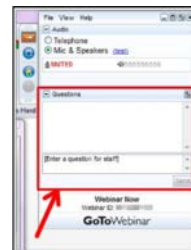


Have Questions?



Type them into questions box!

“Why am I muted?”

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<https://www.gcande.org/register>

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**understanding
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Restarting Academic
Research with COVID-19

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and the
Economy**
2020 Mid-Year
Update


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**The
FUTURE
of the
CHEMISTRY
LABORATORY
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10 Essential Scholarly Publishing TIPS

Co-produced with ACS on Campus

from an ACS Editor

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THIS ACS WEBINAR WILL BEGIN SHORTLY...

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10 Essential Scholarly Publishing Tips from an ACS Editor

Mary Beth Mulcahy
Editor-in-Chief, ACS Chemical Health & Safety
and Principal Member of the Technical Staff,
Sandia National Laboratories

Kali Miller
American Chemical Society

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Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



Have you ever published your research?

(select all that apply)

- Yes, as a corresponding author in an ACS Journal
- Yes, as a co-author in an ACS Journal
- I have published as a corresponding author in another journal
- I have published as a co-author in another journal
- I have not published yet



** If your answer differs greatly from the choices above tell us in the chat!*

10 Tips for Scholarly Publishing with the ACS Editors

Dr. Mary Beth Mulcahy

Principal Member of the Technical Staff, Sandia National Labs

Editor-in-Chief, *ACS Chemical Health & Safety*





Tip 1: Create a Useful Outline

- Gather data
- Ask questions: WHY? WHAT? HOW?
- Organize data by importance (not chronology)
- Consider possible figures and their location in the text
- Review your outline

Start outlines early in a project; do not wait until the “end.”



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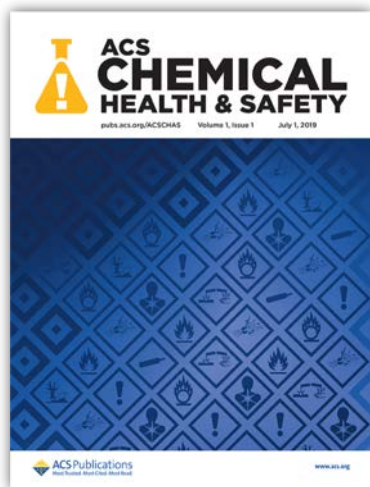
Tip 2: Choose the Journal Carefully



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Consider the Journal Scope & Audience



“ACS *Chemical Health & Safety* is a global platform for ensuring that all members of the chemical enterprise receive access to new research, safety information, regulatory updates, effective chemical hygiene practices, and hazard assessment tools.”



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Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



For those of you that would like to get your research published, what stage are you currently in?

- I am ready to submit now
- I am searching for a journal
- I am writing a manuscript
- I am doing research
- Not applicable



** If your answer differs greatly from the choices above tell us in the chat!*

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Tip 3: Read & Follow the Guidelines

The top screenshot shows the ACS Publications website header with the 'Submit Manuscript' button circled in red. The bottom screenshot shows the 'Information for Authors' page with the 'Preparing for Online Submission' section circled in red. A red arrow points from the 'Submit Manuscript' button in the top screenshot to the 'Preparing for Online Submission' section in the bottom screenshot.



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Tip 4: Tell a Story

- Paper should have a main theme and punchline
- Provide context to prior literature
- Explain the importance of the problem being addressed
- Share experimental details that allow a reasonably educated person in your field to **re-perform** the experiments and **reproduce** your results
- Analyze the data accurately and objectively
- Provide a strong conclusion, describing how your work moves the field forward, but be realistic
- Mention potential future directions for your work



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Avoid Common Language Pitfalls

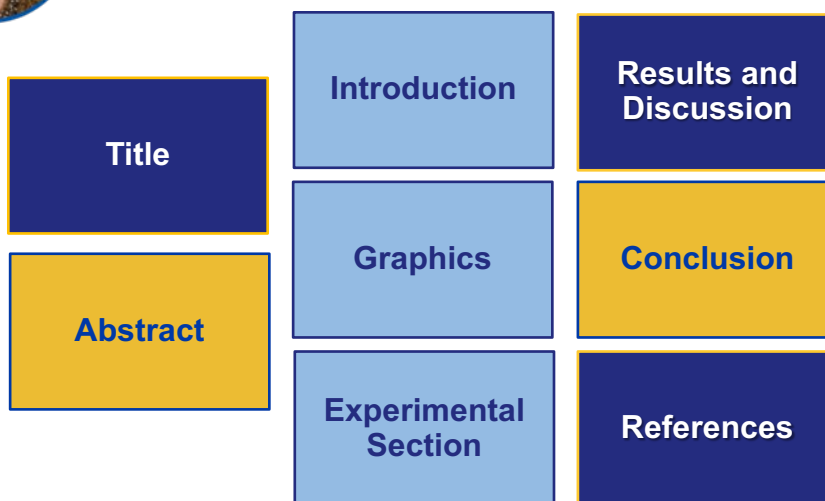
Imprecise Language	Translation
“It has long been known”	I did not look up the reference
“In my experience”	Once
“In many cases”	Twice
“In a series of cases”	Thrice
“It is believed that”	I think
“It is generally believed that”	A couple of other people think so, too



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Anatomy of a Manuscript

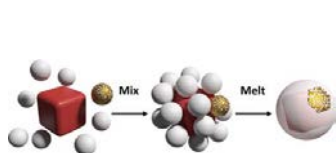


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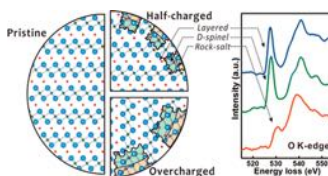


Tip 5: Draw Graphics with Care

- Be clear and precise, simple yet informative
- Complement the text and support your story
- Use **color!**
- Graphics must be original, unpublished artwork created by an author
- Any reproduced graphic should cite the original work after obtaining necessary permissions



ACS Nano, ASAP



Chem. Mater. 2014, DOI: 10.1021/cm403332s



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Tip 6: Attract Readers with a Strong Title

- Craft a compelling title – describe your results/findings in as few words as possible, in an evocative and exciting way
- Avoid buzz words and hard-to-justify claims like “first” and “only”
- Avoid asking a question in the title – be clear on what was accomplished



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Tip 6: Attract Readers with a Strong Title

Avoid Overly Long Title:

Synthesis, Electrochemistry, Spectroscopic Characterization, and X-ray Crystal Structure of a Novel NacNac-La Complex that Attacks DNA and Cures Cancer

Prefer Shortened Title:

Lanthanum(III)-Diketimate Complex Cleaves DNA at Nanomolar Concentrations

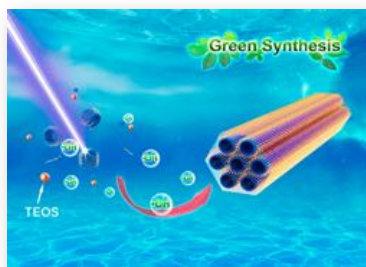


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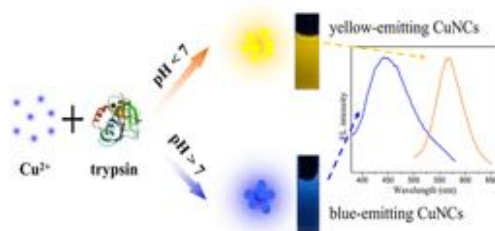
Tip 7: TOC Graphics Count

- Capture the reader's attention
- Give a quick visual impression of the essence of your manuscript



Radical-Facilitated Green Synthesis of Highly Ordered Mesoporous Silica Materials

JACS, ASAP



pH-Regulated Synthesis of Trypsin-Templated Copper Nanoclusters with Blue and Yellow Fluorescent Emission

ACS Omega, 2017



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Tip 8: Revise, Edit, and Rework

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Tip 9: Prepare the SI with Care



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Tip 10: Write a Strong Cover Letter

- **Address the Editor-in-Chief or Associate Editor directly**
Dear Professor Carolyn Bertozzi
- **Include the title of the manuscript and mention the journal name**
We wish to submit our manuscript "TITLE" for publication in *ACS Central Science*.



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Tip 10: Write a Strong Cover Letter

- Highlight the relevance and importance of your work

We describe a new, non-natural enzyme-catalyzed reaction, aziridination of olefins via intermolecular nitrene transfer. **We discovered** that a variant of cytochrome P450BM3 used in **our previous studies** of intermolecular sulfimidation also catalyzes aziridination. **We were able to improve this activity** more than 50-fold and the enantioselectivity of enzyme-catalyzed aziridination was improved to 99% ee for a range of styrenyl substrates.

- Explain why the work is appropriate for the journal's readership

This work should be of interest to the broad audience that ACS Central Science wishes to reach. It touches on evolution—how new enzyme activities can appear and be improved through evolution—as well as inorganic catalysis, biocatalysis, and chemical synthesis.



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Simple Checklist for Submission:

- Cover Letter
- MS file (.doc, .pdf)
- Supporting Information
- Author Names, Contact Information
- Contact Information for Preferred Reviewers

<https://acsparagonplus.acs.org>



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Questions



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