Back to Basics:
Journalism 101 for Associations

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Let’s talk about:

• Story ideas and where to find them
• Interviews for strong storytelling
• Valuable pre-writing practices
• Stories that inform, engage, influence
• Self-editing: a critical step
• Post-publication promotion
My Role

Imaging 3.0 Case Studies

The Imaging 3.0 case studies series spotlights radiologists who are partnering with clinicians, other medical professionals, and patients to make the transition from a focus on the volume of scans read to the value of care provided. Each case study includes actionable steps that providers can follow to implement similar initiatives at their own institutions.

New Case Study – Patient Engagement

Imaging 3.0 NOW: Calming Patients’ Fears

A California radiology practice leverages RadiologyInfo.org to ease patients’ anxiety about imaging. Read case study »
Uncovering Topics & Identifying Sources

- Twitter and other social media
- Association message board
- Staying abreast of hot topics
- Reaching out to past sources
- Attending member conferences
- Monitoring commissions/committees
- Talking to colleagues across organization
What is Storytelling?

• Anecdotes, narrative engage reader

• Strong quotes add to the story

• Nuggets hold readers along the way

• Ending ties back to beginning

Example: Visual Learning  Instant Results
Interviews for Strong Storytelling

• How do you tease out the details for storytelling?
  • Interview several multiple sources
  • Prepare/send questions in advance
  • Ask for examples ... Tell me about a time ...
  • Listen and ask detailed follow-up questions
Pre-Writing Practices

• Transcribe recorded interviews

• Talk to your editor, co-worker, mom, dad, spouse, friend

• Make an outline, no matter how rough
Story Structure

The ideal story is like an ogre — it has layers.

Informative
Entertaining
Moving
Educational
Don’t Forget too to

SeElf-Edit
If you don't like my changes

I can always edit your face
Promote Your Work

TWITTER
NEWSLETTERS
FACEBOOK
MESSAGE BOARD
INTRANET
RE-PRINTS
I wonder what’s for lunch?