



Course Title: Pitch and Publish Your Nonfiction Stories

Course Code: CNF 76

Instructor Name and Bio: Amy Ettinger

Class Sessions and Recording

Meeting days and times: April 15 and April 16, 10 am-12:30 pm PT

Meeting location: Live on Zoom

The class sessions will be recorded. However, it is important to participate live to get the full benefit of the course. We will be breaking into small groups to brainstorm ideas and help target pitches and stories.

Course Features:

- Live session
 - Lecture, discussions, and Q&A
 - Requires interaction and active participation
- Assignments & Coursework
 - Assignments and course materials posted in Canvas
 - Required discussions in Canvas

Course Summary

This course is targeted at both new writers who are looking for a first byline, and those with more experience, who are looking to break into new publications.

**Please see course page for full description and additional details.*

Grade Options and Requirements

Due to its short format, this workshop may not be taken for Credit or a Letter Grade. If you require proof of participation, your instructor will have Certificates of Attendance available. Please see the instructor at the end of the class. The Continuing Studies office does not issue these certificates after the workshop.

Please contact the Stanford Continuing Studies office with any questions
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650-725-2650

Textbooks/Required Materials

Links to required reading will be provided on Canvas a week before the start of class.

Tentative Agenda

- **Day 1**
- Introductions
- Keys to Writing and Selling Personal Essays. What makes a good personal essay? What are editors looking for when they decide what to publish? Do essays need to be written or can you sell them based on an idea? Which editors are most likely to buy essays from new writers?
- Discussion about Assigned Reading
- Crafting and Publishing Opinion Pieces. We'll discuss how opinion pieces are different from personal essays, including how you can get your stories placed in national publications.

- **Day 2**
- Breaking into Publications. The easiest way for new writers to sell reported stories is to focus on service pieces. We'll go over what makes a good idea for these types of pieces, and how these stories can be pitched and reported.
- Building a Platform. Do you need a Twitter account? What about Instagram? We'll discuss how these social media outlets help with story ideas and exposure.
- Writing Reviews. Book, art, movie and theater reviews are all good ways to get a byline. We'll go over strategies for starting out as a reviewer.
- Breakout Groups/Brainstorming Pitches
- Final Questions and Conclusion