Have Questions?

Type them into questions box!

“Why am I muted?”
Don’t worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

Contact ACS Webinars ® at acswebinars@acs.org
Check out the Archive!
An ACS member exclusive benefit

Hundreds of presentations from the best and brightest minds that chemistry has to offer are available to you on-demand. The Archive is divided into 6 different sections to help you more easily find what you are searching.

<table>
<thead>
<tr>
<th>Section</th>
<th>View the Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Development</td>
<td></td>
</tr>
<tr>
<td>Technology &amp; Innovation</td>
<td></td>
</tr>
<tr>
<td>Drug Design and Delivery</td>
<td></td>
</tr>
<tr>
<td>Culinary Chemistry</td>
<td></td>
</tr>
<tr>
<td>Popular Chemistry</td>
<td></td>
</tr>
<tr>
<td>Business &amp; Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>

- **Professional Development**: Learn how to write better abstracts, deliver more engaging presentations, and network to your next dream job. Brush up on your soft skills and set a new career path by mastering what can not be taught in the lab.

- **Technology & Innovation**: From renewable fuels to creating the materials for the technology of tomorrow, chemistry plays a pivotal role in advancing our world. Meet the chemists that are building a better world and see how their science is making it happen.

- **Drug Design and Delivery**: The Drug Design Delivery Series has built a collection of the top minds in the field to explain the mechanics of drug discovery. Discover the latest research, receive an overview on different fields of study, and gain insights on how to possibly overcome your own med chem roadblocks.

- **Culinary Chemistry**: Why does food taste better when it is grilled or what molecular compounds make a great wine? Discover the delectable science of your favorite food and drink and don’t forget to come back for a second helpings.

- **Popular Chemistry**: Feeling burdened by all that molecular weight? Listen to experts expound on the amazing side of current hot science topics. Discover the chemistry of rockets, how viruses have affected human history, or the molecular breakdown of a hangover.

- **Business & Entrepreneurship**: How do ideas make it from the lab to the real world? Discover the ins and outs of the chemical industry whether you are looking to start a business or desire a priceless industry-wide perspective.

**https://www.acs.org/content/acs/en/acs-webinars/videos.html**

---

Learn from the best and brightest minds in chemistry! Hundreds of webinars on diverse topics presented by experts in the chemical sciences and enterprise.

**Edited Recordings** are an exclusive ACS member benefit and are made available once the recording has been edited and posted.

**Live Broadcasts** of ACS Webinars® continue to be available to the general public on Tuesdays, Wednesdays, and Thursdays from 2-3pm ET!

**A collection of the best recordings** from the ACS Webinars Archive will be broadcast on Mondays and Fridays from 2-3pm ET!

**www.acs.org/acswebinars**
What is ACS on Campus?

ACS visits campuses across the world offering FREE seminars on how to be published, find a job, network and use essential tools like SciFinder. ACS on Campus presents seminars and workshops focused on how to:

- Publish in top journals
- Find a job
- Effectively use research tools like SciFinder® and ACS ChemWorx
- Communicate your science

- Write grant proposals
- Build industry partnerships
- Prepare for a changing employment landscape

http://acsoncampus.acs.org

Advance YOUR CAREER

ChemIDP™

ChemIDP.org

Discover ACS PUBLICATIONS

Publishing Resources

publish.acs.org

Connect WITH CHEMISTS AND OTHER SCIENCE PROFESSIONALS

CAS SciFinder Future Leaders

171 alumni, 35 countries and over 120 institutions
From ACS Industry Member Programs

- Industry Matters Newsletter
  Exclusive interviews with industry leaders and insights to advance your career
  Preview & Subscribe: acs.org/indnews

- ACS Innovation Hub
  Connect, collaborate, and stay informed about the trends leading chemical innovation
  Join: bit.ly/ACSinnovationhub

ACS Career Day
Younger Chemists Committee (YCC)

Early Career Development Workshops
Q&A
ACS Career Consultants
Networking

SATURDAY, JUNE 27 / 10 AM ET

Visit www.acs.org/virtualcareerdays
ACS Efforts and Resources on COVID-19

- **YOU MAY RECEIVE A ONE-YEAR WAIVER ON YOUR NATIONAL DUES** If your membership is up for renewal, but you’re experiencing a special hardship, such as unemployment, furlough, reduced wages or illness.

- **RECEIVE ACCESS TO LINKEDIN LEARNING THROUGH THE END OF THIS YEAR** This powerful resource includes over 15,000 on-demand courses to support your continued learning and career advancement for active ACS members.

- **INOVA EAP/WORK-LIFE ASSISTANCE PROGRAM** 24/7 assistance on a wide range of issues, such as emotional, relationship, major life, health, wellness, educational and more for ACS members based in the United States. Confidential services are provided via telephone or comprehensive online resources.

Browse ACS Resources and Initiatives!

www.acs.org/covid-19

ACS Career Navigator: Your Home for Career Services

Whether you are just starting your journey, transitioning jobs, or looking to brush up or learn new skills, the **ACS Career Navigator** has the resources to point you in the right direction.

We have a collection of career resources to support you during this global pandemic:

- Professional Education
- Virtual Career Consultants
- ACS Leadership Development System
- Career Navigator LIVE!
- ChemIDP
- College to Career
- ACS Webinars
- Virtual Classrooms

Visit www.ACS.org/COVID19-Network to learn more!
Register for a Professional Education course that meets your training needs!

ACS Professional Education courses not only give you the tools you need to stay on top of new technology and growing trends in the science industry but also the professional development skills you need to advance in your career.

ACS member and early bird discounts are available. Explore courses in a variety of topics and delivery methods.

Course Categories

Course Formats

https://www.acs.org/proedweb

Free ACS Webinars Every Weekday!

Upcoming Broadcasts

NFH
Networking From Home

Wednesday, June 24, 2020 at 2:30 PM ET
Speakers: Mark Grandyot, DuPont
Moderator: Jared Cohen, Rutgers University

What You Will Learn

- Tips and strategies to maintain and enhance your existing network
- Aspects of your virtual branding that help you network and how to improve them
- Strategies to expand your network through virtual communication

Co-produced with: ACS Division of Professional Relations and ACS Industry Member Programs

Register for Free!

Enabling Technologies for Revealing Druggable Paths in RNA Biology

Thursday, June 25, 2020 at 2:30 PM ET
Speakers: Amanda Garner, University of Michigan
Moderator: Matt Disney, The Scripps Research Institute

What You Will Learn

- Multi-faceted approaches for therapeutically manipulating RNA biology
- Strategies for probing RNA-protein interactions in live cells and with small molecules
- Approaches for the discovery of new RNA biology via proteomics

Co-produced with: ACS Division of Medicinal Chemistry, American Association of Pharmaceutical Scientists, and ACS Publications

Register for Free!

Friday, June 26, 2020 at 2:30 PM ET
Speakers: Krystin Onberg, Pacific Northwest National Laboratory and Brenda Hogue, Arizona State University
Moderator: Sue Montyboy, American Chemical Society

What You Will Learn

- How the "novel" coronavirus, SARS-CoV-2 is related to the larger family of coronaviruses
- How this coronavirus is transmitted and how people can become infected
- How long the virus remains in the environment and how to kill it

Co-produced with: ACS External Affairs & Communications

www.acs.org/acswebinars
THIS ACS WEBINAR WILL BEGIN SHORTLY…

Better Communication in the Digital Age: Learning to Love Brevity and Clarity

Mark Jones
Executive External Strategy and Communications Fellow, Dow Chemical

Bryan Tweedy
Senior Manager, ACS Learning and Career Development and Professional Resources

Presentation slides are available now! Unedited recordings are an exclusive ACS member benefit.
www.acs.org/acswebinars

This ACS Webinar is co-produced with the ACS Professional Education
BETTER COMMUNICATION IN THE DIGITAL AGE

MARK JONES
EXECUTIVE EXTERNAL STRATEGY AND COMMUNICATIONS FELLOW
THE DOW CHEMICAL COMPANY

23 June 2020

EDITING

Perfectionism is spelled paralysis
THE IMPORTANCE OF EDITING

"Good writing is 1% inspiration and 99% elimination."

Louise Brooks

VONNEGUT’S How to write with style*

- Do not ramble
- Keep it simple
- Have the guts to cut
- Sound like yourself
- Say what you mean to say
- Read Strunk and White

If a sentence, no matter how excellent, does not illuminate your subject in some new and useful way, scratch it out.

* excerpted
COMMUNICATION HIERARCHY

Tools
Tactics
Strategy
Audience
Goal

COMMUNICATION: DIFFERENT AUDIENCES
Designing a presentation without an audience in mind is like writing a love letter and addressing it ‘to whom it may concern’.

Ken Haemer
Presentation Research Manager, AT&T

COMMUNICATION: DIFFERENT TOOLS
EMAIL’S FLAWS

• You can’t assume only the reader will see it.
• You can’t assume all of any message will be read.
  - Spam filters aren’t reliable.
  - Too much email!
• Over-analysis is possible, even likely.
• Autocorrect and spelling checkers.
  - Madan → Madman
  - attempt at inconsistency → incontinence
EMAIL RULES

Assume the contents of any email will be shouted for all to hear.

EMAIL RULES

Don’t say anything about someone in email you would not be comfortable saying to them directly, because eventually they will read it.

Kevin Kelly in 68 Rules
• Carefully consider and check all recipients
  - lots of email is incorrectly addressed

• Distribution lists require special care
  - selecting the wrong list exponentiates mistakes

• Recipients forward
  - consider all content when deciding whether to forward
  - nothing says you need to send the entire message

• Recipients add names
  - check names when replying
What is the average time spent reading an email?

- 5 minutes
- 1 minute
- 8.5 seconds
- 13.4 seconds

~ 1 minute from 147 daily emails taking 2.5 hours to read (Boomerang analysis)
- 13.4 seconds is the average reported by Litmus
- average attention span dropped to only 8.5 seconds (Microsoft 2015 study)
TIME SPENT ON EMAIL

- Some studies say over 40% of emails read on portable devices
- Limited screen real estate
EFFECTIVE EMAIL

• Make the subject line helpful.
• Carefully consider recipients.
• Include a greeting to signal the recipient.
• Immediately state why you sent the email and what, if any action, it requests.
• Write clearly. Write well.
• Be professional at all times.
• Proofread.
• If it is important, pause before you send.

SAMPLE EMAIL

Subject: Decision needed on E2V project
Dear Charlie,
A yes/no decision from you is needed on whether funds will be allocated for the plant trial for E2V. Please indicate whether you support spending the $125k.
The detailed budget is enclosed should you want to review. We winnowed the budget to the bare minimum. I do not believe we can reduce any further.
I hope your trip went well. I am sorry we were unable to discuss this matter and this is likely unexpected on your first day back. We are in a holding pattern until your decision.
Regards,
Mark
It is my ambition to say in ten sentences what others say in a whole book.

Friedrich Nietzsche

So the writer who breeds more words than he needs, is making a chore for the reader who reads.

Dr. Seuss
BREVITY

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.

Strunk and White
Materials where the molecular units have a disordered arrangement, but sufficient cohesion to produce rigid structure normally associated with crystalline materials, vitreous solids, have many applications in modern architecture but their inability to withstand tensile forces developed as a result of impact make them susceptible to catastrophic failure. Residents of buildings with large expanses of vitreous solids must take special care to avoid inadvertent impacts.

65 words

People who live in glass houses shouldn’t throw stones.

10 words
The most significant contributions of the chemist to human knowledge have been his successes in establishing correlations between the experimentally observed properties of matter and his knowledge of its composition and structure. The chemist treats the composition of matter in terms of atoms of chemical elements and the ways in which they combine to form molecules of chemical compounds. He seeks to understand the changes that occur when chemical substances undergo reactions with one another.

Correlations, made by chemists, connecting the observed properties of matter with composition and structure are significant contributions to human knowledge. Chemists understand and manipulate the bonding of atoms to form molecules, the reactions that occur and the structures that result from reaction.
Psychotherapist is one word, damn it! One word.
Avoid Ambiguity: Punctuation

- A woman without her man is nothing.
- A woman: without her, man is nothing.

Tactics: Write Forcefully

- Kryptonite stops the Man of Steel.
  
  versus

- Kryptonite could be used to stop the Man of Steel.
**TACTICS: PRESENT TENSE AND FORCEFUL**

✔ Rope stops people from falling off mountains.

*versus*

Rope has been used to stop people from falling off mountains.

*versus*

Rope could be used to stop people from falling off mountains.

---

**TACTICS: STRONG PHRASING**

✔ INNATE™ reduces the environmental burden of packaging because less packaging delivers better performance.

*versus*

Because it allows less packaging to be used, INNATE™ reduces the environmental burden of packaging.
Avoid Ambiguity: Clarity over Brevity

- The racoon is ready to eat.

✓ - The racoon, clearly hungry, is ready to eat.
- The cooked racoon just came out of the oven and is ready to eat.

Avoid Ambiguity: Clarity over Brevity

- I saw a man on the hill with my telescope.

✓ - Using my telescope, I saw a man on the hill.
- I saw a man on the hill and he was using my telescope.
Chest CT imaging of COVID-19 patients demonstrates common imaging abnormalities, even in asymptomatic patients, with rapid evolution from unilateral to bilateral interstitial pneumonia.

Interstitial tissue supports the air sacs, or avioli, where oxygen transport occurs in the lungs. The tissue surrounding air sacs in both lungs get irritated in bilateral interstitial pneumonia. Three-dimensional X-ray techniques, commonly called CT scans, detect interstitial pneumonia, even in asymptomatic patients, and allow doctors to monitor disease progression.
ADVICE FOR WRITING WELL

“Separate the processes of creation from improving. You can’t write and edit, or sculpt and polish, or make and analyze at the same time. If you do, the editor stops the creator. While you invent, don’t select. While you sketch, don’t inspect. While you write the first draft, don’t reflect.”

Kevin Kelly in 68 Rules

WEB MEETING SUGGESTIONS

Skype for Business
zoom
GoToMeeting
Cisco Webex
GENERAL WEB MEETING COMMENTS

• Hosts should control and monitor attendees
  - open meeting rooms can present problems
• Up your excitement level and involve others
• Animate at your own risk
  - even simple appear and disappear can give strange results
• Video will be choppy
  - take steps for critical videos
  - audio may not play to attendees

MUTE

• Mute yourself if not speaking
  - autoadjusting microphones
  - dog barks, phones, yelling kids,….
  - even important in small groups
• Mute all users if you are the host
  at start of any presentation
• Mute disruptive attendees
**THE POINTER**

- It is observable by your audience
- It should be used **rarely**
  - it is generally awkward in use
  - there is frequently a time lag
- Make graphics that don’t require pointing
- If pointing is required, use the pointer so that both local and remote audiences see the pointing
  - smooth and slow motion

---

**CAMERA**

- Turn off your video if you are just listening
  - helps bandwidth
  - prevents embarrassment
- Make eye contact with your camera when it is on
- Monitoring more than 4-8 faces is difficult and distracting
COMMUNICATION HIERARCHY

Tools
Tactics
Strategy
Audience
Goal

COMMUNICATION IS FOR YOUR AUDIENCE

• Know your audience and craft for them
• focus on your key message(s)
David Ogilvy on Writing:

“Good writing is not a natural gift. You have to learn to write well.”

Favorite References - Writing
Free ACS Webinars Every Weekday!

Upcoming Broadcasts

Wednesday, June 24, 2020 at 2:30pm ET
Speakers: Matt Grandvoir, DuPont
Moderator: Jared Cohen, Rutgers University

What You Will Learn
- Tips and strategies to maintain and enhance your existing network
- Aspects of your virtual branding that help you network and how to improve them
- Strategies to expand your network through virtual communication
Co-produced with ACS Division of Professional Relations and ACE Industry Member Programs

Thursday, June 25, 2020 at 2:30pm ET
Speakers: Amanda Gomer, University of Michigan
Moderator: Ms. Disney, The Scripps Research Institute

What You Will Learn
- Multifaceted approaches for therapeutically manipulating RNA biology
- Strategies for probing RNA-protein interactions in live cells and with small molecules
- Approaches for the discovery of new RNA biology via proteomics
Co-produced with ACS Division of Medicinal Chemistry, American Association of Pharmaceutical Scientists, and ACS Publications

Friday, June 26, 2020 at 2:30pm ET
Speakers: Kristin Ormberg, Pacific Northwest National Laboratory and Brenda Hogue, Arizona State University
Moderator: Sue Monty, American Chemical Society

What You Will Learn
- How the "novel" coronavirus, SARS-CoV-2, is related to the larger family of coronaviruses
- How this coronavirus is transmitted and how people can become infected
- How long the virus remains in the environment and how to kill it
Co-produced with ACS External Affairs & Communications

www.acs.org/acswebinars
Register for a Professional Education course that meets your training needs!

ACS Professional Education courses not only give you the tools you need to stay on top of new technology and growing trends in the science industry but also the professional development skills you need to advance in your career.

ACS member and early bird discounts are available. Explore courses in a variety of topics and delivery methods.

Course Categories

- Analytical
- Biological/Environmental
- Computational/Engineering
- Organic/Physical
- Polymer
- Professional Development
- Regulatory/Environmental
- More Courses

Course Formats

- Online Live
- On-Demand
- In-Person
- Lab Component

https://www.acs.org/proedweb

Better Communication in the Digital Age: Learning to Love Brevity and Clarity

Mark Jones
Executive External Strategy and Communications Fellow, Dow Chemical

Bryan Tweedy
Senior Manager, ACS Learning and Career Development and Professional Resources

Presentation slides are available now! Unedited recordings are an exclusive ACS member benefit.

www.acs.org/acswebinars

This ACS Webinar is co-produced with the ACS Professional Education
ACS Efforts and Resources on COVID-19

- **YOU MAY RECEIVE A ONE-YEAR WAIVER ON YOUR NATIONAL DUES** If your membership is up for renewal, but you’re experiencing a special hardship, such as unemployment, furlough, reduced wages or illness.

- **RECEIVE ACCESS TO LINKEDIN LEARNING THROUGH THE END OF THIS YEAR** This powerful resource includes over 15,000 on-demand courses to support your continued learning and career advancement for active ACS members.

- **INOVA EAP/WORK-LIFE ASSISTANCE PROGRAM** 24/7 assistance on a wide range of issues, such as emotional, relationship, major life, health, wellness, educational and more for ACS members based in the United States. Confidential services are provided via telephone or comprehensive online resources.

Learn from the best and brightest minds in chemistry! Hundreds of webinars on diverse topics presented by experts in the chemical sciences and enterprise.

**Edited Recordings** are an exclusive ACS member benefit and are made available to once the recording has been edited and posted.

**Live Broadcasts** of ACS Webinars® continue to be available to the general public on Tuesdays, Wednesdays, and Thursdays from 2-3pm ET!

**A collection of the best recordings** from the ACS Webinars Archive will be broadcast on Mondays and Fridays from 2-3pm ET!

www.acs.org/covid-19

www.acs.org/acswebinars
ACS Webinars® does not endorse any products or services. The views expressed in this presentation are those of the presenter and do not necessarily reflect the views or policies of the American Chemical Society.

Contact ACS Webinars® at acswебинары@acs.org

Free ACS Webinars Every Weekday!

Upcoming Broadcasts

NFH Networking From Home

Wednesday, June 24, 2020 at 2:30pm ET
Speakers: Mark Grandstaff, DuPont
Moderator: Jarod Cohen, Rutgers University

What You Will Learn
- Tips and strategies to maintain and enhance your existing network
- Aspects of your virtual branding that help you network and how to improve them
- Strategies to expand your network through virtual communication

Co-produced with: ACS Division of Professional Relations and ACE Industry Member Programs

Enabling Technologies for Revealing Druggable Paths in RNA Biology

Thursday, June 25, 2020 at 2:30pm ET
Speakers: Amanda Garrett, University of Michigan
Moderator: Matt Disney, The Scripps Research Institute

What You Will Learn
- Multi-faceted approaches for therapeutically manipulating RNA-biology
- Strategies for probing RNA-protein interactions in live cells and with small molecules
- Approaches for the discovery of new RNA-biology via proteomics

Co-produced with: ACS Division of Medicinal Chemistry, American Association of Pharmaceutical Scientists, and ACS Publications

How this Coronavirus is (and isn't) Different From Other Viruses

Friday, June 26, 2020 at 2:30pm ET
Speakers: Kristen Ormsby, Pacific Northwest National Laboratory and Brenda Hogue, Arizona State University
Moderator: Sue Morrissey, American Chemical Society

What You Will Learn
- How the "novel" coronavirus, SARS-CoV-2, is related to the larger family of coronaviruses
- How this coronavirus is transmitted and how people can become infected
- How long the virus remains in the environment and how to kill it

Co-produced with: ACS External Affairs & Communications

www.acs.org/acswebinars