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❖ **The CONSORT statement** (CONsolidated Standards of Reporting Trials) has been revised, and all medical writers who prepare manuscripts about randomized, controlled trials should study the changes. Go to [www.consort-statement.org](http://www.consort-statement.org), download a copy of CONSORT 2010, and look for the Table and Box 2. Just some of the notable changes are requirements to report changes to a primary or second outcome measure after the trial started; to present both relative and absolute effect sizes for binary outcomes; to provide the registration number and name of the trial registry; to state where the full protocol can be accessed, if available; and to name the sources of funding and other support and specify the role of funders.

❖ **PubMed has restored the option to e-mail large batches of search results.** Once you get a page of search results, click the “Send to:” link at right, then choose “E-mail.” Make your choices on the drop-down menus for “Format,” “Sort by,” and “Number to send.” Fill in the e-mail address and, if desired, type something in the box labeled “Additional text.” (The “additional text” will appear at the top of the e-mailed file as a reminder for yourself or as information for a colleague. Example: “48 citations for asthma project from Faith Reidenbach.”) The largest number of results that can be e-mailed is 200. If your batch is larger than that, prepare a second e-mail and in the box labeled “Start from citation,” type “201.”

❖ **A television or radio ad for a drug** must be “clear, conspicuous, and neutral,” according to the Food and Drug Administration (FDA) Amendments Act of 2007. Now the FDA has proposed 4 standards for manufacturers to use in determining whether these criteria are met. The major statement (information about risks, contraindications, and efficacy) must be readily understandable by consumers; audio information must be understandable in terms of volume, articulation, and pacing; textual information must be placed appropriately, presented against a contrasting background, and be in a readable font size and style; and the ad may not include statements, text, images, or sounds that detract from the major statement. Comments on the proposed rule will be accepted until June 28; see <http://digbig.com/5bbknf> for details.

❖ **Journalists are sometimes banned** from recording or photographing medical society meetings, and the Association of Health Care Journalists (AHCJ) has sent letters to medical societies asking them to reconsider. Four societies known to have these policies are The American College of Obstetricians and Gynecologists, The American Society of Gene and Cell Therapy, The American Society of Nephrology, and The Association for Research in Vision and Ophthalmology. Other groups have varying levels of restrictions. AHCJ cites the American Heart Association as an example of a society with rules that work (<http://digbig.com/5bbkng>).

❖ **Reporting on Cancer Research** (<http://digbig.com/5bawde>), a new Web page from *The Journal of the National Cancer Institute*, will be of use to medical journalists—and other medical writers—in a number of fields besides oncology. The initial content is a series of 4 succinct tip sheets: “Number glossary” (e.g., absolute risk, relative risk); “Statistics glossary”; “Questions to guide reporting”; and “How to highlight study cautions.” The tip sheets are designed to be easy to use on deadline. Check the page regularly for additional material.

❖ **Explaining Research** by Dennis Meredith will be of special interest to grant writers and others who need to convey scientific information to people who are well educated but not specialists in the field under discussion. Subtitled *How to Reach Key Audiences to Advance Your Work*, this book by a 40-year veteran shows how to tailor information to colleagues, institutional leaders, legislators, corporate sponsors, and funding agency administrators, plus the public. It covers Web sites, blogs, videos, and webinars, not just old standbys such as news releases and lay-level articles. Meredith’s publisher asked him to edit the book for length, and he self-published some chapters as a separate book, *Working with Public Information Officers*. Information on the book is available at [www.explainingresearch.com/index.php?page\\_id=1](http://www.explainingresearch.com/index.php?page_id=1).

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