



# Unlock Your Potential at Dental Editors University!

May 2-3, 2024

11 CE Credits

## Daniel M. Laskin Institute

9700 W. Bryn Mawr Ave., Rosemont, IL 60018

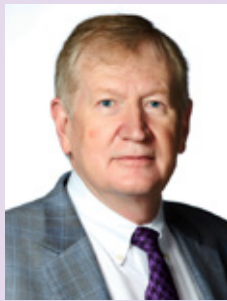
**Thursday - May 2, 2024**  
Welcome Remarks: 10:00 am

### Keynote Speakers



**James R. Hupp**  
DMD, MD, JD, MBA

Editor-in-Chief of *AAOMS Today*, Vice Dean for Academic, Student, and Faculty Affairs at Washington State University College of Medicine.



**Thomas B. Dodson**  
DMD, MPH, FACS

Editor-in-Chief of the *Journal of Oral and Maxillofacial Surgery (JOMS)*, professor and chair of the University of Washington School of Dentistry's Department of Oral and Maxillofacial Surgery.

**"Influence the Future: Embracing New Directions in Dental Editing with Passion and Purpose"**

**9:30 am registration/continental breakfast**



**Julie Frantsve-Hawley, PhD, CAE**

Executive Director of the TAG Oral Care Center of Excellence, Board Member of the ADA Foundation, former Director of the ADA Center for Evidence-Based Dentistry

**"Integrating Evidence and Ethics: Elevating our Publication Standards"**

11:40 am



**Earl Sewell, MFA**

Manager, ADA Council Programs Administration; Council on Advocacy for Access and Prevention; Center for Public and Population Health; former English and writing instructor, social media marketing, professional voiceover, and audiobook producer

**"Leveraging AI in Social Media and Podcasting to Enhance Dental Journal Awareness"**

1:10 pm



**Carol Anne Murdoch-Kinch, DDS, PhD, FRCDS(Ed)**

Professor and Dean of the Indiana University School of Dentistry, past Interim Chancellor of Indiana University Purdue University Indianapolis, contributor and former Associate Editor of the *Journal of the American Dental Association (JADA)*

**"Editorial Leadership and Writing: Lessons from Academic and Professional Publishing"**

3:20 pm

**Speaker Panel Discussion and Reception 4:30 pm - 6:00 pm**

Presented by



**Tuition**

**\$300 - AADEJ Members**

**\$465 - Non-Members** -includes 1 yr AADEJ membership

**\$180 - Students** -includes 1 yr AADEJ membership

*Tuition includes a Thursday evening reception, along with continental breakfast, snacks, and beverages provided on both days. Additionally, a box lunch will be included on Friday.*

**Register Now!**



**Sponsored by**



**Friday - May 3, 2024**  
**8:30-9:00 am continental breakfast**

*Minutes away from  
Chicago's O'Hare Airport*



**Daniel M. Laskin Institute**  
9700 W. Bryn Mawr Ave.  
Rosemont, IL 60018

**Enjoy a stay at the  
Hilton Rosemont**  
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Rosemont, IL 60018



*Located directly across the street  
from the Laskin Institute*

**Once registered, a link will be  
provided for a special Hilton hotel  
rate made possible by AAOMS!**



**Alisun DeKock, MLIS**

Digital Archivist & Publishing Librarian for the ADA Library & Archives

***"Archiving Your Publication: Expanding Circulation and Promoting Content and Authors through ADA Commons***

**9:00 am**



**Daniel Verdon**

Principal of Content Engage, LLC, a contract editorial service for publications, associations, and marketers, award-winning storyteller and lecturer at Medill School of Journalism, Northwestern University

***"Storytelling and Writing Strategies to Create Impactful Essays and Editorials," Presentation includes an interactive writers workshop***

**10:10 am**



**Hugh Wunderlich, DDS, CDE**

Editor, Florida Dental Journal

***"Recognitions and Awards Available for Dental Journalism"***

**12:15 pm**



**Michael A. Parks, JD**

Partner at law firm Thompson Coburn, LLP; co-chair of the Intellectual Property Practice Group and member of its Artificial Intelligence subgroup

***"Navigating Legal and Ethical Issues in Dental Publishing at the Intersection of IP and AI"***

**1:15 pm**



**Heidi Bonfield**

AAOMS Director,  
Communications and  
Publications



**Denise Maihofer, CDE**

AADEJ Executive Director  
and owner of DFM Design  
and Production

**Speaker Panel  
Discussion 3:30 - 4:00 pm**

**Influence the Future:  
Embracing New Directions in Dental Editing  
with Passion and Purpose**

Join us for an enlightening keynote address on health professions journal editing, where we delve into the editor's pivotal role in embracing change, inspired by Dr. Laskin's dedication to service. Learn from the experiences of AAOMS Today and JOMS editors as they navigate contrasting missions to engage readers through format, design, and thought-provoking content. Explore collaborative strategies with professional staff, gain insights into managing display advertising, and embark on a journey of personal growth as an editor influencing clinical care delivery. This keynote at Dental Editors University will explore the multifaceted editor's role and the evolving publishing landscape. Don't miss this opportunity to gain invaluable insights into transformative leadership in health professions publishing.

**Learning objectives**

1. Understand the pivotal leadership role of an editor as a thought leader within the profession and grasp the essential duties associated with this position.
2. Gain insight into the impact of format and design changes implemented by AAOMS Today and JOMS and glean valuable lessons learned through multiple iterations of these publications.
3. Explore the role of publications as an internal marketing tool for recruitment and retention and for effectively promoting the organization's value.
4. Understand the value of a publication to support professional advocacy.
5. Acquire practical tips for engaging readers effectively and enhancing reader interaction.
6. Recognize the significance of mentorship and understand how to leverage mentorship opportunities for professional growth.
7. Learn practical strategies for selecting topics and soliciting authors to ensure high-quality content.



**James Hupp, DMD, MD, MBA**, serves as the editor of *AAOMS Today*, the American Association of Oral and Maxillofacial Surgeons magazine. Previously, he was Editor-in-Chief of the *Journal of Oral and Maxillofacial Surgery* and other prominent journals. With a diverse academic background spanning dentistry and medicine, he held leadership positions at institutions like Washington State University, East Carolina University, and the University of Maryland. A Fellow of the American College of Surgeons, Dr. Hupp's expertise in oral-maxillofacial surgery is evident through numerous book chapters, peer-reviewed articles, and textbook editing. He earned degrees from Harvard, Rutgers, and Loyola University, underscoring his commitment to excellence in academia and clinical practice. He served as Editor of the Journals *Oral Surgery*, *Oral Medicine*, *Oral Pathology*, *Oral Radiology*, and *Endodontology*. Additionally, he has edited numerous textbooks and authored numerous book chapters and peer-reviewed articles.



**Thomas Dodson, DMD, MPH, FAC**, serves as the Editor-in-Chief of the *Journal of Oral and Maxillofacial Surgery (JOMS)*. He holds the positions of professor and chair at the University of Washington School of Dentistry's Department of Oral and Maxillofacial Surgery (OMS), and is the Head of the Northwest Center for Oral and Facial Surgery. Dr. Dodson has been an associate editor of *JOMS* since 2011 and is a recognized authority in the field, with over 150 peer-reviewed publications, including approximately 100 in *JOMS*. He is a two-time recipient of the OMS Foundation Daniel M. Laskin Award for top scientific papers published in *JOMS*. Dr. Dodson earned his DMD and MPH from Harvard and completed his OMS training at the University of California, San Francisco. His research endeavors focus on enhancing patient outcomes through data-driven clinical decision-making.

**"Integrating Evidence and Ethics: Elevating our  
Publication Standards"**

This presentation will discuss essential skills in navigating various aspects of scholarly publication, encompassing ethics, research biases, reporting guidelines, and the use of formal critical appraisal in the peer review process. These skills are key for enhancing the credibility, trustworthiness, and practical implementation of scholarly work. Delving into the American Association for Dental, Oral, and Craniofacial Research (AADOCR) Code of Ethics, the session will emphasize principles of professionalism and public trust. It will also highlight the importance of adhering to recognized reporting guidelines and employing effective critical appraisal methods. Additionally, the presentation aims to illuminate the editor's vital role in effectively integrating research findings into clinical practice, thus drawing a clear connection between scholarly communication and its consequential application in the medical field.

**Learning objectives**

1. Cultivate an understanding of the ethical responsibilities and considerations for authors, editors, and peer reviewers in the context of medical research and scholarly publishing.
2. Develop skills to recognize and address different types of research bias and apply recognized guidelines for reporting and critical appraisal of medical research to enhance the credibility and trustworthiness of scholarly publishing.
3. Acquire insight into the editor's function in facilitating the translation of research findings into clinical practice, emphasizing the intersection of scholarly communication and practical application.



**Julie Frantsve-Hawley, PhD, CAE**, serves as the inaugural Executive Director of the TAG Oral Care Center of Excellence, leading public health projects, research, and educational programs. With extensive experience in executive roles at organizations such as the American Association of Public Health Dentistry and the American Dental Association, Dr. Hawley's expertise spans evidence-based medicine, epidemiology, and health policy. She boasts over 100 peer-reviewed publications and holds leadership positions in various dental and public health associations. Dr. Hawley's commitment to service is evident through her roles in numerous professional organizations and recent appointment to the American Dental Association Foundation Board. She earned her PhD from Harvard University and is a distinguished executive scholar from Northwestern University's Kellogg School of Management.

### **“Leveraging AI in Social Media and Podcasting to Enhance Dental Journal Awareness”**

This course offers a comprehensive exploration of how dental professionals can effectively utilize podcasting and social media, enhanced by artificial intelligence (AI), to amplify the visibility and engagement of dental journal publications. Participants will gain practical insights into podcasting essentials, including equipment selection, audio editing, and understanding podcast platforms. Additionally, the course delves into leveraging social media platforms and AI tools like ChatGPT and Canva for content creation and promotion. By the course's conclusion, attendees will possess the skills and knowledge to craft compelling podcast episodes and effectively leverage social media to enhance dental journal awareness within the professional community.

#### **Learning objectives**

1. Discover and understand the significance of effectively leveraging AI tools like ChatGPT and Canva to promote content on social media platforms..
2. Define podcasting and recognize its importance within the dental professional community.
3. Identify the necessary equipment for podcasting, including microphones and headphones, and understand their roles in producing high-quality audio content.
4. Develop proficiency in using audio editing software to enhance podcast audio quality and streamline the editing process.
5. Analyze data trends illustrating the growing popularity of podcasts among dental professionals and apply insights to tailor content effectively.
6. Explore the top podcast platforms and develop strategies for optimizing podcast listings to maximize reach and engagement.



**Earl Sewell, MFA** is a prolific author of over 20 fiction novels and 15 audiobooks. He is renowned for his captivating storytelling on both page and stage. A sought-after speaker, he has graced prestigious conferences like the American Library Association and The Texas Library Association, engaging audiences with insights into creativity. Earl's influence extends beyond literature; he's featured on NPR, Fox News, and national radio, advocating for literacy. His marketing prowess is evident through collaborations with Walmart and Walgreens Pharmacy. Earl's commitment to health led to a groundbreaking documentary on Type 2 diabetes. Expect to be inspired by his storytelling, promotion skills, and dedication to positive change.

### **“Editorial Leadership and Writing: Lessons from Academic and Professional Publishing”**

This course provides an overview of the academic writing, review, and publication process from the perspective of an author, reviewer, mentor, editorial review board member, and former JADA Associate Editor. Understanding the requirements for these roles and the needs of authors is essential for effectively managing relationships in academic and professional publishing. This course will provide tips on working effectively with authors, reviewers, and dental faculty to translate evidence into practice and engage readers. Editors will be encouraged to use their voice to advance the profession through well-written, thoughtful, and provocative editorial writing.

#### **Learning objectives**

1. Discuss strategies for translating evidence into practice, to engage readers by focusing on good writing, relevance, value, and accessibility of new knowledge.
2. Build an effective team of editorial board members, topic editors, frequent contributors, and peer reviewers.
3. Understand the role and importance of publishing and peer review in the career of dental faculty, and how best to leverage this to engage them in this work.
4. Improve peer review from the author's and reviewer's perspectives, as a collaborative process.
5. Articulate the editor's leadership role and opportunity for advancing the profession through thoughtful, persuasive editorials that improve understanding of important and controversial topics in dentistry.



**Carol Anne Murdoch-Kinch, DDS, PhD, FRCDS(Ed)**, serves as Professor and Dean of the Indiana University School of Dentistry. She recently fulfilled the role of Interim Executive Vice President of Indiana University and Chancellor of Indiana University Purdue University Indianapolis. Dr. Murdoch-Kinch holds Diplomate status in both the American Board of Oral Medicine and the American Board of Oral and Maxillofacial Radiology. Additionally, she is a Fellow of the Royal College of Surgeons of Edinburgh. Her editorial and publication expertise encompasses serving as an Associate Editor of *JADA*, being a member of the editorial board of the *Journal of the Michigan Dental Association*, and contributing as a peer reviewer and author for various journals, including *JADA*, “*Triple O*,” and the *Journal of Dental Education*.

### **“Archiving your Publication: Expanding Circulation and Promoting Content and Authors through ADA Commons”**

This comprehensive session will explore ADA Commons, a new ADA member benefit that gives state and local associations access to a free, customizable, web-based platform for your journal or newsletter. Publishing and archiving through ADA Commons increases visibility and discoverability of your publications, while also providing a secure archival repository for your publications and other content.

We will explore what ADA Commons is, who of your peers are using it, how to participate, and why it is such a valuable tool for your association.

#### **Learning objectives**

- Explore the features and capabilities of ADA Commons, and learn how it can benefit your association.
- Understand the variety of materials you can store in ADA Commons, including journals, newsletters, images, conference materials, articles, and other scholarly materials.
- Learn how your ADA Commons repository can reflect the unique identity and branding of your association.
- Enhance the discoverability of your content through search engine indexing, metadata, keywords, and participation in Dentistry Commons.
- Explore embedded analytics tools to track usage, monitor trends, and gain insights into the impact of your content.
- Ensure persistent access and preservation to content via an established archival repository



**Alisun DeKock, MLIS**, is a Digital Archivist and Publishing Librarian at the ADA Library & Archives. She earned her Master of Library and Information Science from the University of Illinois. With expertise in solo librarian leadership, archives, and digital asset management, she caters to clinicians, researchers, and academics. Alisun, a former president of the Illinois chapter of The Special Libraries Association (SLA), is committed to preserving, organizing, and enhancing access to digital materials. Through her involvement in launching and managing ADA Commons, she ensures that our profession’s literature remains discoverable and searchable in today’s rapidly evolving digital landscape.

### **“Storytelling and Writing Strategies to Create Impactful Essays and Editorials,” Includes an Interactive Writers Workshop**

Dentists are inundated with information, and they have unprecedented access to it. The amount of medical knowledge is said to double every 73 days, making readership of your journals even more challenging today than at any time in our history. The challenge and opportunity for editors is to create impactful content that meets the needs of readers any time they are ready to consume it. Quality content created by credible publications will be key determinants of our future success. This session will dive into the anatomy and the art of storytelling to help you create impact and build reader engagement, with a special focus on essays and editorials.

#### **Learning objectives**

- 1 Tactics and tips to create more impact with your essay, editorial, or blog post.
- 2 How to balance information with personal experience.
- 3 Examining an approach to topic selection.
- 4 Ideas to improve reader engagement.
- 5 The role and applications of artificial intelligence in content development.



**Daniel R. Verdon** is the principal of ContentEngage, LLC, a contract editorial service for publications, associations, and marketers to help create or consult on strategies to improve reader engagement in print, online, or through multimedia channels. Verdon has served in a variety of health care editorial roles, including director of custom publishing for the American Dental Association and vice president of content and strategy for MJH Lifesciences, a national publisher of health care media for physicians in various specialties and subspecialties. He was a winner of numerous national editorial honors and the 2008 McAllister Editorial Fellow at Northwestern University’s Medill School of Journalism.

*We sincerely thank* the American Association of Oral and Maxillofacial Surgeons for their generous support and providing the Daniel M. Laskin Institute Conference Center to renew AADEJ’s Dental Editors University! Their team’s dedication ensured that DEU registrants and speakers benefited from a fantastic program at this outstanding venue. We are forever grateful!

### ***“Navigating Legal and Ethical Issues in Dental Publishing at the Intersection of IP and AI”***

This presentation will focus on intellectual property issues associated with the use of artificial intelligence technology to revise and generate content, the rights of content owners with respect to use of their content to train artificial intelligence systems, and practical tips/guidelines on navigating the intellectual property landscape with respect to artificial intelligence technologies. Audience members will come away with a better understanding of the intersection of intellectual property rights and artificial intelligence technologies.

#### **Learning objectives**

1. Gain an understanding of the evolution of copyright law and its implications for the protection of intellectual property in journalism.
2. Learn strategies for managing intellectual property issues arising from the utilization of artificial intelligence technology in content generation, editing, and revision.
3. Understand AI platform terminology (e.g., large language model, machine learning, neural network).
4. Understand the process of utilizing content to train artificial intelligence, including consideration for open-source publishing, scraping archives, and accessing internet repositories.
5. Develop recommendations for effectively communicating with authors regarding transparency and citation practices when utilizing AI to generate content.
6. Formulate protocols for publication to notify authors and obtain consent for the use of their content in AI-based review and revision processes.



**Michael A. Parks, JD**, is a Co-Chair of Thompson Coburn’s Intellectual Property Practice Group, a member of the firm’s Artificial Intelligence subgroup, and a Partner in the firm’s Chicago office. Michael counsels clients on patent, copyright, and trademark issues and represents them in federal courts across the United States. He has significant experience litigating patents in a wide variety of technical disciplines and has successfully handled matters related to the litigation of complex electrical engineering and software-based technologies such as artificial intelligence/natural language generation, mobile computing, cellular communications, global positioning, and interactive television applications. He has litigated patents as well as copyrights and trademarks in numerous federal courts, including the Eastern District of Texas, Western District of Texas, District of Delaware, and Northern District of Illinois. Michael holds a Bachelor of Science degree in Electrical Engineering from Northwestern University and a JD from DePaul University College of Law.

### ***“Integrating Evidence and Ethics: Elevating our Publication Standards”***

This course will cover the logistics of producing a publication from the initial layout and project management to the collection of materials and print production. This discussion will provide helpful hints on successful project management to avoid delays and pitfalls. Participants will gain greater understanding about the printing process and cost management. The session also will cover the use of photos, illustrations, and web images, discussing file specifications, proper usage, and copyright considerations. The program will conclude with a panel discussion to address questions and feedback.

#### **Learning objectives**

1. Provide a basic understanding of the printing process and production elements needed for a successful publication.
2. Learn the necessary specifications for quality photos along with helpful hints on how to provide better photographic content in a publication.
3. Better understand vector files, charts, and graphs, and how to successfully implement them for clarity and readability.
4. Learn copyright considerations pertaining to AI and images from the web.



**Heidi Bonfield** has managed design and publishing projects for more than 25 years, overseeing the production of both digital and print publications. She was previously a production manager at McDougal Littell, a division of Houghton Mifflin publishing, and the design project manager at Rand McNally. Heidi is currently Director of Communications and Publications, at the American Association of Oral and Maxillofacial Surgeons.



**Denise Maihofer, CDE**, started her career as a multi-media specialist and coordinator for General Motors. She launched her own design and production company in 1990 and began her involvement with dental publications in 1992. Although her business concentrates on dental publications, she covers a wide range of creative services from branding to promotional and display projects. She has a Bachelor of Fine Arts from Wayne State University in Detroit, Michigan with a major in Advertising.



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