



A Punctuation Celebration!

National Punctuation Day Founded by Jeff Rubin

By CAITLYN WILLOX

Ready to celebrate another holiday? Well get out that squeaky kazoo and dust off the party hats this fall for National Punctuation Day! Alright so maybe celebration isn't in order; but according to the holiday's founder, Jeff Rubin, correct punctuation is! Rubin founded the holiday "to draw attention to the importance of proper punctuation."

National Punctuation Day is celebrated on September 24.

"Successful people have good communication skills, and that includes knowing how to write properly," Rubin says. Rubin puts this theory to work as owner and publisher of the newsletter publishing company "The Newsletter Guy." He works with outside companies to use communication to improve management, organization and increase business.

Not only does Rubin work with adults to whip their punctuation placement into shape, but he also reaches children with a program called Punctuation Playtime. Rubin and his wife work with elementary school children to create "a vital, participatory theater-like experience" that encourages teamwork while teaching and reinforcing proper punctuation lessons. A punctuation rap is one of the most popular activities that they do with the children.

"PUNK, PUNK, PUNCTUATION

PUNK, PUNK, PUNCTUATION

I am a QUESTION MARK, what do I do?

I'm at the end of questions, like Where? What? or Who?..."

Other activities include punctuation treasure hunts and relay races. Rubin rates his programs as a success. He says that during one program, at a Catholic school in San Francisco, students were "high-fiving each other...those kids were having a great time! They were jumping up and down, laughing."

Punctuation correction isn't just his job; it began as his hobby. Rubin describes a typical Sunday morning as sitting down with a bagel and cup of coffee and circling all the punctuation errors in the morning paper. He then clips out the stories and mails them to the paper's editor. Rubin says he also takes pictures of signs with improper punctuation and then posts them on his website www.NationalPunctuationDay.com. In fact, he encourages visitors of the site to send him any pictures they take so he can post those, too.

Prior to becoming "The Newsletter Guy" and working on National Punctuation Day and Punctuation Playtime, Rubin worked for 10 years as a newspaper reporter and editor. He is also a member of the National Speakers Association and a winner of a National Mature Media Award in 2000 for a newsletter about the Aging of Santa Clara County. Rubin works and resides in California with his wife.