KT Science Writing Workshop

Deb Chen

PhD Candidate | UBC Dept. Pathology & Laboratory Medicine

Dec 8, 2015

Why science writing?

- Channel creativity
- Fun!
- Diverse science topics
- Explore/practice science communication skills
- LOVE writing
- Share science news/story
- Explain to my friends what it is that I do
- Practice writing to a general audience
- Spread the word!

Learning Objectives

By the end of this workshop, you will be able to:

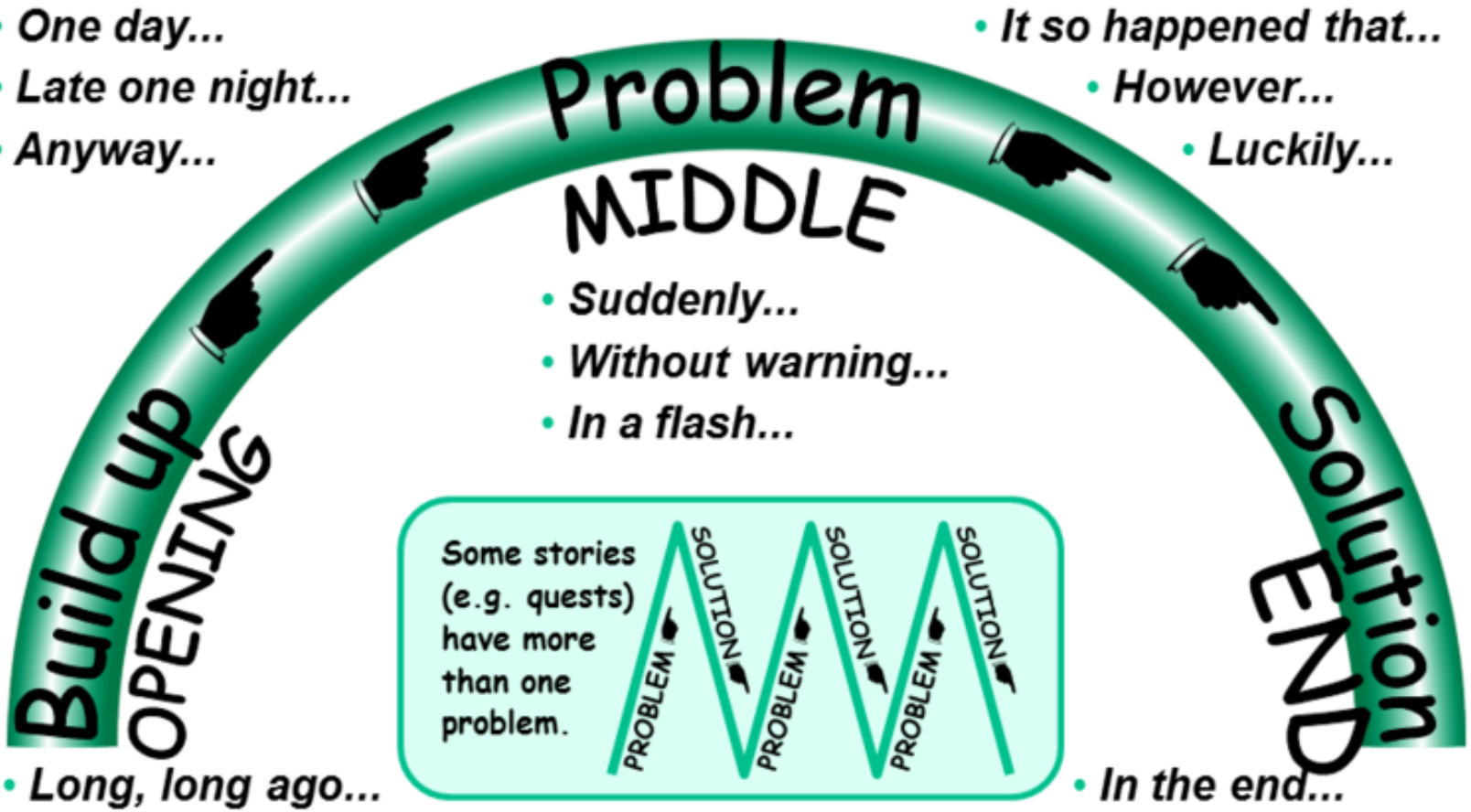
1. Establish KT group standards and expectations
2. Identify specific features of scientific writing, both good and bad, and develop strategies to incorporate and/or avoid these aspects in your own writing
3. Critically review and revise your peer's and/or your own writing

One Story. Three Pitches.

In your small group, discuss the following:

1. How are these three articles different one another?
2. What elements of each article stood out (like, dislike) to you as a reader? Why?
3. Who is the audience and how does that change the angle of the article?

Tell us a story…



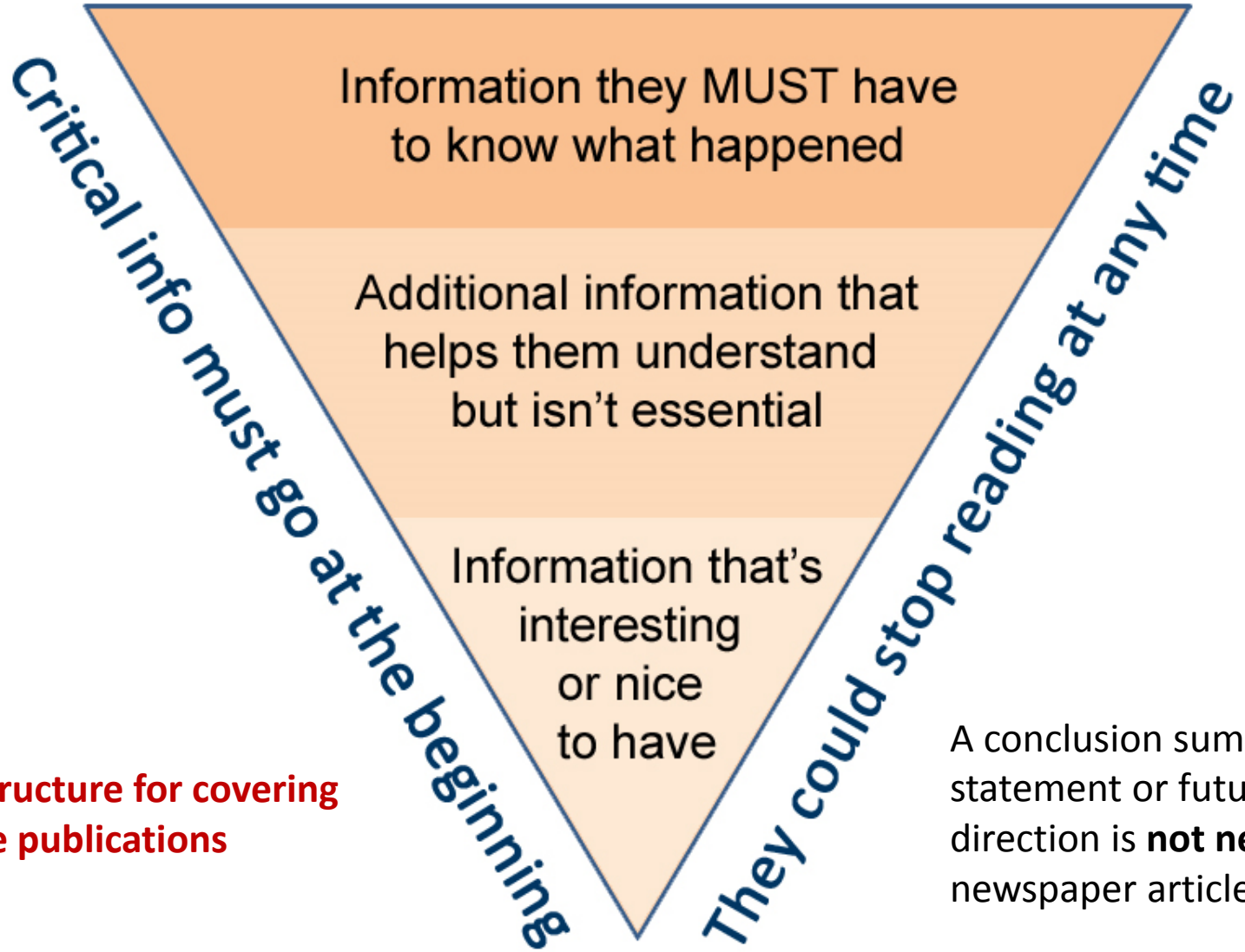
Best structure for opinion pieces and special topics overview

Structure & Organization

In your small group, discuss the following:

1. Describe the overall structure/organization of article.
2. What was the ***level of science*** shared in the article?
3. How successful was the article in communicating science?
4. Why do you think it was successful, or not, in engaging your attention?
5. What changes would you make to the article? Provide rationale.

Inverted Pyramid Newspaper Writing



Best structure for covering science publications

A conclusion summary statement or future direction is **not needed** in newspaper articles.

CBR KT Science Writing Workshop

KT Standards and Expectations

- CBR KT Group Working Mission Statement: **"To hone our science communication skills AND to foster public interest in science and in CBR"**
- Working Guidelines for Writing Science/Research Articles:
  - Writing for an educated audience (min. an undergrad degree) but a non-specialist in your area (this includes funders, donors, CBR members, prospective students)
  - Core message should be at the beginning of article (inverted pyramid)
  - Level of science should depend on the public's familiarity with the subject
  - Finding relevant and humanizing aspects of the story to connect with your reader
  - Hyperlink to other relevant content, so readers can learn more
- Going forward:
  - Donors prefer to read about CBR PIs and their research - strategically release PI- centered stories
  - Publication coverage should be on the day of release. Share publications in your lab with Anna.

Build-A-Slide