

PUBLICATIONS DIRECTOR LEAVES SNM TO HEAD JOURNAL DIVISION OF PUBLISHING FIRM

Laura A. Kosden, who has been publications director at The Society of Nuclear Medicine's (SNM) Central Office in New York for five years, is now the publisher of the Journal Division of Appleton-Century-Crofts, a medical publishing firm based in East Norwalk, CT.

Ms. Kosden will focus her energies on acquiring new journals for the company, a subsidiary of Simon & Schuster, which is owned by Gulf & Western. Appleton-Century-Crofts currently publishes several medical journals, including *The Journal of Family Practice*, as well as medical books.

"It's difficult to leave the SNM because I have enjoyed the work and the many friendships with members," said Ms. Kosden, who will bring 15 years of medical publishing experience to her new job.

Cary L. Richardson, former production manager in the SNM Publications Department, was promoted to



Cary L. Richardson

publications director. Ms. Richardson said that she looks forward to working with the Publications Committees to identify areas in publishing policy that need improvement.

"I believe that the Society can increase the number of publications produced each year, and further enhance the Society's image with high quality books on new topics in nuclear medicine," said Ms. Richardson, a native of Houston, TX.

During her years at the SNM, Ms. Kosden carried out all the responsibilities of a publisher by overseeing editorial development, production, advertising, marketing, and distribution of all SNM publications and promotional materials.

"We are, of course, sorry that she is going," said Henry L. Ernstthal, executive director of the SNM. "She has done an outstanding job for us, but her new job provides opportunities for her that we could not, and I am delighted that she is advancing her career," he added.

Stanley J. Goldsmith, MD, SNM president, noted that "the journals and the Society were indeed fortunate to have Laura Kosden as publications director during the past five years, a period of significant change in the Society's publications. She served with skill and industry. Her commitment to the Society and the department she developed shall continue to serve the members' needs in the future. I am personally indebted to Laura for her help and encouragement in adding *Newsline* as a regular feature of *The Journal of Nuclear Medicine*," added Dr. Goldsmith, who is also associate editor of the Journal for *Newsline*.

"Looking back, I feel very fortunate to have begun my term as editor of *The Journal of Nuclear Medicine*



Laura A. Kosden

with Laura Kosden as the publications director," said Thomas P. Haynie, MD. "Her wise counsel helped me get off to a good start in this very challenging job. She deserves a lion's share of the credit for the smooth transition in the Journal's editorship that occurred over the past two years. She will be missed," said Dr. Haynie.

Paul E. Christian, CNMT, editor of the *Journal of Nuclear Medicine Technology*, said that Ms. Kosden "has certainly been an asset to the membership and the editorial staff in making high-quality professional products of the SNM journals and publications. We will certainly miss her energy and enthusiasm."

C. Douglas Maynard, MD, former chairman of the SNM Publications Committee, said that Ms. Kosden was a highly innovative director who has made the Society's publications what they are today.

"Over the past five years I have had the opportunity to interact with Laura

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Kosden in several capacities, as a member of the Society and of various committees, as well as chairman of the Technologist Section's Publications Committee," said Vincent V. Cherico, CNMT. "Without question, in my opinion, most of the improvements in the quality, productivity, and creativity of the Technologist Section publications activities are attributable to Laura's enthusiasm, dedication, and direction," said Mr. Cherico.

Robert M. Donati, MD, a former chairman of the SNM Publications Committee, said that Ms. Kosden "has been instrumental in bringing a new level of professionalism to the Society's publications, and it is no surprise that she will be responsible

for a full division of a commercial publishing house. Her talent assures her success."

Born and raised in New York City, Ms. Kosden graduated from City College of New York with a degree in sociology and psychology. She was a caseworker for the Foster Care Division of The Children's Aid Society, and later a social worker at Bellevue Psychiatric Hospital.

After moving to Amsterdam, The Netherlands, Ms. Kosden switched from social work to publishing, beginning her career at Excerpta Medica/Elsevier. Four years later, she returned to the United States where she was senior production editor for Raven Press and managing editor for International Universities Press.

Since joining the SNM in the spring of 1984, Ms. Richardson has worked closely with Ms. Kosden, who anticipates a very smooth transition with the change in management.

Ms. Richardson started her publishing career on *Houston City Magazine*, and she has experience in a wide range of publishing areas, including advertising sales, editorial, production, and printing.

In New York, Ms. Richardson was drawn to medical publishing, and served as production manager at the Medical and Science Communications Development Corp., which publishes the *Medical Tribune*, *Hospital Tribune*, *Medical News*, *Sexual Medicine Today*, *Therapaeia*, and *America's Health*, in addition to books. ■

NEW PRINTER FOR SNM JOURNALS OFFERS READERS MORE SERVICES

The Society of Nuclear Medicine has been continually improving and modernizing its operations to keep up with the growth and movement of the nuclear medicine field. In order for the Society to expand its capacity for the dissemination of the latest information, it has become more and more imperative that the printing services utilized by *The Journal of Nuclear Medicine* and the *Journal of Nuclear Medicine Technology* provide the highest quality and the most efficient production methods available.

As of this month, the Society embarks on a new and, we believe, promising relationship with Waverly Press, Inc., of Baltimore, MD. Waverly Press was established in 1890, and today prints approximate-

ly 200 journals for publishers around the country. The company provides a full range of printing services from composition through mailing designed to offer prompt manufacturing.

Initially, regular readers of *JNM* will notice the new polywrap packaging and high quality printing provided by Waverly. What may be less apparent, but equally as important, are the changes that will make Society publications more accurately and proficiently produced.

Waverly Press is the only printer that features state-of-the-art computerized equipment enabling original manuscripts to be coded directly into personal computers. Waverly's equipment is instrumental in producing magnetic tapes in a format suitable for electronic

publishing of the journals. Redactory services are also available—artwork preparation, professional indexing, and a staff that can handle emergency editorial and advertising needs. In the printing stage, our publications will be run on a sheetfed press which should ensure the best reproduction possible for scans and clinical studies.

In the future, our subscribers will find faster reprint order processing and other improvements in printing services, including an extensive review of foreign carriers to expedite overseas mailing. We believe that our association with Waverly Press will enable us to better serve our readers and membership.

Joan D. Simon
Managing Editor, JNM