The European Contact person for any program concerns is:
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DAY I, Thursday, August 20

7:30-8:45 a.m. Continental Breakfast
Sheraton Commander Hotel

8:45-9:00 Welcome
Mary Larkin

9:00-10:00 "Meeting the Challenge" (Keynote)
Donna Diers

10:00-10:30 "Conducting Journal Interviews"
Karen Mitchell

10:30-11:00 Break

11:00-12:00 Roundtable Presentations (9)

1. "Logistics of the Review Process"
   Gail Lenehan

2. "Orienting New Editorial Board Members"
   Susan Baird

3. "Evaluations of the Editor"
   Pat Palmer

4. "Use of Microcomputers in Editing"
   B.J. Nerone

5. "Layout and Design"
   Peg Carnine

6. "Publication Start-ups"
   Ellie Schrader

7. "Planning and Developing Content"
   Carole Reed Ash
Editor's Meeting (Continued)

8. "International News Source and Coverage"
   1. Allison Dunn
   2. Peg Nuttal

9. "Budget and Tax Issues"
   Mary Larkin

12:00-1:30 p.m.  Lunch - provided at Sheraton Commander

1:30-2:00  "Working with the Printer/Editor's View"
           Susan Baird

2:00-2:30  "Working with the Editor/Printer's View"

2:30-3:00  "Accessing the Media"
           Mike Barnicle

3:00-3:30  Break

3:30-4:00  "Presenting Research"
           Florence Downs

4:00-4:30  "The Mission of a Health Care Journal"
           Arnold Relman

4:30-5:00  "The Use of Freelance and Ghost Writers"
           Judith Serevino

5:00-6:30  Reception
PROGRAM - NURSING EDITORS' MEETING
Sheraton Commander Hotel
Cambridge, Massachusetts
August 20-21, 1987

DAY II, Friday, August 21

7:30-8:45 a.m. Breakfast

8:45-9:00

9:00-10:00 "Challenging the Meeting"
Pat Lewis

10:00-10:30 "Convention Dailys"
Pat Palmer

10:30-11:00 Break

11:00-11:30 "Developing New Journal Departments"
Mary Mallison

11:30-12:00 "On Writing Well"
Ellie Schrader

12:00-1:30 p.m. Lunch

1:30-2:00 "Development and Implementation of
Readership Surveys"
Richard Rogers

2:00-2:30 "Interpretation and Use of Readership
Surveys"
Ronald W. Lang

2:30-3:00 "Postal Issues"
Jay Lippincott

3:00-3:30 Break

3:30-4:00 "The A-Z's of Production"
Cheryl Smart

4:00-4:30 "Prime Nursing Issues for Media Coverage
Today"
Theresa Shaw