

Writing for the Web:

Top 10 Principles

Leslie O' Flahavan, E-WRITE

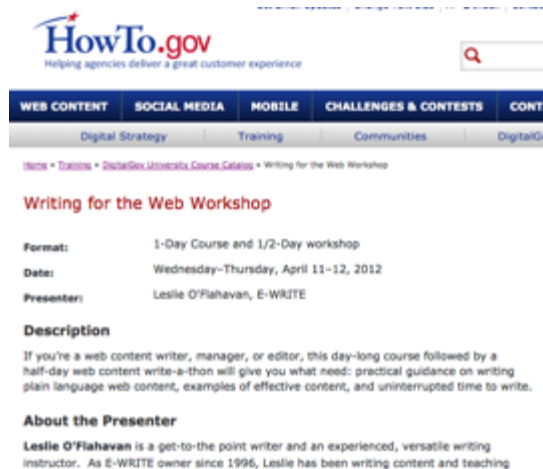
[@LeslieO](#)

Department of Homeland Security

Web Content Speakers Series

March 28, 2013

Thanks for the opportunity to be part of your speaker series!



Today's topics

1. The seven principles of writing for the web
2. The three principles of being part of the federal web writing community
3. DHS content review

Part 1: The seven principles of writing for the web

7 traits of plain language web content

1. Doable
2. Scannable
3. Readable
4. Findable
5. Clickable
6. Personal
7. Deep

1. Doable = Task-oriented

Helping people *do things online* (complete tasks) is web content's highest calling

- Some web writing helps people *know*
- Some web writing helps people *do*
- Best practice: focus on top tasks

Task-oriented web content

[Research Our Records](#)[Veterans Service Records](#)[Teachers' Resources](#)[Our Locations](#)[Shop Online](#)

Veterans Service Records

Home > Veterans Service Records > Military Service Records

Request Service Records

[Start Your Service Record Request](#)

[eVetRecs Help](#)

[Other Methods to Obtain Service Records](#)

[Special Notice Regarding Requests](#)

Military Service Records

[About Service Records](#)

[Correcting Service Records](#)

[Medical and Health Records](#)

[Locations of Service Records](#)

[Older \(pre-WWI\) Service Records](#)


[What Records are NOT Available?](#)

Start Your Military Service Record Request (DD Form 214 & SF-180)


Military personnel records can be used for proving military service, or as a valuable tool in genealogical research. Most veterans and their next-of-kin can obtain **free** copies of their [DD Form 214 \(Report of Separation\)](#) and other military and medical records several ways.

Use the following to request veterans' service records from WW I - Present. ([Looking for Pre-WWI Service Records?](#))

Launch the eVetRecs System to start your request Online.



Download form SF-180 to Mail or Fax your request.



Having Problems using the eVetRecs System?




Table of Contents

- [Online Requests Using eVetRecs](#)
- [Required Information](#)
- [Recommended Information](#)
- [Emergency Requests and Deadlines](#)
- [Where to Send my Request](#)
- [Cost \(free for most veterans\)](#)
- [Response Time](#)
- [Checking the Status of your Request](#)

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Does this content help the reader complete a task?

Moot Court Competition

Dear Moot Court Society:

On behalf of the Moot Court Committee of the Young Lawyers Section of The Chicago Bar Association ("CBA"), it is our pleasure to invite your school to take part in the Thirtieth Annual CBA Moot Court Competition to be held November 15, 16, and 17, 2012.

As always, members of the Young Lawyers Section of The Chicago Bar Association create the problem and organize the competition. The Committee is already developing topics for this year's problem and making preliminary arrangements to ensure that this competition is an interesting and challenging experience for the participants.

Participants will have the opportunity to hone their research, writing, and oral advocacy skills along with approximately 30 other teams. A special effort is made to recruit sitting judges from the Chicago area to give contestants a real taste of courtroom practice. The following encompasses some important details of the Competition, which may assist you in your decision to participate:

1. **Fee:** There is no fee for participating in the Competition.
2. **Participants:** Each team may consist of two or three law students. A school may enter up to two teams in the Competition. The problem will be written so that it can be divided into two main issues.
3. **Problem:** Each school's faculty representative will receive a copy of the problem and the rules of the Competition no later than August 30, 2012 in order to give each team ample time to research and prepare for the Competition.
4. **Briefs:** Participants will prepare written briefs, which must be postmarked using a traceable means by October 12, 2012.
5. **Oral Arguments:** Participants will argue in two preliminary rounds (5:30 p.m. and 7:30 p.m.) of oral argument on the evening of November 15, 2012. A third preliminary round will take place with 16 teams advancing to the Octo-Final round on November 16, 2012. Eight teams will advance to the Quarter Final round at 9:00 a.m. and four teams will advance to the Semi-Final round at 10:45 a.m. on November 17, 2012. The top two teams will then advance to the Final round at 12:00 p.m. on November 17, 2012.

[Jonathan Amarilio](#) (312) 836-4042, [Claudia Castro](#) (312) 325-9704, and [Alexander Memmen](#) (312) 878-2357, will serve as the Co-Chairs of the Moot Court Competition Committee. Please feel free to them if you have any questions regarding the Competition. We ask that you try to direct all questions regarding registration, the listserv, and hotel accommodations to [Jenni Bertolino](#) of the YLS, at (312) 554-2031.

We hope you will include the CBA Moot Court Competition in your fall schedule. Please complete and submit the the registration form online. All entries must be received on or before **August 29, 2012**.

We look forward to your participation!

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2. Scannable = “I didn’t HAVE to read it all”

- **Use vertical lists** – numbers and bullets – purposefully
- **Use white space** to show how ideas are grouped
- **Use headings.** Choose *message* rather than *topic* headings whenever possible
 - Message heading = clause
 - Topic heading = phrase

Not scannable - wall o' words

The screenshot shows the Maryland Department of Planning website. The header includes the Maryland state logo and the text 'DEPARTMENT OF PLANNING'. Navigation links include HOME, OUR WORK, OUR PRODUCTS, YOUR PART, REDISTRICTING, HISTORICAL TRUST, and DATA CENTER. A sidebar on the left lists 'INSIDE MDP' topics like About Us, Sustainable Communities, Smart Growth, Local Government Planning, State Clearinghouse, Maryland Planning Directors Roundtable, Maryland Sustainable Growth Commission, Maryland Planning Commissioners Association, and Jefferson Patterson Park & Museum. The main content area is titled 'Water and Sewerage Facilities Planning' and contains three paragraphs of text. The first paragraph discusses the requirement for counties and Baltimore City to prepare and maintain a 10-year forecasted Water and Sewerage Plan. The second paragraph states that the plan must be approved by the Maryland Department of the Environment. The third paragraph mentions that previous droughts and tightening sewerage treatment requirements have underscored the significance of sound long range planning. To the right of the main text is a 'Smart Growth Planning Topics' sidebar with links to various topics. At the bottom right is an 'Online Services' sidebar with links to Maryland Priority Funding Areas Online and Maryland Land Use Online.

MARYLAND DEPARTMENT OF PLANNING

Subscribe Email Friend print page

HOME OUR WORK OUR PRODUCTS YOUR PART REDISTRICTING HISTORICAL TRUST DATA CENTER

INSIDE MDP

- About Us
- Sustainable Communities
- Smart Growth
- Local Government Planning
- State Clearinghouse
- Maryland Planning Directors Roundtable
- Maryland Sustainable Growth Commission
- Maryland Planning Commissioners Association
- Jefferson Patterson Park & Museum

Click Here to Join MDP's eMail List

Water and Sewerage Facilities Planning

Guided by Maryland State Law and COMAR, each county and Baltimore City is required to prepare, adopt, and annually maintain, a 10-year forecasted Water and Sewerage Plan to demonstrate how safe and adequate water and sewerage facilities will be provided to support planned redevelopment and new growth, outlined in their adopted Comprehensive Land Use Plan. Because of the important role that water and sewerage facilities share with respect to Smart Growth, MDP has focused on enhancing the relationships between development and water and sewerage facilities, by strengthening its relationship with MDE. As well, MDP supports each County for the care and maintenance of its Water and Sewerage Plan and its coordination with the local comprehensive plan land use goals and recommendations. Each year, the Department reviews and comments on approximately 100 Water and Sewerage Plan revisions, updates, and amendments.

The water and sewerage plan must be approved by the Maryland Department of the Environment. MDP is mandated to advise the MDE concerning the consistency of these water and sewerage plans and plan amendments with the local comprehensive plans and other development related policies and programs. More recently, [HB 1141](#) added significantly to the importance of water resource management and growth related impacts to the efforts of preserving our waterways and the Chesapeake Bay through the requirement of new Comprehensive Plan elements. As part of this process, the Department provides technical assistance and planning guidance to local governments, where requested, to help in the preparation of these plans.

Previous droughts and tightening sewerage treatment requirements have underscored the significance of sound long range planning for adequacy of drinking water and wastewater facilities on growth related demands and environmental impacts. These events have spawned several committees and studies directed at improving current management and long range planning. Both MDE and MDP have been active and contributing members of these committees. All of these groups are making recommendations which point out the need to both improve current management and provide long range planning for delivery of safe and adequate water and sewerage services. MDP expects to play a continuing role in the development of the recommendations of these committees.

- Advisory Committee on the Management and Protection of the State's Water Resources.
- Water Security and Sewerage Systems Advisory Council

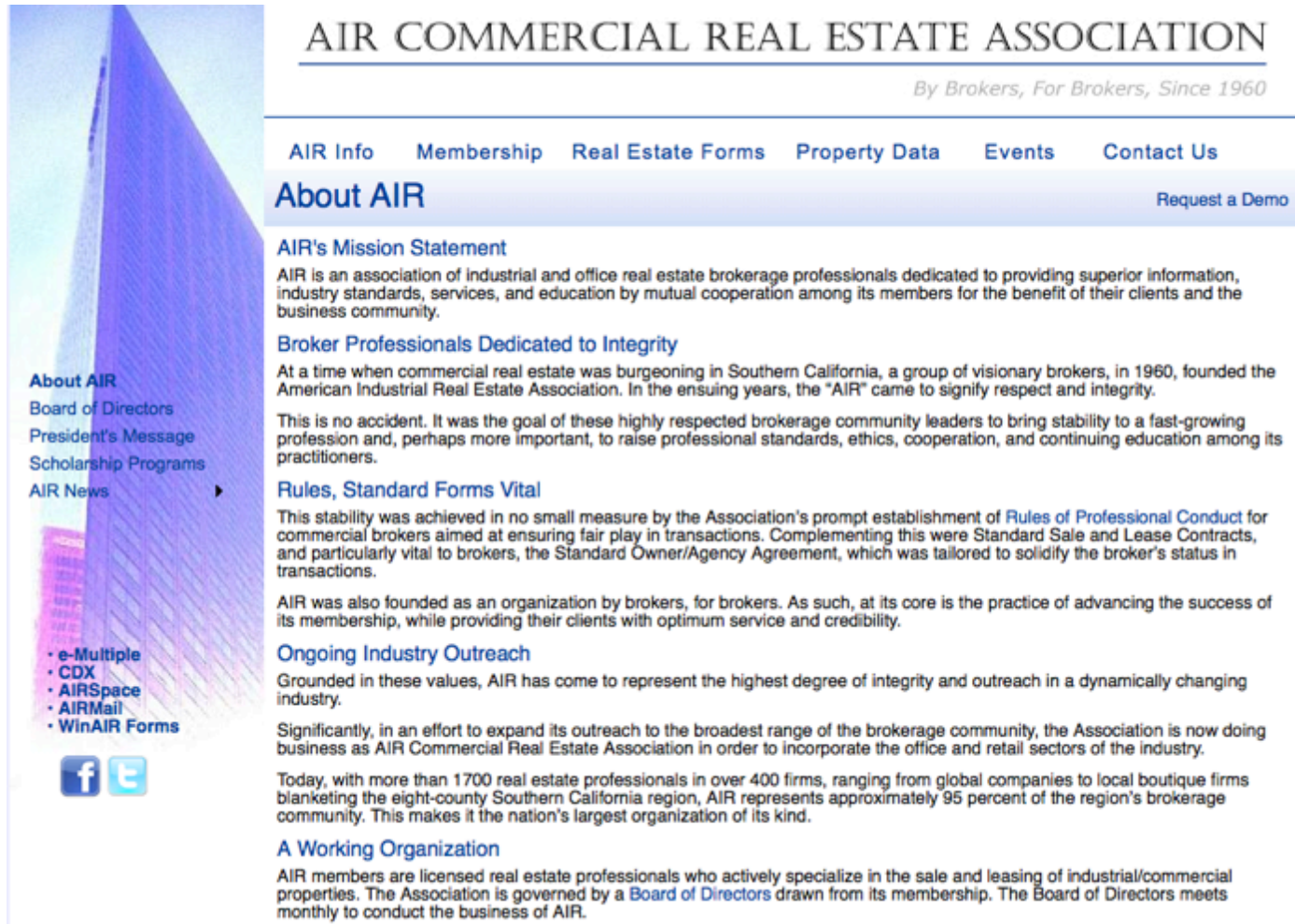
Smart Growth Planning Topics

- Smart Growth Planning Topics
- The Costs of Sprawl
- Sprawl Before and After
- Smart Growth Indicators
- Listening Sessions
- Patuxent River Commission
- Public School Construction
- Resource Conservation
- Transportation Planning
- Water and Sewerage Facilities Planning
- Water Resources Planning

Online Services

- Maryland Priority Funding Areas Online
- Maryland Land Use Online

Not scannable – weak headings



AIR COMMERCIAL REAL ESTATE ASSOCIATION
By Brokers, For Brokers, Since 1960

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- AIRMail
- WinAIR Forms

[f](#) [t](#)

AIR's Mission Statement
AIR is an association of industrial and office real estate brokerage professionals dedicated to providing superior information, industry standards, services, and education by mutual cooperation among its members for the benefit of their clients and the business community.

Broker Professionals Dedicated to Integrity
At a time when commercial real estate was burgeoning in Southern California, a group of visionary brokers, in 1960, founded the American Industrial Real Estate Association. In the ensuing years, the "AIR" came to signify respect and integrity.

This is no accident. It was the goal of these highly respected brokerage community leaders to bring stability to a fast-growing profession and, perhaps more important, to raise professional standards, ethics, cooperation, and continuing education among its practitioners.

Rules, Standard Forms Vital
This stability was achieved in no small measure by the Association's prompt establishment of [Rules of Professional Conduct](#) for commercial brokers aimed at ensuring fair play in transactions. Complementing this were Standard Sale and Lease Contracts, and particularly vital to brokers, the Standard Owner/Agency Agreement, which was tailored to solidify the broker's status in transactions.

AIR was also founded as an organization by brokers, for brokers. As such, at its core is the practice of advancing the success of its membership, while providing their clients with optimum service and credibility.

Ongoing Industry Outreach
Grounded in these values, AIR has come to represent the highest degree of integrity and outreach in a dynamically changing industry.

Significantly, in an effort to expand its outreach to the broadest range of the brokerage community, the Association is now doing business as AIR Commercial Real Estate Association in order to incorporate the office and retail sectors of the industry.

Today, with more than 1700 real estate professionals in over 400 firms, ranging from global companies to local boutique firms blanketing the eight-county Southern California region, AIR represents approximately 95 percent of the region's brokerage community. This makes it the nation's largest organization of its kind.

A Working Organization
AIR members are licensed real estate professionals who actively specialize in the sale and leasing of industrial/commercial properties. The Association is governed by a [Board of Directors](#) drawn from its membership. The Board of Directors meets monthly to conduct the business of AIR.

Scannable ...ahhhh

Learn

➤ You Are Not Alone

➤ Hearing Loss Explained

[Hearing Loss Explained](#)

[Causes of Hearing Loss](#)

[Types of Hearing Loss](#)

[Hearing Loss Diagnosis:
Do Not Wait](#)

[Video: Child Hearing Test](#)

[Video: Drew Can Do
Anything - Even with
Bilateral Sensorineural
Hearing Loss](#)

[Video: Late Diagnosis and
Headed to College](#)

➤ Next Steps for Your Child

➤ Family Resources

➤ Language Development Resources

➤ Financial Aid Programs

➤ Assistive Hearing Technology

➤ AG Bell Bookstore

➤ Glossary of Terms

Causes of Hearing Loss

The first question many parents have when they learn their child has a hearing loss is, "How did this happen?" The following are some common causes of hearing loss.

Congenital Hearing Loss

Congenital hearing loss is any hearing loss that is present at birth. The cause can be genetic and hereditary, caused by issues during pregnancy or caused from an issue during the birthing process.

Genetic

More than 50 percent of the time it is believed that genetic factors cause pediatric hearing loss. Genetic or hereditary hearing loss occurs when a gene from one or both of the parents impacts the development of the [intricate process of hearing](#).

[Genetic issues](#) can affect any portion of the outer, middle or inner ear, and can cause varying degrees of loss. Options for genetic forms of hearing loss vary widely and can range from hearing aids, medication, surgery, cochlear implants or no treatment at all. Your health care providers will help you in your search to determine the cause of your child's hearing loss and what options are available for your child.

Prenatal Issues

There are non-genetic factors that can potentially cause hearing loss before the birth of your child. Factors such as in utero infection, illnesses, toxins consumed by the mother during pregnancy or cytomegalovirus (CMV) can be passed on to a child in utero and may cause hearing loss. During the birthing process, procedures performed to save a baby's life in an emergency, such as a ventilator or a strong antibiotic, can also affect hearing.

Acquired Hearing Loss

Hearing loss can occur after birth. There are several factors that can cause this to happen:

- Chronic ear infections, also called [Otitis Media](#)
- [Ototoxic drugs](#) (medications that can affect aspects of hearing)
- Diseases that affect hearing, ([otosclerosis](#), [Ménière's Disease](#), [meningitis](#), mumps, etc.)
- [Head injury](#)
- [Perforated eardrum](#)

Otitis Media is a common issue for many children and typically causes only temporary hearing loss. However, prolonged issues without treatment or repeated cases can affect hearing and cause more permanent damage.

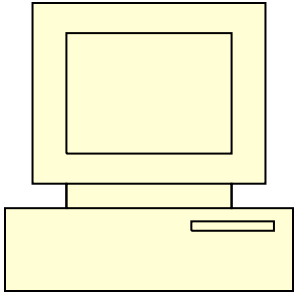
Ototoxic drugs present different challenges because they are usually prescribed to treat serious problems, such as

3. Readable = easily read online

Is a PDF or
a PPT web
content? I'll
have to think
about it...



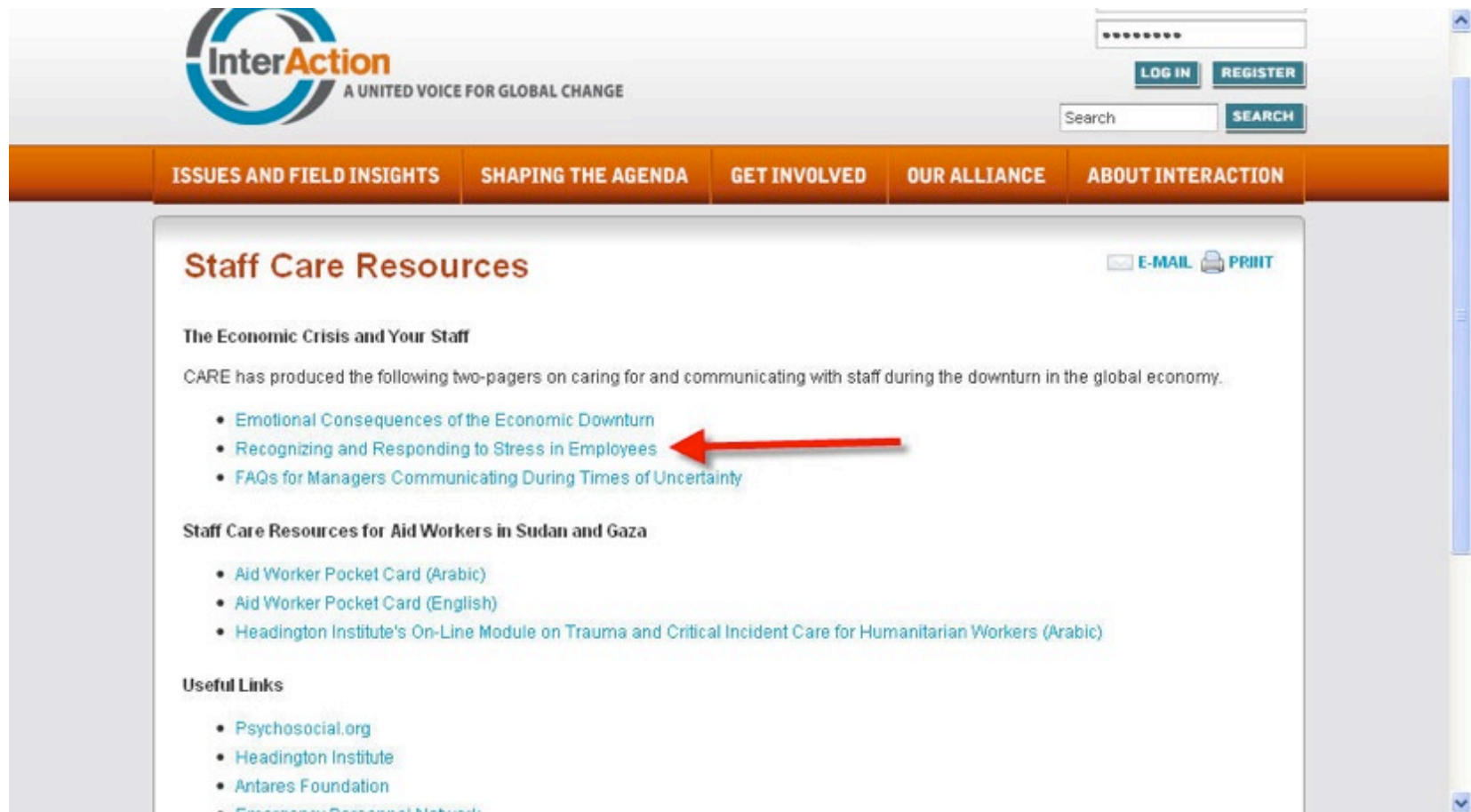
Write for communication, not dissemination



When your web writing communicates, users ...

- Can find your content online
- Can read and understand your content while looking at the monitor
- Will value your content

Is this an example of communication or dissemination?



The screenshot shows the InterAction website with the tagline 'A UNITED VOICE FOR GLOBAL CHANGE'. The navigation bar includes links for 'ISSUES AND FIELD INSIGHTS', 'SHAPING THE AGENDA', 'GET INVOLVED', 'OUR ALLIANCE', and 'ABOUT INTERACTION'. The main content area is titled 'Staff Care Resources' and includes links for 'E-MAIL' and 'PRINT'. Under the heading 'The Economic Crisis and Your Staff', a paragraph states: 'CARE has produced the following two-pagers on caring for and communicating with staff during the downturn in the global economy.' Below this, a list of three links is shown: 'Emotional Consequences of the Economic Downturn', 'Recognizing and Responding to Stress in Employees' (highlighted with a red arrow), and 'FAQs for Managers Communicating During Times of Uncertainty'. Under the heading 'Staff Care Resources for Aid Workers in Sudan and Gaza', there are three links: 'Aid Worker Pocket Card (Arabic)', 'Aid Worker Pocket Card (English)', and 'Headington Institute's On-Line Module on Trauma and Critical Incident Care for Humanitarian Workers (Arabic)'. A 'Useful Links' section at the bottom lists 'Psychosocial.org', 'Headington Institute', 'Antares Foundation', and 'Emergency Personnel Network'.

InterAction
A UNITED VOICE FOR GLOBAL CHANGE

LOG IN REGISTER

Search SEARCH

ISSUES AND FIELD INSIGHTS SHAPING THE AGENDA GET INVOLVED OUR ALLIANCE ABOUT INTERACTION

Staff Care Resources

E-MAIL PRINT

The Economic Crisis and Your Staff

CARE has produced the following two-pagers on caring for and communicating with staff during the downturn in the global economy.

- Emotional Consequences of the Economic Downturn
- Recognizing and Responding to Stress in Employees
- FAQs for Managers Communicating During Times of Uncertainty

Staff Care Resources for Aid Workers in Sudan and Gaza

- Aid Worker Pocket Card (Arabic)
- Aid Worker Pocket Card (English)
- Headington Institute's On-Line Module on Trauma and Critical Incident Care for Humanitarian Workers (Arabic)

Useful Links

- Psychosocial.org
- Headington Institute
- Antares Foundation
- Emergency Personnel Network

Communication or dissemination?

The screenshot displays the InterAction website interface. At the top, the InterAction logo is accompanied by the tagline 'A UNITED VOICE FOR GLOBAL CHANGE'. Navigation tabs include 'ISSUES AND FIELD INSIGHTS', 'SHAPING THE AGENDA', 'GET INVOLVED', 'OUR ALLIANCE', and 'ABOUT INTERACTION'. A search bar and login/register buttons are also present.

The main content area features a document titled 'Recognizing and Responding to Stress in Employees'. It includes metadata: 'Date Published: August 19, 2009', 'Issue Areas: Staff Care', and 'Organizations: CARE'. A download button indicates the file is '33.854kb, Adobe PDF'. Below this, a 'Read Online' section shows a preview of the document's first page.

The document preview shows the CARE logo and the title 'RECOGNIZING AND RESPONDING TO STRESS IN EMPLOYEES'. The text discusses the importance of recognizing and responding to stress in employees, particularly in the current economic environment. It defines stress as an individual response and lists factors that can cause stress, such as family concerns, increased workload, and general anxiety about the economy. The document also mentions that stress can be good and provides a list of stress management techniques.

On the right side of the website, there is a 'Document Library Search' section with a keyword search bar and filters for 'DOCUMENT TYPE' and 'ISSUE AREA'. Below this, a list of documents is visible, including '6699_Recognizing_and_Responding...'.

Tried-and-true strategy for writing readable content:
Write a *bite*, a *snack*, and a *meal*



Write a *bite*, a *snack*, and a *meal*

How content-hungry is the reader?	How much content does the web writer provide?
• Bite	
• Snack	
• Meal	

Sample *bites*, *snacks*, and *meals*



[Home](#) > [Topics](#)

Topics

[Border Security](#)

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Immigration
Services](#)

[Civil Rights and
Civil Liberties](#)

[Cybersecurity](#)

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Topics



[Border Security](#)

Protecting our borders from the illegal movement of weapons, drugs, contraband, and people, while promoting lawful entry and exit, is essential to homeland security, economic prosperity, and national sovereignty.



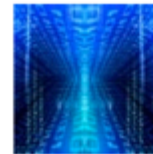
[Citizenship and Immigration Services](#)

American citizenship speaks to our character as a welcoming country that bestows upon us all of the rights and freedoms guaranteed by the U.S. Constitution.



[Civil Rights and Civil Liberties](#)

Safeguarding civil rights and civil liberties is critical to DHS' work to protect the nation from the many threats we face.



[Cybersecurity](#)

Our daily life, economic vitality, and national security depend on a stable, safe, and resilient cyberspace.



[Disasters](#)

Whatever the disaster, as the federal government's emergency management and preparedness agency, FEMA is part of a team of



[Economic Security](#)

America's economic prosperity, and the world's, depends increasingly on the flow of goods and services, people and capital, and information and

Sample *bites*, *snacks*, and *meals*



What Do Volunteers Do?

Learn about the work and requirements for six program areas: education, youth and community development, health, business and information and communications technology, agriculture, and environment.

Where Do Volunteers Go?

Explore the world through an interactive map with in-depth information on the countries where Peace Corps Volunteers serve.

What's It Like to Volunteer?

Get an insiders' view of what the Peace Corps experience is like, straight from the mouths of the Volunteers themselves through videos, photo galleries, and stories.

How Do I Become a Volunteer?

Find out how you can qualify for an assignment overseas, learn about the application and placement process, what can make you a more competitive candidate, and more.

Who Volunteers?

Peace Corps has thousands of volunteer opportunities for Americans aged 18 or over who are interested in public service abroad. See photos and videos of Volunteers who reflect the many faces of America.

What Are the Benefits?

Discover the financial, professional, educational, and medical benefits of Peace Corps service.

Sample *bites*, *snacks*, and *meals*

United We Serve

The President is calling on all Americans to participate in our nation's recovery and renewal by serving in our communities. There are many ways to get involved. America's new foundation will be built one community at a time - and it starts with you.

National Service Blog

 SUBSCRIBE

Volunteers Prove Essential to Disaster Response

Over the past few weeks, a series of devastating tornadoes swept across the country. From Mississippi to Virginia, communities are suffering great losses. The Corporation for National and Community Service's (CNCS) Disaster Services Unit rapidly mobilized thousands of volunteers to assist local recovery efforts.

[READ MORE](#) ➔

Posted on 5/5/2011 11:01:20 AM

Supporting Military Families Year Round

Veterans and Military Families

During the Month of the Military Child in April, there were picnics and parades, fairs and festivals in communities across the country—all to recognize and honor military children for their special contributions to our nation.

[READ MORE](#) ➔

Posted on 5/4/2011 3:02:01 PM

National Service Responds to Tornado, Storm Stricken Communities

Find a Volunteer Opportunity

Your Interests:

Example: military families, education, veterans, etc.

Location:

(City, State, or ZIP Code)

[Find Opportunities Now*](#)

POWERED BY
All for Good

Find A Toolkit

Want to create your own service project or event, but not sure how? Check out our helpful toolkits to help you get started.

[Find Toolkits](#)

Post Your Project

Have your own service project? Learn how you can invite others to join.

[Post Now*](#)

Share Your Story

How is your volunteer project developing? How was your service experience? Let us know. We want to hear from you.

[Share Your Story](#)


Spread The Word

Help us get the word out about United We Serve - embed widgets on your page, download logos and more.

[Spread the Word](#)

Practice writing a *bite* and a *snack*

UNITED STATES
DEPARTMENT OF VETERANS AFFAIRS



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HomeVeteran ServicesBusinessAbout VAMedia RoomLocationsContact UsRelated Links

Headstone Cleaning Project Description

Department of Veterans Affairs' Headstone Cleaning Project

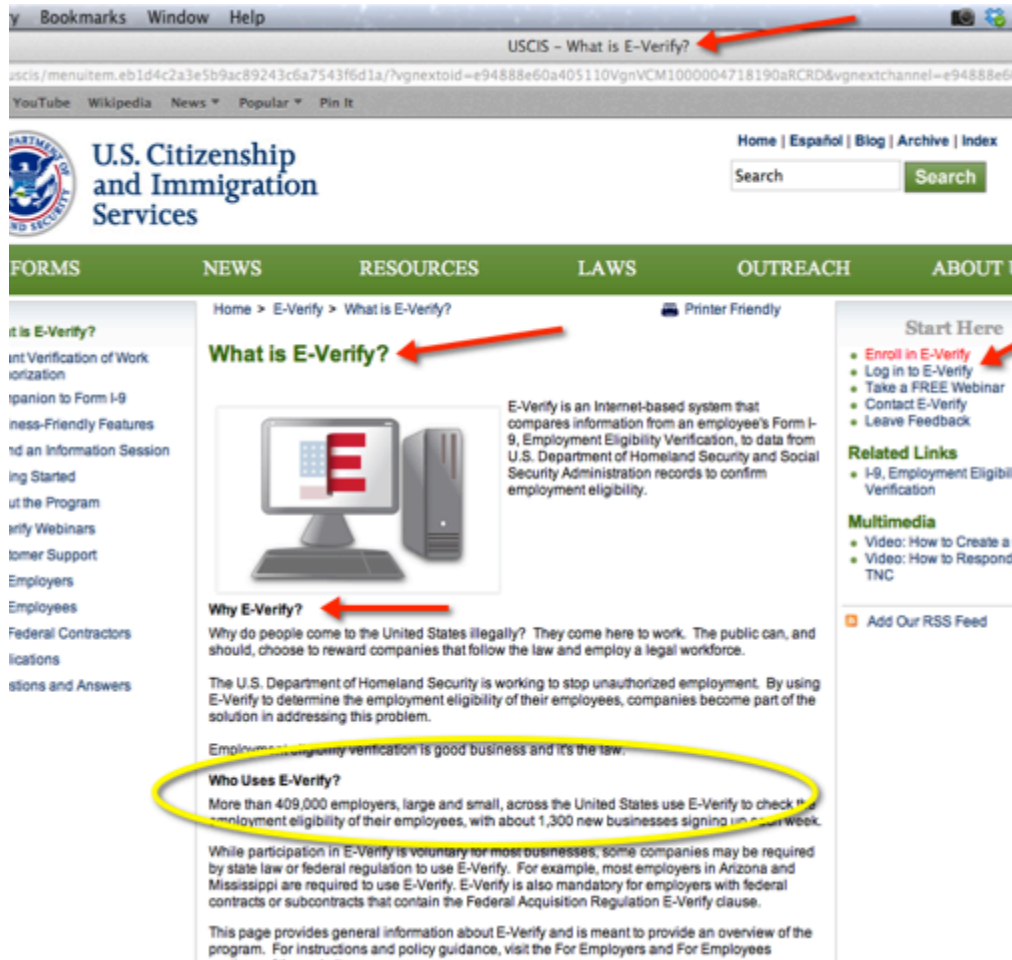
General Description

The National Cemetery Administration, an agency of the Department of Veterans Affairs (VA), and the National Center for Preservation Technology and Training (NCPTT), a component of the National Park Service, Department of the Interior, are partnering to conduct research to determine appropriate treatment for the cleaning and maintenance of Federally issued marble veteran headstones. Current methods of cleaning VA markers keep the headstones free of biological growth, but they may also have negative effects on the physical and chemical properties of the stone, and therefore shorten their useful life.

Five VA cemeteries, each representing a different climate, were included in the headstone-cleaning project starting in 2004: Alexandria National Cemetery in Pineville, La.; Bath National Cemetery, Bath, NY; Jefferson Barracks National Cemetery, St. Louis, Mo.; San Francisco National Cemetery, San Francisco, Calif.; and Santa Fe National Cemetery, Santa Fe, NM. The testing process began in fall 2005 with the identification of biological growth and the treatment of stones with five cleaners—D2 Architectural Antimicrobial, Daybreak, Kodak Photo-flo, H2Orange2 Grout Safe, World Environmental Group's Marble Cleaners—plus plain water. A six-square grid was marked out on each stone to allow identification of the placement of each agent. The biological growth and the effectiveness of the cleaners were monitored, and the three most-effective cleaners were chosen for further individual testing on whole headstones. Forty-eight headstones were tested in each of the cemeteries. Twenty lab samples of marble will also be placed in each cemetery, treated with the cleaners, monitored and tested in the NCPTT lab in order to determine any physical and chemical changes in the stones.

The results of NCPTT's testing may provide a more effective cleaning method that: 1) maintains the appearance of the stone, 2) removes and inhibits biological growth, 3) is easily applied, and 4) is more cost efficient than the current methods of headstone cleaning. The results will benefit all National and State Veterans' cemeteries, as well as any cemeteries containing marble headstones.

4. Findable – by search engines *and* humans



- Browser window title tag
- H1 heading
- Bolded sub-headings
- Hypertext links
- Keyword-rich content

5. Clickable = well-written hypertext links

1. Make sure “What you click is what you get”
2. Choose meaningful words for links; choose verbs if possible and tie them to concrete nouns
3. Make links as specific as possible
4. Avoid *click here*

Write meaningful hypertext links

Q. How do you decide *what* and *how much* to link?

A. Each embedded hypertext link should support the message of the page

The screenshot shows the National Archives website. At the top is the 'NATIONAL ARCHIVES' logo and a search bar. Below the logo is a navigation bar with links: 'Research Our Records', 'Veterans Service Records', 'Teachers' Resources', 'Our Locations', and 'Shop Online'. The main heading is 'Research', with a breadcrumb trail: 'Home > Research Our Records > New to Archival Research > Plan Your Research Visit'. The left sidebar contains links under 'Research Our Records' (Main Page, What's New?, New Accessions, On Our Partners' Web Sites, Get Started), 'Search Online' (Online Research Tools and Aids, Archival Research Catalog, Access to Archival Databases, Presidential Libraries), and 'Research in Person' (Free at the Archives, Plan your Research Visit, Locate a Facility Near You). The main content area is titled 'Plan Your Research Visit' and includes a section 'First decide if you need to visit us in person' with three bullet points: 1. We perform limited research for the public. Please read more about our [Services for Off-site Researchers and our Research Support Services](#). 2. If you can identify the records precisely enough to order copies, you may [order copies of some record types online](#), or you may order copies through us or approved vendors. 3. If you require extensive research assistance, we offer you the following lists of researchers who are available for hire. (Note: Researchers for hire are not National Archives employees. [Learn more...](#)) Below this is a section 'Contact us before you visit - write or call ahead' with a bullet point: • [Find addresses, phone numbers, hours and directions to our locations nationwide](#). Our research rooms are open to the public. Each of our locations holds different groups of records. To make the most efficient use of your time, please write, telephone, or e-mail us. The right sidebar features 'National News' with a 'Please note' about reduced exhibit hours as of March 16, 'New Accessions and Openings' with a 'More...' link, and 'When you arrive' with links to 'Get your Research Card', 'Help Protect the Records', and 'Rules'. At the bottom of the right sidebar is a 'The 1940 Census' banner.

Make sure “what you click is what you get”

The screenshot shows the TreasuryDirect website. At the top is the TreasuryDirect logo and a search bar. Navigation links include Mailing Lists, News, About, Sitemap, Contact Us, FAQs, and Help. A secondary navigation bar shows 'You are in: > Individual | Institutional | Government'. Below this is a main menu with tabs: My Accounts, Treasury Securities & Programs, Research Center, Planning & Giving, Tools, and Forms. The left sidebar contains an 'ACCOUNT CENTER' with a 'Log in Now' section listing links for TreasuryDirect, Electronic Services, and Internet Services. Below this is a section 'Are you looking for...' with links for Treasury Bills, Treasury Notes, TIPS, and Treasury Bonds. The main content area features a banner image of two women with the text 'Home, office, and in between.' Below the banner is a 'Welcome to TreasuryDirect' section with a list of links. A red arrow points to the link 'Price your savings bonds'. The right sidebar contains sections for 'Treasury Auctions' (Calendar, Auction Rules, Announcements, CPI Data), 'Auction Results' (Summary Rate Information, Treasury Bills, Treasury Notes, Treasury Bonds, TIPS), and 'Savings Bonds' (EE Bonds, I Bonds, and a note about rates effective through October 31, 2010).

TreasuryDirect®

Search: **Go**

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My Accounts | **Treasury Securities & Programs** | **Research Center** | **Planning & Giving** | **Tools** | **Forms**

[Home](#) > [Individual](#)

ACCOUNT CENTER

Log in Now

- [TreasuryDirect](#)
- [Electronic Services](#) for Treasury Bills, Notes & Bonds
- [Internet Services](#) for HH/H Savings Bonds

> [Open an Account](#)

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- > [Using Your Tax Refund for TreasuryDirect](#)
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- > [Calculate the interest on your TIPS](#)
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- > [Convert your paper savings bonds](#)

Treasury Auctions

- [Calendar](#)
- [Auction Rules](#)
- [Announcements](#)
- [CPI Data](#)

Auction Results

- > [Summary Rate Information](#)
- > [Treasury Bills](#)
- > [Treasury Notes](#)
- > [Treasury Bonds](#)
- > [TIPS](#)

Savings Bonds

- > [EE Bonds](#): 1.40% fixed
- > [I Bonds](#): 1.74%

Rates effective through October 31, 2010. New rates will be posted November 1, 2010.

“Price your savings bonds” → “Tools”

TreasuryDirect®

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TOOLS

- ▶ [Savings Bond Calculator](#)
- ▶ [Savings Bond Wizard](#)
- ▶ [Savings Bond Value Files](#)
- ▶ [Savings Bond FRB Locator](#)
- ▶ [Treasury Bills, Notes, Bonds, & TIPS FRB Locator](#)
- ▶ [Treasury Hunt](#)
- ▶ [Estimation Calculators](#)
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Tools

Figuring out the earning power of your U.S. Treasury securities has never been easier. Here, you can select from a number of tools to price savings bonds, create a savings plan that works for you, and determine the growth of your investment(s).

Additionally, you can locate your nearest Treasury Retail Securities site, examine savings bond earning reports, redemption tables, and more. You can even get detailed information about expected tax advantages.

Here's a brief description of each of the links in the left navigation:

[Savings Bonds Calculator](#)

Find out what your bonds are worth with our online calculator. You can price Series EE, E, I bonds, and Savings Notes and even build an inventory to check your bonds' values without reentering the information. Features include current interest rate, next accrual date, final maturity date, year-to-date interest earned, and more.

[Savings Bond Wizard®](#)

A software program you can download to your local PC to manage your savings bonds, print your savings bond inventory, find the redemption value of your bonds, and the interest your bonds have earned.

[Savings Bonds Value Files](#)

Savings bond value files are for use by programmers that develop applications to calculate current redemption values of Series EE/E and I Bonds and Savings Notes.

[Savings Bonds FRB Locator](#) and [Treasury Bills, Notes, Bonds and TIPS FRB Locator](#)

& Related Links

- > [Savings Bonds as Gifts](#)
- > [Retirement Planning](#)
- > [Products in Depth](#)

current topics

- > [Check out TreasuryDirect Kids](#)
- > [How to make a contribution to reduce the Public Debt](#)
- > [ID Theft Treasury info FTC info](#)
- > [Tools for Teachers - Money Math: Lessons for Life](#)
- > [RSS Feeds](#)
- > [Take a look at our TreasuryDirect Videos](#)

Revise these click-here links



- [Click here to join as a Gold Corporate Member](#)
- Click [Here](#) to Read about our [Executive Exam Waiver](#) for Managers
- [Click here](#) to fill out our contact form

6. Personal = content as conversation

(G. Redish, *Letting Go of the Words*)

Clinical Trials and Insurance Coverage



Posted: 05/08/2009

Clinical Trials and Insurance Coverage

▶ Clinical Trials and Insurance Coverage

▶ Things you can do ...

▶ How health insurers decide to cover clinical trial costs

▶ Ways to learn more

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Popular Resources

[Dictionary of Cancer Terms](#)

[NCI Drug Dictionary](#)

[Search for Clinical Trials](#)

Things you can do to get your health insurance to cover a clinical trial

There are several steps you can follow to deal with insurance coverage issues when deciding to enter a clinical trial. Here are some things to try:

- **Work closely with your doctor.** Ask your doctor if there is someone on his or her staff who can help with health insurance issues. This person might be a financial counselor or research coordinator. Or, this person might work in the hospital's patient finance department.
- **Work closely with the research coordinator or research nurse.** Ask the research coordinator or nurse if other patients have had problems getting their health insurance companies to cover their costs. If so, you might ask the research coordinator or nurse for help in sending information to your health insurance company that explains why this clinical trial would be appropriate for you. This package might include:
 - Medical journal articles that show patient benefits from the treatment that is being tested
 - A letter of medical necessity
 - Letters from researchers that explain the clinical trial
 - Support letters from patient advocacy groups.

Helpful Hint: Be sure to keep your own copy of any materials that are sent to your health insurance company.

- **Work with your health insurance company.** If your doctor does not have a staff person to help with insurance issues, call the customer service number on the back of your health insurance card.
 - Ask to speak to the benefit plan department.
 - Ask if your health insurance plan covers routine patient care in clinical trial.
 - If your health insurance covers routine patient care in a clinical trial, ask if an authorization is required. An authorization means the health insurance company will review information about the

This content is *not* a conversation



SAN LUIS OBISPO COUNTY Public Health Laboratory

Phone: (805) 781-5507

Fax: (805) 781-1023

www.sloPublicHealth.org/lab

SLO Public Health Laboratory Services – Animal Testing

Rabies Testing

If you observe a wild or domestic animal exhibiting unusual behavior or you are involved in an animal bite or exposure event, contact:

San Luis Obispo County Animal Services 781-4400

Do not attempt to handle the animal.

Insect Identification

The SLO Public Health Laboratory can identify a number of insects or arthropods for county resident customers on a fee-for-service basis. Bring the insect in a plastic container or zip-top bag to the Public Health Laboratory service window at the Public Health building at 2191 Johnson Avenue, San Luis Obispo. Payment may be made by Visa or Mastercard.

7. Deep = Lead to more + more content



e-file Topics

e-file Individuals
e-file Provider & Tax Pro
e-file Bus. / Self-Employ
e-file Large Business
e-file Char. & Non-Profit
e-file Home

Free File: Do Your Federal Taxes for Free



[Español](#)



EVERYONE is Eligible to Free File!

Let Free File do the hard work for you with brand-name software or online Fillable Forms. You can prepare and e-file your federal return for free. Participating software companies make their products available through the IRS. Some also support state tax returns.

Review the three-step process below, and you'll be on your way to e-filing your return--for free!

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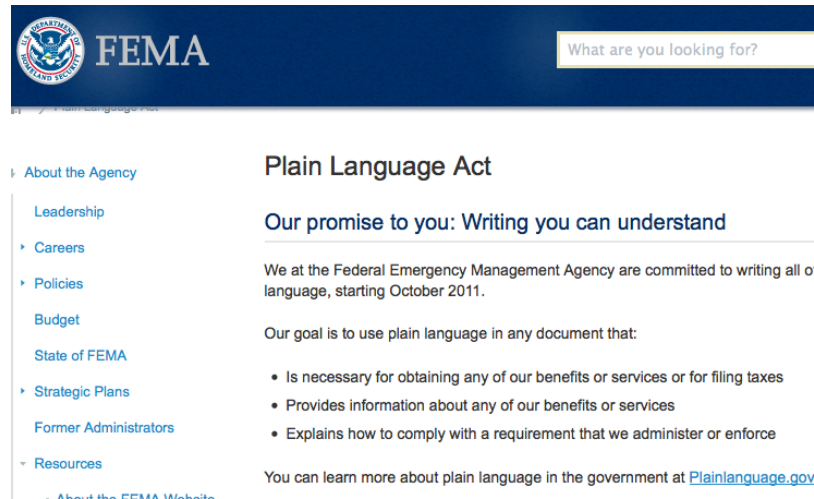
Can't make the April 15 deadline? Use Free File to e-file [Form 4868](#), an extension to file.

1. Get Ready	2. Choose a Free File Option	3. e-file Your Return for Free!
<ul style="list-style-type: none">• Gather your tax information. You need a copy of last year's tax return and your W-2s, 1099s, etc.• Determine your AGI. Check your last year's tax return for a quick estimate of your adjusted gross income (AGI). Did you know that approximately 70% of all taxpayers have an AGI of \$57,000 or less?	<ul style="list-style-type: none">• Use Free File Tax Software. This program is available if your AGI is \$57,000 or less:<ul style="list-style-type: none">• Get help finding a Free File company that's right for you; or• Browse the list of Free File companies to choose your own. <p>—OR—</p>	<ul style="list-style-type: none">• e-file with Free File. Transmit your return electronically by using secure IRS e-file.• Use direct deposit. Get your tax refund quickly and safely, and you can track your tax refund status within 72 hours after you e-file.• Pay electronically. Find out more about available electronic payment options.

Part 2: The three principles of being part of the federal web writing community

1. Learn about plain language


- The 2010 law
- The PL community
- DHS' PL efforts





DHS plain language efforts: USCIS videos



2. Use fed-focused web writing resources

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Digital Strategy | Training | Communities | DigitalGov Blog | Services & Tools

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Web Content

HIGHLIGHTS

- [OMB Guidance for Online Use of Web Measurement and Customization Technologies](#)
- [Updated Management and Governance section](#)
- [Digital Metrics for Federal Agencies](#)
- [What all feds need to know about the Hatch Act](#)

Requirements and Best Practices

- [Federal Laws and Regulations](#)
- [OMB Policies for Federal Public Websites](#)
- [Best Practices for Government Websites](#)
- [Requirements and Best Practices Checklists](#)

Managing Content

- [Plain Language/Writing for the Web](#)

Digital Metrics

- [Tying Digital Services to Mission Achievement](#)
- [Digital Analytics Program](#)
- [Digital Analytics Program Sign-Up Form](#)

Accessibility

- [Providing Common Access for a Broad Range of Users](#)

Training

WEBINAR [Forum Call: Government Customer Satisfaction Tool](#)

[More Training](#) »

Most Requested

- [Requirements and Best Practices Checklist](#)
- [Best Practices for Government Websites](#)
- [Sample Position Descriptions for Web Staff](#)
- [Usability Principles and Techniques](#)

Your Community

- [Web Content Communities](#)

[More Communities](#) »

Great stuff for web writers at HowTo.gov

The screenshot shows the HowTo.gov website. At the top, the logo "HowTo.gov" is displayed with the tagline "Helping agencies deliver a great customer experience". Navigation links include "Get Email Updates", "Change Text Size", "A - Z Index", "Contact Us", "About Us", and "Site". A dark blue navigation bar contains the following categories: "WEB CONTENT", "SOCIAL MEDIA", "MOBILE", "CHALLENGES & CONTESTS", and "CONTACT CENTERS". The "WEB CONTENT" category is expanded, showing a list of topics: "Requirements and Best Practices", "Usability & Design", "Search & SEO", "Accessibility", "Technology", "Managing Content", "Management and Governance", "Digital Metrics", "Multilingual Websites", and "Resources and Tools". Below the navigation bar, there is a search bar and a list of resources. The resources include "Videos", "DigitalGov Blog", and a link to "Write Great Web Content: Plain Language in Action | HowTo.gov". The "Write Great Web Content" link is highlighted in purple. Below this link, there is a description of the resource: "How to write **scannable** web content; How to write meaningful hypertext links; About the Instructor: Leslie O'Flahavan is a co-founder and partner in E-WRITE." and a link to "www.howto.gov/.../write-great-web-content". There is also a link to "[PPTX] Slide 1" and a description: "Plain Language in Practice: Writing for the Web. Leslie O'Flahavan, E-WRITE . Web Manager University. October 1, 2008" and a link to "www.howto.gov/.../plain-language-in-practice-writing-for-the...". At the bottom, there is a link to "howtomobile » digital gov" and a description: "... August 2012 With the continued growth of mobile. OR codes and other".

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WEB CONTENT | SOCIAL MEDIA | MOBILE | CHALLENGES & CONTESTS | CONTACT CENTERS

Requirements and Best Practices
Usability & Design
Search & SEO
Accessibility
Technology

Managing Content
Management and Governance
Digital Metrics
Multilingual Websites
Resources and Tools

Videos
DigitalGov Blog

Anyone who writes, manages, or edits online content. What to Bring. Your own web or intranet ...
www.howto.gov/.../essentials-for-writing-in-plain-language

[Write Great Web Content: Plain Language in Action | HowTo.gov](#)
How to write **scannable** web content; How to write meaningful hypertext links; About the Instructor: Leslie O'Flahavan is a co-founder and partner in E-WRITE.
www.howto.gov/.../write-great-web-content

[PPTX] [Slide 1](#)
Plain Language in Practice: Writing for the Web. Leslie O'Flahavan, E-WRITE . Web Manager University. October 1, 2008
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[howtomobile » digital gov](#)
... August 2012 With the continued growth of mobile. OR codes and other

3. Look for opportunities to test your content on real people



First Fridays Usability Testing Program (a.k.a. GSA First Fridays) is a usability demonstration, education and awareness program that focuses exclusively on federal



Part 3: DHS content review

“We are commencing a content scrub...”

FORMS

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⊕ What is E-Verify?

⊕ Getting Started

⊕ About the Program

⊕ E-Verify Webinars

⊕ Customer Support

⊕ For Employers

⊖ **For Employees**

⊖ E-Verify Overview

⊖ Employee Rights and Responsibilities

⊖ Tentative Nonconfirmation Overview

⊖ Tips to Prevent a Tentative Nonconfirmation

⊖ How to Correct a Tentative Nonconfirmation

⊖ Reporting Violations

⊖ Employee Rights Toolkit

⊕ For Federal Contractors

⊕ Publications

⊖ Questions and Answers

Home > E-Verify > For Employees

Printer Friendly

For Employees

The Immigration Reform and Control Act (IRCA) of 1986 prohibits employers from knowingly hiring illegal workers. To comply with this law, employers must collect information regarding an employee's identity and employment eligibility and document that information on Form I-9, Employment Eligibility Verification, no later than three business days from when the employee begins work for pay. As an employee, you must provide certain information on the form, such as your name, date of birth and Social Security number. You must also present supporting documents.

E-Verify is an Internet-based system that allows companies to verify the eligibility of their employees to work in the United States. E-Verify is closely linked to Form I-9 and exists to strengthen the Form I-9 employment eligibility verification process that all employers, by law, must follow. Though all employers must verify their employees' employment eligibility with Form I 9, participation in E-Verify is usually voluntary. Some employers may be required by state law or federal regulation to use E-Verify. For example, most employers in Arizona and Mississippi are required to use E-Verify. In addition, participation in E-Verify is required for employers with certain types of government contracts, such as federal contracts that contain a clause requiring E-Verify use.

E-Verify compares information from your Form I-9 to data from U.S Department of Homeland Security and Social Security Administration records to confirm employment eligibility. Of employees whose employment eligibility is checked through E-Verify, 98.3 percent are confirmed automatically as eligible to work in the United States.

As an employee whose employer participates in E-Verify, it's important for you to understand how the program works. By becoming familiar with E-Verify, you can take steps to ensure your employment eligibility verification is quick and easy

Start Here

- **Enroll in E-Verify**
- E-Verify Self Check
- Log in to E-Verify
- Contact E-Verify

Employee Rights Toolkit

- **Employee Rights Toolkit**

Related Links

- Immigration Reform and Control Act of 1986 (IRCA)
- Form I-9, Employment Eligibility Verification
- Foreign Language Resources

Useful Links

- E-Verify Connection Newsletter (339KB PDF)
- E-Verify Notices and Letters
- Foreign Language Resources
- I-9 Central
- Self Check

Multimedia

- Videos: Know your rights when your employer uses E-Verify
- Video: How to Create a Case
- Video: How to Respond to a TNC

e·write.
Writing for online readers

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Questions? Comments?

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