

CONTENTS

Foreword by Kendall Powell, ix

PART I THE SKILLED SCIENCE WRITER

- 1 What Makes a Science Writer? by Alison Fromme, 3
- 2 Finding Ideas by Emily Sohn, 9
- 3 Making the Pitch by Thomas Hayden, 23

Box: Classic Mistakes We Can All Avoid by Monya Baker, 32

Box: Pitching Endurance by Douglas Fox, 33

Box: A Tale of Two Query Letters by Thomas Hayden, 36

4 Getting the Story, and Getting It Right by Andreas von Bubnoff, 40

Box: Making a Reporting Plan, 48

Box: A Science Writer's Emergency Question List, 49

Box: On and Off the Record, 50

Box: "So When Can I Read Your Draft?" 51

- 5 By the Numbers: Essential Statistics for Science Writers by Stephen Ornes, 53
- 6 Excavating the Evidence: Reporting for Narrative by Douglas Fox, 59

Box: Who Pays for Travel? 71

- 7 Sculpting the Story by Michelle Nijhuis, 75 Box: Story Anatomy, 84
- 8 Working with Editors—and Their Edits by Monya Baker and Jessica Marshall, 87
- 9 Going Long: How to Sell a Book by Emma Marris, 99 Box: Sample Query Letter, 112 Box: The Six Steps to Authorship, 114
- 10 Multilancing by Robert Frederick, 116
- 11 Just Write the Friggin' Thing Already! by Anne Sasso, 123
 Box: Thirty Books in Thirty Days by Emily Sohn, 130

PART II THE SANE SCIENCE WRITER

- 12 The Loneliness of the Science Writer by Stephen Ornes, 137
- 13 Good Luck Placing This Elsewhere: How to Cope with Rejection by Hillary Rosner, 142
- 14 Beyond Compare by Michelle Nijhuis, 149
 Box: Measuring Success in a World Without Performance
 Reviews by Alison Fromme, 154
- 15 An Experimental Guide to Achieving Balance
 by Virginia Gewin, 157
 Box: How the &%@ Do I Take a Real Vacation? 163
 Box: Balance, Schmalance by Liza Gross, 165
- 16 Creating Creative Spaces by Hannah Hoag, 167
- 17 Avoiding Domestic Disasters by Bryn Nelson, 175
- 18 Children and Deadlines: A Messy Rodeo by Amanda Mascarelli, 183

PART III THE SOLVENT SCIENCE WRITER

- 19 Minding the Business by Anne Sasso and Emily Gertz, 195
- 20 Networking for the Nervous by Cameron Walker, 215 Box: The Introvert's Survival Guide for Conference Cocktail Parties, 221
- 21 Paid to Grow by Robin Mejia, 223
- 22 Contract Literacy by Mark Schrope, 230 Box: Time and Money: Can I Afford This Project? by Stephen Ornes, 244
- 23 The Ethical Science Writer by Brian Vastag, 246
 Box: The Journalism-Promotion Divide by Helen Fields, 256
- Social Networks and the Reputation Economy
 by Emily Gertz, 259
 Box: Blogging: My Digital Calling Card by Sarah Webb, 265
- 25 The Diversity of Science Writing by Sarah Webb, 267
- 26 Sustainable Science Writing by Jill U Adams, 273

Afterword: Finding, or Founding, Your Own Tribe

by Kendall Powell, 279

Box: I Started My Own Group and So Can You

by Helen Fields, 281

Acknowledgments, 283

Contributors, 285

Selected Resources, 289

Index, 301