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A Portfolio

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Technical and business communications

A Portfolio

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Sample 1: Long form policy content

Security Compliance, Policy, and Risk (CPR)

For compliance as well as end user protection reasons, Smith Corporation has both a security leadership team, and documentation of all corporate information security policies. In addition, the company must conduct regular compliance assessments aligned with security policies, frameworks, and regulatory requirements. These assessments evaluate whether controls are designed to meet applicable requirements and are operating effectively. The policies in this domain provide both the needed documentation, and guidance for the compliance assessments.

Audiences and How to Use

This policy and its domains apply to the following audiences and usage scenarios.

Audience	How to Use
Legal	Review, update, and maintain Data Policies and Terms of Service.
Internal Audit	Complete the annual Enterprise Risk Assessment to identify significant enterprise risks that will be used as a key input into the internal audit plan. Provide the Audit and Risk Oversight Committee and relevant management with results of internal audits.
Members of Management	Review results of internal audits and describe risk mitigation activities periodically to the audit and risk oversight committee for significant financial, operational, and legal and regulatory risks.
Legal	Review, update, and maintain Data Policies and Terms of Service.

Policy Summaries

The following is a list of the primary domains and the components that make up this policy. To access the complete policy, go to [Learn More](#) below.

1. The procedures and requirements in the policies in this domain align security goals with business objectives through documentation while managing risk and meeting compliance requirements. It encompasses security policy development and implementation, risk assessment, risk management, and compliance.
 1. The objective of the program is to provide risk-based security requirements and measurable security recommendations for Smith Corporation in policy form by maintaining an updated set of information security policies, providing guidance on the adoption of requirements and recommendations, and performing effectiveness assessments.
 2. Smith Corporation has a team to help develop the company's security program. It also maintains a Comprehensive Information Security Program (CISP), and Information Security Policies (ISP) that summarize security controls. CISP and ISP are updated annually. The Smith Corporation Security team also provides to the Board of Directors and the Audit and Risk Oversight Committee an overview of both security risks and mitigation efforts.
 3. Smith Corporation must maintain information security policies. Processes are in place to manage these policies and Policies are in place to manage and communicate these policies.
 4. Risk management and security compliance both have processes in place to monitor and assess internal and external risks, and to determine if the appropriate security measures are being correctly implemented and utilized.

Sample 2: Long form content business book

The Guerilla Guide Surviving and thriving in a new corporate world

Introduction

In a company, and indeed an industry defined by change, success can seem like a moving target. Many of us probably spend minimal time defining and pursuing success while devoting most of our time to corporate survival.

Concerned by that, and the idea that morale in the company had taken a bashing, some senior women began to brainstorm ways to help.

But what would help? What did people really need? HR provides information on career levels, goal setting, and interviewing. Were these tools sufficient to answer the questions that employees have about what it takes to do well here?

The answer, it seemed, was that something else was needed; inspiration and real-world advice on how to navigate and thrive in a changing corporate environment from those who had done it. That is how the **Guerilla Guide to Surviving and thriving in a new corporate world** was born.

To develop the guide, we asked a number of senior executives some uncomfortable questions about working here. These leaders have varying backgrounds, interests, goals, and definitions of success. Yet they have achieved success using many of the same tools – ambition, education, hard work, supreme self-confidence, and the desire to make an impact. And they are all women.

It is our hope that the stories and insights in this guide will provide inspiration, answers to your questions and practical no-nonsense advice. And while the information pulled together here was aimed primarily at women, we feel confident that it will provide help to all who read this guide, regardless of gender.

Who are the leaders we interviewed, and how did they get here?

The leaders we interviewed for this guide hold a variety of positions, from corporate VP to business strategist, to general manager of an international region. Many of them came to technology from fields such as consulting and the media.

All have a history of personal success, but few had specific career plans laid out either before or after they arrived at the company, choosing instead to make the best of opportunities that presented themselves.

Outstanding educations at such schools as Harvard and Wharton helped pave the way for many of the women we interviewed, but their educational foundations were only the beginning. Most of the women were driven to success by hard work and the desire to make an impact. As Laura put it, “I wanted to make a difference for customers in some way – did I think that I’d be where I am? I do not think that I did. I’ve never been a climber and I’m not an empire builder.”

Like all of us, however, they sometimes struggle to figure out what their role/place is in corporate America. As Christa put it, “One of the things that has been a constant journey for me – doing well and not doing so well – is trying to figure out what I’m actually good at.”

Sample 3: Web content

I Need Mental Health Resources

The challenges of modern life – career stress, societal anxiety, family and financial worries – can weigh heavily on us. If you are going through a difficult situation, there are resources available to help you manage your struggles, find balance, and move forward.

And if you notice a change in a friend or colleague, don't be afraid to ask, "Are you OK?" It may feel like a small gesture, but it can make a big difference.

Resources for crisis situations

If you, a friend, a family member, or a colleague are in distress, there are resources to help. These include the National Suicide Prevention Lifeline and Microsoft CARES EAP. Employees, their spouses/domestic partners, and dependent children can access counseling services from Microsoft CARES, any time, day or night.

Employees and their teams can also receive onsite grief and trauma support from Microsoft CARES for issues such as the sudden death of a colleague, an accident, or a crime.

Contact the suicide prevention lifeline:

- Call **(800) 273-8255**
- Visit [National Suicide Prevention Lifeline](#)
- Text **CNQR to 741-741** to the crisis text line

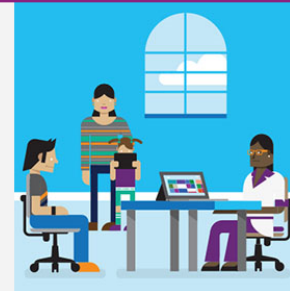
Contact Microsoft CARES for counseling services:

- Call (800) 553-7798
- Visit [Microsoft CARES](#) (username = mscares)

Ongoing counseling and mental health support

Sometimes you need more than short-term support; if so, these ongoing resources can help.

- Learn your stress number and then control your stress with the stress management and prevention center from Microsoft CARES
[Optimize Your Energy](#)
- Get access to a counselor for individual/family/couples counseling, plus resources and referrals
Call **(800) 553-7798** or **(206) 654-4144**
[Microsoft CARES](#) (username = mscares)
- To find out about individual counseling benefits, review the Summary Plan Description or contact your health plan
[Summary Plan Description](#)
[Health Plan Contacts](#)



Sample 4: Video script for an award-winning film

Thirty Years Young: A history of philanthropy in the Pacific Northwest

Scene title: Individualist beginnings in a setting of grandeur

Narrator

The individuals who settled this part of the world came here with little more than hope and a will as rugged as the terrain. When they arrived, they met native peoples who believed that success was not defined by how much you have, but how much you give away.

Scene title: Early industry, early giving.

Narrator

From two worlds, a region came alive. Industries were born; terrain re-settled; neighborhoods formed. It was a part of America that was new and free of the restrictions of tradition. It had a newness we still carry with us today.

Scene title: Innovating more than business.

Narrator

While the philanthropic backbone of the community was strengthening and the impact on the community growing, industries within the region were growing as well. The Pacific Northwest became known throughout the world for its innovations in aviation, computing, music - the area soon made a cup of coffee seem brand new.

Like their counterparts in business, regional giving organizations began to apply innovative solutions to troubling problems here and in the world; homelessness; poverty; the looming AIDs crisis in Africa; malaria; a lack of adequate education for all.

Scene title: Philanthropy in the northwest - the next thirty years

Narrator

As philanthropy in this region continues to grow, it will continue to refresh its outlook; priorities; beginnings. So, on this day, it really is a time to honor the past and celebrate our future as we begin anew.

Standing on the cusp of this new beginning is an exciting time for everyone in philanthropy. Because every time a donor brings a child out of poverty or gives an AIDS patient a bed - we make giving real. We open doors to the future. And we grow the one thing that brings us all here - hope.

Sample 5: Communications content (email)

Dear Ms. Smith,

In late 2020, Cee Matthews, then a 10-year-old enthusiastic about softball and history, was impacted by leukemia. Over the next few years, Cee and her family partnered with the Alliance Cancer Center to fight the leukemia that threatened to deprive Cee of the full life she deserves.

You had an important role in that fight. The contributions you made to our Precision Medicine fund helped develop the leukemia specific therapies that saved Cee. Today, she is a vibrant teenager who remains in remission and dreams of a career as a doctor.



While our organization remains grateful for the contribution you made that helped Cee and thousands like her, we have more work to do. Today, I write to present you with an important opportunity to partner with us on that work – contributing to the recently established **Acute Leukemia Therapy for Children** fund. Your generous support of that fund will help us to continue to develop precision therapies that will shape the future of leukemia research and save the lives of countless individuals in Seattle and beyond.

With your investment, we aim to:

1. Drive discovery: Your support will enable our researchers to pursue innovative lines of treatment. By purchasing new laboratory equipment and hiring additional researchers, we can continue to push the boundaries of leukemia research.
2. Accelerate translation: Your generosity will fuel the translation of treatments that move rapidly from our laboratories directly to patients.
3. Foster collaboration: The fund will give us opportunities to foster collaboration and innovation across disciplines, bringing together experts to attack the most difficult challenges in leukemia research.

As a valued partner of the Alliance Cancer Center, you will continue to receive exclusive benefits and opportunities to engage with our team, including:

Sample 6: Web content

Vision

Summary Plan Description

Get specific coverage details and other plan information.

 [Download the 2019 SPD](#)

[What's Covered](#) [How to Use It](#) [Pay for Care](#) [Get Help](#)

Find out how to pay for vision care and/or receive reimbursement based on the type of service or hardware you receive.

Note: If you have receipts for eye care services or hardware that aren't covered by your medical plan, you can pay yourself back out of a Health Care HSA, Health Care FSA, or a Dental & Vision FSA (depending on what you have). To do so, go to [Pay Me Back](#).

 [Collapse All](#)

— Eye exam and/or a contact lens fitting with an in network provider

- With an in network provider, your annual, routine eye exam is covered at 100 percent (with no copays). To find an in network provider, go to [Find a Vision Provider](#).
- After the exam, your provider will submit the bill to Premera on your behalf.
- You will receive an Explanation of Benefits (EOB) that lists your share of the costs (if any) based on allowable charges and the balance remaining on your deductible and coinsurance maximum.

— Eye exam and/or a contact lens fitting with an out of network provider

With an out of network provider, you will need to pay at the time of service and then file a claim yourself. To find out if a provider is in or out of network, go to [Find a Vision Provider](#).

To submit a claim:

1. Go to [Premera Vision Claim Form](#).
2. Follow the instructions on the form to complete and submit it to Premera. **Note:** At this time, online claim form submission is not available; you must submit your claim manually.
3. You will receive an Explanation of Benefits (EOB) that lists your share of the costs (if any) based on allowable charges and the balance remaining on your deductible and coinsurance maximum.

Sample 7: Marketing/communications campaign content



Build your financial confidence

"Women at Microsoft" event
June 5, Building 92



On Tuesday, June 5, Microsoft and Fidelity co-hosted a special edition of the "Women at Microsoft: Meet our leaders" sessions focused on building financial confidence.

During the event, Amy Hood, Chief Financial Officer of Microsoft and Kathy Murphy, President of Personal Investing at Fidelity discussed why financial wellness and financial confidence are particularly important for women; steps we can take to improve our financial situations; and tips for building a better future for ourselves and those we care about.

[View a video of the event.](#)

— or —

Access content from the event's breakout sessions:

- [Organize, Plan, and Own Your Future](#)
- [Stock Plan Education](#)
- [Maximizing Retirement Savings](#)
- [Estate Planning and Charitable Giving](#)

You can also use the following resources to help build your financial confidence.

Find yourself with a fantastic retirement

No matter what retirement looks like from where you sit, we'll help you make it better by providing investment advice and resources, so you can make the best choices for your financial future. Plus, we'll give you free money to boost your savings along the way.

In addition to attending the June event, read below to learn about steps you can take to expand the savings in your 401(k) Plan and the free financial resources available to help get the most from your savings and make your retirement even better.

Step 1. Get free money: Maximize the Microsoft match

Give your 401(k) account a strong start by getting free money from Microsoft. To take advantage of the full Microsoft 401(k) match of \$9,250 (a \$250 increase from 2017), contribute \$18,500. At the end of the year, you'll have saved \$27,750.

- [Learn more about the 401\(k\) Plan](#)
- [Increase your contributions](#)

Sample 8: Long form content white paper

Haiti: A country and its future

From the *Background* section

During the period 1843 - 1915, Haiti encountered serious economic disorder and political instability - the country saw twenty-two changes of government in this 72-year period. Following an especially severe period of instability, United States armed forces invaded the island and remained there until a democratically elected Haitian government requested their withdrawal in 1934. Perhaps the most long-lasting and crucial effect of this occupation was the formation of a strong, centralized Haitian military.

From the *Land and the People* section

One of the most densely populated countries in the world, Haiti has approximately 6.5 million people occupying an area that is approximately the size of the state of Maryland. With an average per capita income of \$148 and infant mortality rates rivaling those of sub-Saharan Africa, Haiti has the unfortunate title of most impoverished and malnourished country in the Western Hemisphere. More than 80% of Haitians live in rural areas and most are poor. Per capita government expenditures for health are extremely low and the little mounts that are available go primarily to urban areas. As a result, the rural poor of Haiti (the majority of the population) receive little or no adequate health care.

From the *Current economic and political situation* section

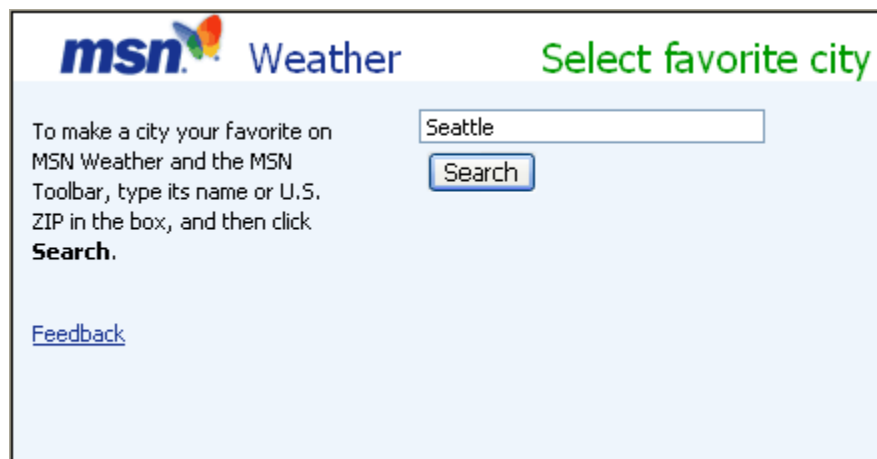
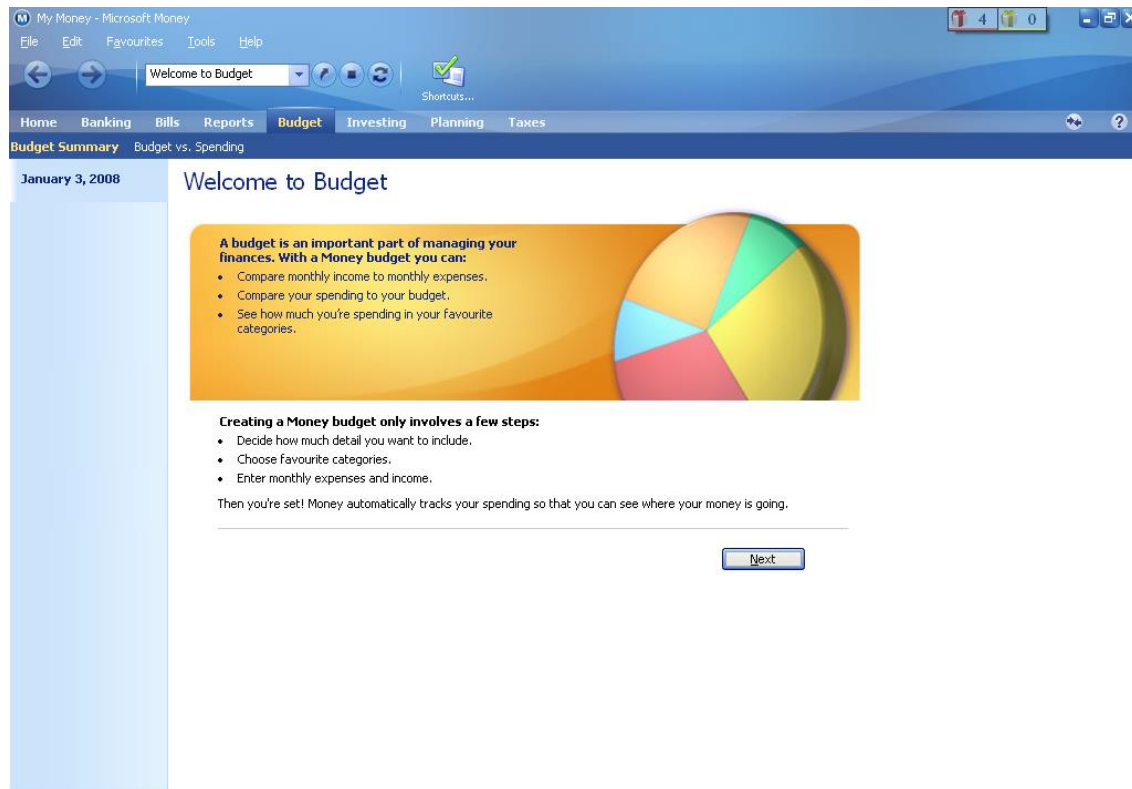
The current situation is devastating. Of the available workforce, 75% are unemployed, per capita income stands at \$148 and inflation is rampant, running about 60%. Infrastructure, of another kind – education, is also in disrepair after years of neglect. Because education is unregulated, there is a preponderance of independent schools and colleges, many without credentials, producing illiterate graduates. Furthermore, those who want to pursue higher education often cannot. In large part because the Haitian elite has historically sent their children to universities abroad, higher education has had little voice in society and almost no role in national planning. This had led to little or no funding for the national university system. Because of this lack of funding, there are only approximately 3,500 places available, in both private and public institutions, for the 20,000 plus students who seek entrance each year.

From the *Future* section

Of course, some problems are more long term and will require ongoing planning and oversight. These include:

- Political stability involves continued steps toward a more democratic society and provides citizens with the right to free political expression.
- Re-building of the civilian government, including overhauls of crucial government institutions such as the justice department; putting the military under the control of the civilian government; and continuing to re-structure the corrupt employee structure within government.
- An overhaul of the educational system including a literacy campaign and a program to lure more professors back to the university system.
- A commitment to the environment includes putting an end to deforestation.

Sample 9: Micro content (user interface text) UI text



Sample 10: Technical communications

How to use the N2H2 Category Server

What is the N2H2 Category Server?

Bess for Novell BorderManager/Sentian for Novell BorderManager (Windows Edition), also called the N2H2 Category Server, works in conjunction with Novell BorderManager to help schools and organizations manage Web access: schools can protect students from inappropriate content and organizations can minimize the legal and productivity concerns the Web often introduces. Additionally, by delivering only the most relevant Web content, the N2H2 Category Server helps BorderManager users control costs by minimizing the drain on bandwidth.

Comprehensive, accurate Web content categorization

The N2H2 Category Server helps you harness the power of the Internet by giving you access to N2H2's categorization database, the most comprehensive and accurate database of Web sites available. N2H2 adds thousands of new entries per day through a combination of techniques, including:

- ❖ Sophisticated artificial intelligence technologies that harvest suspect URLs and analyze their content.
- ❖ A team of expert human reviewers that analyzes Web site content and categorizes sites accordingly.
- ❖ Customer suggestions, which N2H2 evaluates and adds to the database as appropriate.

To find out how a specific site is categorized by N2H2, use the N2H2 URL Checker.

To view a site's categorization

- 1 In the Address box of your Web browser, type www.n2h2.com.
- 2 Under Tools, click URL checker.
- 3 Type the URL to check, and then click Find Site.

How the N2H2 Category Server works with BorderManager

The N2H2 Category Server, which resides on a separate server from BorderManager, regularly downloads the latest Web content information from N2H2. When BorderManager receives a Web request, it forwards the request to the N2H2 Category Server. The N2H2 Category Server then compares the request with the latest Web content information in its database, and then returns the N2H2 categories associated with the request. Based on the reply that the N2H2 Category Server returns, and the rules that you have established, BorderManager decides how to handle and process the request, either blocking or allowing the site.