

# PWT Communications LLC

A full-service technical communications  
enterprise

# We bring special experience to each project

- We relate technical accomplishments to program objectives and clarify the social benefit of research
- We understand the needs of different audiences
- We can talk with scientists, engineers, and managers
- We develop a document design appropriate to the audience and content of the report

# We have skills for all parts of a project

1. Project coordination, from concept to printed product
2. Science and policy research and writing
3. Editing of scientific, technical, and policy text
4. Graphic design and layout

# 1. Project coordination

*PWT Communications works with clients to*

- establish goals and audience
- develop content outline
- assemble and coordinate with team
- solicit reviews from scientists, engineers, and program managers
- incorporate reviewer comments
- generate final edited documents
- arrange printing and distribution

## 2. Research and writing

*When writing content for documents we*

- work with clients to develop an outline
- identify information sources
- gather information from interviews and technical documents
- write draft material
- respond to reviewer comments

# 3. Editing

*When editing we*

- develop style sheet that includes consistent terminology
- assemble acronyms and abbreviations list
- edit and verify references
- edit text to client style preferences (heavy to light)
- format in MS Word
  - create table of contents; figure and table lists; number pages
  - number figures and tables
  - place and size figures and tables
  - reformat and edit tables for consistency

# 4. Graphic design

*When designing documents we*

- manipulate graphics for readability, function, and style
  - Excel and SigmaPlot outputs
  - Photos, jpg, or pdf formats
- design interior layout appropriate to the report message
  - In MS Word or
  - Adobe InDesign
- design a cover to convey message of report
- layout the approved text as needed for printing
- prepare print files and work with printer

# The PWT Communications team

- Patricia Weis-Taylor, Science and Policy Writer, Project Coordinator
- Michelle Dorsett, Science Writer and Editor
- Rick Hinrichs, Graphic Designer and Art Director
- Mary Coberly, Science Editor and Writer
- Wallace Clark, Science Writer
- Charlie Fellenbaum, Science Writer
- Linda Bevard, Technical and Science Editor
- Amber Taylor and Cezanne Murphy-Levesque, Data Specialists
- Alex Taylor and Sophie Latorre, Copy Editors

# Patricia Weis-Taylor

science and policy writer and project coordinator



## Education:

- M.A. Public Policy, University of California, Berkeley
- B.A. Political Science, University of Washington, Seattle
- Graduate course work: Systems Safety Engineering, University of Southern California; Teaching English as a Second Language, University of Colorado

**Subject matter:** Building energy conservation, photovoltaics, wind energy, biomass power, concentrating solar power, public attitudes, utility energy conservation, electromagnetic fields, the space environment, solar telescopes, physics, meteorology, seismology, weather modification

**Types of documents:** Final technical reports, research proposals, annual program reports or overviews, multi-year program plans, strategic plans, technical and scientific journal articles, technology overviews, position papers, technical and policy content for Web sites, outreach brochures, press releases, posters of technical accomplishments, feature articles for trade journals and magazines, newsletters, textbooks, technology and issue fact sheets

# Michelle Dorsett

science writer and editor



## Education:

- MA Telecommunications, University of Denver
- B.S. Journalism, University of Colorado, Boulder
- B.A. Environmental Biology, University of Colorado, Boulder

**Subject matter:** Wind energy, photovoltaics, utility management, software development, meteorology, earth and physical sciences, environmental biology, U.S. domestic security preparedness, human health and medical, telecommunications

**Types of documents:** Proposals, strategic plans, final technology reports, annual reports, encyclopedia articles, news articles, strategic exercise documents, business plans and scenario documents, implementation plans, standard operating procedures

# Rick Hinrichs

graphic designer and art director



## **Education:**

- Certificate of Commercial Art, Rocky Mountain College of Art and Design, Denver

## **Types of documents and experience:**

- Original art for logos, artists concepts, and report covers
- Page layout for final reports, annual reports, posters, newsletters, fact sheets, and yearbooks
- Complete web site design and implementation including provision for ftp drop box
- Versed in Mac-based Adobe InDesign, Dreamweaver, Photoshop, Illustrator, Painter, Acrobat, Fireworks, etc.

# Covers

# Logos

CAIPEEX II: Cloud Aerosol Interaction and Precipitation Enhancement Experiment, Phase II, September–November 2010 Part 1

**CAIPEEX II**  
Final Report to the Indian Institute of Tropical Meteorology Submitted by Krishi Consultants

**Cloud Aerosol Interaction and Precipitation Enhancement Experiment Phase II, September–November 2010**

**Principal Author:**  
Dr. William L. Woodley,  
Woodley Weather Consultants,  
Littleton, Colorado, United States

**With Major Contributions From:**  
Prof. Dr. Daniel Rosenfeld, Chief Scientist,  
Hebrew University of Jerusalem, Israel

Dr. J.R. Kulkarni and Dr. Mahesh Kumar,  
Indian Institute of Tropical Meteorology,  
Pune, India

Prof. Stuart Piketh,  
Climatology Research Group,  
University of the Witwatersrand (WITS),  
Johannesburg, South Africa

Aerosol and Precipitation Group,  
Research Applications Program,  
National Center for Atmospheric Research  
(NCAR), Boulder, Colorado, United States

Orsmund Aviation, Bethlehem, South Africa

**PWT Communications, LLC Capabilities**



Task 28 Social Acceptance of Wind Energy Projects

**Task 25**  
Design and Operation of Power Systems with  
**Large Amounts**  
of Wind Power

# Mary Coberly

science editor and writer

## Education:

- Ph.D., Linguistics, University of Colorado, Boulder
- M.A., Anthropology, Stanford University, Palo Alto

**Subject matter:** Solar energy, wind energy, quantitative methods using spreadsheets, field archaeology, linguistics, psychology, steam railroads, liquid crystal materials and related physics, economics

**Types of documents:** Final technical reports, dissertations, textbooks, memoirs, journal articles, grant proposals



# Linda Bevard

science editor

## Education:

- B.A., English, Colorado State University, Fort Collins

**Subject matter:** Wind and solar energy, steel tank engineering, seismology, water chemistry, energy conservation, metering, power distribution and power quality, energy-efficient buildings, distributed generation, healthy buildings, load management, coal, natural gas, biofuels, forestry, computers

**Types of documents:** Final technical reports, engineering handbooks, textbooks, journal articles, user manuals, marketing documents, glossaries



# Amber Taylor

data specialist

## Education:

- B.S., Biology, Fort Lewis College, Durango, CO
- Semester of Marine Studies, Sea Education Association, Woods Hole, MA

**Specialty:** Compiles and inputs data into Excel spread sheets to create figures and tables for reports. Also manipulates data from existing spreadsheets to output figures and tables for reports. Proficient with SigmaPlot.

**Subject matter:** Wind generation capacity, costs, and energy contribution; scenarios of energy production; RNA analysis, micro-arrays, marine biology

**Types of documents:** Annual reports, policy documents, final technical and scientific reports, journal articles



# Cezanne Murphy-Levesque

data specialist

## **Education:**

- B.S., Biology, The Evergreen State College, Olympia, WA

**Specialty:** Compiles and inputs data into Excel spreadsheets to create figures and tables for reports. Also manipulates data from existing spreadsheets to output figures and tables for reports.

**Subject matter:** Scenarios of energy production, demographic data for policy analysis

**Types of documents:** Annual reports, policy documents, final technical and scientific reports, journal articles



# Data display formatting

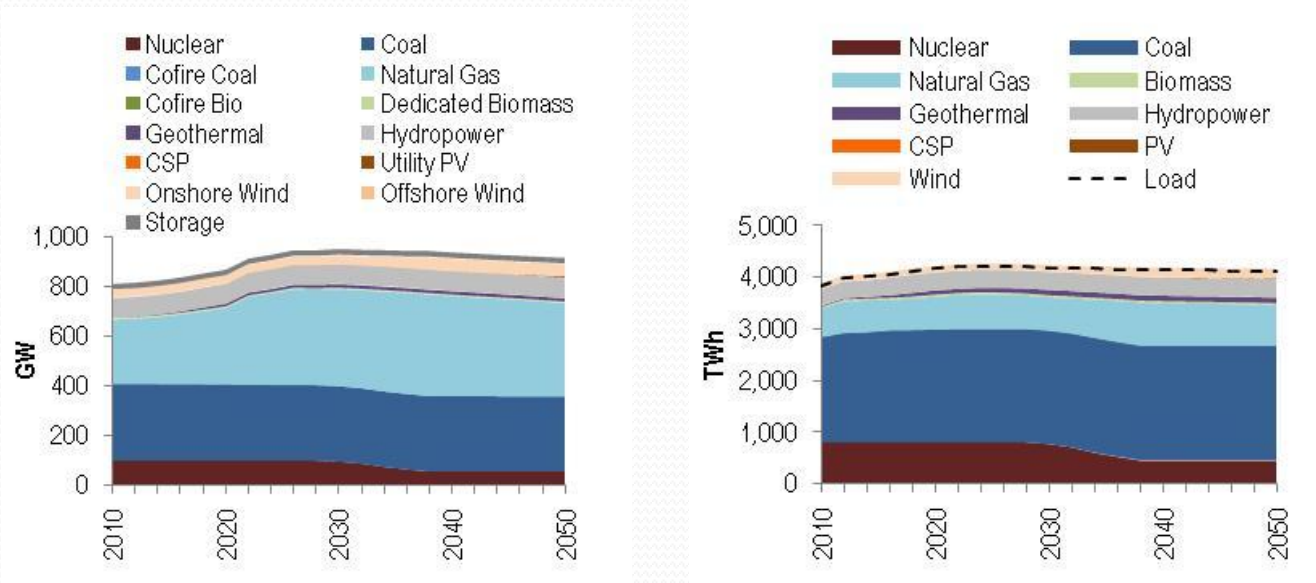


Figure 6: (a) Capacity expansion from 2010-2050, (b) Generation expansion from 2010-2050

## Renewable Electricity Futures Study

# Wallace Clark

science writer

## **Education:**

- B.A., Physics, University of Colorado, Boulder

**Subject matter:** Wind and solar energy engineering; atmospheric phenomenon including gravity waves, bores, and centimeter scale turbulence; wind profiling and Doppler radar; diesel electric boat power; medical protocols

**Types of documents:** Final scientific and technical reports, peer-reviewed journal articles, handbooks



# Charlie Fellenbaum

science writer

## **Education:**

- BS Journalism, University of Colorado, Boulder

**Subject matter:** Computer software and hardware, automotive repair, cable television production, forensics, photojournalism, sports

**Types of documents:** Final technical reports, marketing materials, website content, handbooks, newsletters, press releases

**Additional Experience:** Professional photographer and photojournalist



# Alex Taylor

science editor

## Education:

- B.S., Biology, The Evergreen State College, Olympia, WA

**Subject matter:** Edits International English, wind energy, solar energy, health sciences, water quality research, manufacturing, mycelium cultivation

**Types of documents:** Annual reports, policy documents, final technical and scientific reports, journal articles, research proposals



# Sophia Latorre

copy editor and administrative assistant

## **Education:**

- Coursework in journalism, English, and psychology  
Colorado State University, Fort Collins
- Grant writing class at CU Boulder
- Presenting Data and Information, seminar by  
Edward Tufte

**Subject matter:** Wind energy, solar energy,  
meteorology, economic analysis

**Types of documents:** Annual reports, policy  
documents, final technical and scientific reports,  
journal articles



# Our team produces materials that

- illustrate the *benefits* of continuing a balanced, aggressive R&D program to achieve additional scientific and technological advances
- explain the *approaches* used to accomplish program objectives and show how these approaches will evolve or continue
- show the *accomplishments* of a client's program as a result of invested public funds and industrial cooperation
- explain the *technical details* and commercial applications of R&D projects and results

# PWT Communications, LLC

A full-service technical communications enterprise

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