10th International Academy of Nursing Editors Conference
August 15/16, 1991
The 10th Annual
International Academy of Nursing Editors Conference

August 15/16, 1991

Royal College of Nursing
20 Cavendish Square
London W1M OAB
United Kingdom

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
   Deauna 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)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>15.00 - 15.30</td>
<td>Afternoon tea served in the restaurant</td>
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<tr>
<td>15.30 - 15.50</td>
<td>Right of reply, the students view Charlotte Allen (UK) and Caroline Jaffe (USA)</td>
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<tr>
<td>15.50 - 16.10</td>
<td>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)</td>
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<td>16.10 - 16.20</td>
<td>INANE 1992 report from sponsor and close of conference</td>
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<td>16.30</td>
<td>Transport to the Florence Nightingale Museum</td>
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<td>16.45 - 18.00</td>
<td>Farewell reception hosted by The Baroness Cox for all INANE members</td>
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