

## **Editors Task Force Meeting Report**

22 May 2009 Yokohama, Japan

Theme

One Voice for Many Languages

Seeking Consistency and Clarity in the ICD Message

### **Call to Order and Purpose**

The Editor's Task Force was called to order at 13:00 at the Kanagawa Dental Association Building by committee chair Dr. Sheldon Dov Sydney. Also in attendance were Dr. John Hinterman, Dr. Cedric Haddad, Dr. Motoko Suda, Dr. Koji Hashimoto, Dr. Joseph R. Kenneally, Dr. Rajesh Chandna, Dr. Rajiv Chugh, Dr. Garry Lunn and Dr. Yuh Yuan Shiau.

This year's meeting concentrated on developing suggestions, recommendations and guidelines to aid in establishing a reproducible, consistent and clearly representative ICD message (textually and visually), which could be translated into an ICD Global Brand . Even though the ICD by definition is composed of a wide diversity of cultures and local languages, it has become clear that in order to effectively deliver our global message we must speak with one consistent voice.

**A summary of the deliberations and decisions of the Task Force are as follows:**

### **1. The ICD Numbering System**

At the request of President Shick, the Task Force reviewed the current use of numbering systems in various ICD Sections and publications. It was noted that different systems were being used for designating Sections and subdivisions creating inconsistency and, in some cases, confusion. The Task Force determined that the use of Roman numerals for Sections and Arabic numerals for any subdivisions, such as Districts or Regions, was the most feasible policy for consistency throughout all ICD publications. The Task Force presented a recommendation to this effect to the International Council which was passed.<sup>1</sup>

## **2. Code of Dental Editors**

The group discussed the Code of Dental Editors. Some questions were raised regarding the evaluation of content and advertising (see discussion #4). Following a review of the Code it was agreed that the language was sufficiently broad and inclusive for the provision of guidelines without necessarily obligating or restricting independent editorial decisions. The Task Force recommended to the Council that the ICD adopt the Editors Code and distribute it to all ICD Section editors and communication officers. The recommendation was passed by the International Council.<sup>2</sup>

## **3. Media Resource Documents and Tag Press Release**

The application of Media Resource Documents and Tag Press Release that had been approved by the Council earlier in the day was discussed by the Task Force. It was agreed that these documents would be very beneficial in providing consistency and clarity of the ICD message worldwide. The Task Force believes that the use of these documents should be utilized as often and as widely as possible and should be the preferred text when introducing the ICD to interested parties both professional and lay public. It was also recommended that translation of the documents into local Section or District languages should faithfully reflect the original version as approved by the International Council. A recommendation to the Council that Media Resource Documents and the Tag Press Release should be the preferred texts for all ICD publications and communications was endorsed by the Council.<sup>3</sup>

## **4. Advertising and Scientific Content in ICD Publications**

The need for content and advertising guidelines was extensively discussed as concerns are being raised about the type and style of advertising that appear now and what may be in future ICD publications as well as questions about the selection criteria for scientific material. Concern was raised about the ICD image alongside an advertisement that may not reflect the desired College “brand”. It was suggested that Dr. Jack Hinterman would bring to the Task Force the ADA’s advertising code for discussion to determine if it would be applicable to the ICD. In addition, it was agreed that the Code of Dental Editors would be, for the time being, a satisfactory guide to assist editors in deciding on appropriate advertising, article selection and potential conflicts of interest.

## **5. Creating a Recognizable ICD Logo**

In reviewing a number of ICD publications at the table it was surprising that the Key logo (the most visually recognizable representation of the College) had at least four variations in style. The

Task Force believes that to establish a College brand would require that the Key and any logo associated with it be meaningful, recognizable and consistent in all ICD publications worldwide. Dr. Joseph Kenneally, IT Chair, offered to make available to the Task Force suggestions created by the current website designer with the goal of creating one logo for use throughout the world that would represent the ICD, its mission and values. Over the next year, we will be looking at these possibilities with the hope of presenting several options for an ICD logo at the next Council meeting in Orlando in 2010.

### **5. Communication with Sections Editors**

A number of Sections reported that their editors are not necessarily Fellows with journalism or communication skills, but may have been selected as part of the process of officer ascension within the Sections. Some Sections editors are well versed in communications as well as print and electronic media. It was concluded that to be able to conduct effective and constructive dialogue between Sections and with the central office, all editors must have the ability to communicate in English. Therefore the Task Force Chair will approach jointly all Section Secretaries General and editors in soliciting their participation with the Task Force and strongly suggest appointing editors, as a prerequisite, who are able to communicate in English. Should a Section's current editor be limited in English, the Task Force will urge that an English skilled individual be appointed to assist that editor in communications.

### **Summary**

The Task Force members were uniformly enthusiastic and optimistic about the future of the Task Force and the potential for increasing and enhancing communication between Sections and the College at Large. There was unanimity in the desire to continue to meet in association with meetings of the International Council of the College and we look forward to communicating via electronic media until the next meeting in Orlando in 2010. Special note was taken of the outstanding local assistance provided by Professor Hashimoto for the meeting logistics as well as Professor Satoh who, along with all our Japanese hosts, created an atmosphere for work and social activities of the highest calibre in Yokohama.

The meeting was adjourned at 15:32

**Respectfully submitted by;**

**Sheldon Dov Sydney DDS FICD**

**Chair, Editors Task Force**

Footnotes: Task Force recommendations passed by the International Council on 23 May 2009.

1. Recommendation: That the College adopt the Code of Dental Editors and recommend its use as a guide to all Section editors and communication officers.
2. Recommendation: The numbering system for ICD Sections and subdivisions in all print and electronic publications shall designate Sections by Roman numerals; Regions, Districts and any other subdivisions (which are identified by a number) shall use Arabic numerals.
3. Recommendation: That the College adopt the Media Document Resource and Tag Press Release as the preferred text for the introduction of the ICD and encourage its use by all Sections.