

# Southwest Chapter News

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## May Meeting: Second Annual Careers Roundtables Tuesday, May 15, 2001, Houston, Texas

The Second Annual AMWA Southwest Careers Roundtable will be held on May 15, 2001, at Baba Yega restaurant in Montrose. This was one of our most popular events last year, and we expect it to be even better this year. The location is perfect with fabulous food, complementing a very interesting group of speakers to talk about challenges and opportunities in medical writing. This meeting will be of special interest to any of our new members, or to anyone thinking of joining AMWA.

The following roundtable discussions will be available this year:

1. "Medical writing as part of a research institute team" with Caroline Simmons, Biomedical Research Editor, Arkansas Center for Birth Defects Research and Prevention. Caroline will talk about the pros and cons of working with an established group: dealing with conflicting priorities, making your writing style work in an established environment, and balancing security against excitement in building a medical writing career.
2. "How to plan and run an effective meeting" with Jason Moore, Aronex Pharmaceuti-

cals, Inc. Ever had to run a meeting and weren't sure how to do it effectively? This roundtable discussion will cover the basics of effective meeting preparation and management. Topics will include being prepared, agendas, ground rules, facilitating discussion, time management, dealing with "problem" attendees, and effective outcomes.

3. "Developing patient education materials" with Marlane Kayfes, Director of Internal Communications and Publications, Department of Pediatrics-Section of Neonatology, Baylor College of Medicine. A perspective on developing patient education materials as a member of a multi-disciplinary team. A discussion of processes (researching, writing,

**Roundtables** (Continued on page 3)

**What:** Careers Roundtables  
**When:** May 15, 2001, 6:00-8:30 p.m.  
Meal starts at 6:30 p.m.  
**Where:** Baba Yega, restaurant in Houston  
**Cost:** Dinner: Members-\$26/Guests-\$28  
**RSVP** to Tom Gegeny at (713) 527-8219 by Monday, May 7, 2001.

## Challenges of On-line Publishing: March Meeting

Bill Silberg, Executive Editor of Medscape, gave a captivating presentation titled "Online Medical Publishing" to a large audience of AMWA members and guests on March 13, at The University of Texas School of Public Health. With considerable previous experience in traditional medical publishing, Silberg knows the advantages and disadvantages of both traditional and online publishing.

To create a secure and profitable niche for themselves in the market, online publishers are using the unique characteristics of Web technology to find, sort, consolidate, and deliver medical information in a manner previously inconceivable. An online publisher can

publish and distribute an article far more quickly, inexpensively, and globally online than it could be printed on paper.

Online publishers face a number of challenges. They are not just competing against traditional publishers of medical journals. They are competing for what Silberg calls "mind share," or a portion of the attention a reader devotes to all activities in a day. To be successful, an online journal must avoid adding to the background noise of a typical day and grab the attention of the reader.

Silberg sees a number of opportunities for

**Silberg** (Continued on page 2)

## Are You Making the Most of Membership in AMWA?

Remember that AMWA membership is not *just* a monthly job sheet from headquarters, a chapter newsletter, or an annual conference. Local chapter meetings cover a range of topics in biomedical writing and publishing. The meetings also include computer classes and other valuable training sessions like career roundtable sessions. Videotaping and possibly webcasting will help make chapter meetings accessible to members in more remote areas (more on this soon).

Most recently, the AMWA e-mail list and amwasouthwest discussion group have helped improve communication and interaction among Southwest Chapter members. The AMWA bulletin boards at the national website are another great place to share ideas and questions related to editing and writing, freelancing, and more! Here's how you can take advantage of these benefits:

- If you have not been receiving meeting

*announcements and updates by e-mail*, then you are not on the chapter e-mail list! You can remedy this by sending an e-mail to the list master at [mail@amwasouthwest.org](mailto:mail@amwasouthwest.org) with a request to be added to the membership list.

- If you are not subscribed to the *amwasouthwest discussion group*, sign-up today! Being part of the group couldn't be simpler: you just send an e-mail to the list address and everyone in the discussion group receives the e-mail and can reply to you personally or to the list. Recent posts have included optimizing PDF files, abbreviations for medical terminology, disclaimers for publications with physician referrals, and request for book publishers and agents. Come share your thoughts and questions with your peers! To join, visit [www.gro ups.yahoo.com/group/amwasouthwest](http://www.gro ups.yahoo.com/group/amwasouthwest) and click on "Join this Group!" to the right of the screen.

- You should also check out the discussion boards on the national AMWA website ([www.amwa.org](http://www.amwa.org)). Go to the "Members Only" area and access the bulletin boards on a variety of subjects. It is simple to create and post a message, reply to others' messages, or just read what people in the field of biomedical communication are talking about! Your member ID and membership number (password) are required.

The Southwest Chapter of AMWA is on the move! These and other upcoming membership advantages are available to all Southwest Chapter members. If you have ideas or would like to contribute your talents to AMWA, contact Thomas Gegeny (713-527-8219) or Lorraine Cherry (713-868-1549). We are always looking for people to help lead our rapidly growing chapter!

## New Mexico Branch February Meeting: Contract Client Expectations

The American Society of Radiologic Technologists (ASRT) hosted a lunch lecture "What Clients Expect from Contract Writers" on February 21 at their national headquarters in Albuquerque, New Mexico. ASRT has a current membership of over 87,000 of the approximate 250,000 registered radiologic technologists in the US.

ASRT publishes 2 peer-reviewed journals. *Radiologic Technology* (Katie Racette, ELS, managing editor) is published bimonthly with an emphasis on imaging technology, and *Radiation*

*Therapist* (Katherine Ott, ELS, managing editor) is published semiannually and focuses on radiation therapy treatment issues. The editors welcome new writers to introduce themselves by submitting a sample of their writing.

Racette and Ott presented the editor's perspective regarding their expectations of contract writers. Not surprisingly, they began with the mantra, "deadlines, deadlines, deadlines." Articles submitted to ASRT must be written in AMA style, fully revised, and free of errors.

Several attendees were curious about

the editors' frustration "hot buttons" for style and convention errors. Racette and Ott gave an editor's bird's eye view, including the misuse of commas and unnecessary wordiness. Passive sentence construction is prevalent in academic writing and Racette and Ott encourage writers to avoid it. Over-complication of explanations weakens an article and adds to editing challenges. Racette and Ott went on to remind us that the very worst writer pitfall is, of course—missed deadlines!

**Silberg** (Continued from page 1)

using online medical communications to great advantage, in a manner physicians would welcome. Online delivery of medical information can provide information at the point of care, while the patient is still in the examining room. Rather than be competitors with traditional publishers, online publishers could become collaborators, enhancing

and extending the reach of print publications to global audiences by carrying some journal content on the Web. In response to his own question of "What should we do (as online publishers)?" Silberg quoted two lines from Yogi Berra, "When you come to a fork in the road, take it," and "We're lost, but we're making good time." In this exciting, fast-moving, potentially disastrous

business of online medical communications, Silberg strives to encourage the development and use of Web-based communications in the clinical setting.

**Roundtables** (Continued from page 1)

approvals), resources (Internet and print), and politics (knowing your audiences, setting editorial priorities, picking your battles).

4. "Writing for the Web" with Thomas Gegeny, Editor, the Center for AIDS (CFA) in Houston. Like documents published in other formats, online publications become easier or harder to read due to a combination of the page's layout, the purpose and quality of the writing, and even the technology used to create or retrieve the document itself. This roundtable discussion will explore the elements of good writing as applied to publications on the Web and various aspects of electronic publishing as compared with traditional publishing. Tom is in charge of the online content of all CFA print publications, as well as the CFA website: [www.centerforaids.org](http://www.centerforaids.org). He also created and continues to maintain the AMWA Southwest Chapter website: [www.amwasouthwest.org](http://www.amwasouthwest.org).

The roundtable discussions will be held in the private banquet room at Baba

Yega restaurant. The restaurant is in a quaint bungalow and is filled with antiques and eclectic Americana. The room overlooks a magnificent herb garden with a waterfall.

Baba Yega will serve a spectacular buffet of Chicken Picatta (sautéed chicken breast with white wine, lemon butter, and capers) and Vegetarian Lasagna. The meal will be accompanied by Caesar salad, julienne vegetables, and homemade garlic mashed potatoes. Baba Yega's legendary carrot cake will be served for dessert. Coffee, tea, and soft drinks will be included in the price of the meal. We will gather at 6:00 pm for socializing, with the dinner/meeting beginning at 6:30 pm.

The price is \$26 for AMWA members and \$28 for non-members.

We will also be conducting our annual chapter business meeting at this gathering, including voting in our new officers. Please send in your ballot by May 7 if you are unable to attend this meeting.

Baba Yega's address is 2607 Grant Street. Grant Street runs parallel to Montrose Boulevard.

- If you are coming from the Museum District, travel north on Montrose through the light at Westheimer. Turn right at the second street (Missouri Street) after Westheimer. The restaurant is 2 blocks straight ahead at the end of Missouri where it intersects with Grant.
- If you are coming from I-10 (the Heights area), travel south on Montrose through the light at Fairview. Turn left at the second street (Missouri Street) after Fairview. The restaurant is 2 blocks straight ahead where Missouri intersects with Grant.

If you need more detailed directions, please call the restaurant at 713-522-0042.

## Congratulations!

"Research Initiative/Treatment Action!" (RITA!) received an award of Excellence in Technical Communication from the Austin Chapter of the Society for Technical Communication (STC). Thomas Gegeny, MS, ELS, is the editor for this HIV literature-review journal published by The Center for AIDS: Hope & Remembrance Project in Houston.

Pamela Paradis Tice, ELS, research associate in the Department of Family and Community Medicine at Baylor College of Medicine, had an article recently published in the Journal of Child Sexual Abuse. The article is entitled "Two Tragic Forms of Child Sexual Abuse: Are They Often Overlooked?" was a review and commentary on the worldwide pervasiveness of child pornography and child prostitution. Coauthor, Dorothy E. Lemmey, Ph.D., R.N., is a faculty member at the University of Maryland.



## AMWA Southwest Election 2001

**Voting will be conducted at the annual chapter business meeting Tuesday, May 15, 2001. If you are unable to attend, please use the absentee ballot printed below to vote. Please mail it by Monday, May 7 to Ellen Koch/2503 Robin Hood St., #180/Houston, TX 77005.**

### Officer candidates for 2001-2002

- |  |                      |
|--|----------------------|
| <input type="checkbox"/> President               | Lorraine Cherry, PhD |
| <input type="checkbox"/> Program Chair           | Tom Gegeny, ELS      |
| <input type="checkbox"/> Assistant Program Chair | Kate O'Suilleabhain  |
| <input type="checkbox"/> Treasurer               | Chris Wogan, ELS     |
| <input type="checkbox"/> Secretary               | Leigh Fink           |
| <input type="checkbox"/> Newsletter Editor       | Chris Yeager         |
| <input type="checkbox"/> Director-at-Large       | Maureen Goode, PhD   |
| <input type="checkbox"/> Director-at-Large       | Pamela Paradis Tice, |

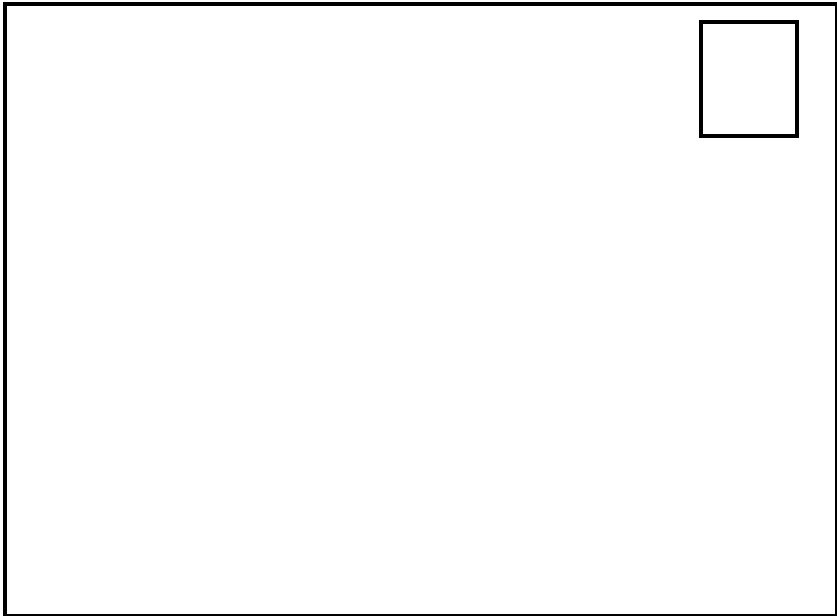
**AMWA Southwest Chapter News**

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**Southwest Chapter News**



**Meeting Reservation Form**

Second Annual Career Roundtables  
Tuesday, May 15, 2001, at Baba Yega Restaurant  
2607 Grant Street  
Members \$26; Guests \$28

Name:

Daytime Phone:

Guest Name(s):

Indicate your first and second roundtable topic choices by writing 1 and 2 next to the corresponding topic:

- \_\_\_\_\_ Medical writing as part of a research institute team
- \_\_\_\_\_ How to plan and run an effective meeting
- \_\_\_\_\_ Developing patient education materials
- \_\_\_\_\_ Writing for the Web

Please send your reservation form and check, payable to AMWA Southwest, to Tom Gegeny at 1205 Banks St., #1, Houston TX 77006 by May 7, 2001. For further information please contact Tom Gegeny at (713) 527-8219.