



October 2017

Dear friends and colleagues,

Greetings from Connie, Kyra, and Cindy at Tandem Editing LLC—your partners from draft to publication. This newsletter is a way for us to say hello and to share news and highlights of our recent work. We send a newsletter at most once a year, but we did not send one in 2016, so there is a lot to share! We continue to grow and learn from all of you—writers, researchers, educators, program managers, policy and public relations specialists, and fellow editors and graphic designers. Events of the past year have only strengthened our belief in the power of words to change the world, and we are grateful for opportunities to support your work.

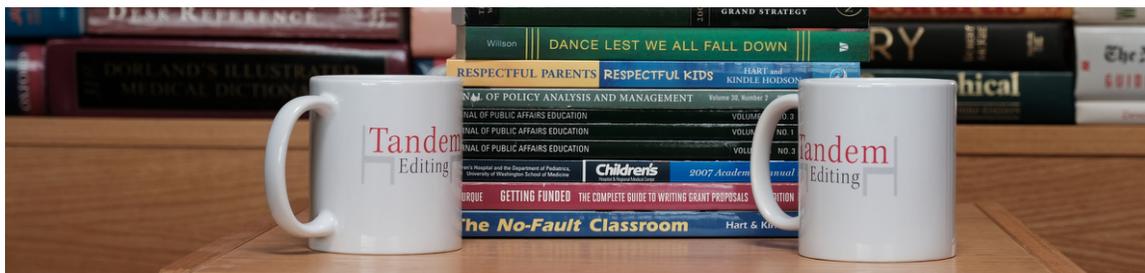
News from Tandem Editing

Strength in numbers

We are happy to announce that [Cindy Reeh](#) joined Tandem Editing as a full partner in early 2016. Tandem's founders, [Connie Chaplan](#) and [Kyra Freestar](#), first met Cindy at a social event we hosted for the Northwest Independent Editors Guild in early 2014. We began with conversations over tea, then a few shared editing projects, and invited her to join us full time at the end of 2015. Cindy has a master's degree in international development and spent a decade working in global health communications before deciding to specialize in editing. As many of you already know, she is a delight to work with and a fantastic addition to our team.

New website

We quietly launched a new website in June, and we are excited to share it with you! Please visit us at www.tandemediting.com. This website reflects the shared vision of all three Tandem editors. We've revamped the look and added more information about the different [services](#) we offer—copyediting, developmental editing, proofreading, publication management, and design—as well as the different [clients](#) we work with. Our goal is to work in tandem with you to meet your communication needs. (You can also read more about our individual [editorial superpowers](#) and find editing-related [tips, tricks, and FAQs](#).)



Words changing the world

Our vision for Tandem is to support clients whose words change the world. In 2016, we began working with the **Johns Hopkins Center for Communication Programs (CCP)**, an organization that embodies this vision. Since then, we've contributed to several exciting CCP projects: **VectorWorks**, which focuses on how to get bed nets into the hands of African families to protect them from malaria-carrying mosquitos, and **Knowledge for Health**, an innovative project working to capture knowledge and best practices to save lives and improve health around the world. We also edit manuscripts for CCP's *Global Health: Science and Practice*, a peer-reviewed, open-access journal with cross-cutting research focusing on the best ways to implement and deliver health care around the world. We are thrilled to learn from and contribute to CCP's work in the world.

The policy advocates at **Healthy Food America** use scientific evidence to drive change in food policy, publishing their research and analysis in policy briefs and white papers—many of which are sent to Tandem Editing for final polishing. Healthy Food America's primary focus when we started working with them in 2016 was supporting campaigns for local legislation to tax sales of sugar-sweetened beverages. In November 2016, all five cities with these measures on the ballot voted yes to charging an extra penny or two per ounce for sugar-sweetened beverages. (In June 2017, Seattle also passed a sugar-sweetened beverage tax—and became the first city to commit to prioritizing the resulting tax revenue to programs working to provide healthy food and close the food security gap for local low-income families.)

In spring 2017, Fordham University Press released *When Ivory Towers Were Black: A Story About Race in American Cities and Universities*, by University of Washington professor emeritus **Sharon Egretta Sutton**. Tandem Editing provided editorial analysis and coaching during the author's final year of

revisions, while she worked to shape an enormous amount of primary and archival research into a story that would bring to life a particular era of struggle to achieve racial justice in the American professions of architecture and urban planning—and in the communities these professions serve. In the words of one reviewer: “[Sutton] is a deft and sensitive writer who manages to engage extremely difficult issues without sacrificing either analytical depth or narrative fluidity. ... I quite literally could not put it down.” This book is an important contribution to the ongoing struggle for racial and economic equality in the United States of America.

Recommended resource

Writing Science in Plain English, by Anne E. Greene, is a short but powerful book that will be useful to any scientist or student who needs to share their research widely. The chapters outline a basic but effective approach—teaching writers to consider their audience, formality, and tone before writing, and then to turn their manuscript into an active story with strong verbs and carefully chosen words. The book also provides tips on how to organize information. For example, if you place new, important information at the end of a sentence (or even at the end of your work), you help readers remember it better. This technique can also make your writing more persuasive. We recommend this book frequently and consider it a key resource in the Tandem library!

We'd love to hear news about your work or any plans you have for upcoming writing projects. And we always appreciate word-of-mouth referrals if you know of friends and colleagues who might need editing services.

We look forward to working with you!

Your editors,

Connie, Kyra, and Cindy
Tandem Editing LLC