

≡≡≡ **The Communicator** ≡≡≡

Official Publication of the American Association of Dental Editors & Journalists



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COVER ART: The DEU West event has been cancelled due to the recent outbreak of COVID-19

Welcome to 2020 and the Year's First Issue of the Communicator



Dr. Daniel Orr II, CDE, AADEJ Editor-in-Chief

Thank you to the AADEJ Board for my appointment as the new Editor-in-Chief after Dan Jenkins' decision to step down to concentrate on his health and family. We would not even have an AADEJ if it were not for former Editor-in-Chief and President Dr. Jenkins (Dan I). It was his thought to expand the AADE to the AADEJ during his Presidency in 2012–2013. That goal was perfected during my Presidency immediately following Dan's (leading to the Dan I and Dan II appellations). I'm not sure anyone has taken more pictures for the AADEJ than Dan has, a skill he learned at the knees of Mike Nash, the Editor-in-Chief before Dan's tenure. I certainly am standing upon the shoulders of two giants in our organization and will do my best to represent the AADEJ well.

I was so grateful for Dan's example and help over the years I presented him with a copy of Gardner P.H. Foley's *Foley's Footnotes A Treasury of Dentistry* when Dan visited Las Vegas recently. I was surprised my AADEJ hero was not cognizant of Foley's Footnotes. And if Dan I wasn't

aware, I surmised many more AADEJ members might not be either, thus the inclusion later in this issue.

AADEJ has made a change with regard to our publisher. The Board approved a transition to LLM Publications out of Portland, Oregon and has negotiated a favorable agreement with LLM that should result in a significant cost savings to the AADEJ.

The decision was made to try an 8-page publication this year. This also allows us to publish more issues as needed within the same cost savings paradigm. We likely won't have as many pictures, but will certainly need quality content. I would ask all our members to please seriously consider submitting works to the Communicator for consideration. As a wonderful example, please see in this issue Dr. Brian Shue's suggestions about how to research and then write about coronavirus (or any communicable disease), the etiology of rapidly changing and wide-ranging social engineering that is unprecedented for our generation.

Readers will also note another change to a change in that the AADEJ Dental Editor's University will not be moving from Chicago to Anaheim, or anywhere else this year.

The Board voted to cancel DEU secondary to COVID-19 concerns, logistical as much as medical. Because of judicious planning by our Board and Executive Director (ED) Meg Plummer, the AADEJ will not lose any dollars due to this change of plans. The Board and ED contributed uncounted hours but the fruits of those labors will not be lost. Our scheduled program was outstanding and we were projected to run the meeting at a profit. The Board will now concentrate on keeping the overall paradigm in place as we plan for the Annual Meeting in Orlando. A special thanks to our sponsors for CEU Anaheim: The ADA, The International College of Dentists—USA Section, The Dentists Supply Company, Doctorsinternet.com, Henry Schein, Inc., and our colleagues in The California Dental Association.

One example of preparation that will carry on is our agreement for CE certification with the UNLV School of Dental Medicine. UNLV will be certifying our CE, as they have successfully done for years for another entity I work with, the American College of Legal Medicine (ACLM).

Please reach out to the Communicator at any time with comments. *Gratefully, Dan II*

I certainly am standing upon the shoulders of two giants in our organization and will do my best to represent the AADEJ well.

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The Roaring Twenties!



Dr. Mike Diorio, AADEJ President

Welcome to the Roaring Twenties! Maybe it is more appropriate to use the term the Roaring Twenties 2.0, or #roaringtwenties!

I hope the New Year and the new decade are off to a good start for everyone.

I missed the original version, the O.G. 20's by a few decades. I was born in the 50's, grew up in the 60's and 70's and have been practicing dentistry since the 80's. I am excited to be able to go back to the future and "check in," go live, tweet, selfie, post, snapchat, video blog and in my wildest dreams be considered a social media influencer during this version.

The AADEJ is also experiencing its first dance of the 20's. Our organization was chartered in 1931, just a couple of years short of that infamous decade. That places us chronologically in our late 80's, not sure how many "dental editor" years that translates into. We are still here because we have learned to adapt and stay relevant and vital in the dental communications world. Our successful history of adaptation is the key to our future from this point forward.

Communication is and always be the same. It is the sharing of a thought, idea, concept, observation, warning, emotion or feeling from one person or entity to another. The method that we use to communicate with is the ever changing and evolving tool. I remember at one of the first dental editors' workshops I attended in Chicago that there was much discussion on the end of print media and that digital would be the be all and end all. Much like the 8-track, cassette, CD and digital streaming services were going to make vinyl records extinct. Guess what? Vinyl never went away and is making a comeback, and for many it is the preferred and desired mode to enjoy music again! Print is alive and well too, and I feel it will always be around. Technological advances have given us new communication options to share our message with our audience and will continue to do so as we move forward. These ever-changing options require new tools and training in their use.

This ties in seamlessly to one of the primary roles of the AADEJ, education for our members. We offer two options for dental editors, journalists and managing editors to stay informed on the nuts and bolts of writing, editing and publishing. Our first option is our annual meeting, always held in conjunction with the

ADA. The second option is Dental Editors University, traditionally held in conjunction with the Chicago Midwinter Meeting. I love Chicago, it is one of my favorite big cities, however Chicago in the middle of winter is another story. The AADEJ wanted to try something different for this year's version. Unfortunately that plan has to be placed on hold because of the COVID-19 pandemic. Our original plan was to push DEU back 3 months and sent it to the west coast. DEU West will now be held at a future date, hopefully next May in Disneyland, well, close to Disneyland. The California Dental Association has allowed us to partner with their annual session in Anaheim, CDA Presents the Art & Science of Dentistry. We will be offering one and a half days of exceptional CE in a location where the risk of frostbite will be minimal.

It is truly an honor to serve as the President this year, a position I never anticipated holding. I was fortunate to have inherited the fruits from the visionary leadership before me and am thrilled about the leadership we have following me that are well equipped to lead us competently into the future. I view my role as more of a placeholder and my primary task is to not drive us off the road.

I look forward to seeing everyone in Orlando in October and hopefully in Anaheim next spring! *Cheers*

We are still here because we have learned to adapt and stay relevant and vital to our profession.

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Inform Your Readership

Create a Simple Customized Coronavirus Resource Guide for your Publication



Dr. Brian Shue, AAEJ President-Elect

Flattening the curve. Social distancing. Shelter-in-place. Maybe you're like me and find it quite challenging to keep up with the latest accepted vernacular. The news cycle, our profession, and ultimately our lives are seemingly changing faster and forever due to this coronavirus disease (COVID-19) pandemic. Who would have thought something probably 80–160 nanometers in size could shatter something 7,917.5 miles in diameter?

One of our best goals as editors and journalists is to inform our readership. How about creating a coronavirus resource guide for your publication? It is simple to create and can give your readers the power to find answers faster than you can say "Google." The great thing in creating a resource guide is that it doesn't have to include the latest breaking news. After all, how could it? I create and assemble my component dental society's newsletter six weeks in advance. I just had to remove a great article before it was published. The article encouraged members to attend more

society events and socialize—a great topic at any other time for a society newsletter, but not during a public health crisis of Biblical proportions.

Here are the simple steps to follow:

1.

Start with a title: Coronavirus Disease (COVID-19) Resource Guide.

2.

Get a great graphic. Tip: use CDC's brightly-colored high resolution image of COVID-19. It's public domain and available on a black or white background at the CDC Public Health Image Library (PHIL). Access it at: phil.cdc.gov, then enter "coronavirus" in the PHIL Quick Search box.

Proceed cautiously, as the fine print says: "WARNING: This library includes subject matter that might be unsuitable for children. Viewing discretion is advised." Although there are no copyright restrictions, CDC says to credit and notify them that you used this image. I haven't figured out how to notify them, but since we're in a public

health emergency, I am sure they will cut me some slack if I don't tell them right away.

3.

Next, include an introductory paragraph. Tell them what you are going to tell them before you tell them (apologies to Aristotle). Here's an example, taken from my publication:

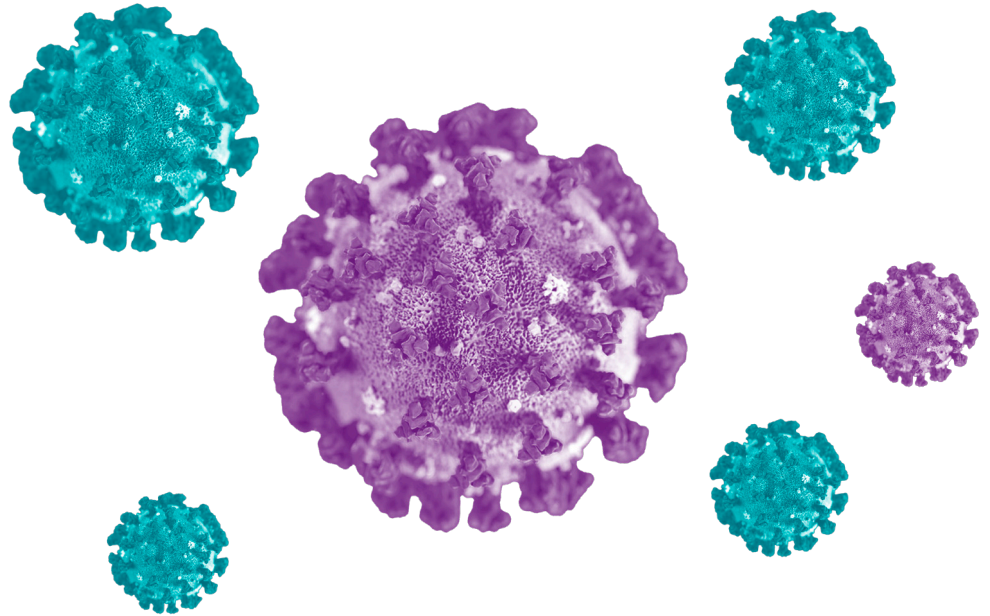
Facets created this resource guide to help you keep up with the latest about coronavirus 2019 (COVID-19). Obviously, this guide isn't intended to print the latest breaking news—not even by a long shot. But use it to get to where you want to go to get the latest information. Facets is assembled well over a month in advance. A lot can happen in a news cycle—even in seven days—just ask Dow Jones. So by the time you read this issue in Mid-April, either everything is under control and airtight—according to President Trump's administration—or all hell is breaking loose, like in a Stephen King horror novel. So use this resource to get the latest information on your own.

One of our best goals as editors and journalists is to inform our readership. How about creating a coronavirus resource guide for your publication?

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4.

Now list the sources, with a web address and a brief description or news. Suggested sources to print: CDC, ADA, your state or parent dental organization, your state department of public health, your county (counties) department of public health, the WHO. You can easily Google the organization's name to get the homepage to print. Use the organization's homepage instead of a lengthy coronavirus URL. These organizations will have a dedicated coronavirus button on their homepage to click on and state that fact. Confirm the web addresses are valid just before printing. Update your new coronavirus resource guide for future issues.



Source One: CDC

Go to www.cdc.gov and click on “**coronavirus disease 2019.**”

This is the CDC Novel Coronavirus mainpage. Take a step back from the trees and look at the forest. The CDC is the ultimate source for anything and everything, from how to address interim recommendations on large group gatherings—such as large conferences—or the latest news and bulletins. For pertinent information, click on the button “Healthcare Professionals.”

March 10 announcement: CDC Developing Guidance Regarding Responding to COVID-19 in Dental Settings: “As the expanding global outbreak of Coronavirus Disease 2019 (COVID-19) continues, the federal government continues to work closely with state, local, tribal, and territorial partners, as well as public health partners across the globe to respond to this public health threat. The Centers for Disease Control and Prevention (CDC) Division of Oral Health (DOH) is diligently working with CDC’s Emergency Operations Center to develop tailored COVID-19 guidance for dental health care personnel (DHCP). Once this guidance is available online, DOH and partners will promote these resources as well as any related events to the dental community.”

Source Two: American Dental Association

Go to www.ada.org/virus

Information available on March 17: The ADA coronavirus resource center for dentists: ADA Legislative efforts, ADA news, availability of personal protective equipment, FAQ. Questions? Contact ADA at msc@ada.org or click on the “Live Chat” box on the right side of this webpage between 5 AM to 4 PM PST, M–F.

AADEJ Awards

ICD – Gies – Meskin – Distinguished Dental Editor

By Dan Jenkins DDS, CDE

Journalism awards are available in dentistry. The International College of Dentists presents journalism awards to encourage journalism in dentistry and encourage the dissemination of information within the dental profession. At the AADEJ annual membership meetings the awards are announced and presented to the editors and journalists in attendance.

The deadline for submissions for consideration of the ICD awards this year is April 30. The application form is on the AADEJ website: AADEJ.org under International College of Dentists Journalism Awards. There is also more information on the website.

Two divisions are designated for size in the ICD awards, Divisions 1 and 2. The categories are:

SILVER SCROLL AWARD, which is awarded to the editor whose publication demonstrated the most overall improvement over the prior year of publication.

THE GOLDEN PEN AWARD, is presented to the editor of a publication that contains an article or series of articles in its publication year that is of current importance to the dental profession.

SPECIAL CITATION AWARD, is presented to the editor whose publication demonstrates an unusual concept, presentation or other distinctive quality.

THE PLATINUM PENCIL AWARD, is given to the editor whose publication demonstrated outstanding, creative and effective use of graphics, illustrations and design.

NEWSLETTER AWARD, is given to the editor of a newsletter which demonstrates an overall quality of graphics, design and content.

ARTICLE OR EDITORIAL ON LEADERSHIP, is presented to the author for the most outstanding article or editorial that encourages dentists to become involved in leadership positions and/or other activities within their profession.

OUTSTANDING COVER, is presented to the editor for originality used in graphics and design for covers of dental publications.

In addition to the many ICD awards the following are available:

THE WILLIAM J. GIES EDITORIAL AWARD is presented by the William J. Gies Foundation for the Advancement of dentistry of the ADEA and the AADEJ to the author of the most valuable editorial published in a dental journal or periodical. This comes with prize money for 1st, 2nd,

and 3rd place. Submission deadline: June 19, 2020.

THE MESKIN JOURNALISM AWARD is presented by the AADEJ to one United States or Canadian dental student publication in recognition of overall excellence in publishing. Submission deadline: June 23, 2020.

THE DISTINGUISHED DENTAL EDITOR AWARD: The ADA Council on Communications joins with the AADEJ to present the annual Distinguished Dental Editor Award. This award recognizes tripartite constituent editors who have brought exceptional credit to their society, dental journalism, the dental profession, the ADA and organized dentistry in general through the production of high-quality publications and superior leadership and example. Submission deadline: May 1, 2020.



California Dental Association Editor Kerry Carney with both 1st and 3rd place Gies Awards

Foley's Footnotes

By Daniel L. Orr II, CDE, Editor-in-Chief

I matriculated into the University of Southern California School of Dentistry in the fall of 1971. One day the Journal of the American Dental Association started arriving in my USC SD mail slot. What an honor to begin receiving the official publication! Sadly, I really didn't have time to read much of it, but I did fortunately stumble upon the Footnotes of Gardner P.H. Foley included in every issue. Dr. Foley's works reminded me about my nascent efforts to read the newspaper as a kid. I started off with the comics on Sundays, grew into the sports pages as a teen, and subsequently went through a few more reading emphasis paradigms before coming back to the comics. Foley's Footnotes were the first thing of value I noted in the JADA and they remain valuable to me today.

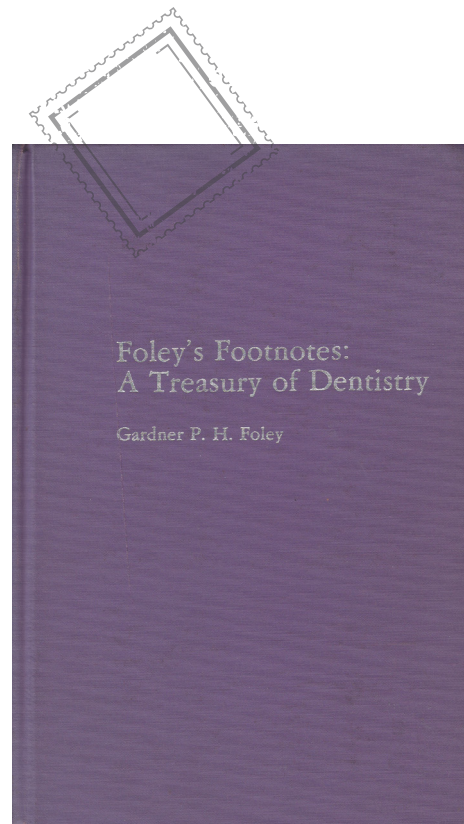
Dr. Foley (D.Sc., not a dentist) (1902–1997) was a professor in dental literature and history at the Baltimore College of Dental Surgery for over 40 years.

As reflected in Dr. Foley's Footnotes and other writings, Dr. Foley was driven to explore seemingly any historical

subject related to dentistry. Many of his findings were published in JADA from 1965 to 1980. I loved the Footnotes and would open each and every issue of JADA to find Dr. Foley's monthly contribution. I remember being saddened when JADA stopped the columns, and many years later wondered if there was a repository of the JADA Footnotes somewhere, particularly the ones in print from before 1971 when I entered USC.

Indeed, *Foley's Footnotes A Treasury of Dentistry* was published in 1972. Dr. Foley's introduction reads: "This book is not intended to be a dental history text. It does have the primary purpose of presenting from scores of sources information of the layman's knowledge and appreciation of dentistry. The reader should be cognizant that this "treasury" reflects the story of the profession from its beginning as an adjunct of medicine and through its long struggle to achieve recognition as a distinctive health science."

Dr. Foley, though not a dentist, has been invaluable to our profession. He was a founder of the American



Academy of the History of Dentistry. He was appreciated by those in the profession, as noted by his membership in the American Dental Association, the American College of Dentists, the International College of Dentists. OK Dan I, now you know. Enjoy the book, sir. *Dan II*

2020 AADEJ Board



Left to right: Richard Roadcap, Program Director; Mary Jennings, Immediate Past-President; Mike Diorio, President; Brian Shue, President-elect; Stuart Segelnick, Vice President; Meg Plummer, Executive Director

From the Annual Meeting in San Francisco



Dan Jenkins (Dan I), Past President and Past Editor-In-Chief with President Mike Diorio



New Attendees with Dr. Mary Jennings



ADA Executive Director Kathy O'Laughlin



Michelle Hoffman of ADA Publishing



Shehara Gunasekera



President's Reception



Robin Warner from AutoWeek