

Part 1: Connecting with your science

1. *What are some types of stories that you enjoy?*

- For example, do you like a particular genre (e.g., romance, adventure, scifi)? Do you enjoy certain types of characters? Particular settings or time periods?
- These stories can come from anything – films, books, shows, songs, folk tales, myths, history... whatever you find interesting!

2. *What topics have always fascinated you?*

3. *What were some transformative experiences in your life that led you to want to be a scientist? To study your particular field?*

4. *What got you interested in your current project? Was there a particular moment that sparked your curiosity?*

Part 2: Connecting with your audience

1. *Who is your target audience for your blog piece? What are some things that they probably care about?*

2. *What are your communication goals for this audience? Which one is your priority?*
 - What do you want the audience to take away from your story? New knowledge? A call to action? A particular perspective or emotion?
 - Decide on a primary goal to focus on. You may be able to work the others into the subtext of your story.

3. *What obstacles might stand in the way of those communication goals?*
 - Is it possible that your audience has a suspicion of or aversion to your topic? Might your audience have trouble relating to or caring about your topic? Why?
 - Can you think of a single individual, real or imagined, that represents the segment of your audience whom you think might be most uninterested in or resistant to your work?

4. *How can you overcome those obstacles to your communication goals?*
 - E.g., Is there a particular analogy or anecdote that you can offer to make your topic accessible and appealing to this audience? Is there a familiar scenario or common concern that you can address?
 - Is there anything that you might want to avoid because it would automatically lose your audience's interest?

Part 3: Your Story

The following questions can help you to outline a story for your blog piece. Keep your target audience and goals in mind – think about how you can make your story relatable to your target audience as you go.

1. *What is the main event about which you want to tell a story?*

- E.g., If your story was in the news, what would the headline be?
- This is the climactic event of your story – we will come back to this later.

2. *As the main character in this story, what was your main objective when you began this project? Why?*

3. *What obstacles were in the way of your objective?*

4. *What was at stake if those obstacles were not overcome?*

5. *What was the inciting incident that set your story into motion?*

- This is typically an event that presents a new opportunity or a new threat.
- E.g., You made an observation that led you to ask a question; you learned about a new method that you wanted to try; you found out that a particular field site might soon be inaccessible.

6. *Describe some challenges that you faced on your journey as you conducted your field work or research. What did you do in response to those challenges?*

- E.g., What challenges did you have to overcome to access your field site? To collect or interpret your data?
- What/who helped or hindered you along the way?

7. *What is the climactic event of your story? (Refer back to Question 1 in this section!)*

- The events you described in Question 6 should lead up to this main event.

8. *What were the outcomes of your journey?*

- Did you accomplish your objective? Did you overcome any obstacles?

9. *Either way, what have you learned from your journey?*

- Do you feel that you have changed in any way?
- Have you created change in some way?

10. (Optional) Describe a particular scene or experience from your field work. Use vivid language to take us there with you – what did you see, smell, hear, or feel?

- Consider opening your story with this scene, then delving into the story elements you explored in Questions 2-4 to explain what brought you to that scene.
- This scene could come before or after your inciting incident.