



WRITE FOR US



Your guide to
pitching and writing
for Edutopia.

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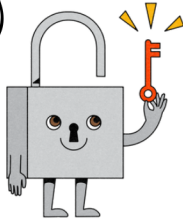
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Unlock the process

6 Key Tips For a Successful Pitch

Readers want to hear what you did, step by step, and how that worked in your school community.



1

Make sure your pitch includes actions that teachers or school leaders can take. Our writers don't spend a lot of time describing problems, because as soon as you name an issue—low engagement in middle school math, feelings of uncertainty about how to support multilingual students, etc.—your audience will know and understand what you're writing about.

2

We don't publish opinion articles about strategies that might work. Our community wants to hear about things you've actually done (or, if you work outside of a school, things you've worked on with teachers or school leaders).

3

Our editorial team wants to get a clear sense of what you'll write, so the more detail you provide, the better.

For example, instead of saying simply, "I have strategies for boosting participation in high school social studies," make sure you tell us what the strategies are.



4

We use a positive, encouraging tone: Our articles don't tell teachers and school leaders they must do things—we share things they can do.



You can assume that you'll have an audience of educators who are eager to apply what's worked for you!

5

Be clear about what your role is—teacher, instructional coach, school leader, educational consultant, etc.—and whether you have used a particular strategy yourself or have guided teachers and school leaders to use it.

6

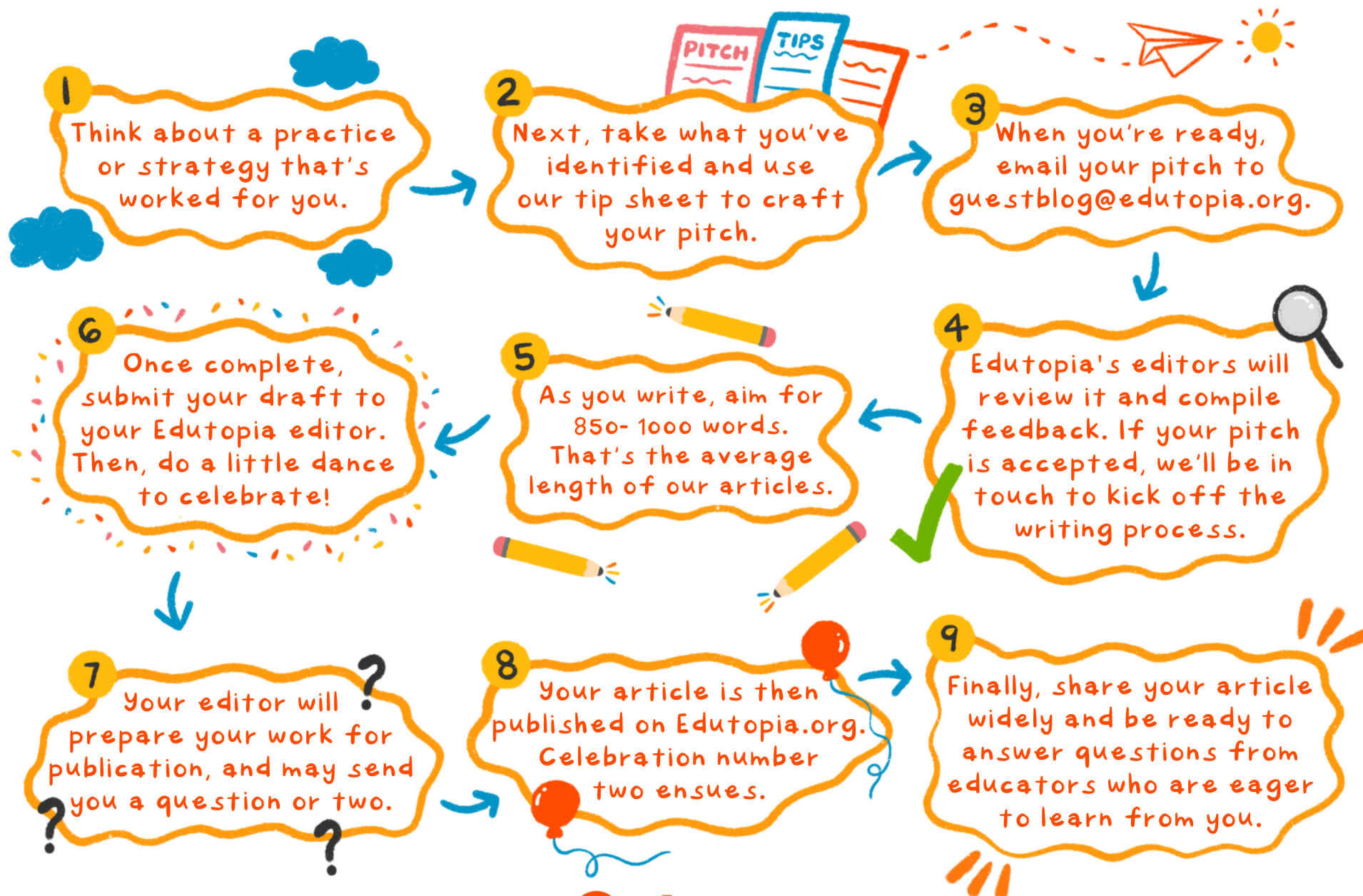
Edutopia articles are primarily about how to do things, but it's worthwhile also explaining the outcomes you've seen. If you pitch an idea on teacher retention, do you have pretty clear evidence that the strategy helped you retain teachers? If you pitch an idea on boosting student engagement, can you be pretty sure that it worked?

Explain the outcome too!



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THE EDUTOPIA PITCH PROCESS



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A real pitch

Culturally Relevant Storytelling Through Moviemaking

by Jessica Pack

Start with a short overview of the article.



My proposed post is about culturally relevant storytelling through moviemaking. Digital storytelling is a powerful instructional strategy that enables students to create artifacts of learning and exercise their creativity. When paired with the principles of culturally relevant instruction, digital storytelling provides a unique opportunity for students to build cultural community, foster empathy, and share their lived experiences.



1. Introduction

- a. Student Post-Pandemic Needs: Trauma, SEL, Learning Gaps, Equity
- b. Culturally relevant storytelling through moviemaking as a modality to address these complex needs
- c. Hallmarks of Culturally Relevant Instruction
 - i. Knowledge of students' cultures, interests, and backgrounds
- d. Brain science of storytelling: ignite emotion, sticky learning through key chemical production, framework for assimilating new information

Include a clear outline of the contents of the article.



2. Storytelling to Build a Shared Cultural Community

- a. Prioritizing connections over content
- b. Teachers are unable to teach effectively until they know and understand students' cultures
- c. Understanding the ways in which students see themselves now
- d. Understanding the ways in which students see themselves in the future
- e. Movie Project Idea: Cultural "I Am" Project

Your pitch should give Edutopia's editors a clear sense of what you intend the article to be about.

3. Storytelling to Build Empathy and Connections

- a. Utilizing students' culture as a vehicle for learning
- b. Moviemaking can provide windows, mirrors, and sliding glass doors
- c. Movie Project Idea: "Where I'm From"

4. Storytelling to Lift Student Voices

- a. Moviemaking can provide perspective, understanding, and dialogue about students' lived experiences
- b. Movie Project Idea: Personal Stories

5. How to Get Started with Storytelling

- a. The Storytelling Process
 - i. Scripts are pathways to cultural relevance
- b. Rethinking lesson design to include culturally relevant storytelling
 - i. Moviemaking as a capstone for learning
 - ii. Weaving cultural threads into content via moviemaking

6. Conclusion

Links to Multimedia

- "I Am Mylo"
- "Where I'm From"
- "Limits"

Sharing links helps the editors get an idea of your sources.

The intended audience for this blog post is K-12 classroom teachers, instructional coaches, and DEI (diversity/equity/inclusion) leaders.

It's really helpful to know who the intended audience is, and the grades that will be covered.

Biography

Jessica Pack is the author of *Moviemaking in the Classroom: Lifting Student Voices Through Digital Storytelling* (ISTE Books) and was a Featured Voice at the ISTE Live23 conference. A California Teacher of the Year, Jessica has taught middle school for 19 years. She advocates for digital storytelling and creativity in schools, regularly facilitates professional development, and co-hosts two education podcasts: *Storytelling Saves the World* and an ISTE Community Leader podcast called *The Edge*.

Connect with Jessica: @Packwoman208 on social media.

♥
We would love to know where our community can continue the conversation with you.

Other Publications

Excerpt from Moviemaking in the Classroom
ISTE BOOKS

Work Ethic and Audacity: The Heart of Teacher Leadership
Education Week

You don't need prior publications to pitch to us — but feel free to include them if you do!

Other Disclosures

I have no commercial interest in any products or services to disclose.

This is an original submission that does not appear anywhere else.