THE PACEMAKER

NEWSLETTER OF THE NORTHERN CALIFORNIA CHAPTER OF AMWA

Editor's Message
Fred Gebhart

Welcome to spring! It's nowhere to be found on the February calendar and much of the country is still encased in snow and ice,hoping for release. Spring has sprung in Northern California.

We're doing our share of hoping, too—plus some positive steps toward self-improvement. Our next chapter meeting on Feb. 28 offers a panel of freelancers who will discuss some of the attitudes and strategies that can turn lean times productive.

Why freelancers? Because freelancers are intimately familiar with the kind of financial uncertainty that the entire health care community-and the rest of the country-is facing in 2009. A sneak preview: When the going gets tough, the tough go marketing.

Personal disclosure: I pocketed my last assured pay envelope in 1980. It was something like $125, payable in Francs de la Communaute Financiere Africaine, better known as CFA, the currency in Senegal.

My wife and I were Peace Corps volunteers, teaching high school English and learning more about tropical medicine than any nonprofessional health care worker could ever want to know...ask me about burrowing sand fleas sometime, the efficacy of sacred goat dung for treating second degree burns, or interactions between Flagyl (metronidazole) and palm wine or beer that don't appear on the package insert.

We'll have another shot at self-improvement in April with the annual Pacific Coast Conference, presented this year by the Pacific Southwest Chapter. There is no better AMWA conference in the West than the PCC and no better networking anywhere short of our national conference.

In This Issue   March, 2009

Welcome to spring, welcome to the February newsletter, and welcome to the most interesting of economic times since 1929.

Job Announcement: Manager of Publication Planning

A San Francisco biotech firm is looking for a Manager of Publication Planning.

This contact came to a Board member who wanted to pass the opportunity along.

Key accountabilities:

• Lead both cross-functional and cross partner Publication Teams to develop strategic publication plans.
• Collaborate with Clinical Scientists to execute on publication plans.
• Manage relationships with communications agencies providing tactical support.
• Manage publication development processes and projects, in compliance with corporate policy.
• Manage publication budgets within specified targets.
• Practice company and industry publication planning best practices.
• Stay abreast of internal and external market place developments.
• Participate in Commercial Teams to inform brand strategy and tactics.
• Support Team members and the overall Publication Planning Group in mentoring and training new team members, monitoring and communicating related industry issues, and similar tasks.
• Identify and participate in the development of group best practices, process innovation, functionality improvements, etc.
• Participate as needed/appropriate in cross-functional or other project or brand teams.

The qualified candidate has demonstrated experience in medical communications or education, strong communication and collaboration skills, and project management experience. A science degree and an advanced degree (PhD, PharmD) are desirable.

Contact: Sabrina Galindo, Sabrina@finalequations.com; tel: 210-492-9991; cell: 210-563-6611; www.finalequations.com

Chapter Meeting: Traits That Lead to Success

Catherine Magill, PhD

What makes the difference between success and less in the medical writing world? A few very specific and very idenifiable traits. We call them Traits that Lead to Success and they are the topic for our first chapter meeting of the year.

No, we're not giving away our professional secrets in the newsletter. Come to the meeting on Feb 28 for a panel discussion with some of the most experienced freelancers in our chapter. Listen to their experiences, ask questions about your own professional life, and learn about the traits that lead to success. The meeting also includes a buffet lunch.

Topics to include:
- How to get your first job
- Incorporation
- Taxes
- Marketing
- Working with Pharma vs other clients
- Pluses and minuses about being independent

When: Saturday, February 28th, 10:30AM to -1:30PM

Where: Michael's at Shoreline, 2960 North Shoreline Blvd., Mountain View, CA (in Shoreline Park)

Who: Anyone who wonders what special traits freelancers carry that the rest of us lack—and how to put that knowledge to work in today's tough econmic environment

$35 for members

$40 for non-members

To register, please use the following link:

http://www.acteva.com/booking.cfm?bevaid=175899

You can pay by credit card at the Acteva site, but if you'd like to pay another way, please contact me at magill_catherine@yahoo.com

UC Davis Spring/Summer Writing Courses

UC Davis Extension invites you to explore continuing education courses in nonfiction and creative writing. All courses are open to both new and experienced writers.

The following courses will take place April-August 2009 in Sacramento. Certificate programs are also available for writers who want to pursue a more in-depth and complete spectrum of coursework.

Spring 2009 Courses

Advanced Fiction Writer's Craft Workshop: Hone and finesse your writing skills by exploring point of view and sense of place, crafting a scene, using narration techniques and creating compelling dialogue. Award-winning short story writer Jodi Angel teaches on Tuesdays, April 21—June 9, 6—9 p.m.

Poetry Workshop: Improve your use of image, metaphor and symbolism, your execution of mechanics such as line breaks, pacing, rhythm and sound, as well as work on making meaning and using poetic forms. Use this workshop to propel your poetry toward greater discovery and, ultimately, publication. Editor and former program director for the Sacramento Poetry Center Susan Kelly-DeWitt teaches this course, which takes place Thursdays, April 16—June 4, 6—9 p.m.

Metaphor, Show–Don't Tell: Learn how imagery, word choice and the portrayal of detail can give your writing specificity and vigor, and how the choice of showing versus telling will improve the sense of place, action and characterization in your writing. English instructor Robert D. Stanley teaches this course, which takes place Wednesdays, May 6—27, 6—8:30 p.m.

Enhancing Writing Skills for Nonfiction Writers: Hone your skills and improve the credibility of your work by improving your grammar, punctuation, sentence structure and language. Walk away from this course with the tools and techniques to produce marketable pieces suitable for publication. Journalist and former newspaper columnist Elisabeth Sherwin teaches this course, which takes place Wednesdays, April 15—June 3, 6—8:30 p.m.

Getting Published, The Business of Nonfiction Writing: Turn your dream of getting published into reality. Learn to prepare materials such as query letters, cover letters and proposals that lead to professional writing assignments. New York Times bestselling author Jennifer Baye Sander teaches this course, which takes place Mondays, April 20—June 22, 6:30—,9 p.m.

Summer 2009 Courses

Research and Interviewing Techniques for Nonfiction Writers: Discover how to conduct research and interviews

using techniques you will practice in class and then use in the field. Explore the many forms and specializations of nonfiction writing and learn how to tailor your work for each market. Newspaper journalist and author James Raia teaches the course, which takes place Wednesdays, June 24—Aug. 12, 6:30—9 p.m.

Creative Nonfiction: Creative nonfiction remains one of the most popular and most marketable of all writing genres. Explore what creative nonfiction is and how it differs from both conventional journalism and from pure fiction. Widely published poetry writer Rae Gouirand teaches this course, which takes place Tuesdays, June 30—Aug. 18, 6—9 p.m.

Dialogue: Dialogue is often the pitfall where even the best writing falters. Discover how to avoid the pitfalls. Learn ways to improve characterization, focus your scenes and, in the process, make the voices of your characters distinctive and true. Pushcart Prize winner and short fiction writer Naomi J. Williams teaches this course, which takes place Mondays, July 6—27, 6:30—9 p.m. NEW COURSE!

To request more information or to enroll, call (800) 752-0881, visit www.extension.ucdavis.edu/ah, or email extension@ucdavis.edu.

Register now for Asilomar!

The 2009 Pacific Coast Conference at the legendary Asilomar Conference Grounds is scheduled for Sunday April 26, 2009 through Wednesday, April 29, 2009 in Pacific Grove, California.

The conference, hosted by the Pacific SW chapter, will offer the following AMWA credit workshops:

- Basics of Epidemiology for Medical Communicators (EW/PH/SG), taught by Jane Neff Rollins
- Reporting Correlation and Regression Analysis (G/SG), taught by Jane Neff Rollins
- Ethical Standards in Medical Publication (EW), taught by Nancy Taylor
- The IND in eCTD Format (ADV), taught by Peggy Boe

The theme for the 2009 conference is "Defining Professionalism in Medical Communications." AMWA is pleased that the esteemed Oscar Salvatierra, MD, of Stanford University, will share his experiences as a scientist and advocate in his keynote address on "Breaking Down Barriers to Organ Transplantation."

Participate in the noncredit panel discussions and forums, where you will learn about marketing your career, finding your writing niche,

writing for the web, regulatory writing, project management, and workstation wellness.

The BELS exam will also be offered, and you can't miss the famous Asilomar skit. Enjoy all of this, plus the opportunity to relax with colleagues and network in the serene and beautiful environment that is Asilomar.

Space is limited and registration closes soon, so answer the call of Asilomar today!

Go to http://www.amwa-pacsw.org/ to register and learn more.

The Word Witch: Autonumbering Headings
Maggie Norris

In the last issue (December 2008), we explored the mechanisms of customizing paragraph and character styles using the **Modify Style** dialog box. The Word Witch shared her opinion that the most direct way to develop a sturdy, functional template is through the controls in this dialog box.

A particular and sometimes problematical aspect of building a template is providing autonumbering for multiple levels of headings, such as:

1. **This is a level 1 head**
1.1 **This is a level 2 head**
1.1.1 **This is a level 3 head**
1.1.1.1 **This is a level 4 head**

This column explains how to set up styles in your template to format these types of multilevel heading styles so that Word handles the tedious and human-error-prone task of keeping track of the numbering.

We will begin this discussion assuming you know how many heading levels your document will have and which typefaces (fonts) are specified in your template.

A **Heading Style** Is a **Paragraph Style**

First, some context.

Normal-dot-dot (the "global template" or underlying electronic formatting of all Word files) contains 9 different built-in paragraph styles named **Heading** 1, **Heading 2**, etc.

The attributes for each of these paragraph styles are specified in the **Modify Style** dialog box, just as they are with any paragraph style.

Two aspects of autonumbering are handled using the tools in the **Customize Outline Numbered List** dialog box: the formatting of the numbers themselves; and the juxtaposition of the number and the heading text. You can access this dialog box from the **Modify Style** dialog box.

Autonumbering Heading Styles

Set up

Open your template and save it, giving it a filename like autonumbering practice.doc. Open the **Styles and Formatting Pane** (Windows) or the **Formatting Palette** (Mac).

Check the **Heading 1** style sheet

Type or paste some text into your document. Place the insertion point in any paragraph, then apply the **Heading 1** paragraph style. (Detailed instructions are in the December Word Witch column and in Word Help files.)

With the insertion point still in that paragraph, call up the **Modify Style** dialog box (**Format > Style > Modify**). Check the style sheet specs before you start making changes. In particular, in the Style based on field, select (no style) at the top of the drop-down list.

Still in the **Modify Style** dialog box, open the **Format** drop-down list and choose **Numbering**. This calls up the **Bullets and Numbering** dialog box (a series of "galleries" in Word-speak). Click **Outline**
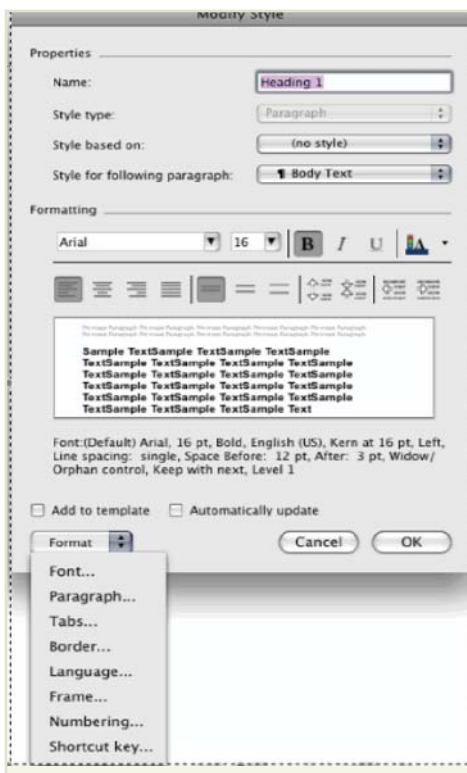
Numbered to view that gallery. Click on any gallery item except the one labeled **None**. Click **Customize** to call up the **Customize Outline Numbered List** dialog box.
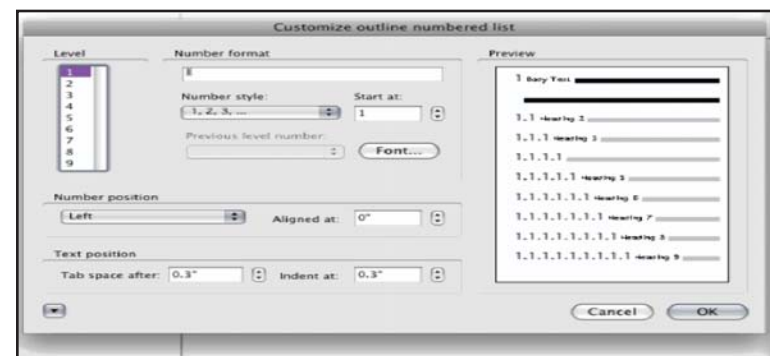
The **Customize Outline Numbered List** dialog box

This is a complex dialog box, so look at it before you start making changes. In both systems, the dialog box contains four main sections: **Number format**, **Number position**, **Text position**, and **Preview**. (The Windows and Mac versions differ slightly in layout but not in functionality.) Keep your eye on the **Preview** pane as you experiment with the autonumbering specs.

Note that the dialog box contains additional fields that we won't be covering in this column: If you're using a Windows-based system, click **More** just above the **Preview** pane; in the Mac version, click the down-arrow at the bottom left of the dialog box.

Number format area

Level field: Choose **1** to format the **Heading 1** style. When modifying other **Heading** styles, choose the corresponding level number.

Number format field: By default, **1** is selected. (Notice that 1 is shaded, indicating that it is a field.) You can enter punctuation characters before and after the number, eg, a period or colon to the right of the number or parentheses enclosing it; these characters will be included in all paragraphs to which this style is applied. If there are unwanted punctuation characters

or spaces in this field, you can delete them. If the heading number is to be preceded by "Section," "Chapter," etc, enter the desired wording in this field.

Number style field: Use the drop-down list to choose the format of the number character string. Most of the time, one of the 2nd through 6th choices is appropriate. (We will call all of these choices "number strings.") Depending on your document, different choices may be appropriate for different heading levels. Notice that when you make a selection in this field, the numeral in the **Number** format field changes to match it and the **Preview** pane updates.

Start at field: By default, the first in the selected series of numbers displays.

Previous level number field: When you are formatting **Heading 1**, this field is dimmed. It becomes active when **2** or higher is selected in the **Level** field. If necessary, change the selection.

Font button: Click to call up the **Font** dialog box. The font specs should be as specified in the **Paragraph** style sheet. If you change them here, ie, change the font size or color, or add bold character formatting, the changes will be saved in the **Paragraph** style sheet and become integral to the style definition once you accept the change (click OK) in the **Customize Outline Numbered List** dialog box.

Number position area

Number position field: Left aligns the first character in the number string at the position specified in the **Aligned at** field. Right aligns the last character in the number or its trailing punctuation character at that position. (Left alignment is the easiest to manage; but, right alignment can give your document a very crisp appearance.)

Aligned at field: Use this field to specify the amount of indentation from the left margin to the first or last character of the number string. For **Heading 1**, 0 is customary; that is, the heading starts at the left margin. For other heading styles, other choices may be appropriate. (Be aware that incremental indenting of each successive level, the Word default, is ugly and detracts from readability.)

Text position area

Tab space after field: Use this field to specify the distance from the left margin to the first character of the text portion of the heading (to the right of the number string). Note that this is the distance from the left margin, not the distance between the number string and the text portion of the heading.

For **Heading 1**, if you have more than 9 level 1 headings in your file, choose a position that works for 2-digit numbers. (If you have more than 99 level 1 headings in your file, contact the Word Witch for a consultation.)

For subsequent heading levels, it can be tricky to specify a **Tab** space after position that works for every instance. For example, the **Level 4** headings 2.4.6.1 and 12.14.16.11 consume different amounts of horizontal space. In situations like that, consider how picky you need to be about consistent alignment of the text in level 4 headings before you specify a **Tab** space after position.

Indent at field: Use this field to specify the left alignment position of the second line of the heading text, if any. The only two sensible choices here are to enter the same measurement as in the **Aligned at** field, which aligns the second line of heading text with the number, or the same measurement as in the **Tab space after** field, which creates a hanging indent. Check the Preview pane as you experiment.

Repeat this process for each **Heading** paragraph style in your template.

Coming Attractions and Events
BayBio 2009: Life Sciences - Branching Out

BayBio2009 is a one-day conference focusing on Northern California's strength in life sciences product development and commercialization.

The conference focuses on emerging technologies positioned to address critical healthcare, manufacturing and environmental concerns such as skyrocketing health care costs, worldwide food and fuel shortages, escalating manufacturing costs and global competitiveness. It focuses on new organizational partnerships that allow life sciences to flourish in an environment of increasing financial and regulatory demands and examines practical application of new ideas and tools that increase efficiencies and shorten bench to bedside cycles.

Date: Thursday, April 16, 2009. 8:30am - 5:30pm

Location: South San Francisco Conference Center, 255 South Airport Blvd., South San Francisco, CA

Info: Call 650-871-7101 x205 or e-mail: events@baybio.org.

Online AMWA Renewal Now Available

AMWA Headquarters will be mailing 2009 membership renewal invoices at the beginning of March. Membership Assistant Mark Rosol has asked that we help the office save time and money by renewing online before February 28th.

Each online renewal will reduce the number of invoices printed and mailed. This savings allows AMWA to keep dues amounts down while adding new benefits for members. Some member benefits that have been recently added to the Web site include:

- MDConsult
- 50% discount on Reference Manager or Endnote
- 33% discount on full-text article delivery from GKDocuments

Other online benefits included in annual membership fees include the membership directory, access to the freelance directory and jobs online, the bulletin board and listserves, copies of the AMWA Journal, and videos of recent and past annual conference lectures. Members can also purchase AMWA products and services through the secure area of the Web site at member discounted prices.

A renewal form populated with each member's current information is located at: https://secure.contentactive.com/amwa/infostore/renewal.asp. You will be asked to log in with your UserID (last name) and password (membership number). Because the secure renewal form is located on AMWA's Web server and it is accessing our database server, there will be a security alert asking you to proceed. Make any changes to personal information before submitting the renewal form.

Members who prefer to renew by mail should verify the information in their membership record to ensure that the renewal invoice is mailed to the correct address. Please use the account update form located at http://www.amwa.org/infostore/accountupdate.asp, logging in with the appropriate UserID and password as above. Just as with the renewal form, the account update form will be populated with each member's current information.

2009 Chapter Conferences Around the Country

Feb 27—28, 2009, Florida Chapter, Orlando. Contact Lori Alexander, lori@editorialrx.com

March 28, 2009, New England Chapter, Sturbridge, MA. Contact Judy Linn, Judyhlinne@aol.com

May 2, 2009, Northwest Chapter, Seattle, WA. Contact TBA

Like What You See?

Want to Make it Better?

The Pacemaker, our Northern California chapter newsletter, needs your help!

Please send your suggestions and submissions to *Pacemaker* editor Fred Gebhart, pacemaker@amwancal.org. The deadline for submissions to the next bimonthly issue is March 27, 2009.

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