

Science Writers and Communicators of Canada Blog Categories and How to Pitch

All articles should have a connection to a recent event (~2 months). If your article doesn't have a direct timely angle or broadly explores a topic, try to find something to connect it to something that has been in the news recently.

Blog categories

- SciComm News
- Science Explained
- SWCC News
- Member Profile
- Commentary/Op-Ed

Type of article	Word count	Style of writing; does the writer have to be an expert?	Topics which can be covered
SciComm News	500-700	Neutral; No	Any newsworthy event which has implications for the field of science journalism, communication, etc. • AI replacing science communicators • Science communication award • New post-secondary program for science communication
Science Explained	500-700	Neutral; Recommended	Any newsworthy event which has some element of science which the public would be interested in an explanation of. • Orca whales attacking boats • Banff rockslide • Climate change/environmental event
SWCC News*	400-800	Promotional; N/A	SWCC conference, events, announcements
Member Profile	400-700	Promotional; N/A	Significant member milestones - retirement, award, recognition
Commentary or Op-Ed	700-1,200	Persuasive; Yes	Possibly controversial event or topic in their field of expertise (may require a disclaimer). • Risks of AI • Ethics of cloning

**Usually written by a Blog Team member, but can still be pitched.*

How to Pitch an Idea

Identify a timely event or topic you would like to write about. It's recommended that you do a bit of background research on your topic in order to answer these questions

- Who would your audience be?
- Why would they need to know about this now?
- Why is this topic important to cover now?
- Is this something which hasn't been covered before?
- Is there another side/perspective to the topic which you should also report on?
- What would you like the reader to walk away with?

How to Submit your Pitch

1. If you would like to write an article for the SciComm News, Science Explained or Commentary/Op-Ed categories, use our [Pitch Submission Form](#) to present your idea to the Blog Team. If you would like to submit an idea for a member profile, use our [Member Nomination Form](#) (*a reminder that member stories will only feature notable achievements and not a general profile*). These links are also available on the SWCC Blog site.
2. Fill out all the required fields in the relevant form. If you're unsure about a particular section, [contact](#) the Blog Team with your name and pitch topic/title in the subject line. Please don't submit your pitch through email.
3. If your pitch is of interest to our Blog Team, you will be contacted by one of our editors. They may ask you to rework your pitch to fit the category better.

If the Blog Editors feel your pitch might not be the right fit or if there was a similar article which was published recently, they may decline your pitch. Don't feel discouraged! This is a normal part of the science writing process. Try to find another topic or a more timely angle. If you have any questions about reworking your pitch or would like some advice, feel free to ask our Editors for help.