

Successful Writing for Publication

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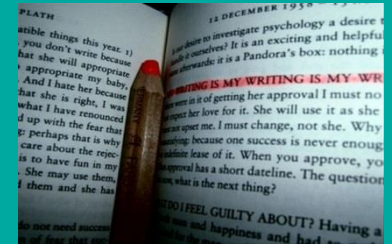
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Writing for Publication ...

- Objectives
 - After attending this session, you will be able to:
 - List the steps in developing a publishable article
 - Describe the components of a typical manuscript
 - Identify steps in the publishing process
 - Avoid ethical dilemmas



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Writing for Publication ...

- “Writers are not just people who sit down and write. They hazard themselves. Every time you compose ... your composition of yourself is at stake.” (E.L. Doctorow)
- “The act of putting pen to paper encourages pause for thought, this in turn makes us think more deeply about life, which helps us regain our equilibrium.” (Norbert Platt)

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Writing for Publication...

- Blocks to writing -
 - Nothing to write about, no ideas - "Every writer I know has trouble writing." (Joseph Heller)
 - Insufficient time
 - Lack of mentorship or support
 - Lack of self-confidence
 - Too much material
 - FEAR!!



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Writing for Publication ...

- Why publish?
 - Increases your personal knowledge base
 - Establishes or increases your status as an expert
 - Offers professional visibility
 - Offers personal satisfaction
 - Provides support for promotion or tenure
 - Expands the body of professional nursing literature and helps advance the profession

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Writing for Publication ...

- Where can I find ideas?
 - Look at your own clinical practice
 - Check the indices for various journals
 - Watch for “Calls for Manuscripts”
 - Query journal editors
 - Expand on a previously published article
 - “Fill out” or expand on a poster presentation
 - Develop an oral presentation into a narrative manuscript

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Writing for Publication ...

- How will I find time to write?
 - Set manageable goals
 - Organize your work
 - Complete a “chunk” at a time
 - Negotiate time at work
 - Deadlines - some authors do, some don't

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Writing for Publication ...

- How can I develop the self-confidence to write?
 - Volunteer as a manuscript reviewer
 - Start with short articles
 - Review material already written
 - Seek feedback - from colleagues who have published, from a journal editor
 - Seek out a mentor

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Writing for Publication ...

- How can I obtain support?
 - Conduct a web-based literature search
 - Visit a local library
 - Again, seek a mentor or co-author
 - Enter a writing contest

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Writing for Publication ...

- Do I have too much material for a single manuscript?
 - Establish a focus or a specific, more narrow angle
 - Write a preliminary query letter
 - Write a purpose and scope statement
 - Break the whole into smaller parts

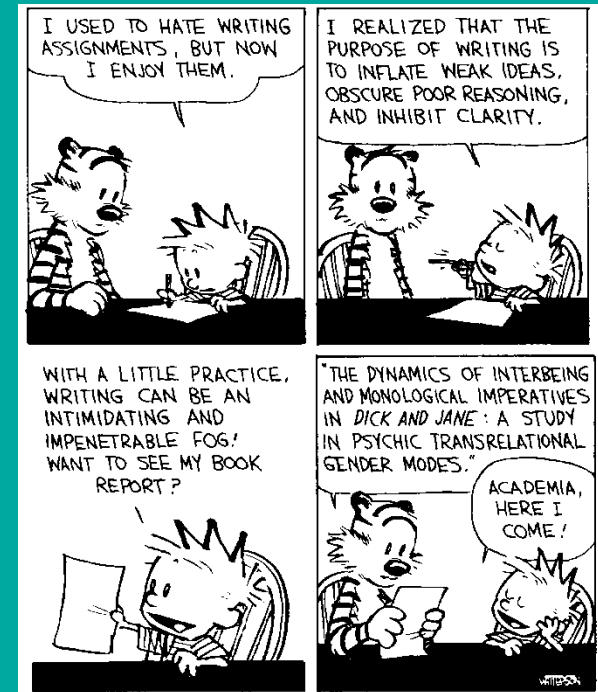
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Writing for Publication ...

- Steps in the writing process:
 - Plan the project
 - Develop and refine an outline
 - Write, write, write
 - Review, review and submit
 - Publish



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Writing for Publication ...

- Planning the writing project:
 - Identify your topic and then ask these questions -
 - What is the purpose and scope of the work?
 - Who is the primary or target audience?
 - Which journal best fits this project?
 - What work is already out there?
 - If a query was sent, what was the response?

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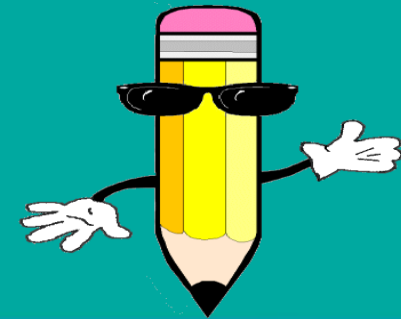
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Writing for Publication ...

- Develop and refine your outline
 - Search and review the literature
 - Take notes
 - Sort material
 - Rethink the outline and sequencing of major ideas
 - Resort material ...

Now, you are ready to write!



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Writing for Publication ...



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Writing for Publication ...

- General tips for writing:
 - First, write a purpose and scope statement, then an outline
 - Write from the outline, focusing on one section at a time
 - Write the easiest portion first, then the most difficult
 - Write the introduction and summary after the body of the manuscript is complete
 - Write the abstract last

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Writing for Publication ...

- Components of most manuscripts:
 - Abstract
 - Title
 - Introduction
 - Body
 - Summary
 - References
 - Supplemental materials - for example, figures, tables, charts

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Writing for Publication ...

- General tips for writing (cont'd):
 - Check paragraphs order, length and transitions
 - Avoid:
 - Slang, clichés, jargon, regional colloquialisms - "The best style is the style you don't notice."
 - Verbosity - "As to the adjective, when in doubt, strike it out." (Mark Twain)
 - Redundancy
 - Personal pronouns
 - Trade and brand names for drugs and products

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Writing for Publication ...

- Abstract:
 - Concise summary of the manuscript
 - Understandable, must stand on its own
 - 100-400 words in a single paragraph (length depends on individual journal requirements)
 - Should *not* contain:
 - Information not included in the paper itself
 - Tables, graphs, figures or charts or references to them
 - References to literature

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Writing for Publication ...

- Title:
 - May be the most important part of the manuscript
 - Only part you know will be read
 - May be used by secondary services (indexes)
 - Should be as informative as possible
 - Avoid “cute” or grandiose titles
 - Must catch the reader’s attention

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Writing for Publication ...

- Introduction:
 - Presents the purpose and scope of the manuscript
 - Uses the present tense
 - Entices the reader to continue ... “It was a dark and stormy night...”
 - If writing a research-focused manuscript, includes the rationale for the study and states the research question(s)/purpose(s)

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Writing for Publication ...

- Body of the manuscript:
 - This is the “meat” of the work, the primary focus - you should devote the majority of effort and space to this section
 - Developed directly from the outline
 - Meet achieve the stated purpose of the work and remain within the scope

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Writing for Publication ...

- Summary:
 - This = the conclusion
 - Should be a paragraph or two
 - Relates back to purpose and scope
 - Summarizes the content, may stand alone



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Writing for Publication ...

- References:
 - Can be current (typically within 5 years) or “classic,” sentinel
 - Use the format specified by the journal you have chosen -for example, APA, MLA, AMA, Chicago style
 - Number of references is negotiable; however, if you mention a source **anywhere** in the manuscript, it must be included in the reference list when using APA format. All web-based-references must still be available at the time of copy editing

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Writing for Publication ...

- Tables, figures and formatting:
 - A table is data or information arranged in orderly columns and rows
 - A figure is a drawing, diagram, photo or tool
 - Both are used to supplement or sometimes shorten the text; they cluster related data together
 - Achieve clarity through simplicity -“Less is more”
 - Must add value to the manuscript

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Writing for Publication ...

- Tables, figures and formatting (cont'd):
 - Provide a title for each table, a caption for each figure
 - Must submitted in a suitable electronic format; for *JNN*, photos must be digital, B/W
 - Seek permission to publish as needed *before* submitting your manuscript
 - Indicate the name of the software program (Excel, Word - include version, Photoshop) used in their creation
 - For *JNN*, format per EM specifications

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Writing for Publication ...

- Article formats/styles:
 - Research report
 - Evidence-based practice
 - Case study
 - Disease/treatment based
 - Focused article or column
 - Opinion, reflection or personal perspective
 - “How to”
 - Literature review
 - Concept analysis, theory building

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Writing for Publication ...

- The research manuscript:
 - Abstract - include purpose, objectives, hypotheses, methodology, results, implications, limitations
 - Title - may be longer than those in non-research manuscripts
 - Methods - describes research design and methods, includes enough detail to allow the reader to assess validity, replicate the work, cites previously published or established methods

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Writing for Publication ...

- The research manuscript (cont'd):
 - Results - report *only* results directly derived from the data, address both significant and non-significant results, use appropriate statistical analyses, summarize with tables/figures, do not without findings contrary to original hypotheses
 - Discussion - explain relevance of findings, do not simply repeat results or ignore alternative explanations, do include study limitations, discuss how findings agree/disagree with previous work, discuss practice implications, future research

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Writing for Publication ...

- The case study manuscript should include:
 - Initial patient presentation
 - Diagnostic tests
 - Diagnosis and background information
 - Treatment modalities
 - Nursing care and implications/issues
 - Outcomes

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Writing for Publication ...

- A disease-focused manuscript should include:
 - Pathophysiology
 - Epidemiology
 - Diagnosis
 - Treatment modalities
 - Nursing care and implications
 - Examples may supplement the “basics” above

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Writing for Publication ...

- Focused manuscripts:
 - Usually short
 - Address a highly concentrated/specific topic
 - May be written as a special-interest column
 - Examples - pharmacology, specific research designs or issues, diagnostics, practice innovations, "Executive Summary"

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Writing for Publication ...

- Other manuscript formats:
 - Opinion, reflection, perspective papers - valuable for ethical/legal issues, professional issues, may be written by a professional or a patient
 - “How to” - valuable for equipment, procedures
 - Literature review
 - Concept analyses/theory building

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Writing for Publication ...

- Submitting the manuscript - either to online publishing website (this is the **only** option for *JNM*), via email or on paper:
 - Read the author guidelines
 - Send the manuscript to only one journal at a time
 - Submission should include:
 - Cover letter
 - CTAs for every author
 - Title page/Author(s) identification - specify primary contact, affiliations, funding disclosure(s)
 - Text files
 - Permissions
 - Artwork, tables, figures

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Writing for Publication ...

- Permissions:
 - Necessary if a table/figure is an exact reproduction or if more than a single paragraph is reproduced. If you “adapt” a table/figure, it should be substantially different in appearance
 - Permission request must include the name(s) of those requesting permission, for what content, from whom permission is requested, and for what purpose(s) the material is to be used
 - Grantor may “direct” a specific permission statement

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Writing for Publication ...

- Permissions (cont'd):
 - Fees may be involved
 - Keep a copy of all permissions granted
 - Journals cannot publish your manuscript without these
 - “I love being a writer. What I can’t stand is the paperwork.” (Peter de Vries)

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Writing for Publication ...

- When the Editorial Office receives the manuscript:
 - Receipt is acknowledged, a time frame for review and response is outlined, a contact person (either the Editor, Editorial Assistant, or another individual) is identified for questions
 - Editor selects reviewers
 - Manuscript is sent out for blinded peer review by subject matter experts
 - Editor summarizes reviews, adds her/his own reviewing comments and editing suggestions, and makes a decision re: publication

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Writing for Publication ...

- Reviewing - what do we look for?
 - Relevance to practice - new findings, nursing implications
 - Substantiated statements - data, literature review
 - Logical flow, clear language
 - Complete citations
 - Tables and figures that are easily understood and which add detail, clarity to the narrative

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Writing for Publication ...

- Reviewing - what we don't want to see:
 - Lack of references
 - Single spacing
 - Disorganized text
 - Illogical flow - "Write your first draft with your heart. Rewrite with your head." (*Finding Forrester*)
 - Busy tables and figures
 - Jargon
 - Imprecise language
 - Unsubstantiated claims or conclusions

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Writing for Publication ...

- The publication decision:
 - Acceptance
 - Revisions requested - this = **conditional** acceptance and assumes revisions will be acceptable or the manuscript could be rejected later
 - Rejection

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Writing for Publication ...

- If revisions are requested:
 - Incorporate comments and suggestions of the reviewers and editor
 - Respond to each remark - if you don't agree, explain or suggest an alternative. It is ultimately the author(s) choice as to how/what to revise
 - Seek assistance - work with co-authors, a mentor, or call the editor

"I'm not a very good writer, but I'm an excellent rewriter."
(James Michener)

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Writing for Publication ...

- To resubmit a revised manuscript:
 - Enclose a cover letter - required in online submissions as well
 - Create a table or bulleted list of revisions
 - Delete all “track changes” or “comments” in the e-files re-submitted
 - Return the revised manuscript promptly. In our current EM system, failing to return the work within the set time frame requires the author to start again as a “new submission”

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Writing for Publication ...

- Acceptance ...
 - Copyright transfer
 - Disclosure statement:
 - Paid for endorsement of service/product?
 - Employed by manufacturer/provider of service/product?
 - Other financial interest/relationship with manufacturer?
 - Received financial support for preparing manuscript content?
 - Research funding?
 - Association membership?
 - Copyediting
 - "Proofs"

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Writing for Publication ...

- Copyright transfer:
 - Copyright = legal device that provides the creator of a work with the right to control how that work is used
 - All authors must complete a Copyright Transfer Agreement (CTA) - for *JNN*, this must be included with the initial submission of work into EM. If not the manuscript is returned as incomplete
 - Once a manuscript is accepted, the author transfers print and electronic rights *to the journal*
 - Protects against infringement
 - Underscores the importance of seeking permission prior to submission for figures/tables/tools

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Writing for Publication ...

- Copyediting process:
 - Assures proper, formal English grammar, US spelling and word usage
 - Assures that manuscripts conform to in-house, journal-specific style
 - Style rules enhance readability
 - Use of hyphens, italics, upper case letters, numerals, acronyms is consistent
 - Doesn't change the author's voice, content, or organization of the manuscript

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Writing for Publication ...

- Copyediting (cont'd):
 - Corrects misspellings and punctuation errors
 - Queries author(s) for missing information or clarification
 - Reconciles reference list with in-text citations (this includes checking the availability of all websites cited)
 - Formats tables and figures for “fit” within the page specifications of the journal

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Writing for Publication ...

- Final publication process:
 - Author and editor approval of proofs - answer all queries, supply missing information, return prior to deadline. This is typically completed electronically. Turnaround time very short.
 - Publication - currently acceptance in *JNN* results in actual print in ~12 months with some exceptions
 - Keep in mind that publication in *JNN* in either print or online only means your work is indexed in OVID and other major indexing resources
 - Reprints

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Writing for Publication ...

- Other writing and publishing opportunities:
 - Serve as a peer/expert reviewer for a journal or publisher
 - Contribute a book chapter
 - Write/review books
 - Write/review grants
 - Serve as a textbook editor or writer
 - Develop educational materials for a professional organization or your own employer
 - Write a book

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Writing for Publication ...

- Publishing ethics:
 - Duplicate publishing
 - Complete disclosure
 - Multiple authorship
 - “Ghost” authorship
 - “Sponsored” work
 - Plagiarism
 - Confidentiality
 - Open Access (not *necessarily* an ethics issue but could be)

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Writing for Publication ...

- *JNN* has recently added guidelines for publishing specific types of papers to the Information for Authors section of EM
- *JNN* now requires IRB approval or “disclaimer” for papers that report QI projects

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Writing for Publication ...

- *Journal of Neuroscience Nursing* relevant websites:

Editorial Manager

<http://www.editorialmanager.com/neuronurse/default.asp>

JNN Online

<http://journals.lww.com/jnnonline/pages/default.aspx>

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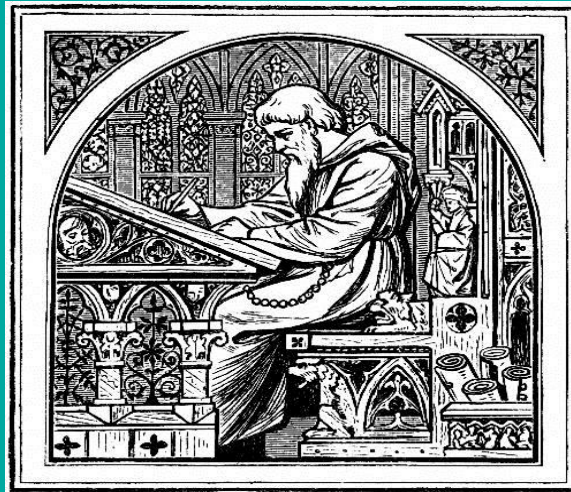
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Writing for Publication ...

- It's impossible to discourage real writers - they don't care what you say, they're going to write." (Sinclair Lewis)



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