

Around the World with Educational Editors*

EDUCATION editors the world over have one thing in common — the desire to improve their products.

And editors attending the recent international conference of education editors in Frankfurt, Germany, under the auspices of and in connection with the World Confederation of Organizations of the Teaching Professions were pleased that the WCOTP took a long step in that direction. They established a world committee of editors for the improvement of educational journalism.

Dr. G. Kerry Smith, executive secretary of NEA's Association for Higher Education and one of the five American editors attending the August conference, was named by the WCOTP to head the new five member committee.

"The committee of editors is charged with developing a long-range program of conferences, workshops, exchanges of editors and of materials for the improvement of educational journals," says Dr. Smith one-time president of the Educational Press Association. "Suggestions by Edpress members for developing this program will be welcomed," Kerry Smith added.

One general policy which the editors are considering submitting to the Executive Committee of WCOTP is this:

Whenever WCOTP holds a world or regional conference of editors, it should also plan, if possible, to hold simultaneously either a conference or a workshop of education editors.

If this proposal were accepted and if funds could be obtained, it would mean that editors' conferences might be held at the following WCOTP conferences — the Afro-Asian conference tentatively scheduled for Ceylon, April, 1958; the Inter-American conference, slated for South America in the spring of 1958; and the WCOTP annual conference in Rome, next August, and in Washington, D.C., in August, 1959.

UNESCO Will Help

UNESCO, which Dr. Smith says "cooperated fully with the Frankfurt meeting as in the editors workshop held last year in Manila," stands ready to continue to assist in many ways.

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It has already proposed that at the Geneva meeting of the International Bureau of Education to be held in July, 1959, a conference of editors be simultaneously scheduled. Educational educators who met in Frankfurt recommended that such a conference be arranged.

The Frankfurt meeting was told that UNESCO now has a file of some 250 articles on education available free to educational journals throughout the world. To obtain the material all an editor need to do is request a copy of a full list of articles, or indicate a specific area of interest. Requests should be addressed James McDougal, Unesco Educational Clearing House, 19, Avenue Kleber, Paris 16^e, France. In cases where no article is available on a particular subject, UNESCO will consider having the article specially written, particularly if the requested article is in harmony with the general objectives of UNESCO.

1. Interest was expressed in the possibility of study-visits by editors to colleagues in other countries. There was general enthusiasm for the idea, provided financing details could be arranged. The proposed visits would include service on the staff of an educational magazine in the host country. Interested Edpress members can obtain additional information on the proposed idea by writing Dr. Mildred Fenner, Editor, *NEA Journal*, 1201 Sixteenth St., N.W., Washington 6, D. C., U. S. A.

2. The exchange of articles and publications was listed as another important means of self-improvement.

3. Editors expressed an interest in receiving copies of the technical and statistical educational reports issued by various countries.

4. It was suggested that the committee of editors work for a reduction in postal rates for educational magazines.

5. A number of editors also expressed the desire to get into their publications more educational news of other countries. The use of UNESCO features and of the I.B.E. educational digest were suggested as two aids in doing this.

Some 30 educational editors attended the meetings. In all there were some 400 delegates and observers at the Frankfurt WCOTP meeting.

From the United States, in addition to Dr. Smith, came Edpress President Eleanor Fishburn, *American Junior Red Cross Journal*; L. W. Prakken, *Education Digest*; Vincent Raines, *Alabama School Journal*; and Emma Scott, *Journal of Arkansas Education*.

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For the information and guidance of our writers and would-be writers, a little pamphlet entitled "Why Not Just Tell Them" published by the editors of Instrumentation, (Minneapolis-Honeywell Regulator Co., Industrial Division, Philadelphia 44, Pa.) has just reached our table. The booklet contains very useful hints for writers and would-be writers.

We quote on Page 3:

"TEN COMMANDMENTS FOR TECHNICAL WRITERS"

I. Thou shalt exercise thy judgment as to whether a story is worth writing at all.

II. Thou shalt know what thou art writing about.

III. Thou shalt think before thou write.

IV. Thou shalt know thy readers and write for them.

V. Thou shalt, NOT substitute adjectives for facts.

VI. Thou shalt be accurate, exact, and thorough.

VII. Thou shalt NOT show off thy technical vocabulary.

VIII. Thou shalt NOT leave any unanswered questions in thy reader's mind.

IX. Thou shalt edit thine own copy as mercilessly as if it were somebody else's.

X. Thou shalt NOT turn essayist when thou art a reporter."

On page 24 and 25, we quote:

"MAKING LITTLE ONES OUT OF BIG ONES"

Do you ever feel like flinging a few little words into copy to help balance some of the big ones you can't get around using?

Here is a list of widely used post graduate words along with their freshmen equivalents. Don't hesitate to put these freshmen to work whenever and wherever you can.

abbreviate — shorten	indicate — show
accelerate — hasten, speed up, speed	ineffectual — useless
accomplish — carry out	interrupt — hinder, stop
accordingly — therefore	inundate — flood
actuate — put in action, move	isolate — set apart
additional — added	immediately — at once
aggregate — total	impair — harm
agitate — shake, stir, excite	inclement — harsh, stormy
alleviate — make easier	judicious — wise
	liberate — free
	lucid — clear
	luminous — bright

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3 The only cough remedy made not inactivated by phlegm... actively medicates phlegm-covered areas.



4 Internal action goes deep ... breaks up heavy bronchial congestion.



5 Active analgesic action soothes pains of raw, irritated throat surface.

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ameliorate — improve	manifest — clear, plain	disengage — free	refrigerate — cool
antithesis — opposite	manufacture — make	disseminate — scatter	remainder — the rest
apparent — clear, plain	minimal — smallest	distribute — spread	reproduction — copy
append — add	soften	dominant — ruling	requisite — needed
appropriate — proper	modification — change	duplicate — copy	saturate — soak, fill
(adj.) — set aside	nebulous — hazy, vague	effect — bring about	segment — part
(verb) —	neutralize — offset	elevation — height	segregate — set apart,
approximately — about	objective — aim, goal	emerge — come out	separate
ascertain — find out	oblique — slanting	emphasize — stress	selection — choice
assimilate — absorb	observation — remark	encounter — meet	similar — like
digest	observe — note	endeavor — try	situated — placed
beneficial — helpful	occupy — take up, fill	entirely — whole	solitary — alone
bilateral — two-sided	operate — work, run	equivalent — equal	stringent — strict, tight
circuitous — roundabout	obsolete — out-of-date	evident — plain	subsequently — later
coagulate — thicken	occupy — take up, fill	expedite — make easy,	substantial — strong, large
cognizant — aware	orifice — opening, hole	speed	sufficient — enough, ample
commence — begin	partially — partly	expunge — wipe out	suitability — fitness
commodious — roomy	participate — take part	external — outer	supersede — replace
conception — thought,	penetrate — pierce	fabricate — build, make	tabulation — table
idea	periphery — outer edge	facilitate — make easy	technically — detail
conjecture — guess	practicable — can be done	fluctuate — rise and fall	terminate — end
considerable — much	present — give	formulate — draw up	ultimate — last, final
contiguous — touching,	principal — main, chief	fragment — piece	unavailability — lack
near, next to	problematical — doubtful	frequently — often	undulations — curves,
criterion — rule, test	procedure — way, method	generate — produce	waves
deficiency — lack	proximity — nearness	gravitate — settle	uniformity — sameness
development — growth	quadrilateral — four-sided	identical — same	utilize — use
deviate — turn aside	quiescent — still, quiet	inapplicable — not suitable	variation — change
diminution — lessening	recognize — know, accept	incombustible — fireproof	visualize — picture
discussion — talk	reconstruct — make over	indeterminate — vague	voluminous — bulky