



# Draft, Submit, Revise: A Manuscript Writing Series

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The **Office of Research and Sponsored Programs** (ORSP) is a shared, centralized resource in the Marshfield Clinic Research Institute. We provide essential resources to support research and community outreach within Marshfield Clinic.

Our mission is to enrich research and health outcomes by creating a dynamic administrative environment for those engaged in medical sciences and community outreach.

Areas of support:

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- *Scientific Writing, Publication, and Editorial Assistance*
- Administrative oversight for MCRI program initiatives
- Research Navigation
- Clinical Medicine & Research (peer-reviewed journal)

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# Draft, Submit, Revise:

# A Manuscript Writing Series

## Session 6: Navigating Submissions

June 5, 2024

### Speakers:

Jill Barnes, PhD; *Associate Editor for Journal of Applied Physiology & Senior Editor for the Experimental Physiology Journal*

Yohualli Anaya, MD, MPH; *Associate Editor for Family Medicine, Co-Director of Accelerating Latinx Leadership Institute*

Sherry Salzman Scott, MS; *Senior Editor: MCRI Clinical Medicine & Research Journal*

Andrew Hellpap; *UW SMPH Media Strategist*

Please ask questions in the chat as you think of them.

Our team will compile questions to ask the speakers.



Session will be recorded. Please keep yourself on mute and videos off.





Yhualli B. Anaya, MD, MPH

Associate Professor, DFMCH  
Associate Editor, *Family Medicine*  
Co-Director, Accelerating Latinx Leadership Institute



# Leveraging comments

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Remember they critiqued your work, not you.

Take a cool-off period. Then come back and carefully read or re-read reviewer's comments.

Responding to reviewer comments usually increases your paper's quality:

- Respond to ALL comments
- Be formal, polite, and express gratitude

Resource:

[www.cmu.edu/student-success](http://www.cmu.edu/student-success)

See Handouts & Other Resources

In Handouts (pdfs)

➔ Responding to Revise and Resubmit (pdf)

*"This is a good point that lead to..."*

*"As suggested..."*

*We agree..."*

*"Your comments made us think more deeply about..."*

*"We thoughtfully considered your comment to..."*

*Responding to comments increases chances of success with the next submission*

# Leveraging comments: Organize in a table

Please indicate your response to each of the reviewers' comments in this table as demonstrated below and upload the completed table with your revised manuscript files.

Instructions: First, copy and paste verbatim each of the reviewers' comments into the first column of the table; each comment should be included in its own row. It may be necessary to add rows to the table to accommodate all of the reviewers' comments point by point. Then, in the second column, explain how you addressed each concern in your revised manuscript. Finally, in the third column, provide the page number where the change can be found (paragraph and/or line numbers may be included as well). Be sure that all changes are tracked in your revised manuscript files.

Reviewers' comment	Description of revisions	Location of revisions
Example: Reviewer 3: Please ensure that your research question, hypothesis, or purpose is clearly stated.	Example: Added purpose statement to the introduction	Example: See page 4

Source: [Academic Medicine](#), Online Submission and Review System, Explanation of Revisions, Accessed 1/2/23



# Navigating Submissions – the journal perspective

## Education

- MS Biotechnology
- BS Biology & Chemistry

## Professional Experience

- Scientific journal publishing
- Basic science research
- Freelance scientific writing

## Current Role

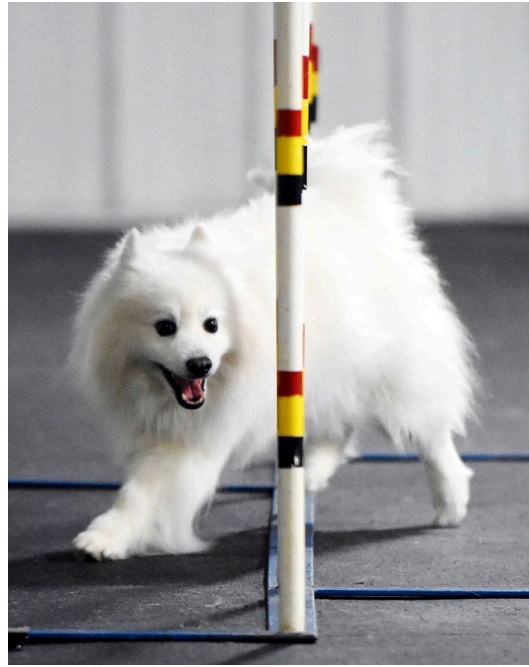
- Manage editorial and publishing operations



**Sherry Salzman Scott, MS**  
Senior Editor  
*Clinical Medicine & Research*  
[www.clinmedres.org](http://www.clinmedres.org)







# Navigating Submissions – the journal perspective

## ➤ *Proactive steps to minimize likelihood of a rejection*

- Follow manuscript preparation and submission guidelines carefully
- Submit all required supporting documentation
  - ✓ Conflict of interest disclosure, Copyright transfer agreement/Creative Commons licensing agreement, Authorship approvals, Institutional Ethics approval, Clinical Trial Registration, etc.
- Figures in required format and resolution
- Read through by friend/colleague unfamiliar with your work
- Enlist assistance of a professional editor / English language expert (native speaker)
- Submit responses to reviewers in point-by-point format
- Respond respectfully and graciously
- Questions – contact the Editorial Office!

# Navigating Submissions – the journal perspective

## ➤ *Responding to a ‘reject’ or ‘reject and resubmit’ decision*

- Journal / Editor interested in subject matter / sees merit in study
- Incorporate as much of the reviewer / editor feedback as possible prior to resubmitting
- If unable to adequately address feedback --> submit elsewhere

## ➤ *Seeking clarification of reviewer comments*

- Contact Editorial Office through method used to submit manuscript
- Questions will be forwarded to the handling editor who will be the liaison between author and reviewer

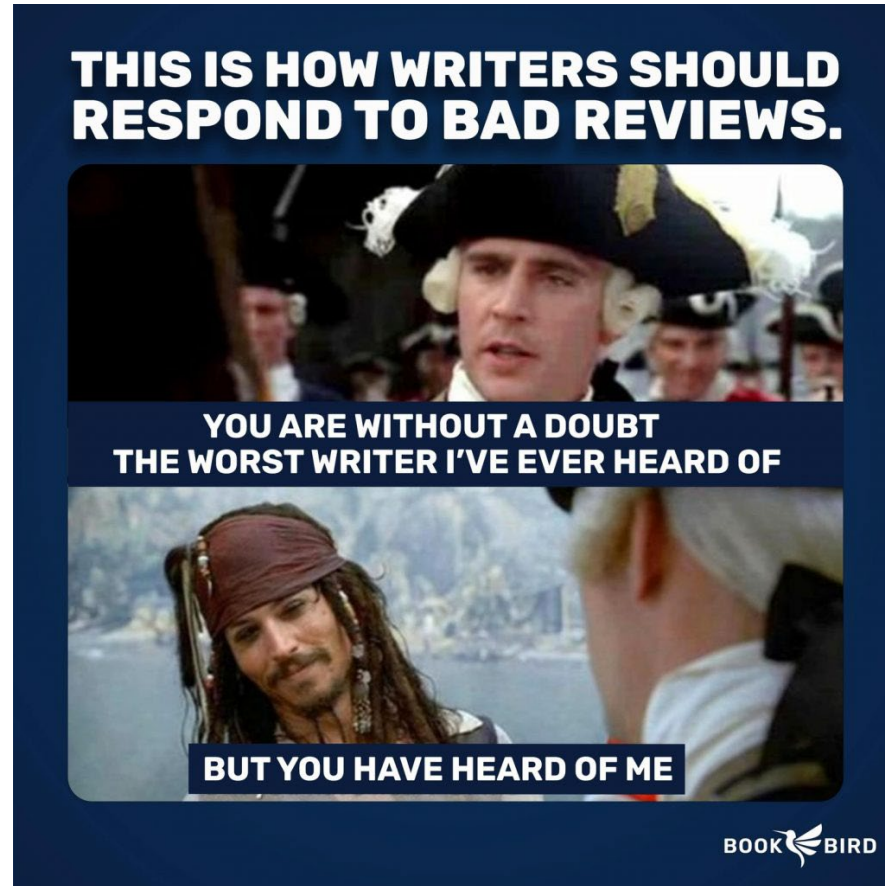
## ➤ *Addressing feedback related to writing style or clarity*

- Always address comments related to English language and grammar
- Read through by friend/colleague unfamiliar with your work
- Work with coauthors and mentors to improve clarity, style, polish manuscript
- Utilize services of a professional editor / English language expert (native speaker)



# Navigating Submissions Q&A

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# Media utilization for research

Andrew Hellpap



# Agenda

- What is media?
- How does the media interact with you as health professionals and researchers
  - How will it contact you
    - What to do when you are contacted
  - When do you need to contact it
- Role of media relations professional (Andrew)
- Interviews
  - Not all interviews are the same
    - Radio
    - TV
    - Print



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# About the presenters

Andrew Hellpap, media strategist,  
UW Health



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# The Media

Many forms:

Internet

Television

Radio

Print publications

Research, medical journals

Trade publications

Social media

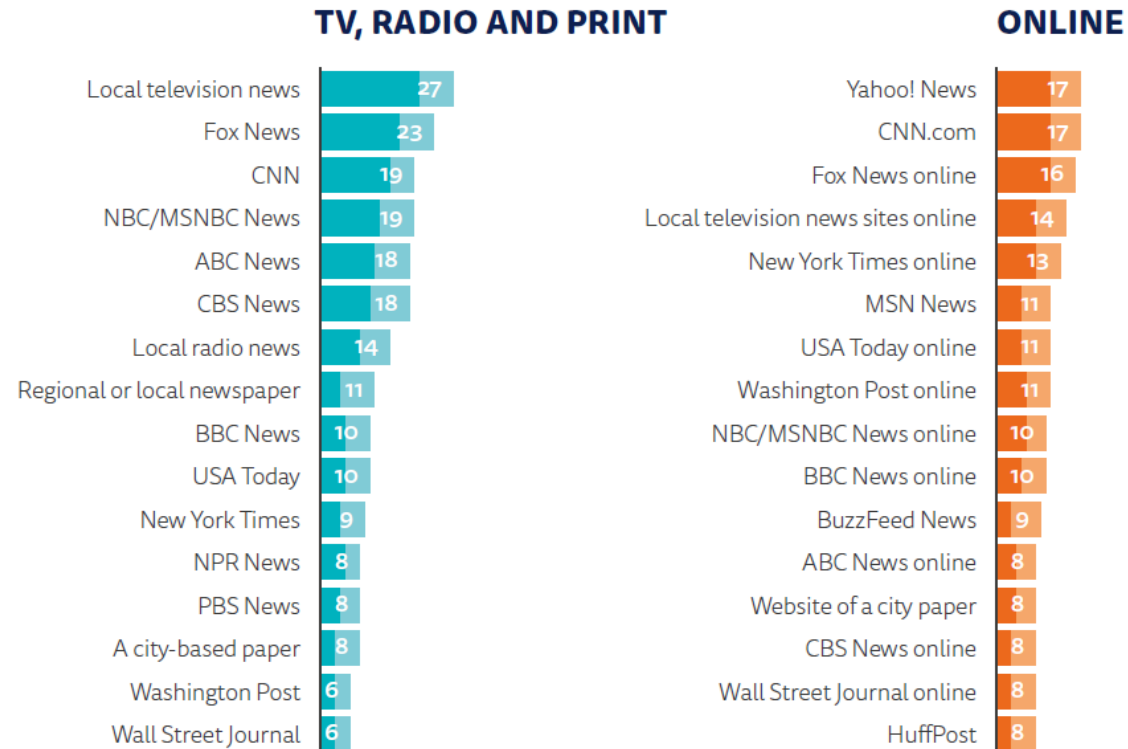


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# News landscape: Local leads



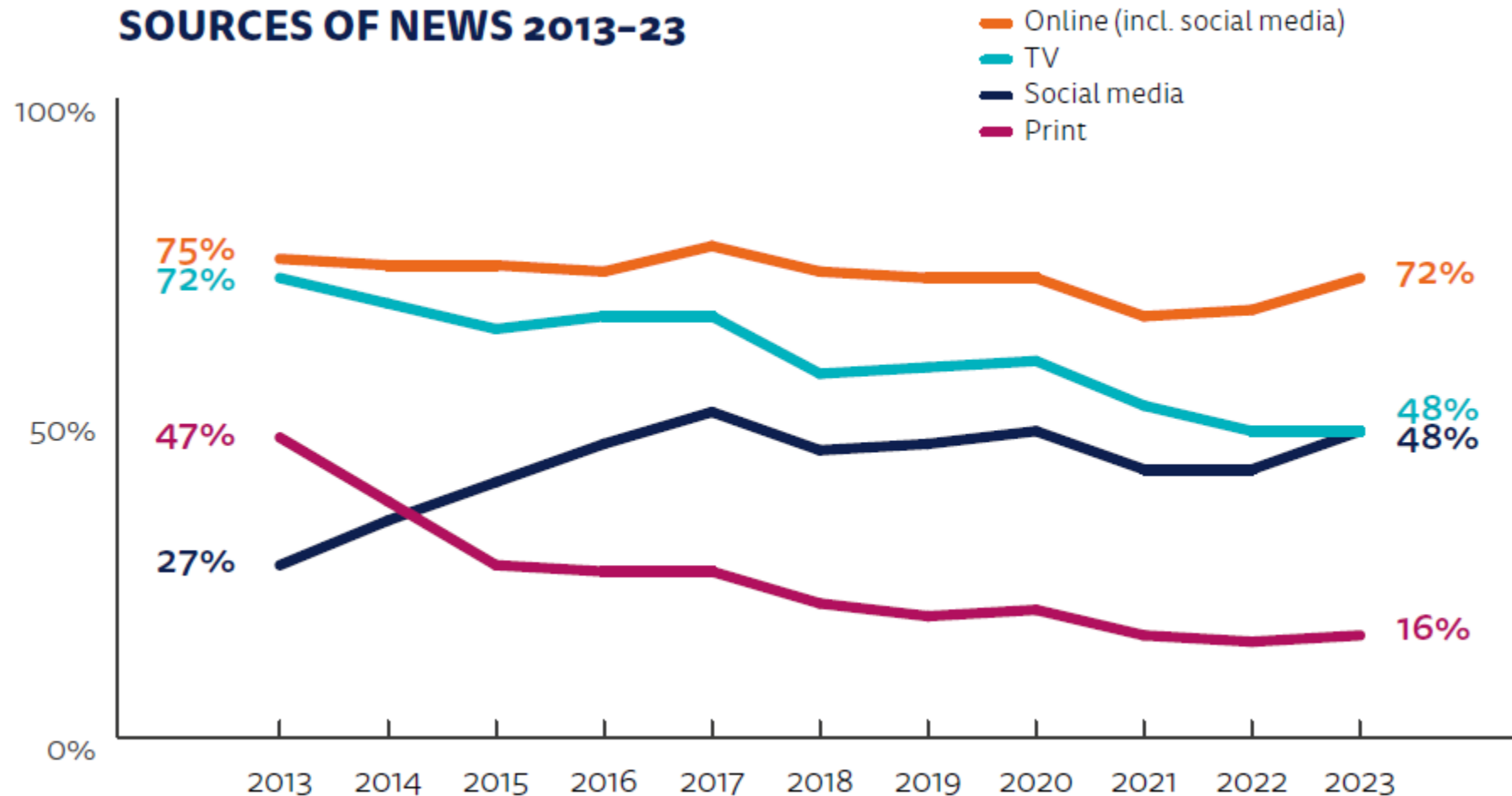
Source: 2023 Digital News Report – Reuters Institute & University of Oxford



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# News landscape: An evolving media mix



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# What we observe at the moment



TV is still king!



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# The pandemic changed things



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# The pandemic changed things

- Most interviews are done virtually
- Media is starting to move back to in-person interviews



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# A few roles of the media

- Government watchdog
- Inform public of important events
- Breaking news
- Show us the world around us
  - Especially true at the local level



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# Interacting with the media

Generally, two scenarios:

1. The media might reach out to you as an expert.
2. You may have a great story and want to share it.
3. Both cases allow for you to get your research into the public discourse.



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# More on when to reach out

- Don't wait to inform your public information officer or media relations team
  - The sooner you can share great news, the better



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# Media is involved, what next?

If you get a call, don't do the interview immediately.

Contact your supervisor and/or your public information officer or media relations specialist (Andrew) and Robyn Perrin, Ph.D., SMPH chief communications officer.

- Andrew: 608-225-5024, [ahellpap@uwhealth.org](mailto:ahellpap@uwhealth.org)
- Robyn: 608-263-5051, [rmperrin@wisc.edu](mailto:rmperrin@wisc.edu)



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# What is a media relations person?

Many names:

- Public Information Officer (PIO)
- PR Person
- Communications Person
- Media Strategist (UW Health/SMPH)

In an emergency situation the PIO has a specific role.



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# What we do

- Go-between
- Resource
- Allow you to focus on what you do



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# No media relations person? No problem!

- Identify the right publication and reporter by examining their previous work
- Research the publication or broadcast outlet
  - Avoid outlets that have murky backgrounds, funders or obvious political or social leanings that don't benefit you.
- Consider trade publications (not medical or research journals)
  - MedScape, STAT News, Becker's



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# Interviews

Three main types:

- Print
- Radio
- TV



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# Print

- Conversational
- Few time constraints
- Interview can go in different directions



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# Radio

- Time constraints for live interviews
  - 8-minute segments each hour
  - 30-minute call-in
  - 1-hour call-in
- Can be conversational
- Generally, appearance and attire aren't important
- Recorded news stories are much like TV



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# TV

- Very time restricted for live and recorded interviews
  - Segments are only a few minutes
  - Recorded stories are even shorter
- Appearance is almost everything
  - Don't wear white, for example
- Generally, not conversational



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# Virtual interview

- Keep the camera eye level
- Be front-lit
  - Use a well-lit interior room, if you don't have front lighting or can't sit facing an open window.
- Avoid wearing wild patterns
- Test your equipment before the interview
- Look at the camera, not the person on the screen when talking



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# Universal Advice

- Know your subject matter in and out
- Compile talking points
  - Memorize for TV
- You don't have to answer their questions
  - Go back to talking points
- Media members are not your friends, but be friendly
- Talk a little slower than normal, and articulate clearly
- Assume everything is on the record



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# Research in media

Health care professionals and researchers have a special place in the media.

- Added credibility
- Powerful voices

Reiterate:

- Know your subject matter in and out
- Compile talking points
  - Memorize for TV
- You don't have to answer their questions
  - Go back to talking points



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# Q&A

Don't be shy. This is the best time learn.



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Thank you!

Post-series survey coming next week.



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