INANE

The Early Years

International Academy of Nursing Editors

2004
Precursors

The Federation of Specialty Nursing Organizations and ANA

A National Symposium on Nursing Journalism
1981 – Rush University
First Meeting

St Regis-Sheraton, New York City
August 19-20, 1982

Coordinators: Ellie Schrader, AORN Journal, and Thelma Schorr, American Journal of Nursing
ASSOCIATION OF OPERATING ROOM NURSES
MEETING AND LUNCHEON
ABOUT 45 GUESTS
MS. ELINOR SCHRAEDER, IN CHARGE

THURSDAY, AUGUST 19, 1982
MEETING: 9AM-5PM - VERSAILLES
LUNCH: 12NOON - LXVI #1

LUNCHEON MENU

See Enclosed Menu Suggestions

*     *     *     *

EXTRA ITEMS AND ARRANGEMENTS:

BEVERAGES: None
CHECKROOM: None
ROOM ARRANGEMENTS: Versailles: Set rounds of full podium at the Southend
LXVI #1: Set Rounds for Lunch
LINEU: Hotel Choice
AMPLIFICATION: Own arrangements with King Cole Projections
SERVICE CHARGE: 17% of food and beverages. Captain: $55.00
(see reverse side for details)
ATTENDING EDITORS MEETING
August 19 & 20, 1982

Joyce M Black
Journal of Plastic & Reconstructive Surgical Nurses
PO Box 594
Elkhorn, Neb 68022

Marianne Roncoli, Nursing Forum, Nursing Publications, Inc
84-20 Austin St, 5B
Kew Gardens, NY 11415

Sister Rosemary Donnelly
Sigma Theta Tau
1100 West Michigan
Indianapolis, Ind 46223

B J Nerone
Imprint
National Student Nurses' Assn
10 Columbus Circle
New York, NY 10019

Dorothy Luckraft
Nursing & Health Care
Technomic Publishing Co
265 Post Road West
Westport, Conn 06880

Elinor S Schrader
AORN Journal
10170 E Mississippi Ave
Denver, CO 80231
Second Meeting

Hotel Park Sheraton, New York City
August 25-26, 1983

Coordinators: Thelma Schorr, Ellie Schrader
An informal guide to writing nonfiction

On Writing Well

Second Edition

by William Zinsser
Third Meeting

Royal College of Nursing, London
August 15-16, 1984

Coordinators: Alison Dunn, Royal College of Nursing, and Sr Rosemary Donley, Sigma Theta Tau
Thursday 16 August 1984

9.00 am  Publishing: How Does a Journal Survive
          Elinor S. Schrader, Editorial Consultant
          Niall Dickson, Editor, Nursing Times

10.00 am  Writing an Effective Editorial/Leader
          Leah Curtin, Editor, Nursing Management
          Thelma Schorr, President and Publisher, American Journal of Nursing
          Peggy Nuttall, Editor, International Nursing Review

10.45 am  Break

11.00 am  Editorial Boards/Peer Review
          Nell Watts, Managing Editor,
          Image: The Journal of Nursing Scholarship
          Shirley Smoyak, Journal of Psychosocial Nursing and Mental Health Services

12.00 noon Lunch

1.00 pm  Group Sessions
          1. Newsletters
            Judith Serevino, Associate Director
            Communications, NAACOG
            Anne Allen, Publications Chairperson/
            Editor Breathline
            Pamela J Brink, Executive Editor, Western Journal of Nursing Research

          2. Criteria for Selection of Manuscripts

2.30 pm  Break

2.45 pm  Group Sessions
          1. Trends in Content Selection
            Barbara Brown, Editor, Nursing Administration Quarterly

          2. Interviewing and Newswriting
            Steve Weaving, Editor, Nursing Standard

4.30 pm  Closing
          Alison Dunn
          Sister Rosemary Donley

6.30 pm  Buffet supper hosted by Bob Tiffany,
          Chief Nurse, Royal Marsden Hospital
LOW WAGES COULD ENDANGER CARE LEVELS

CONTRACT PAY CONCERNS RCN

PRIVATE CATERING AND CLEANING contractors who pay low wages to their workers could be endangering standards of patient care, the Royal College of Nursing has warned.

The College is worried at the implications of Ministerial statements last week which said that health authorities should not include a ‘fair wage and conditions’ clause when putting hospital services out to tender.

Tony Nicholson, Deputy Director of the RCN Labour Relations and Legal Department, said the absence of a fair wages clause could result in unrealistic tendering for contracts such as cleaning and catering.

In cutting their tenders to the nursing activities because of the absence of service staff. With the level of nurse staffing being reduced throughout the country there are not enough nurses to fill the gap in these eventualities. Standards of patient care must be safeguarded and the quality of services within the NHS maintained.’

The row over fair wages came to a head last week when Junior Health Minister John Patten requested West Midlands Regional Health Authority not to include a fair wages and conditions clause when putting contracts out to tender.

No legal compulsion

A TRIAL TO FIND OUT WHAT NURSES think of dresses made from different fabrics is set to start in September.

The move is a direct result of Nursing Standard’s report last year on the flammability of nurses’ uniforms.

Selected student and staff nurses in four health authorities — Calderdale in Yorkshire, East Birmingham, North West Herefordshire and East Dorset — will wear the various dresses for six months and answer a series of questions on their suitability.

The trial has been ordered by the Department of Health and Social Security after tests by a leading textile research organisation, the Shirley Institute.
meeting. They are, by definition, a cynical, melancholy breed, who always feel sharp stabs of embarrassment when they are seen to be taking themselves seriously outside the confines of their own newsrooms.

INANE was born in America and was attended, in its early meetings, mainly by Americans and had little or no inclination to be anything other than INANE and not really pursue the international bit in any meaning at all, apart from including the occasional ‘Brit’ editor who happened to be there when a meeting was taking place.

But it seems INANE refuses to remain true to its anacronym for much longer. This last round-up of the species was formidable. Some 28 representatives from America and 30 or so from the United Kingdom gathered in London for the first INANE meeting this side of the Atlantic. And the truly transatlantic conference flared the spark of internationalism with more than one of the hacks muttering to another ‘Why don’t we invite editors from other countries to our next meeting as well’?

Sit around in a blue haze of cigarette smoke

That London meeting should have been a gloomy affair. Meetings of journalists usually are. You sit around in a blue haze of cigarette smoke, moan among yourselves, and reminisce wistfully about ‘the happy time’ when expenses were expenses. This usually so depresses all present that the only recourse then is collectively to turn to drink until dawn.

This didn’t happen either. Everyone was very keen, pleased to be there, helpful and enthusiastic. There was none of the traditional stiff-legged rivalry with editors circling each other, lips curled, collars askew. Instead there was problem sharing, help and advice sought and given.

It was one small step for nurses perhaps, but a major event for editors in the specialty.

The usual reaction of the haves to the have-nots in publishing is a wry smile, a poorly concealed condescending air and a reply along the lines of ‘Oh, how sad, never mind.

But things just didn’t run to form last week. There was touching concern about the needs of part-time and freelance editors and those faced with bringing out small specialist publications with little or no resource.

Equally, the newsletter writers were quite prepared, fresh and confident enough to offer their own opinions on the views on the way the full-timers conduct themselves in their publications.

It was altogether healthy and refreshing and constructive and useful — and totally surprising.

Self-effacing they may be but those who participated in INANE saw in those two days the value of the meeting and the use such sharing and pooling of knowledge can bring to those in the field. What’s more, their knowledge, when the editors and writers get over their self-consciousness, can be a useful addition to the international pool of knowledge and represents nursing as a profession.

Nursing’s media is, by definition, its own strongest voice, be it the national impression created by a major journal or the local specific one presenting a newsheet.

It is not, by any means, an inane concept to that voice. To pull its commentators out of their professional isolation and establish them as a working resource for the individual components of the group as well as nursing at large.

Evolve into a true international talking shop

When INANE first got off the ground perhaps it was not a serious intent that it should evolve into a true national talking shop of ideas and views. But last week’s meeting has paved the way for it to be just that.

Maybe such formal plans will initially send editors back into their office with the tea-stained muttering ‘But the meetings weren’t meant to be...”
Fourth Meeting

Hotel Russell, New York City
August 22-23, 1985

Coordinators: Mary Castle, American Journal of Infection Control; Pat Palmer, AORN Journal; Thelma Schorr; Ellie Schrader, OR Manager
Our Ref: ND/SS  
September 2nd 1985

Mrs. Ellie Schrader  
5205 Gallaten Place  
BOULDER  
Co. 80503  
USA

Dear Ellie

This is just a brief note to thank you and your family for a delightful party - it was such an excellent launching pad for our conference. Would you please pass on my thanks for their hospitality?

With best wishes

Yours sincerely

Niall Dickson
Fifth Meeting
Royal College of Nursing, London
August 21-22, 1986

Coordinators: Judith Serevino, Journal of Obstetric, Gynecologic, and Neonatal Nursing, and Steve Weaving, Royal College of Nursing
Just 12 months ago Judith Serevino and myself innocently agreed to ‘organise the next one’ in the naive belief that there surely wasn’t much to getting such a gathering together.

Having learnt the hard way just how much goes into arranging one of these little ‘events’ may I congratulate with new admiration the organisers of INANE 1985 in New York and offer commiserations in advance to those landed, sorry, fortunate enough to be entrusted with INANE 1987?

This year’s event sees a broadening of INANE participants with, in addition to the American and British contingents, representatives from at least four other countries. Spreading the international word about our little group is both heartening and certainly proof that these meetings are anything other than INANE. Hopefully this week’s event will confirm this view to the latest additions to our gathering.

Have a good two days conference and enjoy your visit to London.

Steve Mearing
UK Conference Co-organiser
INANE (the Organization That Isn’t): Report From the International Academy of Nursing Editors Conference

MARY ELLEN LUCZUN, RN, MSN

Mary Ellen Luczun is a nursing instructor at Hunter College, Bellevue School of Nursing, University of the City of New York. She is the author of Postanesthesia Nursing: A Comprehensive Guide (Aspen Press) and an Associate Editor of the Journal of Post Anesthesia Nursing.

The first day of the conference was marked by the presence of many new faces. As the editors introduced themselves it was apparent that word of the nonorganization, INANE, was being heard around the world. For the American editors, INANE had been just a sobriquet, handy when planning a yearly workshop. They did not need another formal organization to keep up with, certainly not a formally structured group with officers, meetings, dues, and international scope. But now the nursing editors were gathering for a second time at the Royal College of Nursing in London, for the 1986 International Academy of Nursing Editors (INANE) Conference. There were representatives from Norway, Sweden, Denmark, Scotland, Ireland, and Germany in addition to...
Sixth Meeting

Sheraton Commander Hotel, Cambridge, Mass
August 20-21, 1987

Coordinator: Mary Larkin, National Intravenous Therapy Association
The Editor’s Fight for Good Writing
THE TROUBLE WITH EDITORS IS THEY ARE ALWAYS CRITICAL OF ANYTHING WE WRITE.

THEY'RE FOREVER CORRECTING AND CHANGING... THEY MUST THINK THAT ALL REPORTERS ARE NINCOMPOOPS!

THAT'S NINCOMPOOPS.
SHOE

WHAT'S A SIX-LETTER WORD MEANING "ODIOUS REPTILE"?

"EDITOR" DOESN'T FIT... I TRIED IT.
The Journal Editor

illusions of godlike power

IQ: 71

hatred of books

eyes narrowed

snarl

cramped writing hand
The strongest drive
is not love or hate.

It is one person's need
to change another's copy.

Tenth Meeting

Royal College of Nursing, London
August 15-16, 1991

Coordinator: Nora C. Casey, Nursing Standard
INANE

International Academy of Nursing Editors

Tenth Anniversary
1982-1991

The Royal College of Nursing
London

August 15-16, 1991
INANE: Its beginnings . . .

INANE was not formed, organized, chartered, or founded in 1982. There was simply a meeting, then another the next year. And so on.

Despite its pretentious name, the International Academy of Nursing Editors (INANE) is simply an informal group of editors of nursing publications who meet yearly. Period. It is not an academy with restrictive membership. There are no bylaws, no charter, no membership criteria, no headquarters, no executive director. INANE does not even have a post office box.

Yet the interest in INANE has sustained it through ten years. Its purpose? Simply to help each other as editors to produce the best possible publications for the nursing profession.

Some editors of nursing journals are full-time, paid editors. A few may even be paid well. But more are nurses who are interested in journalism and have excellent experience in nursing but little in editing or putting together a publication.

Why not share what we know? The model for this sharing has been Thelma Schorr, who was editor-in-chief of the American Journal of Nursing from 1971 to 1981, then publisher and president of the American Journal of Nursing Company until 1990. She has always been ready and willing to share her knowledge and to give a hand to other editors.

The fertile environment for the beginning of INANE was the Federation of Specialty Nursing Organizations and ANA (American Nurses Association). Meetings of this organization, designed to give the specialty nursing organizations a louder voice if nothing else, brought together executive directors and presidents of nursing organizations—as well as their camp followers—the journalists. At these relatively small meetings, the editors had an opportunity to get acquainted and discuss their common problems. We decided we were a pretty good group.

It was at one of these meetings that INANE acquired its name, and the first meeting was planned. As the years have passed, there have been discussions about changing the name of INANE to something—well, more serious. But the prevailing opinion has been to keep INANE so that we don’t take ourselves too seriously.

We had no dreams of being international. But Alison Dunn invited us to the Royal College of Nursing in 1984, and we were able to join our British colleagues. When we returned to London in 1986, we were joined by several editors from other European countries. To our surprise, we found at least one part of our name becoming a reality.

Thelma and I were instrumental in planning the first meetings. But now, INANE is clearly on its own. There is always someone ready to coordinate the next meeting, and we still have no bylaws, membership criteria, or even a fax number.

—Elmor S. Schnader
And the first ten years

First meeting
August 19-20, 1982, St Regis-Sheraton, New York City
Coordinators: Ellie Schrader, AORN Journal, and Thelma Schorr, American Journal of Nursing

Second meeting
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Sixth meeting
August 20-21, 1987, Sheraton Commander Hotel, Cambridge, Mass
Coordinator: Mary Larkin, National Intravenous Therapy Association

Seventh meeting
August 18-19, 1988, Grand Hyatt Washington, Washington, DC
Coordinator: Annette Flanagan, Nurses Association of the American College of Obstetricians and Gynecologists

Eighth meeting
August 17-18, 1989, Four Seasons Hotel, Newport Beach, Calif
Coordinators: Diana L. Nikas, Paula Siler, and Laurie Ybarra, Harbor/UCLA Medical Center; and Jane M. H. Brewer and Monika Cornelius, American Association of Critical-Care Nurses

Ninth meeting
August 9-10, 1990, University of North Carolina at Chapel Hill
Coordinators: Laurel Archer Copp, Laurice Ferris, Ruth LaMothe, University of North Carolina, School of Nursing

Tenth meeting
Coordinator: Nora C. Casey, Nursing Standard
### AUGUST 15

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<tr>
<th>Venue</th>
<th>Royal College of Nursing</th>
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<tr>
<td>9.30 - 10.00</td>
<td><strong>REGISTRATION</strong> and coffee in the restaurant</td>
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<tr>
<td><strong>Venue</strong></td>
<td>Cowdroy Hall, RCN</td>
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<tr>
<td>10.00 - 10.15</td>
<td><strong>WELCOME TO INANE</strong> Chair, Norah Casey, Editor, <em>Nursing Standard</em>, UK.</td>
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<td>10.15 - 10.40</td>
<td><strong>10TH ANNIVERSARY ADDRESS</strong> Promoting the Image of Nursing Thelma Schorr, former President and Editor, American Journal of Nursing.</td>
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<td>10.40 - 11.00</td>
<td><strong>WRITING PLAIN ENGLISH</strong> Doris Betts, Alumni Distinguished Professor of English, USA.</td>
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<td>11.00 - 11.30</td>
<td><strong>MORNING COFFEE</strong> served in the Restaurant</td>
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**Venues to the announced from platform**

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<tr>
<th>Concurrent sessions</th>
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<tr>
<td>E) <strong>CHOOSING THE BEST COVER AND IMAGES FOR YOUR JOURNAL</strong> Donna Carpenter, Associate Publisher, Slack Inc, USA. Mark Allen, Publisher, Nursing, UK. Cheryl Smart, Associate Journal Publisher, CV Mosby, USA.</td>
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<tr>
<td>F) <strong>ACHIEVING EXCELLENCE IN CLINICAL CONTENT</strong> Alex Mathieson, Clinical Editor, <em>Nursing Standard</em>, UK. Mary-Beth Moriarty, Clinical Editor, RN Magazine, USA. DeLauna Lockwood, Cumulative Index to Nursing &amp; Allied Health Literature, USA.</td>
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<tr>
<td>14.45 - 15.30</td>
<td><strong>CONCURRENT SESSIONS 4</strong> (repeat of D, E &amp; F)</td>
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<tr>
<td>15.30 - 16.00</td>
<td><strong>AFTERNOON TEA</strong> served in the Restaurant</td>
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<tr>
<td><strong>Venue</strong></td>
<td>Cowdroy Hall</td>
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<tr>
<td>16.00 - 16.30</td>
<td><strong>THE BUSINESS OF PUBLISHING, THE UK/USA EXPERIENCE</strong> Alison Dunn, Publisher, Scutari Projects, UK. Elinor Schrader, Publisher, OR Manager, USA.</td>
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THE ROYAL MARS DEN HOSPITAL
INANE

Welcome Reception

Menu

Chefs Salad of Turkey, Ham and Cheese

Chicken and Avocado Salad

Smoked Salmon, Cream Cheese and Prawns, with Mustard Sauce

Vegetable Terrine

Pasta Salad with fresh Basil

Mushrooms in Garlic Mayonnaise

Tomato and Onion Salad

Green Salad

Individual Fruit Tarts

Cheeseboard, Biscuits

Fruit Basket

Coffee and Mints
10th Anniversary International Academy of Nursing Editors’ Conference Dinner

Thursday August 15, 1991
Reception
7.30 pm

Dinner
8.00 pm

Grace
Norah Casey Editor,
Nursing Standard

Loyal Toast
Professor June Clark, FRCN
President of the
Royal College of Nursing of the United Kingdom

The History of the
International Academy of Nursing Editors
Elinor Schrader
Thelma Schorr
Peggy Nuttall
Alison Dunn

Response
Professor June Clark, FRCN
President of the
Royal College of Nursing of the United Kingdom
MENU

Ogan Melon and Orange

Lamb Cutlets
garnished with stuffed tomatoes and mushrooms

Lyonnaise Potatoes
Cauliflower au Gratin
Buttered French Beans

Indulgent au Chocolat
(Chocolate, apricot genoise, chocolate mousse, grand marnier)

Coffee

Wines
Chardonnay Domaine du Breuil 1990
Saint Mermion Claret

Windsor Vintage Character Port
Courvoisier Brandy
Baroness McFarlane of Llandaff,
Emeritus Professor of Nursing,
University of Manchester

requests the pleasure of your company
at a farewell reception
at
The Florence Nightingale Museum,
London,
at
4.45 pm on Friday August 16 1991

Transport will be provided to and from the Royal College of Nursing
Incredibly, INANE has survived 23 years as a nonorganization, with a silly name, but with the enthusiastic support of the nurses who have taken on the difficult job of editing their professional journals.