Around the World with Educational Editors

E DUCATION 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. 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 Frunkfurt 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°, 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.
- The exchange of articles and publications was listed as another important means of self-improvement.
- Editors expressed an interest in receiving copies of the technical and statistical educational reports issued by various countries.
- 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.

^{*} Reprinted from the Edpress Newsletter, Vol. 19, No. 4 September 25, 1947.

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.

----000-----

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

 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 whereever you can.

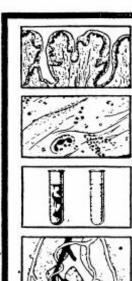
abbreviate - shorten indicate - show accelerate - hasten, speedineffectual - useless up, speed interrupt - hinder, stop accomplish - carry out inundate - flood accordingly - therefore isolate - set apart actuate - put in action, immediately - at once move impair — harm additional — added inclement -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

MEDICAL EVIDENCE PROVES

Breacol xylopol

STOPS COUGHS, SOOTHES SORE, HOARSE THROAT

5 Times better!



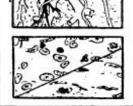
Instantly penetrates even tiniest "pockets" of membrane surfaces.

2 Safely destroys germs that cause almost all respiratory infections.

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

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

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



NO NEED TO WONDER what cough medicine to buy—the medical evidence is conclusive: Breacol with Xylopol stops coughs fastest...effectively clears up hoarse, irritated throat, cough-provoking tickle, deep hard-to-break-up bronchial congestion—5 times more effectively than any ordinary cough remedy you've ever used before.

XYLOPOL'S THE DIFFERENCE, and only Breacol has Xylopol! Xylopol's marvelous penetrating, medicating, germ-killing powers are NOT inactivated by phlegm as are ALL other cough preparations... hence Breacol with Xylopol is the ONLY cough remedy made that fully and effectively medicates phlegm-covered areas.

TASTES GOOD, ABSOLUTELY SAFE for children! Contains NO alcohol, NO narcotics! It's everybody's all-time favorite!



FOR COUGHS SORE THROATS HOARSENESS



Each Rd. or. contains Est. of white Pire Comp., 5:00 gr., Fluidestract of Harehound, 1:35 M; Glucose liquid, 416:29 gr., Merchol, 0.3 gr., Saleylic Acid, 0.06 gr., Chloroform, 2:0 M; Oil Pire Tar, 0:149 gr., Saleylic Acid, 0.06 gr., Chloroform, 2:0 M; Oil Pire Tar, 0:149 gr., Saleylic Saccharin, 0:0135 gr., Caramel, 6:15 M; Ammanium Chloride, 5:67 gr.; Hagey, 19:69 M; Oil of Eucalyptin, 0:585 M; Heryberoconal, 0:45 gr., water a. s. 21-2

ameliorate — improve antithesis — opposite apparent - clear, plain append - add appropriate - proper (adj.) - set aside (verb) approximately - about ascertain - find out assimilate — absorb digest beneficial - helpful bilateral — two-sided circuitous - roundabout coagulate - thicken cognizant — aware commence - begin commodious - roomy conception - thought, idea conjecture - guess considerable - much contiguous - touching, near, next to criterion - rule, test deficiency — lack development - growth deviate - turn aside diminution - lessening discussion -talk

manifest - clear, plain manufacture - make minimal - smallest soften modification - change nebulous - hazy, vague neutralize - offset objective - aim, goal oblique - slanting observation — remark observe - note occupy - take up, fill operate - work, run obsolete - out-of-date occupy - take up, fill orifice - opening, hole partially - partly participate - take part penetrate - pierce periphery -outer edge practicable — can be done present - give principal — main, chief problematical — doubtful procedure - way, method proximity - nearness quadrilateral — four-sided quiescent - still, quiet recognize - know, accept reconstruct - make over

disengage - free refrigerate - cool disseminate — scatter remainder - the rest distribute - spread reproduction - copy dominant - ruling requisite - needed duplicate - copy saturate — soak, fill effect - bring about segment - part elevation - height segregate — set apart, emerge - come out separate emphasize — stress selection - choice encounter - meet similar - like . endeavor - try situated - placed entirely - whole solitary - alone equivalent — equal stringent - strict, tight. evident - plain subsequently - later expedite - make easy. substantial - strong, large speed sufficient - enough, ample expunge - wipe out suitability — fitness external - outer supersede — replace fabricate - build, make tabulation — table technically — detail facilitate - make easy terminate - end fluctuate - rise and fall ultimate - last, final formulate - draw up fragment - piece unavailability - lack frequently - often undulations - curves, generate — produce waves gravitate — settle uniformity - sameness identical - same utilize - use inapplicable - not suitable variation - change incombustible — fireproof visualize — picture indeterminate — vague voluminous - bulky"