



INANE

# 10th International Academy of Nursing Editors Conference

August 15/16, 1991

Royal College of Nursing  
20 Cavendish Square  
London W1M 0AB  
United Kingdom

**NURSING  
STANDARD**

The 10th Annual  
International Academy of Nursing Editors Conference

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Draft Programme

August 14, 1991

18.00 - 19.00 Registration desk in foyer at Berkshire Hotel  
19.30 - 19.45 Transport leaves Berkshire Hotel for The Royal Marsden Hospital  
19.45 - 21.00 Welcome to London reception for all INANE members hosted by Mr Robert Tiffany, The Royal Marsden Hospital, Fulham Road, London.

August 15, 1991

Venue Royal College of Nursing

9.30 - 10.00 Registration and coffee in the Restaurant  
10.00 - 10.15 Welcome to INANE  
Chair, Norah Casey (UK)  
10.15 - 10.40 10th Anniversary Address  
Promoting the Image of Nursing  
Thelma Schorr (USA)  
10.40 - 11.00 History of Nursing Journals  
Speaker to be named  
11.00 - 11.30 Coffee served in the restaurant  
11.30 - 12.15 Concurrent session 1

The following concurrent sessions will be repeated in 2, 3 and 4. Please indicate on the application form which session you would like to attend.

- a) Politics and the nursing press  
Linda Davidson (UK) and Shirley Smoyak (USA)
- b) Specialist V Generic nursing publications  
Ann Shuttleworth and Linda Thomas (UK),  
Laurel Archer-Copp and Gail Lenehan (USA)
- c) Choosing the best cover and images for your journal  
Mark Allen (UK) and John Bond (USA)
- d) Duplicate publication and ethical issues  
in journal publishing  
Suzanne Smith-Blancett and Annette Flanagan (USA)  
and Jim Smith (UK)
- e) Novice editors workshop  
Belinda Puetz and Margo Neal (USA)  
and Rosemary Rogers (UK)
- f) Achieving excellence in clinical content  
DeLauna Lockwood and Mary-Beth Moriarty (USA)  
and Alex Mathieson (UK)

12.15 - 13.00 Concurrent session 2

13.00 - 14.00 Lunch served in the Cowdray Hall

14.00 - 14.45 Concurrent session 3

14.45 - 15.30 Concurrent session 4

15.30 - 16.00 Afternoon tea served in the restaurant

16.00 - 16.20 Publishing in recession  
Alison Dunn (UK) and Elinor Schrader (USA)

16.20 - 16.45 Positive discrimination in nursing journalism  
Jane Salvage (UK) and Judith Banning (Canada)

16.45 - 17.15 Panel discussion  
Thelma Schorr, Alison Dunn, Elinor Schrader,  
Jane Salvage and Judith Banning

17.15 Close

19.30 - 20.00 Reception  
20.00 10th Anniversary INANE Dinner hosted by the  
President of the Royal College of Nursing  
(formal) details to be confirmed in final  
programme

August 16, 1991

Venue Royal College of Nursing

9.30 - 10.00 Coffee served in the restaurant  
10.00 - 10.15 Introduction by Chair  
Mary Mallison (USA)  
10.15 - 10.40 The use and abuse of the English language  
Doris Betts (USA) and speaker to be named (UK)  
10.40 - 11.00 Global issues in nurse journalism  
Nancy Vatre (ICN) and Peter Hjorth (Denmark)  
11.00 - 11.30 Coffee served in the restaurant  
11.30 - 13.00 Workshops

(Please note, participants can only attend two workshops but  
brief notes will be provided by workshop leaders for all)

- 1) New technology and nursing journals  
Gary Hales, Donna Carpenter, Wendela Kidwell  
and speaker to be named (USA)
- 2) Educational opportunities in publishing  
Jill Fardell and Jean Walker (UK),  
Phyllis Kritek and Patricia Nornhold (USA)
- 3) Marketing your product  
Ramon Lavandero, Cora Ray, Carol Wolfe (USA)  
and Trevor Peel (UK).

13.00 - 14.00 Lunch served in the Cowdray Hall

14.00 - 15.00 Workshops (repeat)

15.00 - 15.30 Afternoon tea served in the restaurant

15.30 - 15.50 Right of reply, the students view  
Charlotte Allen (UK) and Caroline Jaffe (USA)

15.50 - 16.10 Panel discussion, Editorial relationships;  
publishers, editorial directors and editors  
Sue Reilly, Ruth Lamothe,  
John Clochesy, Lauraine Dwyer,  
Patricia McCarthy, Sue Glover (USA),  
Irene Haywood-Jones (UK)

16.10 - 16-20 INANE 1992  
report from sponsor and close of conference

16.30 Transport to the Florence Nightingale Museum

16.45 - 18.00 Farewell reception  
hosted by The Baroness Cox for all  
INANE members