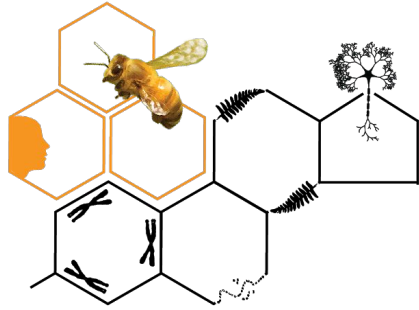

Mission: Pitch Perfect

Spring 2018

Workshopping blog pitches with That's Life [Science]
Find us at: thatslifesci.com

Facilitators: Emma Dauster and Lian Guo

Why are we here?



THAT'S LIFE [SCIENCE]

- Become a better science communicator
 - How to workshop a blog pitch/post
 - Targeting: reader outcomes, accessibility, and titles
-

**Pitches and pens out,
in groups of three!**

Reader outcomes - the takeaway

Activity #1 - We live in a click beat click world...*what do you want your reader to get out of this?*

Write on the back of your pitch:

...if you want your reader to learn one thing from your blog post, what would that be?

Pass your pitch to the left.

(5 min) Reader: write at the bottom, what is main takeaway you got from reading this pitch?


Reader outcomes - investment

How to improve:

- Write simply and clearly
- Put your takeaway at the top and return to it
- Start with the bigger picture
- Start from common human experiences

Activity #1 - We live in a click beat click world...*how will you get your reader invested in your pitch?*

Pass the pitch to the left.

(5 min) Reader:  *star* the moment you started to care about the blog post and write what would have helped you care more.

(3 min) Pass the pitch back to authors - read and reflect together!

- Did their takeaway match your takeaway? Why or why not?
 - Did you capture their interest? How could you improve?
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Accessibility - jargon

Activity #2 - Bridging the cultural divide...*discard inaccessible words*

Pass your pitch to the left.

(3 min) Reader: box jargon - make sure to look for the obvious and not-so-obvious stuff!

Accessibility - assumptions

How to improve:

- Be self-critical!
- Rewrite jargon until someone outside of your field gets it
- Write from common human experiences

Activity #2 - Bridging the cultural divide...*your reader is not from your world, so write like it!*

Pass your pitch to the left.

(3 min) Reader: underline assumptions - make sure to look for the obvious and not-so-obvious stuff!

(3 min) Pass the pitch back to authors - read and reflect together!

- How could you reword your jargon?
 - How can you write from a place of common experience?
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Titles - the first impression

Activity #3 - Good titles are hard, but they can make people getting to your blog post easy.

Two title strategies:

- SEO - search engine optimized
- Catchy titles that make those eyes stop



	9,519 % of Total: 100.00% (9,519)	8,343 % of Total: 100.00% (8,343)	00:02:51 Avg for View: 00:02:51 (0.00%)	7,663 % of Total: 100.00% (7,663)	88.74% Avg for View: 88.74% (0.00%)	80.50% Avg for View: 80.50% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /2016-07-14-4-Ways-Humans-Harm-the-Environment-DAlcott/	3,901 (40.98%)	3,474 (41.64%)	00:04:46	3,472 (45.31%)	89.57%	87.90%	\$0.00 (0.00%)
2. /2016-12-26-How-Pistol-Shrimp-Kill-With-Bubbles-AStrauss/	626 (6.58%)	575 (6.89%)	00:05:44	574 (7.49%)	92.68%	90.89%	\$0.00 (0.00%)
3. /2017-08-05-Get-the-facts-about-hormones-AKrentzel/	476 (5.00%)	447 (5.36%)	00:05:41	441 (5.75%)	93.65%	92.65%	\$0.00 (0.00%)
4. /2017-10-20-Why-Do-I-Shiver-When-Im-Cold-LGuo/	332 (3.49%)	309 (3.70%)	00:06:30	306 (3.99%)	92.16%	91.27%	\$0.00 (0.00%)
5. /	327 (3.44%)	198 (2.37%)	00:00:53	169 (2.21%)	46.15%	34.56%	\$0.00 (0.00%)
6. /2016-09-05-Adaptations-for-Ant-Eating-AVanderLinden/	324 (3.40%)	287 (3.44%)	00:04:13	287 (3.75%)	87.46%	87.35%	\$0.00 (0.00%)
7. /2016-05-30-Some-Australians-consider-kangaroos-to-be-pests-LGuo/	268 (2.82%)	259 (3.10%)	00:05:52	256 (3.34%)	96.48%	96.27%	\$0.00 (0.00%)
8. /2016-10-13-artificial-islands-dalcott/	239 (2.51%)	216 (2.59%)	00:05:48	216 (2.82%)	89.35%	89.96%	\$0.00 (0.00%)
9. /2016-09-25-8-Reasons-Plants-Are-Amazing-JCoomey/	159 (1.67%)	142 (1.70%)	00:06:44	140 (1.83%)	89.29%	88.05%	\$0.00 (0.00%)

Titles - the first impression

How to improve:

- Unleash your creative beast!
- Brainstorm, sit with it
- What would you type into Google?
- What would you find fun?

Activity #3 - Good titles are hard, but they can make people getting to your blog post easy.

Get into groups of six. On a blank paper, write your proposed title. Pass once to the left.

(1 min each round) Reader: Fold over the original title and write a new one. Try to keep the meaning of the title intact, while improving either SEO or catchiness! Pass left.

Now you have six different ways you could write your title!

Class Reflection

(15 min) **Let's talk about it!**

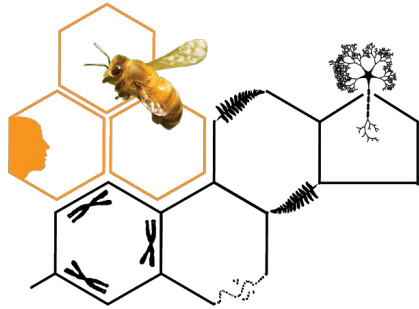
What trends did you notice in your or other's writing?

How could you improve "problem areas"?

What ideas did you get from other people's writing or titles?

Other reflections?

Thanks for playing!



THAT'S LIFE [SCIENCE]

- Want more practice? Join us!
 - As a regular contributor (start in fall 2018)
 - As a guest writer (email tlblogeditors@gmail.com)
 - Or many other opportunities...
 - Look out for our feedback email...
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Homework - Due In 2 Weeks

- Develop your pitch into a full blog post
 - Due in 2 weeks but feel free to start it now
 - Aim for ~800 words

Homework - Due NEXT Week

- We'll be talking with Carrie McDonough, who began the Oceanbites blog at URI
 - In preparation for her virtual visit, please come having read the following:
 - Irion 2014
 - Jarreau 2016
 - Optional: the Cal Newport reading that the Jarreau article was based on
 - Be prepared to talk about the risks/benefits of blogging, her experiences starting her own blog, and anything else you'd like to ask a recent PhD who is very passionate about Sci Comm!
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