

PROGRAM - NURSING EDITORS' MEETING
Sheraton Commander Hotel
Cambridge, Massachusetts
August 20-21, 1987

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

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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" Cheryl Smart