

HOW TO WRITE FOR THE SCREEN:

A Brief Guide

Simple Steps for Formatting Your Page to Give it Some Pop and Get it Read

On the Blog: Bill Wambsganss, Lutheran Ball Player

Bill Wambsganss (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920). He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!! It was a very simple, clean feat, honestly. He caught a line drive hit by Clarence Mitchell for the first out, tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd because Otto Miller was coming from first base because he didn't see Wambsganss make the catch. Then, Wamby tagged him out to complete the triple play (the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

Known as "Wamby" (because like many of us of German descent, his last name was so gosh darn long that it didn't fit on the scoreboard), William Wambsganss was born in Cleveland, and when he was a year old, his family moved to Fort Wayne because his pastor father received a call to serve a congregation there. There he grew up and attended Concordia College Fort Wayne. According to Wamby, "if you were a boy and if your parents did their job right, the Good Lord would take care of the rest." Especially if you were a preacher's boy, that meant going to seminary. So, even though he had strong doubts that he would make a good pastor, he headed off to St. Louis -despite the fact that he desperately hated speaking in public, had a slight stutter, and got terrible stage fright.

In his first year at seminary, a classmate of his, who had played some professional ball, was asked by a former coach if he knew any good shortstops. The classmate recommended Bill, and so Bill went to play for a minor league team in Cedar Rapids, assuring his dad that it was just for the summer. He did really well, and the following year, his contract was bought by the Cleveland Naps (soon to be the Cleveland Indians). So Bill decided that it was time to have the dreaded talk with his dad.

Describing it 60 years later, he said he was still nervous thinking about it. But, he told his dad that he didn't think that he was cut out to be a minister and that he really wanted to give professional ball a chance. To his surprise, his dad was VERY supportive. He assured Bill that he wanted him to be happy and was very excited for him. Besides that, Pastor Philip Wambsganss also happened to be a huge Cleveland fan. Bill wasn't quite sure what his father's response would've been had his contract been bought out by Detroit.

The Original Text

Here I am using an example from an old blog post to show what a difference proper formatting can make, visually. Let's look at it from the beginning and see what difference the changes make.

You won't even need to read it to see the difference.

It has that "wall of text" going on.

1. Margins are too small
2. Font is Times New Roman, a serif font
3. Nothing to break up the text

So let's open this up.



Creating Space around the Content

Here I opened up some space by doing these things:

1. Making the margins wider
2. Dropping the text down from the title
3. Adding space between the paragraphs
4. Changing font to 12-point Duru Sans

This opened it up, but there still is no excitement.



On the Blog: Bill Wambsganss, Lutheran Ball Player

Bill Wambsganss (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920). He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!! It was a very simple, clean feat, honestly. He caught a line drive hit by Clarence Mitchell for the first out, tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd because Otto Miller was coming from first base because he didn't see Wambsganss make the catch. Then, Wamby tagged him out to complete the triple play (the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

Known as "Wamby" (because like many of us of German descent, his last name was so gosh darn long that it didn't fit on the scoreboard), William Wambsganss was born in Cleveland, and when he was a year old, his family moved to Fort Wayne because his pastor father received a call to serve a congregation there. There he grew up and attended Concordia College Fort Wayne. According to Wamby, "if you were a boy and if your parents did their job right, the Good Lord would take care of the rest." Especially if you were a preacher's boy, that meant going to seminary. So, even though he had strong doubts that he would make a good pastor, he headed off to St. Louis -despite the fact that he desperately hated speaking in public, had a slight stutter, and got terrible stage fright.

In his first year at seminary, a classmate of his, who had played some professional ball, was asked by a former coach if he knew any good shortstops. The classmate recommended Bill, and so Bill went to play for a minor league team in Cedar Rapids, assuring his dad that it was just for the summer. He did really well, and the following year, his contract was bought by the Cleveland Naps (soon to be the Cleveland Indians). So Bill decided that it was time to have the dreaded talk with his

On the Blog: Bill Wambsganns, Lutheran Ball Player

Today in our series on famous Lutherans, we're going to look at an amazing man and a great ball player.

An Amazing Feat

Bill Wambsganns (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920).

He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!!



The rundown of the rundown

He caught a line drive hit by Clarence Mitchell for the first out, tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd because Otto Miller was coming from first base because he didn't see Wambsganns make the catch. Then, Wamby tagged him out to complete the triple play (the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

From Seminary to Pro Baseball

Known as "Wamby" (because like many of us of German descent, his last name was so gosh darn long that it didn't fit

Making It Kick—Creating the Structure

Here's where you really see the difference. I added an introductory sentence and then set out to divide things up.

1. Added H1s ahead of major topic changes
2. Made the paragraphs shorter
3. Added a picture and centered it
4. Added an H2 (under the picture)
5. Changed the color of the title and the headings

One Last Thing—Bullet Points

That paragraph under "The rundown of the rundown" was a few lines longer than I'd like, so I broke the play-by-play down into bullet points, making that section even easier to read.

On the Blog: Bill Wambsganns, Lutheran Ball Player

Today in our series on famous Lutherans, we're going to look at an amazing man and a great ball player.

An Amazing Feat

Bill Wambsganns (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920).

He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!!



The rundown of the rundown

- 1st out: Wamby caught a line drive hit by Clarence Mitchell
- 2nd out: Wamby tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd base because Otto Miller was coming from 1st.
- 3rd out: Wamby tagged Otto Miller to complete the triple play!

(the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

From Seminary to Pro Baseball

Known as "Wamby" (because like many of us of German

The Final Product

The first draft might be interesting, but it looks like it will be work to find out.

The final product may require more scrolling, but it is easier to scan and incorporates ways to draw the reader in.

On the Blog: Bill Wambsganns, Lutheran Ball Player

Bill Wambsganns (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920). He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!! It was a very simple, clean feat, honestly. He caught a line drive hit by Clarence Mitchell for the first out, tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd because Otto Miller was coming from first base because he didn't see Wambsganns make the catch. Then, Wamby tagged him out to complete the triple play (the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

Known as "Wamby" (because like many of us of German descent, his last name was soooooo damn long that it didn't fit on the scoreboard), William Wambsganns was born in Cleveland and when he was a year old, his family moved to Fort Wayne because his pastor father received a call to serve a congregation there. There he grew up and attended Concordia College Fort Wayne. According to Wamby, "if you were a boy and if your parents did their job right, the Good Lord would take care of the rest." Especially if you were a preacher's boy, that meant going to seminary. So, even though he had strong doubts that he would make a good pastor, he headed off to seminary despite the fact that he desperately hated speaking in public, had a slight stutter, and got terrible stage fright.

In his first year at seminary, a classmate of his, who had played some professional ball, was asked by a former coach if he knew any good shortstops. The classmate recommended Bill, and so Bill went to play for a minor league team in Cedar Rapids, assuring his dad that it was just for the summer. He did really well, and the following year, his contract was bought by the Cleveland Naps. He decided that it was time to have the dreaded talk with his

father. He was nervous thinking about it. But he told his dad that he wanted to be a professional baseball player and that he really wanted to be a professional baseball player. He assured Bill that he wanted him to be a professional baseball player. So that, Pastor Phil Wambsganns also happened to be what his father's response would've been had his

On the Blog: Bill Wambsganns, Lutheran Ball Player

Today in our series on famous Lutherans, we're going to look at an amazing man and a great ball player.

An Amazing Feat

Bill Wambsganns (1894-1985) played for the Cleveland Indians (I know I just made Marie happy at Homestead Lutheran Academy) and is in the record books for having performed the only unassisted triple play in World Series history (1920).

He brought excitement back to the game after the dreaded "Black Sox" incident the year before. The only unfortunate thing is that he did it against my beloved Dodgers!!!



The rundown of the rundown

- 1st out: Wamby caught a line drive hit by Clarence Mitchell
- 2nd out: Wamby tagged 2nd to retire Pete Kilduff, who was forced to run to 3rd base because Otto Miller was coming from 1st.
- 3rd out: Wamby tagged Otto Miller to complete the triple play!

(the pic is Wamby on the left with the 3 Dodgers...boy, I bet they loved posing for that picture!).

From Seminary to Pro Baseball

Known as "Wamby" (because like many of us of German descent, his last name was soooooo damn long that it didn't fit on the scoreboard), William Wambsganns was born in Cleveland and when he was a year old, his family moved to Fort Wayne because his pastor father received a call to serve a congregation there. There he grew up and attended Concordia College Fort Wayne. According to Wamby, "if you were a boy and if your parents did their job right, the Good Lord would take care of the rest." Especially if you were a preacher's boy, that meant going to seminary. So, even though he had strong doubts that he would make a good pastor, he headed off to seminary despite the fact that he desperately hated speaking in public, had a slight stutter, and got terrible stage fright.