

## Bev Burke

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Bev Burke has been producing clear language publications since 1981. She operated as a sole proprietorship until 2003 when she started Simply Put Consulting Inc. For many years, Bev's main focus was the production of *English Express*, a newspaper published by Alberta Advanced Education and Technology. The newspaper's intended audience was adults improving their English reading skills. By 2010, the newspaper was distributed to readers in 250 Alberta communities, and the circulation was 60,000 per issue. Bev's company also initiated and managed the development of the *English Express* website.

Simply Put Consulting Inc. can manage projects from the idea stage to printed product. Services include research, writing, editing, design, desktop publishing, and photography.

### Key skills and abilities

#### Writing, research, editing

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- writing in clear language
- producing original content
- adapting existing materials
- researching, editing, and proofreading articles for print and web

#### Visual communication and design

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- developing appropriate design and layout for clear language materials
- working with designers and artists as required

#### Desktop publishing (DTP)

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- DTP using Adobe Creative Suite 5 (CS5), including InDesign, Photoshop, Illustrator
- obtaining printing estimates, liaising with printers

#### Digital photography, video and audio

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- arranging locations for photo and video shoots
- preparing storyboards for photo and video shoots
- taking digital photos, shooting digital video
- recording and editing digital audio tracks

#### Consultation

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- organizing and facilitating meetings to determine content for publications
- organizing field testing of materials
- incorporating feedback from stakeholders
- maintaining contacts with community organizations

## Projects

### Clear language projects

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Bev Burke has produced clear language materials for many clients including:

- Alberta Advanced Education and Technology
- Alberta Children and Youth Services
- Alberta Employment and Immigration
- Alberta Health and Wellness
- Alberta Human Rights Commission
- Alberta Solicitor General and Public Security
- Climate Change Central and The Calgary Foundation
- The Learning Centre Literacy Association

See the following page for a list of selected projects available to view online.

## Other experience

### Instructor, tutor

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- ESL instructor for adults, AVC, Edmonton (now NorQuest College), 1974 to 1979
- ESL instructor for adults, Vancouver Community College, 1979 to 1980
- Adult literacy tutor, 1991

### Editor, writer

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- Editor, *The Westcoast Reader*, a newspaper for adults in British Columbia learning to read, Douglas College, 1981 to 1982

## Education

### Bachelor of Education

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University of Alberta in Edmonton, major in Secondary English

Spent two summers on Alberta First Nation reserves as part of the Intercultural Education program

## Awards

### Exceptional service award

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In 2001, Bev received an award from Alberta Learning for exceptional service by a contractor. The award was for outstanding performance, dedication, and effort.

## Selected projects

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### Recent publications

[\*Healthy Eating for Children in Childcare Centres \(2011\)\*](#)

[\*Healthy Eating for Children and Youth in Schools \(2011\)\*](#)

[\*Healthy Eating for Children in Recreation and Community Centres \(2011\)\*](#)

[\*Trades in Alberta \(2010\)\*](#)

### English Express newspaper

Bev Burke, President of Simply Put Consulting Inc., produced the *English Express* newspaper for the Government of Alberta from 1984 until 2010.

*Note:* The government is no longer publishing *English Express*. However, selected articles from 2006 to 2010 were added to the *English Express* website, which remains available for use. Article topics include news stories, human interest stories, health information, recipes, gardening tips, and recreational activities. Please click [here](#) to visit the website.

### English Express website

In 2006, Simply Put Consulting Inc. initiated and managed the development of this unique website for Alberta Advanced Education and Technology. Until 2010, our company was responsible for adapting *English Express* articles for online use. We also prepared audio files and videos to add to the website. Please click [here](#) to visit the website.

### Other publications

[\*Talking about Family Violence \(2009\)\*](#)

[\*Help for Victims of Crime \(2008\)\*](#)

[\*Human Rights in Alberta \(2008, 2010\)\*](#)

[\*Be Safe at Work \(2007\)\*](#)

[\*How to Save Energy \(2007\)\*](#)

[\*Learning after High School \(2007, 2010\)\*](#)

[\*Looking for a Job \(2007, 2011\)\*](#)

[\*Employment Law Protects Workers \(2006, 2009\)\*](#)

[\*Influenza \(the Flu\)–What Can You Do? \(2006, 2009\)\*](#)