**Bio Writing Samples**

**JOHN SMITH, PE | Construction Manager**
Years of Experience (Firm/Total): 11/30
John has over 30 years of civil construction and engineering experience. His career has included work in local, county, and state agencies as well as consulting work for various other entities. He has administered construction projects covering the full spectrum of civil improvements such as: sewer mains, water mains, roadways, bridges, utility relocations and storm drains. His 30 years of career experience includes all facets of construction: Manager, Administrator, Resident Engineer (RE), Inspector, and QA/QC. John has worked in Managerial roles in all four of ACME's most recent CMAR projects.

For this project, John's construction manager role will serve as an extension of City staff to manage and administer the schedule and budget aspects while overseeing ACME's inspection staff. This will ensure a fully functional, quality end product. John possesses a keen ability to actively listen to Contractor issues, obtain inspection staff perspectives, review contract documents for pertinent information, and provide resolution recommendations for prompt City approval. ACME's CA&I and civil engineering design excellence in municipal utility project engineering allows John and his CA&I team to successfully navigate challenges that may arise during the construction timeline.

**FRED THOMAS, ACI | Inspector**
Years of Experience (Firm/Total): 2/15
Fred has over 15 years of construction inspection experience working for the City of Podunk on municipal projects including 20 years as Lead Public Works Inspector. He has provided inspection services on infrastructure improvement projects varying in contract size between $250k-12.2M. Kelly's inspection experience includes sewer mains, water mains, roadways, bridges, storm drains, landscape, and hardscape. His inspection responsibilities include construction observation, materials testing oversight, monitoring Contractor's means and methods, record drawing review, and substantial and final completion walk throughs. Fred's CM experience includes CMAR coordination, coordinating utility relocations, reviewing monthly pay applications, monitoring construction progress, reviewing materials test results, and actively participating in construction progress meetings.

**Technical Writing Samples**

**Maintenance of Existing Sewer Service (Understanding):** The construction of utility infrastructure within developed urban corridors requires special attention to ensure existing services (sewer, water, gas, power) are maintained during construction. Our review of the existing utility infrastructure and physical site constraints did not identify any simple or cost-efficient pump-around option to maintain sewer service for construction of the proposed improvements in the existing alignments.

**Approach:** ACME will implement the following design procedure to ensure service maintenance is achieved:

- Perform SUE designation of all water, sewer, gas and power services.
- Identify service crossings of proposed mains and include pothole requests to be completed.
- Plot existing services in profile of proposed mains based upon pothole data.
- Adjust sewer main profile as necessary to avoid conflicts.
- If conflicts are unavoidable, complete in-house design of sewer and water relocations.
- Coordinate gas and power relocations, if needed.

ACME's proposed alignment for Project 1 is shown in Figure 2, page 7, for consideration by City staff and CMAR.

<figure 2>

Our proposed alignment and construction phasing was developed to maintain sewer service during construction, minimize utility conflicts, and reduce costs. Our approach is based on three (3) specific design and construction considerations:

Sewer main alignment is shifted to the east side of Bee Road which significantly reduces the number of sewer service crossings compared to a west side alignment.

Construct new sewer from A Street to West Avenue ahead of the northern section and install new manhole in West Avenue to intercept flow from the east.

A section of the new 12" main is shown to be coincident with the existing sewer main within West Avenue. The CMAR Contractor will be able to remove the existing sewer main to the west and construct new 12" main in its alignment. ACME identifies this "inline" design as an innovative approach to mitigating potentially significant conflicts with existing underground infrastructure within the West Avenue / South Road intersection.

**Marketing Consultant Proposal Writing**
Increasing Organ Donation in New York State through Online Challenge Campaigns

**Statement of Intent**

Develop a multimedia marketing strategy for increasing organ donation in New York State. The purpose of this proposal is to create a viral marketing / networking strategy that will harness the power of online challenge campaigns. The higher goal for this series of challenge campaigns is to increase organ donations.

The challenge campaigns will provide incentives for the groups involved to spread the message of the campaign, with social networking sites and other multiple messaging platforms. The groups (participants) will be motivated to do so because of potential rewards offered by NYAD and UB.

Challenge campaigns reward the group that best meets the challenge objective(s). Participants will be encouraged to employ social media and multimedia promotional tools to obtain the most votes for their group.

As the marketing consultant, Mulgruvis Media (MM) will provide professional website development, marketing campaigns, artwork and publicity materials designed to generate excitement and interest among potential challenge participants.

During the project, MM will be available for meetings, conferences and any travel that may be necessary. The proximity of MM to UB will ensure that project members can effectively communicate with MM.

In addition, MM will personally develop and nurture various relationships with group participants to increase the success rate of the challenges. This includes providing technical support, answering questions from various participants, and conducting follow-ups to help facilitate the viral spread of NYAD's messages.

The main objective of the marketing is to obtain the enrollment of a 'critical mass' of participants, who will in turn create various multi-media projects and use online social networking tools to attract friends, family and acquaintances to our website to place votes.

Once on our website, the public will be able to vote on their favorite group's project. However, in order to register the vote, the visitor will be required to register for organ donation.

The goal is to mail out and receive back the donor authorization card. Past projects have had a completion rate of less than 50%. For the current project, our goal will be to not only increase group participation by a large margin, but to also increase the completion rate of donor registration cards.

Academic Writing

## Those Are Fighting Words: Defining our Divisions
### By Craig Robbins

**Abstract**

In today's political conversations, much has been made of bias and dishonesty in the media, truthfulness in statements made by various politicians (Ho, et al., 2011), and the alternate meanings of terminology that is discussed and reported in the news media (Balmas, M., 2012). Some of the terms used today formerly had well-defined and unique meanings. Many factors influence perceptions of bias in the media including political party, partisan ideology, age, race sex and so on. Politicians, news organizations and entertainment-news programs (Balmas, M., 2012) exploit specific words and phrases with multiple and ambiguous meanings. Mass media gatekeepers such as Fox News, and to a lesser extent MSNBC can omit words and stories than run counter to their viewership's ideological preferences in the name of ratings and profitability (Haselmayer, Wagner & Meyer, 2017). The news programs tend to report with talking points, worked into the news programming of the day. This specialized syntax is designed to confirm the trustworthiness of their organization and to reinforce viewers' beliefs.

**Introduction**

The purpose of this research experiment will be to explore the ways corporations, media companies and politicians are using ambiguous terminology and dubious language to distract and divide our citizens. Exploring the way language definitions change according to listener / viewer demographics can yield useful data to analyze the way engaged partisans reinforce their beliefs and ideological values (Karlsen, Steen-Johnsen, Wollebaek & Enjolras, 2017). This study aims to compare the definitions of certain words we hear frequently in today's political conversations. By evaluating responses on a Likert scale survey of partisan voters in this experiment, a variety of terms can be categorized as negatively or positively biased according to their political ideology.

**Literature Review**

An example of a term with alternate definitions that influence media bias perceptions (Knobloch-Westerwick, Silvia & Lavis, 2017) is "Fake news". This term has been used in the past to describe: satirical print publications like The Onion, the televised Weekly Update segment on Saturday Night Live, Jon Stewart on The Daily Show, Facebook click-bait stories (purportedly employed by Russian hackers to undermine the 2016 presidential election), and most recently, used by President Trump to describe all media news coverage (Ho, et al., 2011) of which he does not approve. Understanding evolving word definitions provides insight into tactics of using confirmation bias to exploit viewer/reader membership and loyalty. The quantity of partisan news consumed positively affects the attitude strength of the viewer (Ho, et al., 2011), be it negative or positive coverage of their ideology. Furthermore, the quantity of media consumed and the perception of media bias (Kaye & Johnson, 2016) have a positive correlation.

Corporate media are using the perceived biases of the left and right to kindle perceptions of unfairness by the consumers of television and/or print news reporting (Haselmayer, Wagner & Meyer, 2017). Confirmation and rejection biases, wherein media consumers tend to interpret new information as either supporting or rebuffing their existing belief systems, play a major role in the perceived credibility of media sources, government and institutions like the judiciary branch of government (Ho, et al., 2011). Perceived media bias has a negative effect on political involvement in general, but issue-specific political topics (hot-button issues) tend to increase individual political interest.

Knobloch-Westerwick, et al. (2015) found that confirmation bias can affect the way partisans seek out news that has positive coverage of their beliefs, but also seek out the higher-value quality news stories, regardless of the political orientations. If a reporter is perceived as biased by viewers, the actual news coverage about a high-value news story will also perceived as biased, even if the story coverage is neutral (Haselmayer, Wagner & Meyer, 2017). Biases work both ways when it comes to news coverage. Even if a news outlet is trusted and well-liked by a viewer or reader, their news coverage on an opposing issue or candidate will be deemed as biased and/or unreliable (Christian, 2013).

Partisan news consumers, only trusting one outlet, perceive the words reported by alternate media sources as prejudiced, because the same words had different definitions when used in their original contexts. In order to minimize these cognitive dissonance effects (Knobloch-Westerwick & Lavis, 2017), the consumer perceives alternate news sources as non-trustworthy; leading to the conclusion that alternative sources must be biased. This effect is more profound in conservatives than in liberals, with a strengthening attitude as the perception of bias increases (Ho, et al., 2011).

In 2017 Knobloch-Westerwick & Lavis hypothesized that the format of the news source should affect attitude; the research compared the interview formats of four television shows with political messages: The Daily Show, Hannity, The Tonight Show, and The David Gregory Show. Surprisingly, results showed that any perceived biases mainly came from the way the host treated the guest in the interview. The viewers also noticed the non-verbal proxemics and haptic communication taking place (Babad & Peer, 2009). Viewers are willing and able to take the perspective of others when making value judgments and perceiving bias (Christian, 2013). Additional research (Hoffman, 2012) revealed that aside from any language or words that were used, other factors such as: the size of the screen, a dividing line placed between the interviewer / interviewee and even commercial break duration affected how the viewers felt (Vraga et al., 2012). Yet the researchers found no significant differences between Hannity and The Daily Show, in terms of viewers' perceived bias (Hoffman, 2012).

Two research studies by Sunstein (2001, 2007) posited that the online discussion boards, conservative media and other partisan news outlets like right-wing talk shows would lead to "echo chambers", wherein viewers/readers would choose to associate (and have discussions with) only people who shared their values, to the exclusion of people on the other side. However, those results

were refuted by Karlsen et al. (2017), finding that instead of interacting solely with people who held the same beliefs, in an echo chamber, many participants engaged in debates with participants of diametrically opposed viewpoints, in "trench warfare". The researchers found that the purpose of engaging others with opposing views was not only to sway opinions, but to practice debate language and skills that would hone their ability to participate in debates with future opponents in a more effective manner.

Viewers perceive the words reported by alternate media sources as prejudiced, because the same words had different definitions when used in their original contexts. In order to minimize these cognitive dissonance effects (Knobloch-Westerwick & Lavuis, 2017), the consumer perceives alternate news sources as non-trustworthy, that the information must be biased. This effect is more profound in conservatives than in liberals, with a strengthening attitude as perception of bias strengthens (Ho, et al., 2011). Previous research on media bias indicates that political and/or ideological orientation of the consumer is a primary driver of perception of unfairness in news coverage from media sources. It has been shown that both liberal and conservative respondents perceive bias when coverage favors the opposing ideology (Lin, Haridakis, & Hanson, 2016).

Previous research on media bias indicates that political and/or ideological orientation of the consumer is a primary driver of perception of unfairness in news coverage from media sources. It has been shown that both liberal and conservative respondents perceive bias when coverage favors the opposing ideology (Lin, Haridakis, & Hanson, 2016).

The purpose of this research experiment will be to explore the effectiveness of corporate media's use of ambiguous terminology and dubious language to distract, divide and exploit the consumers in the name of profit and/or political power. Exploring the way language definitions change according to listener / viewer demographics can yield useful data to analyze the way engaged partisans reinforce their beliefs and ideological values (Karlsen, Steen-Johnsen, Wollebaek & Enjolras, 2017). This study aims to compare the definitions of certain words we hear frequently in today's political conversations. By evaluating responses on a Likert scale survey of partisan voters in this experiment, a variety of terms can be categorized as negatively or positively biased according to their political ideology.

**Hypothesis**
H1: Words commonly used in political news media have different meanings depending on audience ideology.
H2: Usage of certain words influence media credibility.

H1: The use of specific "key" phrases in media reporting alters the perceptions of media bias, depending on the liberal or conservative values of the viewer. The independent variable (IV) is political identity and the dependent variable (DV) is the perception of media bias.

Media bias is the perception of unfairness by the consumers of television and/or print news reporting. Confirmation and rejection biases, wherein media consumers tend to interpret new information as either supporting or rebuffing their existing belief systems, play a major role in perceived credibility of media sources. (Ho, et al., 2011). The focus this study is to examine the effects of word selection used by partisan news outlets. Previous research indicates that the meaning of words changes when used in different contexts (Balmas, M., 2012).

## Design
This study will utilize comparison groups to test the influence of specific language frequently used by news media. A post-test only experimental design developed by Limon and Kazoleas (2004) was adapted for use in this study.

## Participants
The mall-intercept method will be used to recruit a convenience sample of 300 participants who self-identified as either strongly liberal or strongly conservative. The participants will be between the ages of 18-65. The recruiting will take place at Tempe Marketplace. This location is centrally located between Phoenix, Scottsdale and Mesa. The shoppers, diners and movie-goes who frequent the mall provide ample opportunities to recruit diverse candidates, which will increase internal validity for the experiment.

## Procedures
The experiment will be conducted on the ASU Tempe campus, in three separate rooms. 100 participants will be randomly assigned to one of the comparison groups, who will occupy one of the rooms to watch one of the 3 movie clips. When the participants arrive, they will be seated at desks, with have sealed envelope containing a series of 5-point Likert scales that we will ask participants to complete after watching the movie clip assigned to their group.

The stimulus for the experiment is three one-minute (pretend) news clips describing a pretend hurricane. One clip contains terms frequently used by liberal media to describe changing climate, one clip containing language less threatening to conservatives (Ho, et al, 2011) and a clip with none of the words used, which will serve as the control group. The news clips with be professionally produced by the ASU journalism school, with a student reporter who uses identical delivery for each clip. Group A will watch a newscaster from television station KASU report on a story using three 'key' phrases in a 1-minute newscast about an imaginary Hurricane. The report will include the terms: "global warming", "most scientists agree" and "impending disaster". Group B will watch the same news report but with three different terms: "climate change", "scientist cannot agree" and "uncertain effects". Group C will watch an unrelated story about cute kittens.

## Instrumentation
The instrument to be used will be a series of 7-point Likert agreement scales*, which will allow for to assess the credibility of the reporter, the political attitudes of the viewer, the amount of bias perceived, if any, and what factors in the news clip caused the perception of bias.

*Please find the Likert scales in Appendix A.*

**Internal Validity**
The reporter in the videos may not be able to accurately recreate the tone of speech, involuntary reactions and or unconscious body language that may confound viewers' perceptions of bias. Conversely, the participants may find reasons for detecting bias due to external factors, i.e. real hurricane experiences that skew their opinions about natural disaster news reporting. Another threat to external validity is diffusion of treatment effects to other members of the study.

**External Validity**
To combat the threat of distortion from neutral responses, and to further explore the reasoning behind the answers given, we provided boxes after each question for respondents to explain in more detail why they felt the way they did.

**APA References** (partial)

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**Social Media Sample**


Mulgruvis [muhl - groove - is] Media; established long ago, in a city far away. Now observing the sun in close proximity, Mulgruvis Media Productions is based in Phoenix, among the scorpion, cactus and blistering rocks underfoot. Experimental data suggests that Mulgruvis releases are the freshest; so fresh and so cool -- something for everyone --

Craig 'the fiendish alliteration applier' has put together, just for you, some kick-ass tunes. Releasing tracks from back in the day, and other music being created right now.

INTRASTELLAR - Thought experimentation through audio engineering efforts encapsulated in consciousness embedded throughout time and space. ELECTRONIC? INDUSTRIAL? HOUSE?
CRAIG ROBBINS - Self-titled musical mayhem-ist offering you choice cuts from a staggering vast past archive of retro and indie created over the last two decades - so take a minute and hitch a ride with a techno note or a complimentary harmony - with blade-runner flavors to boot.
STRANGE QUARKS - Grubby, gifted garage rockers Ryan, Lee, Eric and Craig, sequestered in the garage, residing in their own alternate universe; with authentic odes to massive licks, together with wild raving poetry plucked off stalks of grungey fungi.

Mulgruvis Media Productions was founded by Craig Robbins; a certified recording nerd and musician with multiple personality disorder. Thanks for visiting - leave a lot of comments - Like us, follow us, and [we} will get you back…

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