1993
INANE
CONFERENCE
August 18, 19 & 20, 1993

The Fantasyland Hotel,
West Edmonton Mall
Edmonton, Alberta
August 19, 1993

8:00 a.m.  Registration
8:00 a.m.  Continental Breakfast

*Sponsored by J.B. Lippincott Co.*

### Plenary Session — Conf. 12

9:00 a.m.  Chair – Pat Hayes, Co-editor Clinical Nursing Research
           Introductions
           Welcome Message from the Faculty of Nursing, University of
           Alberta Dr. Pamela Brink, Assoc. Dean Research, Executive
           Editor, WJNR

9:15 a.m.  Writing with Style
           Leah Curtin, Ed.
           Nursing Management

10:00 a.m. Refreshment Break
           *Sponsored by Nursecom, Inc. and CINHAL*

10:30 a.m. Media training for Editors
           Tony Meyers, Director
           Public Affairs
           University of Alberta

11:15 a.m. Breakout:
           Readership Surveys – Conf. 9
           Norah Casey, Ed.
           Nursing Standard
           Role of Reviewers – Conf. 12
           To Be Announced

12:00 noon Lunch

*Sponsored by Sage*

1:30 p.m.  Student Readership
           Caroline Jaffe, Ed.
           Imprint

2:00 p.m.  AARN Readership Survey
           Pamela Brink, Exec. Ed.
           WJNR

2:30 p.m.  Refreshment Break
           *Sponsored by Nursing Times*

2:45 p.m.  Breakout:
           Advertising: Bagging the
           Big Ones
           Conf. 12
           Newsletters and Journals
           Conf. 9

           Bruce Wells, RNABC
           Ev Henderson, AARN
           Heather Broughton, Ed.
           Canadian Nurse Journal
August 20, 1993
8:00 a.m. Continental Breakfast
Sponsored by Williams and Wilkins

Plenary Session – Conf. 12

9:00 a.m. Politics and the Role of Editors Molly Billingsley, Ed.
9:45 a.m. 1994 (INANE Meeting, Los Angeles)
10:00 a.m. Refreshment break:

Sponsored by Canadian Nurse

10:30 a.m. Breakout:
Soliciting Articles – Conf. 12 Harriet Forman, Ed.
Models of Editing – Conf. 9 John Carter, Sr. Ed.
11:15 a.m. Developing Clinical Authors Carol Wolfe, Assoc. Pub.
12:00 noon Lunch W.B. Saunders Co.

Sponsored by Mosby

1:15 p.m. Indexing and Publication: Sarah Marcarian
Symbiosis at its Best Katharine Burns
Josie Vegara
Diane Pravikoff
CINAHL

2:15 p.m. Guidelines for Nursing Moderators Linda Carpenito
Authors and Editors Editor, Nursing Forum
of American Academy of Nurse Practitioners
Annette Flanagan, Dir. Dept.
of JAMA Programs &
International Activities

Conference Wrap-up by Pamela Brink, WJNR
J.B. Lippincott Co.  Philadelphia, PA, USA

Mosby Yearbook, Inc.  St. Louis, MO, USA
Nursecom Inc.  Malibu, CA, USA
Nursing Times  Macmillan Publishers, UK

Sage Publications, Inc.  Newbury Park, CA, USA
W.B. Saunders Co.  Philadelphia, PA, USA
Williams and Wilkins  Baltimore, MD, USA