International Academy of Nursing Editors
Seventh Annual Conference Program

August 18 – 19, 1988
Grand Hyatt Washington
Washington, D.C.
NAACOG Welcomes You to the Seventh Annual International Academy of Nursing Editors Conference.

All General Sessions will be held in the Conference Theater. Locations for Luncheons and Round Table Sessions will be announced.

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**DAY I, THURSDAY, AUGUST 18**

8:15 - 8:45 A.M.  Registration/Coffee

8:45 A.M.  Welcome

9:00 A.M.  "The Editor's Role for the 1990s"
   THUMA M. SCHURR
   President and Publisher, American Journal of Nursing Company

9:45 A.M.  "Acquiring, Hiring, and Firing Editorial Staff"
   CHERIE A. SMART
   Associate Publisher, The C.V. Mosby Company

10:15 A.M.  "Strategies for Finding Authors and Helping Them to Publish"
   GAIL LIDDLEMAN
   Editor, Journal of Emergency Nursing

10:45 A.M.  Break

11:00 A.M.  "How to Become Indexed in the Index Medicus and the Cumulative Index of Nursing and Allied Health Literature"
   PETER L. SCHUYLER
   Acting Head, Medical Subject Headings and Deputy Chief, Bibliographic Services Division, National Library of Medicine
   SALLY KIERY
   Director of Marketing, Cumulative Index of Nursing and Allied Health Literature

11:30 A.M.  "Negotiating a Publishing Contract"
   DONNA CAMPER
   Editorial Director, SLACK Incorporated
   JOHN C. CARTER
   Senior Editor, Journal Department, SLACK Incorporated

12:00 P.M.  Luncheon

1:30 P.M.  "Liability Issues for Editors"
   CHARLES D. DAVIS
   Partner, Hunton & Williams

2:00 P.M.  "Using Focus Groups to Develop Editorial Content"
   CHARLOTTE COLLIER
   Research Director, Nursing 88

2:30 P.M.  Break

2:45 P.M.  Roundtable Sessions

   "Time Management for Part-Time Editors"
   ANNA L. ALEXANDER
   Editor, British Journal of Theater Nursing - NATNews

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"Developing New Editors"
BELINDA F. FURTH
Editor-in-Chief, Journal of Nursing Staff Development

"Editorial Style: Developing and Maintaining a Style Manual"
ESTELLE BRAYMOND
Copywriter and Editor, Baxter Healthcare Corporation

"Newsletter Editing and Production Problems"
KAY HARTMAN
Editor, NAACOG Newsletter

"The Journal's Public Relations Role in the Profession"
JUDITH SERNINO
Director of Communications, NAACOG

"Working with the Publisher"
CAROLE WOLFE
Senior Editor, Periodicals, W.B. Saunders Company

2:45 P.M. ONLY
"New Launches: Starting a Hospital- or University-Based Publication"
DIANA L. NIKAS
Executive Editor, Emphasis: Nursing
PAULA SILER
Editor, Emphasis: Nursing

3:45 P.M. ONLY
"Moving to Metric Equivalents"
MARY MALLISON
Editor-in-Chief, American Journal of Nursing

3:45 P.M.
Repeat Round Table Sessions
(See above)

4:45 P.M.
Round Table Sessions End

6:00 - 7:00 P.M.
Reception

DAY II, FRIDAY, AUGUST 19

8:00 – 8:45 A.M. Breakfast Round Table Sessions
Continental Breakfast: Served

"Large Association-Sponsored Publications"
PAT PALMER
Editor, AORN Journal

"Small Association-Sponsored Publications"
PATRICIA BATES
Editor, Urologic Nursing

"Newsletters"
NANCY BURDEN
Editor, ASPAN Breathlines

"Nursing Research Publications"
PAMELA BEIN
Executive Director, Western Journal of Nursing Research
Breakfast Round Table Sessions Continued

"New Publications"
MOLLY BILLINGSLEY
Editor-in-Chief, Nursing Connections

"Large Circulation Publications"
PAT BORNHOFF
Clinical Director, Nursing 88

8:50 A.M.
General Sessions Begin
Announcements

9:00 A.M.
"The Role of the Editor in Maintaining Ethical Standards"
REBECCA DRACUP
Editor, Heart & Lung

9:45 A.M.
"Peer Review Process, Setting Up Review Panels, and Orientation of Reviewers"
SUZANNE SMITH BLANCETT
Editor-in-Chief, Journal of Nursing Administration and Nurse Educator, Editorial Director, JONA's Nursing Scan in Administration and Nursing Scan in Research. Application for Practice

MARGUERITE R. KINNEY
Editor, Focus on Critical Care

JOSEF FITZPATRICK
Dean, School of Nursing, Case Western Reserve University

10:30 A.M.
Break
Selection of Sponsor and Site for Eighth Annual INANE Conference

11:00 A.M.
"Computer Software and Desktop Publishing"
DI KERONE
Executive Editor, Imprint

11:30 A.M.
"Readership Surveys"
BELINDA E. PUTZ
Editor-in-Chief, Journal of Nursing Staff Development

12:00 P.M.
Luncheon

1:30 P.M.
"Running an Editorial Board Meeting"
ANN BÜCHERLAMER
Editor, Orthopaedic Nursing

2:00 P.M.
"Health-Care Media Advertising Trends"
TOM GARTA
Sales Representative, Pharmaceutical Media Incorporated

2:30 P.M.
Break

2:45 P.M.
"Strategies to Increase Circulation"
JAY LIPPINCOTT
Publisher/Journals Division, J.B. Lippincott Company

3:15 P.M.
"Writing Editorials"
MARY MALIKSON
Editor-in-Chief, American Journal of Nursing

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Conference Adjourns
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BELINDA E. PURTZ
Editor-in-Chief, Journal of Nursing Staff Development

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