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## Letter to local newspaper editor

Book editors and newspaper editors might have similar job titles, but their roles are not the same. They fashion content for different audiences, work with writers to meet different goals and meet deadlines on the opposite end of the time spectrum. If you are interested in pursuing a career as an editor, it is important to understand the difference between working for newspapers and book publishers. Book editors help writers create works that fit into the publishing company’s brand. Whether she is editing nonfiction or fiction, a book editor must understand the target audience and serve its needs. For example, this might be done by helping a writer make fictional characters more relevant to specific readers by adding cultural references or certain speaking patterns. A non-fiction book editor might work to highlight information that’s important to the company’s target reader rather than what interests the writer. A newspaper editor, on the other hand, has limited space to work with. Most articles are short and to the point, so the editor must ensure that reporters only emphasize the most important facts. Many newspaper editors develop an area of expertise, or a “beat,” so they are better able to ensure writers deliver the right content. For example, sports editors should have expertise in a variety of sports at the professional, college and amateur levels. Depending on the type of content, an editor helps shape the direction of a story or an article. Fiction book editors help writers create believable characters by introducing personality traits and maintaining continuity of these traits throughout the book. They help readers visualize scenes by ensuring the writer delivers descriptive prose. A newspaper editor eliminates information that doesn’t get to the heart of a story, even though it might be interesting, based on the limited space he has. Newspaper editors ask writers and reporters questions that readers might have and suggest sources or additional content that will make the article stronger. Newspaper editors also check facts to ensure they are correct. In addition, they work to tighten up long introductions and work to enforce the inverted pyramid style of writing, which requires that the article present the most important information first. Book editors work with writers over the course of months or even years, depending on the value of the writer to the company. Because book writing is such a creative process, editors give writers longer deadlines to allow them to deal with temporary periods of writer’s block. Newspaper editors often work on stories during the day that will go to the printer that evening. The process is even shorter if there is a web version of the story that needs to appear sooner. Editors stay in close touch with writers during the reporting process to get updates and ensure the writer is on the right track. In many instances, newspaper editors make final edits without showing them to the writer before the article is published. Line editing is the process of making each sentence as strong as possible. This includes catching spelling and grammatical errors, eliminating run-on sentences, substituting words or phrases and making the sentence flow naturally in a paragraph. Book editors are at liberty to make sentences more creative, introducing more adjectives and adverbs, while newspaper editors often try to make sentences simpler, relying primarily on nouns and verbs. Editors earned a median annual salary of \$57,210 in 2016, according to the U.S. Bureau of Labor Statistics. On the low end, editors earned a 25th percentile salary of \$40,480, meaning 75 percent earned more than this amount. The 75th percentile salary is \$79,490, meaning 25 percent earn more. In 2016, 127,400 people were employed in the U.S. as editors. One afternoon as we were putting this issue of Fast Company to bed, I stood behind the chair of our art director, Dean Markadakis, peering over his shoulder at his computer screen as he tried out different photographs for the cover. He clicked on directories to summon up images, switched to drop-down menus to resize the pictures, and then clicked back to the cover to drop them in place. He also groaned in frustration when he couldn’t find the photo he was looking for, when the software balked, or when the wrong picture came up.Dean is a highly skilled, deeply experienced pro, and he works with some of the most powerful publishing software out there. If it’s a frustrating experience for him, is it any wonder that the rest of us mere mortals sometimes want to put a foot through the screen? The personal computer has brought many wonderful things, but more than a quarter-century since the revolution began, it is still hard to use, nonintuitive, inhumane.As I was watching Dean struggle, I couldn’t help but think how much easier his life would be if he were able to use the amazing interface being developed by Jeff Han. Han, who’s profiled this month in Can’t Touch This by contributing writer Adam L. Penenberg, may be about to change the face of computing.You know those Hewlett-Packard television ads in which celebrities like Mark Cuban, Jay-Z, and Shaun White seem to pull images out of their computers and display them in thin air, move them around, make them grow, shrink, disappear? The ads are the product of video special-effects magic, of course, but here’s the thing: Using Han’s touch-screen interface, you can do all that stuff, and much more, for real. Unlike conventional touch screens, which are really just big buttons, Han’s screen responds to multiple touch points, to movement, and to pressure.The result is an easy, natural approach to computing that has to be seen to be believed (and to see it for yourself, check out our exclusive demo). Want to move an image? Put your finger on it and pull it where you want it to go. Want to enlarge it? Put two fingers on it and pull them apart. Use your hands to fly through landscapes, draw pictures, burrow through layers of information.It’s easy to imagine what high-end users like Dean could do with Han’s invention. But it’s even more intriguing to think about its implications for fumblebers like me. What’s revolutionary about Han’s system is that there is for the first time nothing between you and the data. No keyboard, no mouse, no menus. It turns computing into something very human—an intuitive, immediate, and physical experience. In fact, it makes computing a lot like play. The PC is finally growing up, it seems, by coming to terms with the kid in us all.P.S. One of this magazine’s central themes is that business can be a profound force for good. That applies to us, too. I’m proud to announce that, beginning with this issue, we are printing Fast Company on 80% post-consumer recycled paper. As medical journalists, we are curious, but we are always mindful of our identities. Our role is to accurately report on the findings of medical professionals, not to dispense medical advice ourselves. However, I was recently asked about what I’ve learned at the helm of a medical news website for several years, and my answer may surprise you.There are two major trends that peer-reviewed studies point to again and again when it comes to our health, and they don’t involve hitting the gym 7 days per week. More simply, they are moderation and happiness.It may seem obvious, but moderation in eating habits, drinking habits, and even exercise habits are, time and time again, linked to beneficial health outcomes.But what role does happiness play in our health? In many cases, science says that it plays the starring role. From maintaining motivation for physical activity, to contributing to our overall well-being, happiness is implicated.What is more, studies suggest that happiness boosts heart health, and it could even help us to live longer.The key to happiness is undoubtedly different for each of us. Curious as to what my editors would say, I put the question, “What makes you happy?” to my team at the Medical News Today office. The answers were all diverse.Some of the top responses included: listening to music, drinking cider while playing music, sports, making other people happy, clifftop walks, my child, a wood full of bluebells, sunshine, my football team winning the premiership, books, wrapping my head around something complex, swimming in the sea, eating a nice meal, dogs that look like their owners, and successfully haggling at a flea market.The list goes on and gets even more eccentric, but the point is that we all have our unique stimuli of joy. This month, one of my newest sources of happiness on MNT is our new snapshot articles from Yella Hewings-Martin, Ph.D., our resident scientist.Having worked for over a decade as a Ph.D. student on the biology of a rare children’s disease, then as a research fellow on new treatments for severe burn injuries, she is well placed to answer the scientific questions we are all curious about.Some of my favorites from this month investigate where tattoo ink travels in the body and what determines hair shape.As our Science Editor, Yella is also doing deep analyses on recent studies. Her article on the science behind health claims for coffee was right up my alley; coffee and my happiness are positively correlated.Let us know what makes you happy and what you’re curious about. Whether you’re here to learn more about your own health on the journey to wellness or you’re simply interested in the science, thank you for joining us.You can catch us on Twitter and Facebook, but in the interest of happiness, ditch the laptop or the smartphone and get out to band practice, the woods, or wherever else your happiness lies.We’ll be right here, after a quick stroll on the beach. The marina was sunny and calm as we set out to sea in a fishing boat for our summer party. The Medical News Today editorial team had been eagerly anticipating this trip for months, and the English weather was, for once, pretending it was August. Share on PinterestDon’t let the sun fool you; choppy waters surrounded our boat after rounding the corner of the breakwall.With the seafaring-themed playlist on full blast and drinks in our hands, we rounded the corner of the protective breakwall that shielded the marina from the waves of the Channel.Ten minutes prior, the weathered owner of the boat company had warned us of the choppy conditions awaiting us. I dismissed him. Our MNT editors are, after all, built of wisdom and curiosity. What is more, we’re familiar with motion sickness remedies. Surely, we could handle a few waves on a sunny day.Now, crossing the threshold of the protective marina, we were blasted with waves of epic proportions. The whole boat swayed front to back, side to side, and I felt as though I would be ejected from my seat.Share on PinterestFeatures Editor James McIntosh holds on to the boat for dear life while still managing a smile.I tied the editorial office’s “Hat of Success” – a felt pirate hat – to my head with my scarf, determined to keep things light despite the tsunami that had greeted us so harshly.All in all, we lasted a mere 30 minutes before returning to the safety of the marina, where our calm captain steered us around for the remaining hour: The party was salvaged, and we enjoyed the calm behind the breakwall for the rest of the afternoon. We even laughed together about our trials and tribulations, promoting social bonding among the group.The sea, however, is full of metaphors. I can’t help but compare our brush with turbulence to the tumultuous journey of health that many of us face at some point in our lives. Whether it is our own health or that of a loved one, calm seas can turn into unexpected waves in an instant.And this is when it helps to have a guide to navigate you through unknown waters. We feel very lucky at MNT. Our job is to harness our curiosity to uncover the latest developments in medicine so that we can help you to make the best health decisions, whether for yourself, a loved one, or a patient you are treating.We get to be your guide and help you during an important moment in life, and for us, that is extremely rewarding.This month, we uncovered quite a lot of new research that piqued your interest. One popular story from the news team reported that loneliness is a bigger killer than obesity. And another found that a new cancer drug reduces tumor size by up to 50 percent.Meanwhile, we investigated what the first steps are in dealing with a stroke, so that you know what to do when the unexpected happens.Some of the inquisitive articles from our resident scientist uncovered what causes biological aging and what determines hand preference.Is there something specific that you’re curious about? Let us know and we’ll steer you in the right direction. As always, you can also follow us on Twitter and Facebook.I’ll be back next month with more updates from our editorial team, but until then, I wish you smooth sailing. The time has finally come! I’m not referring to Spring — which still remains elusive — I’m talking about Medical News Today cracking the top 10 health websites in the world. Share on PinterestThanks to all of our readers, medicalnewstoday.com is now the 10th most popular health website in the world.During the past 2 years in particular, we’ve been watching MNT move steadily from a ranking of somewhere in the thirties to alluringly close to the top 10. And this month, we received the report that we have finally arrived!But what have we discovered along the way? We’ve learned that a devotion to the needs of our readers is the key to success, along with the ruthless pursuit of accuracy.One of our company values is integrity, and this guiding principle has given us a place as an authority on health information.I was curious to know what my fellow writers and editors have learned about health since working at MNT. I’ve taken their responses and compiled a top 10 list: Telomeres are like the plastic caps on shoelaces.Mitochondria are the powerhouses of cells.Sitting down all day is a sure way to pile on belly fat.Apple cider vinegar can treat a multitude of ills.Moderation in all things is best — even moderation.Always ask who funded the study.Being happy at work is so beneficial to overall health.Applying curiosity can reap health rewards.Scientific research is one of the greatest resources we have as humans.After seeing MNT’s medical review process firsthand, I know that there is medical information on the Internet that I can trust.But what did we learn together this month, dear reader? Our News team reported that two blood pressure drugs increase death risk and that the new guidelines for type 2 diabetes lower blood sugar control levels.Our writers also investigated the state of cancer, asking if we are close to a cure.You were also very interested in our article on whether it’s possible to unplug your arteries, which displays our interactive new body maps.Home remedies to get rid of yellow teeth also piqued your curiosity, as did the top 10 foods for healthy eyes.Earlier this month, Tim Newman and I attended the Wired Health conference in London, where we learned about the latest developments in health tech. I focused on the rise of so-called Femtech, and Tim focused on old tech, new ideas.What are you curious about when it comes to your health? Let us know, and we’ll investigate for you. You can also contact us on Twitter and Facebook.Thank you for trusting us and helping MNT get to the top. Have a joyful, healthful start to the new Spring season!

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