

Little Red Cozette Intro Plain Language Training Series Transcript

[Intro \(plain language training series\)](#)

This is Gary. Once an average health document for consumers. Far too wordy and confusing to understand.

Sound of thunder and lightning

But, through the miraculous power of clear communication, Gary was transformed into a paragon of Plain Language!

Voices expressing awe

Now Gary heroically clarifies communication wherever he is needed. Thrill to each of Gary's pulse pounding adventures in which he faces a restless audience, the ooze of insufficient concision, (*sound of a clock*) and the most confusing health documents in the world.

Sound of thunder and lightning

Take our trainings to see them all and learn how you can improve your writing and communication skills.

[Know Your Audience \(plain language training module 1\)](#)

Looks like this group is trying to help people understand the risks of the old abandoned blurglatanium mine at the edge of town.

Horn sounding gibberish

Mumbling

Looks like this fellow can't connect with his audience.

Sound of crickets chirping

Too bad because he is full of information these people want to know.

But, wait, looks who's here! It's Gary, poster document for clear communication principals.

Clapping

Gary sure knows how to speak their language. And before you write next, take some time to get to Know Your Audience.

[Get to the Point \(plain language training module 2\)](#)

Eerie space music throughout

Great Scott! A dump truck full of blurglatanium has crashed into a tractor trailer carrying a mysterious silver disk.

It's an environmental health calamity. Thank goodness the mayor has given the citizens a guide for just an emergency. But, it looks a little wordy. These unfortunate people can't possibly read this fast enough.

Oh, no, appendix Z?!

Oh, who can save the citizens from this tragic lack of concision? Are they all doomed to be absolved by the insatiable ooze?

It's Gary, the paragon of clear communication principles! Looks like Gary is doing a quick edit.

Sound of a clock

But, will he finish in time?

Gasping, footsteps, twinkling, clapping

Phew! Thanks to Gary's concise environmental advice, the citizens are saved and the next time you write an environmental health document for consumers remember to get to the point.

[Make It Shine \(plain language training module 3\)](#)

Ahh, it's cleanup day. That ooze sure made a mess. But, luckily the citizens have brochures chock full of cleaning tips.

Hmm, what's up with him?

Gasping

And them? What's causing this debilitating bewilderment? Could it be the brochure itself?

Sound of doom

Oh, the irony!

Sound of thunder and lightning

Look away gentle viewer! Get your little ones out of the room!

Horse footsteps and neighing

It's the most confusing health brochure in the world. Striking all who read it...senseless. Oh, who can save the citizens from this communication catastrophe?

It's Gary, paragon of plain...oh well of course it's Gary. But, Gary could formatting possibly make a difference with that?!

Sound of doom

Snipping

Bullets, of course. They will help keep things organized. And some white space will make things easier to understand.

He's extracting the Comic Sans font. Careful, Gary, that stuff's no joke.

Clanking

He finished but will it be enough? The sanity and health literacy of the town depends on it.

Twinkling

Wow, what a difference formatting makes! Now the citizens understand exactly what they need to do.

Clapping

Once again Gary has saved us all from the perils of unclear communication. And the next time you write an environmental health document for consumers take time to make it shine.