Material for this article and this course were drawn from the collections of the Biosciences
Library

82 Vantassel, S. M., T. L. Hiller, K. D. J. Powell, and S. E. Hygnstrom. 2010. Using advancements
83 in cable-trapping to overcome barriers to furbearer management in the United States.
84 *Journal of Wildlife Management* 74:934-939.

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