



MEDIA LTD

**Enhancing profile and strengthening member relationships through high-quality, accessible, technical information.**

# Working with Form & Content

## What we do

- Get ideas from senior members
- Commission suggested authors
- Gather and format articles
- Edit for style and content
- Proofread and correct
- Export for multiformat delivery
- Upload onto website
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## What you do

- Split general field into sub-areas
- Identify key players
- Proof/approve articles if desired
- Identify emerging hot topics
- Feed in ideas

## Our philosophy

Science, engineering, and medicine are crucial for society. As technical fields become narrower, helping scientists, engineers, and physicians to communicate with each other becomes both increasingly difficult and increasingly important. This is something we are good at. This is our contribution.

## Our clients

We work with prestigious membership organizations in the technical areas that we are most passionate about: science, engineering, and medicine. Though the outside world may think these societies and associations represent very narrow fields, their members actually have a wide diversity of interests.

To satisfy these, technical organizations want to be able to serve a variety of specialist groups: providing the narrow technical information members need in a reliable and cost-effective way. At the same time they want to encourage cross-disciplinary thinking and a sense of belonging, loyalty, and ownership. Not to mention persuading their members, and others, to buy books and attend conferences. We help to make all of this happen.

## Our service

What can we do for you? We will work with your staff to set up a technical news website full of short pieces on subjects that will interest your members. The articles are designed to be both accessible to the wider technical community, and detailed enough to be of interest to experts.

How many articles we produce will depend on the frequency of updates you need for each topical area, and the number of members that are likely to want to pitch us ideas. For most organizations, a couple of articles per business day, spread across all subject areas, will be enough to keep members happy and interested. These can be fed to the front page of your main website, adding interest and giving people reason to return daily.

We can also set things up so that everyone can get at your new material, but only your members have access to the archives. This will encourage membership while still raising your profile and providing a service to the technical community and the general public at large.

## Our technology

One of the things that makes us special is that we support an old-school approach to editorial excellence with the latest technology. We are constantly working to streamline our editorial processes, eliminating time-consuming administration so that our editors spend all their time doing what they're best at: editing.

In addition, at any given time, we have several projects underway to improve the way our clients deliver information to their members.

Our technology is also vital because it allows us to work with the best editing talent we can find: wherever they are in the world. Form & Content recognize that both technical and editorial expertise are crucial. If you don't understand the scientific method, you cannot properly edit a scientific article. People with both sets of skills are not easy to find, but our IT has allowed us to put a network together that currently spans five countries.

## Our expertise

We look for three things in an editor: a passion for science, technology, and the English language; a proven track record in writing and editing technical material; and, once they've demonstrated these, an exceptionally high level of skill.

We take the view that what matters are that the authors' articles come out both reading well and saying what they meant to say, and we only retain people who can achieve both of these things. No matter how well-qualified someone is, if they cannot produce work of this quality, they won't be working for us for long.

So who are our editors? Most are well-respected science journalists who write for the mainstream and popular science press while at the same time writing and editing articles for technical magazines. Many have PhDs, most have science degrees, and—most importantly—all know their limitations. Each has specific areas of knowledge, and their work with us is confined to these. We never ask someone to edit an article in a subject they're not comfortable with.

And if the editors who are currently active with us aren't the right people for a particular publication, it won't take us long to find them. We have on file the names of dozens of qualified editors who are ready to work with us as soon as the right project comes along.

**“When I first saw the news service go online, I was thrilled. I could hardly believe how much technically interesting stuff there was: and all of it readable. The great thing is that our senior members are able to feed ideas into the editorial process, so the content genuinely reflects our interests. Form and Content Media's system has worked really well for us.”**

**Dr Gloria Putnam  
Eastman Kodak Company  
Editorial Board Chair:  
SPIE Newsroom**

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