

The Game of Successful Writing: A Poster to Increase the Visibility of Scientific Editing Services

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St Jude Children's Research Hospital (St Jude) is one of the few research institutions in North America that has a scientific editing department. The department's services are free of charge. Although faculty and postdoctoral fellows are encouraged to seek editing help on manuscripts and grant applications, many do not seek the department's assistance, because they are unfamiliar with what scientific editing services entail. Therefore, to increase the department's visibility and stimulate interest among the research staff, we created the accompanying poster and display it periodically in high-traffic areas. Because St Jude is a pediatric research institution, we patterned the poster after a popular children's board game.

The Game of Successful Writing illustrates in a humorous manner the potential pitfalls in the preparation of manuscripts and grant applications and shows that scientific editing services can help to increase the probability of success of these endeavors. We provide handout versions of our poster to academic departments and the academic programs office, which oversees the education and clinical training programs at the institution. In that manner, we encourage St Jude researchers to seek our services so that we may help them to improve their scientific documents and thus improve their chances of publication or funding.

Here we provide a version of our poster. We hope that you will use it to amuse and inform your colleagues about the benefits of using scientific editing services.

ANGELA MCARTHUR is a senior scientific editor, JULIA CAY JONES was a senior scientific editor and is now a freelance editor, and DONALD SAMULACK is the director of the Department of Scientific Editing; ANNE E WILLIFORD is a senior medical artist in the Department of Biomedical Communications; all are from St Jude Children's Research Hospital in Memphis, Tennessee.