



1011 So. Washington Ave., Suite. 200, Minneapolis MN 55415

Bring the Loft to You 2019-2020

This is just a list of example classes we offer as part of Bring the Loft to You. If you don't see what you're looking for, reach out to us! We want to work with you to create programming that best fits your audience.

Loft Contacts:

Outreach & Intake: Rachel Yang (ryang@loft.org)

Rachel handles the outreach side of our Bring the Loft to You (BLTY) program. Contact her with programming requests, questions about our programming, or to propose new ideas for how we can work together.

Programming: Kurtis Scaletta (kscaletta@loft.org)

Kurtis manages the content of our BLTY programs, from contracting teaching artists to customizing curriculum for your community. Contact him to plan and confirm the details and logistics of your in-progress programs.

LIBRARIES

CLASSES FOR ALL AGES

Family Writing Time: Telling Family Stories

Vacations that went awry, adventures with pets, or sibling rivalry? All can be fodder for your own hilarious stories. Designed for kids *and* their grown-ups, this class prompts students of all ages to write and share their favorite favorite family tales.

Family Writing Time: Tell Your Own Tall Tales

It's time for Paul Bunyan to retire and put Babe the Blue Ox out to pasture! In this class kids and parents can come up with their own larger-than-life heroes and hard-to-believe adventures, either working together or trying to outdo each other in the tall tale tradition.

Bring the Loft to You

CLASSES FOR ADULTS

The ABCs of Children's Books

This is the perfect workshop for anyone who has an idea percolating for a children's book, or even people who have written one but aren't sure what to do next. Learn the basic formats of children's books and how children's books get made, for everything from ABC books to Teen Fiction, and find out where your book fits in.

13 and Up: Writing the Young Adult Novel

Books for and about teenagers is among the most popular categories in fiction, and is read by a far wider audience than teens alone. In this class you'll learn what makes the teenage experience so compelling for both writers and readers, and how to begin your own, whether it is a paranormal romance, realistic fiction, or any other genre.

Be Persuasive

Everybody needs to write persuasively sometimes: writing a letter to the editor, leaving a Yelp review, or emailing customer service. You need to make your case while winning over your readers. This class will focus on practical steps to advocating for yourself and your positions in a persuasive way.

Be Your Own Publisher

Do you have a story you want to share with the world but don't know how to do it? Self-publishing is one respected way for authors to publish. In this class you will learn how to move your project forward and launch your book into the world.

Blogging for Beginners

You can launch your own online journal in a matter of minutes, and start writing about your favorite topic, whether its sports, cooking, politics, or something personal. In this class you'll learn about launching your blog and how to build an audience. Bring a laptop to start your blog on the spot.

Characters, Plot, Setting: Strengthening Your Story

You know the basics of writing fiction, you've moved past the general idea phase of writing a story or novel, so now what? Fine tune your writing by focusing on important craft elements that will make your creative writing project even better. Craft questions encouraged!

Creative Writing Sampler

Not sure if you're a poet, a novelist, or a memoirist? Come and sample poetry, fiction, and creative nonfiction by exploring craft techniques common to all three and experimenting with each through creative writing exercises.

Bring the Loft to You

The DOs and DON'Ts of Publishing

The reality of today's book industry is that everyone has a different experience, from how a book is written to how (and if) the writer finds an agent. Yet there are specific best practices every writer should be aware of, so that they have a better publishing experience. In this class, we'll talk about some of the best practices to implement as you guide your book from manuscript to publication.

Family Stories into Memoir

Whether you want to write down your memories for family members and friends or hope to publish a book-length memoir, come try your hand at writing exercises to spark your memory and tell your (hi)story!

Fiction Basics

You've got your story or novel idea down, maybe even a first draft. What's next? You need to create detailed, interesting characters and a plot that keeps the action moving forward. Come learn the ins and outs of creating memorable settings, developing an exciting plot, and writing believable characters with depth and complexity.

Fictionalize Your Life

If you want to tell your story but need a little distance to get through it, want to protect the innocent (or guilty!) players in your life, or just want to "heat up the truth," as Tim O'Brien put it, this class is for you. Learn how to move from real experiences to fiction.

Flash Fiction

Short short stories, often limited to a single page, have become very popular and are a great way to hone your skills for setting a scene, describing a character, and hooking readers. (Teen and Adult versions)

Get Past Your Fear of the Blank Page!

Learn the secrets of getting past your fear of the blank page from a writer who has been there before. Our teaching artist will guide you through exercises to break through writer's block and get writing.

Get Started On Your Writing Project

You have an idea for a novel, memoir, short story, or poem, but you're having trouble getting started. Come ready to brainstorm, with an experienced teaching artist who is also a writer, ideas on crafting that ever-important first sentence, paragraph, and draft of creative work.

Having Your Say

Writing essays can help other see your point of view and deepen your own understanding of issues that matter most. In this session, you'll learn about writing personal essays with a point.

Bring the Loft to You

How To Find Readers

Writing a book is a major step in the publishing process, but how does one reach readers? In this session, you'll learn how to build an audience beforehand, as well as what to anticipate on and after your book's publication day. This is a class that will teach you the basics of learning who your audience is, and the best ways to engage with them.

Introduction to Screenwriting

Come to this introductory screenwriting class to learn about dialogue, scene, and rising action. Learn about script styles, craft elements, and jumpstart your script.

Jumpstart a Writing Group

A writing group is a combination of mutual encouragement, critique, and chemistry that can make all the difference on your journey to publication. Meet fellow writers at your local library and make the connections you need to form and sustain a long-term writing group.

Let's Talk About Dialogue

This session will give you strategies to liven up your dialogue to reveal character, add tension or humor, and advance the plot—all at the same time.

Literary Agents: What to Look For and What to Look Out For

Most publishers won't look at your prose manuscript unless an agent represents you. So how do you get an agent? Learn what good agents do and don't do, and how to find the right one for your work along with the basics of writing a query letter.

A Novel Idea

Have you always wanted to write a novel but don't know where to begin? Learn the core elements of crafting a novel, strategies for completing a novel, and next steps when you have the first draft done.

Prompts for Poems

Ladies and gentlemen, start your pens! This session will have fun and inspiring prompts to get new poems underway. Bring your favorite writing notebook.

Starting Your Writing Life at 55+

Have you retired and now have time to devote to your novel-in-progress? Or are you interested in writing a memoir so favorite family stories aren't forgotten? With creative writing prompts and exercises, you'll learn simple tips for starting—and staying with—your writing project, no matter what it is!

Bring the Loft to You

Submitting & Selling Your Stories

Magazines and literary journals provide a launching point for many prose writers, and are usually sold without an agent. Learn about the submission process and getting your stories in print, some of the potential pitfalls, and building a portfolio of your work.

Write Like There's Nobody Criticizing

Your inner editor can be a real hindrance to writing the first draft or daunt your spirits when it's time to revise. In this session, you'll learn how to put your inner editor on mute for a while, and even how to work with that jerk constructively during revisions.

Write Your Life

Whether you want to write your memories for family members and friends or hope to publish a memoir, come try your hand at writing exercises to spark your memory and tell your story.

CLASSES FOR TEENS

The Alternate Universe: Creating Fictional Worlds

How do you create fictional but vivid and detailed "other worlds" on the page? Learn how celebrated authors have mastered the art of creating these alternate worlds where anything is possible, and how you can too!

Fiction Basics

You've got your story or novel idea down, maybe even a first draft. What's next? You need to create detailed, interesting characters and a plot that keeps the action moving forward. Come learn the ins and outs of creating memorable settings, developing an exciting plot, and writing believable characters with depth and complexity.

Having Your Say

Writing essays can help other see your point of view and deepen your own understanding of issues that matter most. In this session, you'll learn about writing personal essays with a point.

Introduction to Screenwriting for Teens

Come to this introductory screenwriting class to learn about dialogue, scene, and rising action. Learn about script styles, craft elements, and jumpstart your script.

Good Stories About Bad Guys

Whether it's Hannibal Lecter, Voldemort, or the Joker, the bad guy (or bad girl, or bad robot, or bad sentient blob) is often the most intriguing character in a story--and the most fun to write about! In this 90-minute session you will create a full-fledged adversary fit for a short story or novel.

Bring the Loft to You

Write Out Loud*

Explore the art of spoken word poetry – a local poet will show you how to write and perform the things you've got to say out loud!

Creating Comics*

This class covers creative writing and elements of visual storytelling, but you don't need to be a skilled artist to enjoy the class. Just come to class ready to write, draw, and create.

Knock! Knock!: Comedy for Teens*

Teens will learn the art of the joke or a skit in this fun-filled class taught by a local comedian.

Writing Song Lyrics*

Learn how songs work and the craft of writing memorable lyrics from a professional musician and songwriter.

**Please provide possible backup dates and times if possible, as teaching artist availability is limited.*

Writing Great College Application Essays

Learn to utilize basic creative writing craft elements such as strong characterization, compelling narrative structure, an interesting premise to write the best possible college application essay. Leave with ideas that will get you started on writing an essay that'll really wow your readers!

Writing the Dark: Life's Difficult Subjects

How do you write about difficult topics, such as mental illness, family turmoil, school troubles, or addiction, in an authentic and compelling way? Learn to weave life's difficult subjects into your creative prose or poetry in ways that honor and illuminate those challenging experiences.

CLASSES FOR KIDS

Be Your Own Favorite Writer

Love to read, but not sure where to begin writing your own story? This session is for avid youth readers who want to learn what their favorite stories and characters can teach them about writing their own strong stories. This class will teach youth techniques for reading as writers and is intended for readers and writers alike.

Bring the Loft to You

Creating Magical Worlds

Do you want to be a writer? Learn how to create magical, fictional worlds that capture the imagination of your readers and keep them glued to the pages of your stories!

Kid's Guide to Writing Short Stories

Are you the kind of person who can tell stories that keep your friends on the edge of their sleeping bags? Then join us and explore different ways to come up with story ideas, and then shape them into engaging, fun stories—complete with characters, plot, and setting—that you can share with all your friends!

Let Your Imagination Soar!

If you like to write stories about magical, mythical beings, this session is for you! We'll invent our own creature tales and create fun, interesting stories around our newly invented mythology!

Make the Game Come Alive

For fans of video games, this class will encourage you to write new stories about your favorite characters. Create a new sidequest for Link, imagine new adventures in Minecraft or Fortnite, or make up your own game from scratch. The only requirement is that you come ready to play.

Scary Stories

Whether you want to be the next R.L. Stine or freak out your friends around the campfire, this class will help you create a creepy mood, invent memorable monsters, and scare the socks off of your audience.

Write Your Own Silly Story

Silly stories are fun to read and write. Come practice developing your writing skills by crafting some silly stories of your own, based on your school, friend, and family experiences.

Writing Stories About Pets

In this session for early writers, we'll share stories about our own companion animals as a group, then work on writing and sharing those stories on paper. Basic short story structure will be discussed, with an emphasis on the joy of storytelling and how to convey each child's love and fascination with their subject.

Writing Your Way to Youtube Stardom

Youtube stars bring personality to the small screen, but you might not see all the prep work that goes into it: creating a plan, writing a script, and cultivating your persona as a character. In the session, we won't roll the cameras but participants will leave with a plan to launch (or relaunch) a new hit series.

Bring the Loft to You

Good Stories About Bad Guys

Whether it's Hannibal Lecter, Voldemort, or the Joker, the bad guy (or bad girl, or bad robot, or bad sentient blob) is often the most intriguing character in a story--and the most fun to write about. In this 90-minute session you will create a full-fledged adversary fit for a short story or novel.

Write Out Loud*

Explore the art of spoken word poetry – a local poet will show you how to write and perform the things you've got to say out loud!

Creating Comics*

This class covers creative writing and elements of visual storytelling, but you don't need to be a skilled artist to enjoy the class. Just come to class ready to write, draw, and create.

Knock! Knock!: Comedy for Kids*

Kids will learn the art of the joke or a skit in this fun-filled class taught by a local comedian.

Writing Song Lyrics*

Learn how songs work and the craft of writing memorable lyrics from a professional musician and songwriter.

**Please provide possible backup dates and times if possible, as teaching artist availability is limited.*

SCHOOLS & HUMAN SERVICE ORGANIZATIONS

Elements of Poetry

This class focuses on fundamentals of poetry including language, form, and imagery. Students will write from poetry prompts and read select poems closely in order to deepen their knowledge of poetic form, and leave with an increased awareness of the art of poetry.

Elements of Fiction: Novel Writing

Students will explore the art of the novel and learn literary techniques such as great beginnings, timing climaxes, weaving in character desires, structure, obstacles, and the role of secondary characters, which will increase students' awareness of the

Bring the Loft to You

wealth and range of stylistic choices available to novel writers. Writing prompts will deepen students' engagement with the craft elements essential to writing the novel.

Elements of Fiction: Short Story Writing

Students will explore the craft of fiction and learn literary techniques such as dialogue, voice, scene, and structure, which will increase their awareness of the wealth and range of stylistic choices available to fiction writers.

Elements of Creative Nonfiction

Students will learn techniques for writing memoir, essay, literary criticism, and opinion pieces. This class focuses on strengthening the writers' authentic voice.

Jumpstarting Creativity

Every story germinates from the seed of an idea. Generating ideas and growing them into a compelling piece of fiction can be tricky, particularly in the beginning stages. In this class, students will learn creative exercises, brainstorming techniques, and writing habits that inspire confidence to explore their ideas and free their imagination.

Taming the Manuscript: Editing Your Fiction

Through exercises and explorations of successful writers' revision strategies, students will learn how to revisit their manuscript with confidence, not fear. Students will also receive valuable feedback on a portion of their revised draft from their peers and the teaching artist.

Creative Nonfiction Basics

This class is for students who want to tell the story of their life but don't know where to start. The teaching artist will discuss the unique joys and challenges of developing a narrative from real-life experiences. Students will learn how to mine for material, find an appropriate voice, craft a character of oneself, and structure a well-paced plot through prompts and free writes. This class will put students on the path to creating a compelling memoir.

Blogging Your Passion

Blogging is a great way to share one's passion (whether cooking, gardening, or robotics) with the world and connect with others. Through dissecting what makes a blog successful -- from online-specific writing techniques to employing the power of marketing and social media -- students will learn valuable strategies for developing an effective platform for writing about what they love.

The Art of the Personal Essay

Appearing everywhere from op-eds to anthologies and magazines, the personal essay is enjoying a renaissance due to its ability to convey intimate experiences that illuminate the human condition. This class will use a combination of in-class writing exercises and discussions of examples from major publications. Students will learn to

Bring the Loft to You

harness the power of their own life stories to create essays that will inspire an audience.

Writing Children's and Young Adult Literature

In this class, students will learn how to write compelling stories and novels aimed at children and young adults. Whether writing picture books, animal stories, sci-fi, fantasy, or realism aimed at young readers, this class will cover craft techniques for strengthening and shaping children's and YA narratives. Topics covered will include plot, character, dialogue, point of view, and what young readers want in fiction.

Building Worlds and Crafting Characters

This class is all about ways authors create fictional people and places that feel so real. From imagery to dialogue to point-of-view, students will get to play around with narrative strategies to fashion their own reality and fill it with a cast of characters. With in-class time to write and share work with peers, students will come away from each session having made progress towards their very own manuscript!

Myths, Fairytales, and Imagination

People have used myths and fairytales throughout history to tell important stories. Now is the time for students to write their own! We'll look at famous tales both old and new to see what drives their plots and heroes. Students will get to create their own hero and set her off to face challenges that only they can imagine.

Write, Draw, Share!

Whether students want to tell a silly story, write a poem that rhymes (or doesn't!), or dream up wild adventures for heroes and heroines, this is their time to shine. In this class, students will get to write and illustrate their own story or collection of poems. Then they will put it all together and have their very own book to share with peers, family and friends.

College Prep Essay Writing

This class is designed for the high school junior or senior getting ready to apply to colleges. Students will learn how to craft the most compelling essay describing who they are and wow admissions committees with their enthusiasm, style, and perfect prose.

Making Meaning through Memoir

This class will equip students with the foundational tools of memoir writing through prompts and free writes. Students will learn how to mine for material, find an appropriate voice, craft a character out of oneself and structure a well-paced plot, all while discovering the healing power of making meaning out of even the darkest of experiences.

Finding Poetry in the Personal

Some of the best material for poems comes from what is the most personal. Through

Bring the Loft to You

writing exercises and lessons on the core elements of the craft, students will learn how poetry can serve as a freeing form of self-expression and an effective way to process the intimate aspects of their narrative. In this class, the teaching artist will discuss the art and craft of poetry while addressing difficult topics, such as loss and illness, with compassion.

The Tough Stuff: Kids Writing Their Real-Life Stories

In this class, youth will gain strategies for examining their emotions, memories, and experiences and expressing themselves through fiction and poetry. Through reading and writing exercises within a fun and supportive environment, youth will have the opportunity to explore their thoughts and feelings, gain confidence, and learn how to use creativity as a tool for understanding the world around them.

PROFESSIONAL

Social Media Voice: Finding Authenticity

Gracious or flip? Funny or refined? Curious or cool? We can likely all think of social media examples where these choices have gone awry or been wildly effective, so even if we know the why (the strategy) and the what (the content) for our business' social channels, how do we know the how (our tone)? The most effective social media channels find a following through personality, and that only comes across through voice. In this seminar—through case studies, exercises, and examples—we'll explore what kinds of voices an organization might take on, and how to go about determining the best fit for yours.

Social Media Strategy: Content and Conversation

Do you know why your organization uses (or should use) social media? If you don't know or you thought something like 'to make it go viral' or 'that's just what everyone does,' you probably don't have much in the way of social media strategy. In this seminar, we'll explore what tools to consider, when and how often to post, which content to share, who can help create and extend conversations, and how to analyze your results, diffuse your critics, and amplify your strongest advocates.

Writing for the Web

When you go to a company or organization website, you aren't seeking the same things you might from a great book, but that doesn't mean there isn't an art to writing for the web. Website writing needs to be organized and presented for the medium it serves. The scanning eye and clicking finger dominate this landscape, and effective organizational website writing knows how to take advantage of those behaviors. In this seminar, you'll learn some key web writing practices like employing hierarchies

Bring the Loft to You

of information, ensuring short, scannable text, and highlighting content with visual cues.

Improving Emails and Enews

Email remains one of the cornerstones of marketing plans and workplace communication. Yet, our inboxes are flooded, our emails go unanswered, and we delete more than we read. Is this just the way it is, or is there anything we can do to make email—both internal and external—more effective? Of course. From the subject line to the signature file, we'll examine enewsletters, email correspondence, and maybe even a spam message or two to look at what inspires action and what just falls flat.

Copywriting: Tips and Techniques

Copywriting has a language all its own, and this seminar will explore the tricks and traps in the practice. We'll look at headlines, writing to sell, capturing attention, and much more. Using what we've discussed and learned, we'll work through a number of specific writing challenges, including your own.

Advanced Copywriting

You've written plenty of copy. You know the basics, but there's always more to learn. In this seminar, we'll go beyond the basics of copywriting into the more conceptual aspects, including emotional appeal, consistency, humor, and impact. You'll walk away with a tool kit of new approaches for your next assignment.

Content Strategy

Many traditional outreach methods are becoming less and less effective—people are skimming, fast forwarding, blocking, and deleting like never before. But they skip in order to get to something else. Having a consistent, audience-centered content strategy, one that doesn't interrupt what people want, but instead gives them what they want, is one of the best ways to break through the noise. In this seminar, we'll discuss the why, how, and what of creating content that people actually seek.

Proposals That Engage

Potential stakeholders need to connect with ideas. The strongest proposals don't just relate the compelling facts, they weave them together into a powerful story to make an idea, need, or purpose into something visceral. But how do you actually do that? In this seminar, we'll look at the principles of storytelling and proposal structure and make sure that your next one makes your best ideas come to life.

Writing Better Presentations

Great presentations require many of the principles behind great writing. It's not just about getting the idea across, it's about finding the most compelling way to do it. This seminar is for anyone who struggles with their presentations—getting complicated ideas across, finding the balance between information and interactivity, and engaging

Bring the Loft to You

an audience. It's also for anyone who's been read mind-numbing slide after slide and vowed that they'd never do that to someone else.

Great Communication Skills: Grammar, Tone, Syntax

Description: In this seminar, you will develop skills in grammar and business communication relevant to digital communication and report writing in the workplace. The program begins with a review of basic grammar and usage. Topics discussed include punctuation, verb tenses, and mechanics. How to use advanced techniques such as tone, narrative strategy, and descriptive language will be reviewed. The instructor will provide structured lessons and feedback on the art and science of grammar and the craft of effective writing.

The Copy Editor's Guide to Grammar

Copy editors are experts at communicating clearly and effectively. A professional copy editor can come to your place of business and lead workshops on tone, syntax, and grammar fundamentals. This seminar also reviews adhering to workplace specific style guides, narrative flow, and principles of great communication.

Corporate Storytelling

Strategic creative communication is key to developing your organization's narrative. Using fiction techniques and elements of storytelling, this class will help you find your message, analyze your audience, craft the optimal vehicles for bringing your narrative and audience together, and tell stories that will keep your audience engaged.

Narrative Healing

This class offers participants the unique opportunity to explore writing as a healing art. A Loft instructor will lead workshops on writing for healing, writing to remember, and writing to connect at your health or human services organization.