

Submissions Form for (Counter)Atlas

Please fill in the form below and send the completed document along with any media files to your [Working Group Leaders](#).

Entries in the (Counter)Atlas consist of text and images or other media. The (Counter)Atlas is aimed at a broad audience and entries should be written in an accessible and engaging style. The form below will help you to format and create your entry. Media files should be no larger than 150 KB. Please make sure that you have permission to use and share the media files, it is best if you are the owner of these files. Each entry needs a “header image” and at least one additional media file, and no more than ten. Please attach these media files to your email when you send this form to the Working Group Leaders.

The (Counter)Atlas is an interactive resource which translates the work of the Action for a broader audience. The (Counter)Atlas presents the collaborative work of the Action in an accessible and usable manner. Readers should be able to utilise your entries in their own work, research, or lives.

Synopsis
This is the information that will appear on the landing page. It should be a two line synopsis of your entry that is written for a non-academic audience.
Overview
Please provide an overview of your project/event/activity for a non-specialist. Your entry should be between 250 and 500 words. Please see end of document for guidance on writing (Counter)Atlas entries.
Trace/Tracing
A short (max 100 words) explanation of how the method, analytic, or ethics of trace/tracing animates this entry
Challenge
Provide between one and three bullet points that explain what motivated this work, and/or why this work is necessary.

Actions	
Provide two to four specific experimental or unique methods from your work, which you want to share with the public	
Learning/Discoveries	
Provide a list of the key things others can learn or discover through your entry	
Please provide the following information (entry cannot be processed without this)	
Name of Primary Contributor	
Names of Additional Contributors (if there is more than one)	
Location	
Key Words	
Was this entry the result of:	
Meeting	
STSM	
Dissemination or ITC Grant	
Other (please name)	

Guidelines on editing entries on the day (Magdalena Zych)

Step-by-step approach

1. Begin with a Hook or Broad Perspective: Instead of focusing solely on the individual components, start with a panoramic view and a “hook”. This means providing an engaging starting point or concise overview of the broader context of our topic, ensuring that our audience grasps the bigger picture before delving into specifics. The Hook is the central premise, thesis, or point that the proposed story will make that will set it apart. This should be stated as one sentence, or at most, two, right at the top of the post.
2. Highlight the Knowledge Gap: Clearly identify the gap in knowledge or the unanswered questions within the topic. This step sets the stage for the exploration and investigation that follows. What type of research or background information will you provide for this story, and what other points or conclusions will be made?
3. Craft a (Heroic) Narrative: Create a compelling narrative that not only informs but also inspires action. Consider why it is interesting, how you’ll tell the story and how your piece will advance the conversation. Think of the ways in which each entry responds to the methodological, ethical and conceptual challenge of the trace. Narratives can revolve around societal challenges or discoveries

and invite our audience to engage actively in the subject matter. Think of our communication as a hero's journey, with challenges, triumphs, and a call to action.

4. Consider our diverse audience: (Counter)Atlas targets a wide range of individuals, including academics, scientists, artists, activists, and a broader audience that encompasses our extensive network of over 280 members, academics in arts and social sciences, visual practitioners interested in discussions on trace and tracing in areas like climate change, social justice, and technology, participants from the Extinction Rebellion movement, ecofeminists, and interdisciplinary students and researchers. These groups represent the individuals (counter)Atlas actively engages and collaborates with, reflecting our inclusive and expansive outreach efforts.

5. Remember, the Details Are in the Academic Papers: While our communication should be engaging and informative, it's important to note that the specific details of our research are found within our research outputs. Our communication serves as a bridge, inviting others to explore the deeper layers of our work.

6. Include One or Two References: Support our narrative with one or two references or examples that illustrate what we already know or have discovered. These references serve as anchor points to ground our discussion.

7. Our approach to communication should prioritise clarity, engagement, and inspiration. For inspiration, you can draw from Randy Olson's "Houston, We Have a Narrative" (2015), which offers valuable insights into narrative structure.

Olson introduces the concept of "ABT" (And, But, Therefore) as the core elements of storytelling. This structure provides momentum (And), introduces conflict (But), and leads to resolution (Therefore). By employing ABT, we can maintain an optimal narrative structure, avoiding the pitfalls of narratives that lack structure (resembling a list of facts) or are overly complex with multiple storylines. By following these steps and drawing from Olson's insights on narrative structure, we can effectively convey our message and fulfil the communication goals