

Rap Session *for writers*



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The Student Parent

by Amanda Zahnow

Meeet Lori, a thirty-year-old wife, and parent student, who is enrolled at Gateway Technical College's nursing program full-time. Early morning wake ups, coffee, breakfast, backpacks, lunches, school buses, laundry, dishes, sweeping, mopping, vacuuming, naptimes, sports practice, dinner snacks, a full-time work schedule, bedtimes, and studying, are just some of the common tasks Lori, along with 4.8 million American's preform each day; as recorded in 2017.

Lori typically starts her days at 6:30 AM and ends them late into the evening hours. For 5 days per week, from wake up to bed time, consists of raising her children; ages one, two and eight. After her eight-year-old boards the bus, Lori turns her attention back to her household where she cares for her younger children, prepares meals, and tends to the cleaning. Her husband leaves for work in the morning, and she will leave for school after he gets home, so she can attend her nursing classes at 6 PM.

According to iwpr.org, 43% of women, and 11% of fathers, live without a significant other in the home to help care for the children. Many of the parent students were also employed full-time, and those with significant others in the household, worked opposite shifts of one another.



Unfortunately, parent students are among the top for college dropouts. Those, however, who continue are constantly searching for ways to find a suitable balance that fits their needs as well as the needs of their family, school, and employers.

Simplifying life hacks, and ideas for balancing life and school can be found on numerous blogs and websites. Thoughtco.com, for example, writes about 4 ways to balance family and school, in its article created on January 17, 2018, "4 ways to Balance Family and Online School."

The tips are simple, and easy for readers to gain some great knowledge. Thoughco.com's article suggests the following for Student Parents:

Set Some Ground Rules for All Parties
Don't Forget Play Time
Be an Example
Involve Your Family in

Your Learning

When it comes to finding the perfect balance as a parent student, the problem usually lies within time frames. Time and dedication seem to be everything as a parent student; your spouse, your children, your employer, and your professors need your time and dedication, which makes organization, and planning key to helping one overcome many obstacles. Lori, for example has decided to keep the weekends open for her family, only running her packed full schedule Monday-Friday. This also seems to

Stay Organized!

by Emily Cheatham

All of us struggle to be our most productive selves. We all try to stay organized; planners and to-do list often go forgotten and incomplete. The following apps will help you stay on top of your chores and projects.

Wunderlist -Wunderlist is the easiest app to use on the list. With its sleek design, it allows you to create separate folders for you to differentiate between personal task and work task.

Todoist -Todoist is the most widely used of the four. It also has a feature called Karma. Todoist Karma turns mundane activities into a game, where you receive points for every task you complete, and level up with the earned points.

Any.do -This is the most advanced to-do list app. It has reminders that are location based; if you drive past the library, it will remind you to return your books. A lot of the features it offers are what the other apps require you to pay for.

Note these apps are free with optional paid premium services. They also have the ability to share with others that use the app. Additionally, they have reminders and recurring tasks and are available on your phone, tablet, and computer for Android™ and Apple™ users.

You will wonder how you stayed organized without these apps! #

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Writing with Emotion

by Nathan Mack

Almost everyone can agree that sleep is an amazing thing, but it is not so great when you're supposed to be reading about yesterday's car wreck or a life-altering grant proposal. Every piece of writing needs to wake its readers up and keep them up long enough to act on or retain the message being conveyed, and the best ways to do just that are to add emotion and intrigue.

In 2013, a study by web analytics company Chartbeat concluded that over 60% of people couldn't even make it through an article before flipping the page. Perhaps the story was boring, or people just like sample tastes of stories from the paper before moving on. The truth, however, hypothesized by content marketer and blogger Corey Wainwright, is that business writers "write with specificity." Some reports and proposals are not usually interesting because they use a bland voice and unnatural ways of describing boring material (facts, statistics).

In Bert Becker's book, *You've*

Got to Be Believed to Be Heard, Bert explains that Pathos, or emotion, is "bought" more by people listening to a speech, or reading an article, then Ethos or Logos (credibility or data) because people connect most with empathy. All stories, fiction or not, rely on a human connection to be remembered and spread. Telling stories digging deep into the reader's core is the most preferred way to do this.

In a hypothetical article about the car wreck, if it had only told the reader that people died while driving on a highway, and their bodies were taken by ambulance but no one survived, some people would be sad. If the article were to elaborate on who these people were with details of their ages, occupations, marriage or pregnancy, the reader will instantly care about those people. This simple connection automatically encourages the reader to proceed through the entire article to learn any and all information given about the tragedy.

The most interesting things to keep the readers' intrigued are the

cliffhangers. Described as a "mini-climax" by Carol Benedict from The Writing Place, a cliffhanger encourages the reader to resume because of his or her own uncertainty of a situation. This is quite easy to put in a novel, but an article that is only one to two pages long is certainly a challenge. The best way to add a cliffhanger in an article is to use an interesting story for a lead in your first paragraph. Explain it at least three-quarters of the way through paragraph one, and then get into the topic of your article. This leaves the reader invested in the article, but in the back of his or her mind they crave a conclusion to your beginning pathos. At the very end of the article discussing the car wreck, the author then would state something positive to brighten spirits, like the woman managed to give birth to a healthy baby boy before she passed.

Writing with emotion and intrigue guarantees readers interested in your article. If it's a story you are writing, adding Pathos will most likely get pages turned. #

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Rap Session for Writers is produced annually by the students in Writing for the Media within the Technical Communications program at Gateway Technical College.

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Four Reasons Entrepreneurs should BLOG

by Rachel Becker

Many people think that blogging is more for lifestyle or pleasure purposes, but does not necessarily serve a purpose to business men or women. But in reality, blogging is a great tool for those working in the business field, especially if they are moving into starting their own business. Here are four reasons why entrepreneurs should start a blog to support their company.

Blogging gives your customers a chance to know who you are.

People love to know who they are buying from. They want to know why you sell what you sell and more of

what goes into the product. Making a blog on your page would help give potential customers a look of who you are and provide a better insight of your overall personality and who they will be working with. Ryan Hartford, from Ecliptic Media Photography, has emphasized using his fun personality to draw in clients from his blog. Your personality could be used as a wonderful advertising tool.

More social network exposure.

Marcus Sheridan, a writer on the website The Sales Lion, extensively talks about how helpful it is to use your blog for social network expo-

sure. Every time you post a blog and you share it on your social media accounts you will bring more people clicking on your website. With more people going on your website, you are bound to get more customers with the extra traffic. This also makes it easy for supporters to share you page as well.

Blogger community. Once you establish your blog, you will be a part of a huge blogger community. Marcus Sheridan has also written about how great it is to be a part of the blogger community in his own blog. Many bloggers connect and support each other through writing about their new friends in their own blog and purchasing their product. You might even find that the added support of your business and blog from the community alone makes blogging for your business worth it.

Customer Interaction. Having a blog on your business website will also help increase your customer interaction. When you post a blog giving a deeper look into your most recent product, your customers get a chance to ask questions and have a more direct line of communication with you. A Social Media Today writer, Barry Feldman, has written about how much he loves communicating with his customers on his blog to get feedback. This will also give you a chance to better understand what your customer wants in your products and thus gives you more ideas to work with.

Just looking at these four points, you can see there are so many great reasons for entrepreneurs to have a blog on their business website. Showing your customers your personality, having more social network exposure, joining the blogging community, and increased customer interaction are all great reasons to have a blog. #

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Benefits of Blogging

by Rachel Becker

Although there are many business-related benefits of having a blog, there are also many personal benefits for having one as well.

The writers on the website *Prolific Living* have found these personal benefits of blogging to ring true in our own lives.

- Blogging is a popular way for people to express themselves.
- It gives people the chance to tell the world their thoughts on certain topics
- To bring awareness to specific causes or problems.
- Use as individual therapy
- As a public journal to look back on
- Helps improve writing skills
- Helps improve organizational skills
- As a source of income

There are a lot of wonderful benefits that come with blogging, as you can see.

Taking the time to create your own personal blog will, in time, award you with many other benefits. #



"The Student Parent" continued from page 1
help parent students who are struggling with finding the perfect balance as well. Pushing two days aside and going on a light schedule, if any at all, as well as taking a break from the monitor or classes can help one in their studies and open gates of creative blocks.

Though things get rough and tough for parent students, they know that their education is important for their family's future and is what many parent students have said keeps them going.

It wasn't long ago, that college was only able to be attended in person and on campus, that kept young mother's and father's from being able to pursue their dreams. Though online schooling can be stressful for parent students; it's an opportunity that is readily available and should be taken advantage of. #

College Blues

by Amanda Zahnow

In February of 2018 a well-known website, the Conversation, had stated through research that 1 in 5 college students suffer from depression and/or anxiety that hindered their academic abilities. As college students pursue their dreams, and careers, they should also be aware when they are becoming mentally and physically unhealthy.

Hercampus.com offers great ways to cope with and prevent generalized anxiety disorder.

Accept that your feelings are valid, and they do matter.

Meditate. Focus on your breathing, and your current place in time.

Connect with your professors.

Surround yourself with support.

Whether it's peers or family.

Stay involved on campus.

Take time for yourself.

We all know that going back in time is impossible, and college years should be some of the best years of

YOUR LENS. YOUR FUTURE.



Get creative next semester.
Take Intro to Digital Photography.
Learn how to create, edit, and navigate
in Adobe Photoshop and Lightroom.
Courses available on campus & online.
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your life. It is time to kick the blues and take back your happiness.

If you happen to find yourself experiencing symptoms of depression or anxiety, please contact Gateway Technical College's Student Support Counselors to set up an appointment at 262-534-2300 or go online at <https://www.gtc.edu/student-services/student-support-counseling> to send your campus counselor an email. #





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Please include the name and address from the mailing label.**

Fall 2018 Courses	Spring 2019 Courses
TW/Externship/Internship 801-126- 2R11 TBA from 9/8/08 to 12/15/08	TW/Audiovisual 801-107- 3R2A Mon., 2:35 p.m.–6:55 p.m. from 1/26/09 to 3/9/09 3W8A Internet from 1/26/09 to 3/9/09
TW/Grant and Proposal Writing 801-120- 2R1A Wed., 10:15 a.m.–12:15 p.m. from 9/3/08 to 12/10/08 2R3A Mon., 2:35 p.m.–4:35 p.m. from 9/8/08 to 10/27/08 2W7A Internet from 9/3/08 to 12/10/08	TW/Electronic Publishing 801-111- 3R2A Wed., 6:00 p.m.–8:00 p.m. from 1/21/09 to 5/6/09 3W8A Internet from 1/21/09 to 5/6/09
TW/Manual Production 801-122- 2R21 Mon., 6:00 p.m.–9:00 p.m. from 9/8/08 to 12/15/08 2W8A Internet from 9/8/08 to 12/15/08	TW/Externship/Internship 801-126- 3R1A TBA from 1/26/09 to 5/11/09
TW/Online Help 801-102- 2R21 Thur., 6:00 p.m.–8:00 p.m. from 9/4/08 to 10/23/08 2W8A Internet from 9/4/08 to 10/23/08	TW/Forms Design 801-128- 3R2A Wed., 2:35 p.m.–4:45 p.m. from 1/21/09 to 3/11/09 3W8A Internet from 1/21/09 to 3/11/09
TW/Print Production 801-121- 2R21 Wed., 4:45 p.m.–8:45 p.m. from 9/3/08 to 10/29/08 2W8A Internet from 9/3/08 to 10/29/08	TW/Grant and Proposal Writing 801-120- 3R3A Tues., 1:30 p.m.–3:30 p.m. from 1/27/09 to 3/24/09 3R11 Tues., 6:00 p.m.–8:00 p.m. from 1/27/09 to 5/12/09 3W7A Internet from 1/27/09 to 5/12/09
TW/Safety Information/Product Liability 801-114- 2R21 Tues., 4:45 p.m.–6:45 p.m. from 9/9/08 to 10/28/08 2W8A Internet from 9/9/08 to 10/28/08	TW/Newsletter Writing 801-131- 3R21 Thur., 6:00 p.m.–7:30 p.m. from 1/22/09 to 5/7/09 3W8A Internet from 1/22/09 to 5/7/09
TW/Technical Applications 801-117- 2R21 Sat., 8:05 a.m.–4:05 p.m. on 9/13/08	TW/Procedural Writing 801-123- 3R2A Mon., 2:35 p.m.–6:55 p.m. from 3/23/09 to 5/11/09 3W8A Internet from 3/23/09 to 5/11/09