

# 8.0 COPY

8.01 BRINGING DALHOUSIE TO LIFE IN COPY

8.02 EXAMPLES OF COPY

8.03 EXAMPLES OF COPY CONTINUED

## 8.0 COPY | 8.01 BRINGING DALHOUSIE TO LIFE IN COPY

Dal's Brand Personality (Fresh and Bold) and Brand Promise (A Lasting Impact) need to be reflected in the words used to tell Dal's story.

What does this mean?

**BOLD AND FRESH** We are bold but not egotistical. We highlight our achievements in a confident but friendly and approachable manner. We use words and images to tell stories in a way that is smart and sophisticated, but not conceited. We use language that is clear and crisp, and ensure that our message is clear as a result. We look for unexpected angles on our stories, and for fresh approaches to storytelling.

**IMPACTFUL** Our communications goal is to demonstrate the meaningful and lasting impact of Dalhousie's efforts and achievements. Our stories seek to answer the question "How does this matter?" and to show our readers how the activities taking place at Dalhousie positively benefit our communities locally, regionally and globally. Our materials should convey that we are open and authentic—that the Dalhousie brand is rooted in substance and stature.

The language you use and the approach you take will be influenced by the audience to which you are speaking: communications aimed at high school recruits will be written differently from a piece aimed at a potential funder or partner. Ask yourself the following questions to help ensure the Dal brand voice comes through in your writing.

- Does your headline or copy lead with the results or impact of the story you are telling? Celebrate successes, credentials and achievements.
- Have you used the clearest, most compelling language?
- Have you removed unnecessary repetition? Fewer words used more strategically make for a more compelling story.
- Does your writing sound confident? Is it written with purpose, in an active voice? Vary sentence length to create energy and impact in your writing.

The examples on the following pages show the Dal voice on the page.

## 8.0 COPY | 8.02 EXAMPLES OF COPY

The headline is fresh and bold and conveys the impact Dal is having on the audience.



# PROVE YOURSELF RIGHT.

**YOU'VE GOT YOUR OWN DEFINITION OF SUCCESS — LET'S GET YOU CLOSER TO ACHIEVING IT.**

At Dalhousie's **Faculty of Arts and Social Sciences**, you'll expand on what you're learning in the classroom to challenge yourself and demonstrate your potential. From community projects and in-class simulations to live performances and global exchanges, you'll have the chance to apply your ideas and acquire the knowledge you'll need to make a difference.

 **DALHOUSIE UNIVERSITY** | Create the future you'd like to see.  
[DAL.CA/FASS/EX](http://DAL.CA/FASS/EX)

## 8.0 COPY | 8.03 EXAMPLES OF COPY continued

This article leads with impact. The writing is energetic and crisp and gives us a sense of the subject's personality through an engaging story. In this way, it is fresh and bold.

"Justice means the same thing in the 21st century as it has meant in past centuries: the fair and proper application of laws. The key challenge is the dispensing of justice in Canada in the 21st century. We must have a credible public system: one that is reliable and accessible to all participants in our economy and society. The certainty that timely and effective remedies can be secured from our courts will preserve and enhance justice for all."

# The Bully Fighter

**MICHELLE AWAD (BCOMM'88)**

"I was on the side of the angels," says Michelle Awad (BComm'88), referring to the defamation case that brought her to the Supreme Court of Canada and into the media spotlight.

Awad, 46, is a civil litigator with McInnes Cooper who's been recognized many times as one of the best in Atlantic Canada. Her usual remit is to advocate for one business in dispute with another. "[In those cases] probably neither one is angelic in all respects," says Awad, who did her last year of law school at Dalhousie, though she graduated from the University of Toronto.

But it was Awad's sideline—defamation—that took her to the Supreme Court of Canada. The case involved a 15-year-old girl, known as A.B. In the case, Awad argued that A.B. should be able to remain anonymous—including through imposition of a publication ban—as she pursued a suit against cyberbullies who created a Facebook account with her photo and slightly modified name and then posted derogatory and sexually explicit comments.

"She was young—the same age as my own daughter," says Awad.

Both the trial and appeals division of the Nova Scotia Supreme Court denied the application and ordered Awad's client to pay costs to the media fighting the ban.

Her reaction?

"You always want to win," says Awad, who then worked with colleague Jane O'Neill pro bono to appeal to the Supreme Court of Canada. There—before seven justices and with support from interveners including the Canadian Unicef Committee and Kids Help Phone—A.B. was granted the right to remain anonymous. The story led national newscasts, something neither the client nor Awad ever anticipated.

Awad says she's content to be back on her regular beat with her corporate clients. "Every time I get a new file, it's like getting a new job. And I have the luxury of becoming involved at the highest levels, dealing with the decision makers from the business that I'm representing."

Still, the A.B. case stands out as a highlight in her still-early career. "I'm thrilled to have had some influence on the Supreme Court of Canada saying, 'Children in society are a vulnerable group.'" —Lisa Roberts



DAL FALL 2013

18

AWAD/MCCOMBS FOR PEARSON

## MICHELLE AWAD (BCOMM'88)

"I was on the side of the angels," says Michelle Awad (BComm'88), referring to the defamation case that brought her to the Supreme Court of Canada and into the media spotlight.

Awad, 46, is a civil litigator with McInnes Cooper who's been recognized many times as one of the best in Atlantic Canada. Her usual remit is to advocate for one business in dispute with another. "[In those cases] probably neither one is angelic in all respects," says Awad, who did her last year of law school at Dalhousie, though she graduated from the University of Toronto.

But it was Awad's sideline—defamation—that took her to the Supreme Court of Canada. The case involved a 15-year-old girl, known as A.B. In the case, Awad argued that A.B. should be able to remain anonymous—including through imposition of a publication ban—as she pursued a suit against cyberbullies who created a Facebook account with her photo and slightly modified name and then posted derogatory and sexually explicit comments.

"She was young—the same age as my own daughter," says Awad.

Both the trial and appeals division of the Nova Scotia Supreme Court denied the application and ordered Awad's client to pay costs to the media fighting the ban.

Her reaction?

"You always want to win," says Awad, who then worked with colleague Jane O'Neill pro bono to appeal to the Supreme Court of Canada. There—before seven justices and with support from interveners including the Canadian Unicef Committee and Kids Help Phone—A.B. was granted the right to remain anonymous. The story led national newscasts, something neither the client nor Awad ever anticipated.

Awad says she's content to be back on her regular beat with her corporate clients. "Every time I get a new file, it's like getting a new job. And I have the luxury of becoming involved at the highest levels, dealing with the decision makers from the business that I'm representing."

Still, the A.B. case stands out as a highlight in her still-early career. "I'm thrilled to have had some influence on the Supreme Court of Canada saying, 'Children in society are a vulnerable group.'" —Lisa Roberts