



An Award-Winning Editor

- **Wrote one of the two most popular monthly columns in *Photonics Spectra***
- **Attracted readers according to their interests, not their job titles**
- **Won three awards for editorial excellence in competition against much larger publications**

Senior Editor, *Photonics Spectra* magazine* 1998 to 2002

Photonics is the practical application of light, whether the application involves a laser, an imaging system or fiber optics. *Photonics Spectra* magazine is widely recognized as the voice of the industry.

Despite my lack of a photonics-related background, the publication hired me in 1998 as a news editor, and assigned me to write a monthly column. My task: cite four separate instances every month where photonics technology solved a real-world problem. Think case studies.

My column, Accent on Applications, became **one of the two most read sections** in the magazine, according to reader surveys.

My feature articles also attracted an audience, and had a record of **bridging readers** across photonics' several segmented verticals. For example, my first feature detailed photonic techniques for non-destructively inspecting and analyzing archeological relics. It received positive feedback not only from our archeological readers, but also from medical personnel at Cedars Sinai Medical Center in Los Angeles.

But about those awards: I earned *Photonics Spectra* three of them, all from the American Society of Business Publication Editors. The most notable was for an article about a medical laser application that **beat out much larger competitors** like *MacWorld* in National Competition.

The Takeaway: Two independent sources, surveyed *Photonics Spectra* readers and a panel of business publication editors, agree: **My copy gets read.** I can help you distinguish your message from the noise of the competition and build bridges to new markets.

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Contact me right now for a no-obligation, no-pressure, free consultation. Describe your project, problem or goals. I'll share my ideas and, provide an estimate within 24 hours.

I promise you'll be delighted with the results

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