

1986 INANE conference to be held at the RCN, London, August 21 and 22.

BOTH SIDES OF THE FENCE

AUGUST 21, COWDRAY HALL, RCN.

- 9.00 am Chairman opening remarks and official welcome.
9.15 am Press and Public Relations Officer from the Department of Health and Social Services to talk on meeting the needs of the specialist press.
9.45 am Health Correspondent from a national newspaper to talk on how the general media react and interpret specialist health issues.
10.15 am Alison Dunn, Director of RCN Press and PR to talk on how a nursing organisations press department meets the needs of general and specialist press.
10.45 am Coffee
11.15 am Speaker from ANA newspaper on the work of the ANA lobby system and its coverage in the press.
11.45 am Discussion with all above speakers as panel.
12.30 pm Lunch.
2.00 pm Workshops (concurrent).
Workshop One - (in Nursing Standard newsroom) keeping to the deadline. Use of active subbing and rewriting on finished copy. Discussion of necessary skills, pitfalls, techniques and needs.
Workshop Two - (in studio) use of pictures - a look at how to get them, use them commission them. What to do with them, layout cropping, design, format etc.
Workshop Three - working with printers - including responsibilities of journal staff at printers, what to expect from printers, quality checks etc.
3.00 pm Tea
4.00 pm Groups report back for discussion.
4.30 pm Close.
6.00 pm Reception for participants.

AUGUST 22, COWDRAY HALL, RCN.

- 9.00 am Working with editorial boards. British and American speaker.
9.45 am Coffee.
10.15 am What publishers are looking for - British and American publishers talking on journal types and their preferences, including debate on starting up new specialist journals.
11.15 am Whats your problem? - a panel of British and American speakers.
12.30 pm Lunch.
2.15 pm International events in nursing - a look at the relevance to home readership of coverage of international events and how such coverage should be approached.
2.50 pm A nurse becomes a journalist or journalists write about nursing? Which is best? Two speakers one American one British give a view.
3.30 pm Tea.
4.00 pm Discussion.
4.30 pm Closing remarks and set next meeting.
4.45 pm Close.