

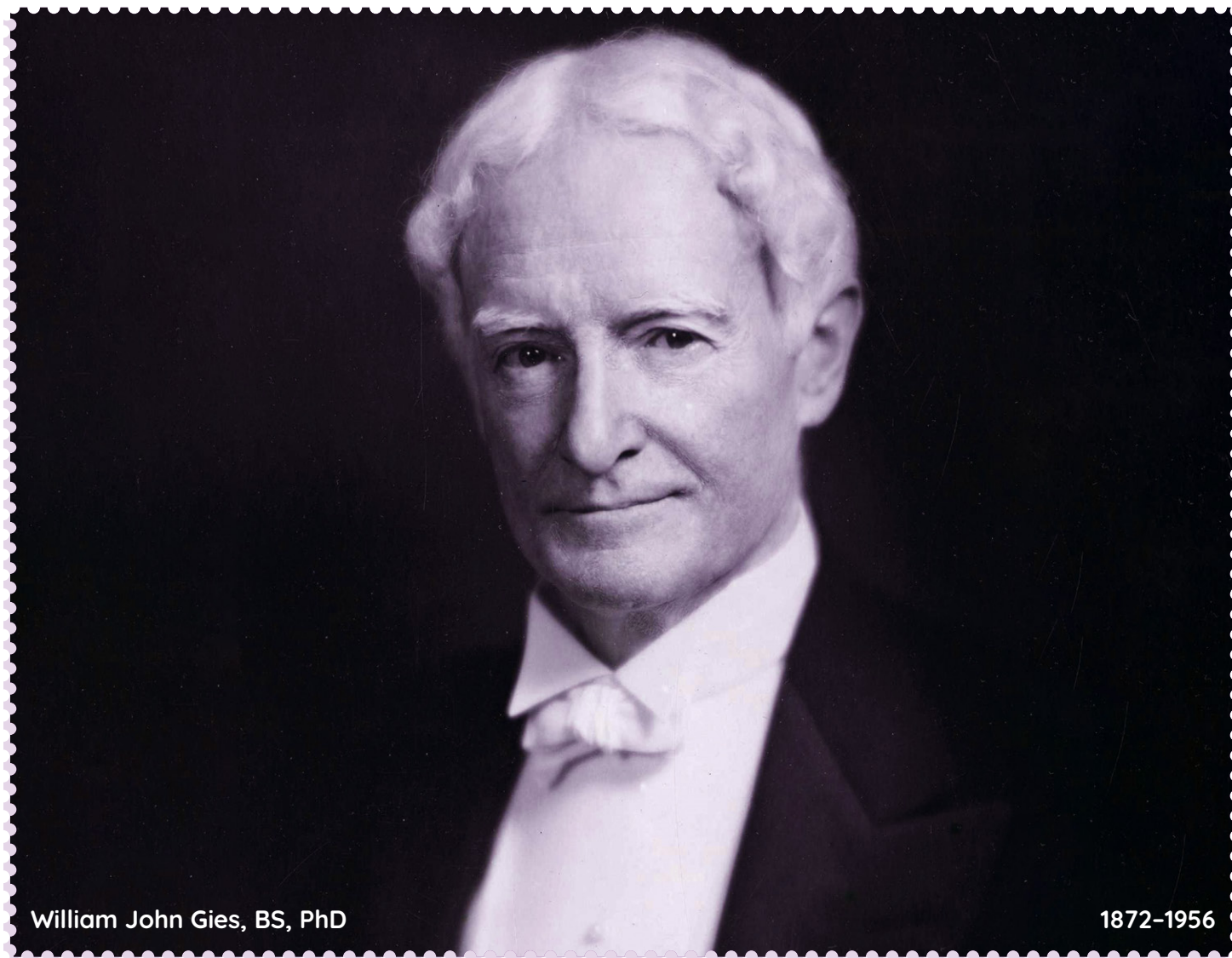
Issue One

AADEJ

Two Thousand and Twenty-One

≡ **The Communicator** ≡

Official Publication of the American Association of Dental Editors & Journalists



William John Gies, BS, PhD

1872-1956

MESSAGE FROM THE PRESIDENT
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FEATURED ARTICLE
AADEJ 90th Anniversary History, Part 1

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Interviews

Daniel L. Orr II, DDS, PhD, JD, MD, CDE, Editor-in-Chief

Regarding interviews, generally I have the opportunity to advise and counsel others who are preparing for an interview, such as graduating dental students applying for advanced training in Anesthesiology or OMS. After overseeing the placement of over 80 students in 12 years at UNLV SDM, we have developed a list of topics we recommend the interviewed become familiar with. One specific example is whether or not to use the acronym “OMFS.” We advise that although OMFS has become trendy, it is still just unofficial slang. “OS” used to be official until the late 1970’s when the American College of Oral Surgeons (ACOS) officially changed its name to the American College of Oral and Maxillofacial Surgeons (ACOMS), soon followed by the AAOMS, ABOMS, JOMS, and other entities.^{1,2} Therefore, we recommend the use of “OMS” by interviewees, with one exception. If whomever is interviewing the candidate from a position of power uses “OMFS,” then by all means use it.

We also teach the basics of the technique dubbed “bridging,” which essentially allows one to seamlessly answer any question with information that the interviewee wants to proffer. I learned bridging during an ADA course about responding to adversarial questioning. Most politicians have bridging down pat. This editorial is followed by an interview in which I attempted to bridge from bugs to dentistry.

Recently, I was asked by the NDA to conduct some interviews. The nature of the interviews was friendly and informational, not adversarial or competitive, and had to do with the state’s annual ADA membership efforts. I was assigned an OMS colleague and a dental school Dean. I reviewed interview guidelines from

several sources, from a previous issue of *The Communicator* that recommended Boy Scouts of America merit badge pamphlets³ to courses that help doctors learn the basics of history and physical examinations, or H&P’s.^{4,5}

As related to journalists, interviews can make the associated stories more interesting. Developing interviewing skills can result in becoming a better journalist. Consider:

1. Decide what information is needed.
2. Determine whom to interview to obtain that information.
3. Research the topic.
4. During the interview, memorialize the conversation via audio or video recording, with permission of the source party, or by taking notes.
5. Prepare questions in advance.
6. Speak clearly.
7. Use closed-ended questions to get more precise answers. Closed-ended questions are often quantitative, as opposed to qualitative, i.e. “How many?” or “How long?” etc.
8. Use open-ended questions to get more information by providing flexibility to the interviewee. Such more qualitative questions are akin to: “Why do you like your job?” or “What is the best thing about your day?”
9. If a response is not understood, ask the question again, or in a different way, or rephrase the response and confirm that interpretation is correct.
10. Use follow-up questions to further explore the subject.
11. Be prepared to follow useful answers wherever they lead, even

if not necessarily where the pre-interview plan anticipated.

12. Notice helpful clothing, mannerisms, or attributes that might enhance the ultimate report. (I was once interviewing a new dental school Dean who excused herself for a moment to roll up a paper which was then successfully deployed to backhand a fly into drosophila paradise. My comments about this 5–10 second interlude became a major portion of the reported interview⁶). See the insert on the next page.
13. Begin with more straightforward questions and follow with those of increasing difficulty.
14. Ask for permission to contact the interviewee later for clarification if necessary.
15. Develop the written report as soon as reasonably possible after the interview.

Again, the following interview did not necessarily go as planned, interrupted rudely by a drosophilan. However then entomological interlude became the bases of a bridge to enumerate some of the subject’s dental leadership strengths.

Finally, 2021 marks the 90th Anniversary of the founding of the AADEJ. Former President and Editor-in-Chief Dan Jenkins has agreed to develop at least two historical articles about our progression. Part I is in this edition of *The Communicator*. Thank you Dan!

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- 1) Orr D, Toward a more uniform use of OMS, JOMS, 70:1014-1015, 2012
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- 5) The Joint Commission, History and Physicals-Understanding the Requirements, APR 2020, <https://www.jointcommission.org/standards/standard-faqs/critical-access-hospital/medical-staff-ms/000002272/>, accessed FEB 02, 2021
- 6) Orr, D, Editor’s Message, NV Dent Assn J, 10:2, p4, 2007



NDA Journal Editor

By Daniel L. Orr II, DDS, PhD, JD, MD

Recently, I had the opportunity to meet with the UNLV SDM's new Dean, Dr. Karen West. We spent the better part of an hour sharing ideas. However, what was learned in just one 5-10 second span of time was most remarkable.

After walking into her office, Dr. West warned me that she was being bothered—literally bugged—by a fly, that had been buzzing around for a few minutes. About halfway through the conversation, Dr. West abruptly asked to please be excused for a second, swiveled slightly in her chair while simultaneously picking up a copy of one of her educational journals, then, while demonstrating a backhand that might give Andre Agassi concern, sent the interloper to Drosophila Paradise. Dean West smiled, said “thank you, I hope you didn’t mind that...” (No ma’am, it was actually pretty impressive) and seamlessly resumed the conversation at the point the recently deceased had injudiciously entered the Dean’s airspace.

Things learned about Dean West from the brief entomological interlude:

1. She’s aware of her surroundings.
2. She’s sensitive to potential problems that may arise in the future.
3. She advises others who might need to be aware of future problems.
4. She’s polite even in challenging situations.
5. She effectively and creatively uses her training and resources, from her Masters in Public Health (flies: it’s somewhat ironic that we study countless numbers of these disease-laden dive bombers in order to improve our health, but one-on-one we wack them whenever possible) to her journals (i.e. fly wacker).
6. She can multi-task and take advantage of opportunities presented.
7. She can prioritize tasks as situations change.
8. She can handle urgent situations.
9. She can deal with unforeseen circumstances within budget.
10. She’s seeks input from other professionals.
11. Perhaps most importantly, she retains the high degree of hand-eye coordination that dentists must learn in order to optimally deliver technically demanding treatment.



Daniel L. Orr II, DDS, PhD, JD, MD

I suppose the only criticism I might offer to Dr. West is that she did not “glove up” for what was essentially a surgical procedure. Maybe another time...

Our dental community is aware of the controversies that the former administration had to deal with. Whether one agrees with the management of those issues or not, the UNLV SDM now has new leadership in place.

After observing the SDM from afar, several local dental professionals, myself included, have started to help the school through its still present growing pains by staffing clinics, lecturing, attending study clubs, etc. Dean West has geographically synchronized with her surname, relocating from Kentucky to Las Vegas and it appears she will be receptive to and appreciative of the high level of professional services this community has to offer.

Consider becoming involved in the dental school’s educational process; it can be very gratifying. ♦

Dr. Orr practices Anesthesiology and OMS in Las Vegas, is a Clinical Professor at the UNR SM and Dental GPR, and is a member of the CA Bar and 9th Circuit Court of Appeals. He can be reached at dlorrii@gmail.com or 702-383-3711.



Zooming Into the Past

Brian Shue, DDS, CDE, AADEJ President



Thirty-five members registered to attend our annual membership meeting on October 23, 2020. This was three more than the total that registered for the 2019 annual conference held in San Francisco. What's interesting is the 2020 meeting was completely virtual—the first of its kind in our 90 year history. AADEJ traditionally holds membership meetings to conduct business on the morning of the second day of our annual conferences.

Special guests included ADA Leadership: Executive Director

Dr. Kathy O'Loughlin, President Dr. Daniel Klemmedson from Arizona, and President-Elect Dr. Cesar Sabates from Florida. Honored guests also included leadership from the International College of Dentists—US Section: Dr. Leighton Wier and Dr. Leslie Paisner, who presented the winners of their annual journalism awards.

AADEJ installed new officers to our board: Vice President Dr. Kevin Hanley and Secretary-Treasurer Denise Maihofer and thanked outgoing board members Past President Dr. Mary Jennings and Secretary-Treasurer Dave Foe. We gave Certified Dental Editor status to Dr. Mike Diorio and Mali Schantz-Feld. Dr. Klemmedson presented the ADA Council on Communications/AADEJ Distinguished Editor Award to outgoing JADA editor Dr. Michael Glick. This award “recognizes an editor who has 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, superior leadership, and example.”

AADEJ and the William J. Gies Foundation for the Advancement of

Dentistry of the American Dental Education Association gave the William J. Gies Editorial 1st place award to California's Dr. Kerry Carney and both 2nd and 3rd place went to New York's Gary Chester. Since 1958, the purpose of this award is to recognize “the most valuable editorial published in a dental journal or periodical.” To read these excellent editorials, go to: <https://www.aadej.org/gies-award>.

At the conclusion of the business, we hosted a special one-hour complimentary webinar by Henry Schein's Tim Vassilakos on a timely topic: “Building Your Social Community: Find, build, and grow the social media community that fits the needs of both your organization and its members.” Our member Ann Marie Gothard of Henry Schein International coordinated this. His discussion dove into selecting the right social media for our organizations, how to add relevant content, and the use of social media advertising. After a lively Q&A, the AADEJ concluded its meeting.

The take home message: our AADEJ Board learned how to successfully conduct a virtual business meeting. This experience was quite a challenge. Past President Dr. Mike Diorio led the meeting and navigated the virtual environment like a true professional. We hosted our first webinar through the Zoom platform, and we increased membership involvement and attendance in our annual membership meeting. Pandemic notwithstanding, how many of our attendees would have been able to attend the meeting if it was held in Orlando, as originally planned? A virtual format made the meeting more accessible and definitely eliminated costly travel expenses.

All the collected experience and dental journalism knowledge from across the country, was all packed together in a single location.

“”

However, you may already have noticed the negatives to holding a virtual meeting. Networking is quite impossible—and practically non-existent—in our Zoom format. How often, in our busy lives, do we get a chance to talk, share stories, and connect in person with someone about our shared purpose? Maybe not very often. Our annual conferences always gave that opportunity. All the collected experience and dental journalism knowledge from across the country, was all packed together in a single location, all accessible to our members. Although we have had attendance of about 30 at these recent meetings, imagine how it was in the not too distant past, with over 60 members in attendance. Or even 120. In person. It is a valuable benefit that can't be overlooked. Networking is not so easy in the non-physical world.

We also lost the personal connection and engagement with each other as a group. Imagine how that impacted the larger annual meetings that were moved to the digital platform. Take the ADA House of Delegates, for example, with 483 voting delegates. Then add officers, trustees, other guests, and attendees to that total, you would be amazed at how the ADA managed to conduct all of its business and complete a full agenda of resolutions. In other words, it was a success. Yet it was different. Not just that it seemed impersonal—which it was—but a large scale virtual meeting like that did not connect us. It seemed to detach us from each other. In fact, it was even downright difficult to communicate with within our own state districts while deliberations occurred on the proverbial floor of the house. And the experience of getting in the virtual queue to speak at a microphone? Unreal.

So many challenges in the past. And in the future.

Mic Check

David W. Chambers, EdM, MBA, PhD, AADEJ Executive Director



You have just introduced the keynote speaker, reading the very flattering bio she prepared. She walks confidently to the center of the stage and breezes through a stock acknowledgment, “Thank you for those kind words. My mother would be proud. My father would wonder who the heck you are talking about.” She adjusts the lavalier mic. And then she says the dumbest thing you have ever heard: “Can everyone hear me?”

First, if they can't hear, how can they answer? Second, any response would be about as audible as the speaker whose mic doesn't work. Third, and the point of this note, who exactly is “everybody?” There is either an outsized ego here or a lack of understanding of what it means to craft a message for an audience.

First rule of communication: know who you are talking to. Second rule: listening is a function of audience interest, not amplification of the message.

I have two chairs in my office. I sit in one, in front of my computer. The other is a big, comfortable chair across the room facing me. Before I touch the keyboard, I imagine a particular person sitting there watching. Not a generic “everybody,” someone I know, the only one I care deeply about

reaching. I write a little something, but then I get nervous. I invite my audience to stand behind me and look over my shoulder. I reread a paragraph or two and imagine that I hear, “What's that,” “Way over my head,” “A bit pushy,” or “Ho hum.” So we argue about it a little. This is my mic check.

People tell me they can hear me speak in my writing. That is intentional. Short sentences to invite participation. The spoken language is always in advance of the written word. Usage evolves first there. It is more vital, immediate, engaging. Because it is linear it commands attention.

Perhaps you recall during the early phase of the COVID-19 pandemic there was a shortage of toilet paper. Now there is shortage of periods. I mean those little “full stops” that signal the completion of a thought and invite others to reflect or react. Watch the news tonight and focus on interviews with the expert commentators who will almost certainly talk for three minutes at a gulp, desperate to eventually say something intelligent if they keep going, all the time filling in background to justify wobbly remarks with parentheticals and rushing the pace when the host looks doubtful, and all without ever taking a breath or using the equivalent of a period. They may shine with well-tuned sentences, but they are not communicating. It is just keeping others from participating in the conversation.

The concept of information was developed by acoustical engineers in the 1930s and '40s working on the telephone and microphones. Information is data that reduces uncertainty. Good writing is not just clearly imparting insight, but touching the uncertainty in others. Not everyone, but those we care about having a conversation with.

A Journey to CDE

Mali Schantz-Feld, MA, CDE



About 10 years ago, I started searching for a professional organization focused on dentistry. Although I was already a part of the American Medical Writers Association (AMWA), I wanted to find a group of like-minded editors that ate, slept, and dreamed about “all-things dental.” When I first joined, the association was just the AADE, with editors as the primary membership. After a few years, with the addition of the “J,” dental journalists have been added to the mix, rounding out a cadre of communicators who are dedicated to providing communications in every aspect of dentistry.

As a proud member of AADEJ, I wanted to strive for a higher level of editorial excellence through the association. The Certified Dental Editor (CDE) piqued my interest, but at first I was reluctant to apply. Although I have a master’s degree, I was not a dentist and wasn’t sure if I could complete the requirements. I had the required amount of years in the editor’s seat, but needed 30 hours of continuing education in approved areas related to writing, editing, layout

and design, editorial leadership, and communications. At least six continuing education hours needed to be sponsored by a dental organization. I could obtain the 30 credits by going to three AADEJ conferences, but because of my schedule, I couldn’t be sure that I could attend conferences. So, I began my search for appropriate CEs to fulfill the CDE.

I found that I could use the coursework that I previously had taken through the AMWA to receive my Certificate of Essential Skills, so that was a great start. For other CE courses on various writing, editing, and layout design, I got a subscription to Fred Pryor Seminars; I figured out of their 5,000 online courses, I could find some that fit my criteria. There I took CEs that included topics related to assertive communications skills for managers, writing for the web, painless proofreading, and the latest trends in great layout and design. I kept the subscription for one year and got more than enough credits on some very relevant topics, as my CE certificates kept growing.

Where to get the continuing education hours needed to be sponsored by a dental organization? Most of the online courses that are sponsored by dental organizations were on clinical topics and I needed to learn more about editorial leadership and communications. I was happy to discover that the ADA CE online site offers courses on leadership and practice management that were conveniently recorded on an online transcript. I particularly liked the ADA Leadership Institute courses that covered everything from dental society relations, to writing engaging CE, to being an effective Board member, to changing management (especially helpful in these COVID-19 times)

—purposeful topics for editors whose growing publications present everyday management and supervisory challenges.

While Fred Pryor and the ADA require paid subscriptions to take the classes, there are some good free ones as well. I learned about photographing a patient’s malocclusion, uses of digital dental photography, and effective ways to tell the patient’s “health story” from Viva Learning, and the Colgate Oral Health Network has classes in very contemporary topics such as remote communication with patients.

In a few years, in my spare time, I accumulated the 30 credits needed for the CDE, and sent in my verification forms and additional information. It was a thrilling day when I received notification that I could now use the CDE designation after my name. The CDE gives me additional credibility in the field of dental editing and journalism, and I learned a lot of pertinent information along the way. I’m honored to join the ranks of our members who have earned their CDE and encourage others to pursue this honor. Whether or not you are a dentist, all dental editors and journalists are invited to pursue this opportunity, expand your knowledge, and be a part of AADEJ’s 90-year legacy of dental publication excellence.

Mali Schantz-Feld, MA, CDE, currently serves as managing editor for MedMark Media, publisher of dental publications, Implant Practice US, Orthodontic Practice US, and Endodontic Practice US. She has written and edited for dental and medical leaders and innovators nationally and internationally and has won awards for writing from the Florida Magazine Association, the Florida Freelance Writers Association, and the Jesse H. Neal Award for Editorial Excellence. Mali also has a Certificate of Essential Skills from the American Medical Writers Association.

Writing Memorable Titles for Your Editorials

Stuart Segelnick, DDS, MS,
AAEJ President-Elect



One of the main things I do when writing editorials or scientific articles is to begin with a title. The title may change as my editorial expands and flourishes, or moves in a different direction. Actually, the title of this article started out as “Dental Distractions: Please don’t take this title idea, which may be the name of my next editorial, if I’m not too distracted. Not that I could stop you from using it, since titles cannot be copyrighted or even trademarked. Although I never took a course or read a paper on how to create a great title (until today while preparing this editorial), which is why some of my titles were probably subpar, I thought it would be a nice writing exercise to ponder how and why I choose those first ultra-important words that catches the reader’s attention or googles’ s

analytical search engines and directs them to read my material.

Keeping it simple and short is a good start. Overly verbose titles usually get skipped over, and if you don’t comprehend the title then how will you understand the article? Veritably, there have been research papers that studied the word count of titles and recommend 10–15 words as opposed to poor titles that ran over.¹

I’ve always enjoyed a fun title. Ones that incorporate a rhyme and has some rhythm, since I am a songwriter at heart and I do love using alliteration, however, it may not be appropriate for most scientific journals, which are far more serious. So, knowing your readership and the type of publication is crucial.

Keywords are, well... key! Because in today’s technology using search engines on the internet, whether from your laptop, smart phone, iPad, or if you’re a bit ancient, a desktop computer, is how most people not belonging to your organization will be introduced to your work. It is imperative you have specific words in the title that reflect the content of your article. According to Millin Tulla² since Google usually only displays the first six or seven words of your searched title it is vital to place your keywords at the beginning of your title. Having more people read your article is a win-win for your publication’s website that will attract increased traffic. More “hits” on a site can lead to more sales and

advertisement income. More interest in your article can also lead to your work being referenced in other publications and media. Scientific journals care very much about how often their articles are cited, since it increases their impact factor.

Misleading titles are frowned upon. Imagine after downloading an article called “Periodontitis is Cured” only to find content describing how periodontal disease could be cured. The author and the journal suffer from these titles because the audience loses faith in both and may not be inclined to read anymore articles from the author or the publication. I find creating the title early on helps focus my thoughts and clarifies my purpose and intent of how to proceed with the article.

Catchy and interesting sums up titles that are attention grabbers. Interestingly enough, I learned that using an exclamation mark or question mark in the title led to much less cited scientific articles!¹ Who knew? Another fascinating discovery was to avoid using jargon in your articles to increase a wider audience appreciation that may not understand what “placing a deep amalgam MOD, led to a zirconia crown, endodontic treatment, an apicoectomy and then extraction and immediate implant with a custom abutment” is really describing. Being bombarded with exponential growth of dental publications and articles most people today won’t read past the title so make yours memorable.

References:

1) Bowman D, Kinnan S. Creating effective titles for your scientific publications. *VideoGIE*. 2018;3(9):260-261. Published 2018 Aug 3. doi:10.1016/j.vgie.2018.07.009 (This article has a great linked video discussing elements of creating effective titles, where the article and video is provided courtesy of Elsevier).

2) Tullu MS. Writing the title and abstract for a research paper: Being concise, precise, and meticulous is the key. *Saudi J Anaesth*. 2019;13(Suppl 1):S12-S17. doi:10.4103/sja.SJA_685_18.

I find creating the title early on helps focus.



AADEJ 90th Anniversary History, Part I

Presidents of the AADE/AADEJ

Dan Jenkins, DDS, CDE, Past President, 2012–2013, Past Editor-in-Chief 2014–2019 (pictured) & Daniel L. Orr II, DDS, MS, PhD, JD, MD, CDE, Past President, 2013–2014, Editor-in-Chief



1931–1932 Robert A. Vinsant
 1932–1934 Elmer A. Thomas
 1934–1935 William R. Davis
 1935–1936 John E. Gurley
 1936–1937 William J. Gies
 1937–1938 C.N. Johnson
 1938–1939 Walter Hyde
 1939–1940 T.F. McBride
 1940–1941 Harold J. Noyes
 1941–1942 Grace R. Spalding
 1942–1943 B.E. Lischer
 1943–1944 J.M. Donovan
 1944–1945 Charles F. Harper
 1945–1946 Thomas D. Speidel
 1946–1947 E.F. Inskipp
 1947–1948 Maynard K. Hine
 1948–1949 William P. Schoen
 1949–1950 Dorothea F. Radusch
 1950–1951 Loren B. Taber
 1951–1952 Walter McBride
 1952–1953 W.W. MacQueen
 1953–1954 Ralph Rosen
 1954–1955 L. Franklin Baumgardner
 1955–1956 Wesley J. Dunn
 1956–1957 Harry Wilson
 1957–1958 Floyd D. Ostrander
 1958–1959 Morris J. Wilson

1959–1960 Lon W. Morrey
 1960–1961 Belle Fielder
 1961–1962 J.C.A. Harding
 1962–1963 Sidney Epstein
 1963–1964 L.W. Bimestfer
 1964–1965 Thomas H. Armstrong
 1965–1966 Elmer Ebert
 1966–1967 Robert I. Kaplan
 1967–1968 Frank H. Compton
 1968–1969 Claude V. Pettey, Jr.
 1969–1970 William A. Elasser
 1970–1971 J.D. Whisenand
 1971–1972 John E. Gilster
 1972–1973 Franklin M. Kenward
 1973–1974 T. Wayne Lanier
 1974–1975 Clifton O. Dummett
 1975–1976 George W. Burke, Jr.
 1976–1977 Rolin E. Motley
 1977–1978 Harold F. Klein
 1978–1979 Wilma E. Motley
 1979–1980 H. William Gilmore
 1980–1981 Robert E. Doerr
 1981–1982 Bernard Gordon
 1982–1983 Grant Maclean
 1983–1984 Roy Reger
 1984–1985 Barbara Sims
 1985–1986 Robert L. Smith
 1986–1987 Mel Holland
 1987–1988 Trudy Feigum
 1988–1989 Earl Mabry
 1989–1990 William Wathen

1990–1991 Norman Becker
 1991–1992 Elizabeth Ward
 1992–1993 Jack F. Conley
 1993–1994 Tope Maxson
 1994–1995 Bertram Dannheisser
 1995–1996 William W. Howard
 1996–1997 Howard Mark
 1997–1998 Judith McFadden
 1998–1999 James Fratzke
 1999–2000 Andy Brown
 2000–2001 Claudia Kanter
 2001–2002 Richard Galeone
 2002–2003 Eric Curtis
 2003–2004 Dennis Engel
 2004–2005 Harriet Seldin
 2005–2006 Howard Bookman
 2006–2007 John O'Keefe
 2007–2008 Michael Maihofer
 2008–2009 Patty Reyes
 2009–2010 Fred Bremner
 2010–2011 Shelly Fritz
 2011–2012 Elliott Moskowitz
 2012–2013 Dan Jenkins
 2013–2014 Daniel Orr II
 2014–2015 Ray Cohlma
 2015–2016 Virginia Merchant
 2016–2017 Richard Roadcap
 2017–2018 Clifton Simmons
 2018–2019 Mary Jennings
 2019–2020 Mike Diorio
 2020–2021 Brian Shue

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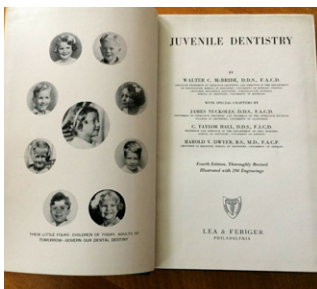


1936–1937 (on the cover)

William J. Gies, Ph.D. was a Columbia University biochemistry professor who in 1926 published “The Gies Report, Dental Education in the United States and Canada.” The AADEJ Gies Editorial Award is named after Dr. Gies.

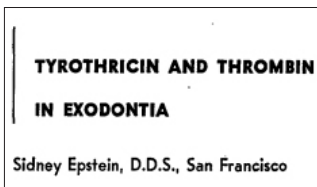
1941–1942

Grace Rogers Spaulding, DDS, was the first female President of the AADEJ.



1951–1952

Walter F. McBride, DDS, was the author of several editions of Juvenile Dentistry.



1962–1963

Sidney Epstein, DDS, published regularly in JADA from the 1930’s through the 1980’s.



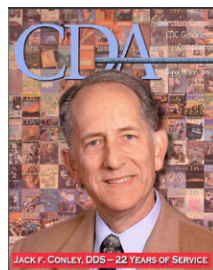
1974–1975

Clifton O. Dummett, DDS, was Dean of the School of Dentistry at Meharry Medical College, served in the USAF as a Lt. Colonel, and matriculated to the USC SOD in 1966. He served the National Dental Association for 22 years as Editor-in-Chief. (Dr. Orr with Dr. Dummett circa 2008.)



1983–1984

Roy H. Reger, DDS, served multiple tours as a Colonel in the USAF and was the Section Chief of the Dental Health Section, Family and Community Health Services Division, Colorado Department of Health.



1992–1993

Jack F. Conley, DDS, was a Professor at USC SD and the Editor of the Journal of the California Dental Association for over 20 years.



2001–2002

Richard Galeone, DDS, has coordinated the ICD writing awards for years and presents those annually at the AADJE Annual meeting.



2017–2018

Richard Roadcap, DDS, became the Editor of the International College of Dentists USA Section in 2020.



***Announces the 2021 Annual Journalism Awards Competition.
This competition is open to all dental publications published in English.***

Official Entry Form for 2021

(Note: This form may be duplicated for additional entries)

You may enter as many categories as you would like. However, **please send a separate entry form and the publication for each entry.** All entries must have been published in the year 2020.

SELECT A CATEGORY:

- | | |
|--|--|
| <input type="checkbox"/> Silver Scroll - Most improvement for 2020
(Present and past publications must be submitted) | <input type="checkbox"/> Humanitarian Service – Best article or series of articles highlighting dental humanitarian service |
| <input type="checkbox"/> Platinum Pencil - Best use of graphics | <input type="checkbox"/> Golden Pen - Article or series of articles on a subject of interest to the dental profession |
| <input type="checkbox"/> Special Citation - Unusual concept and/or presentation | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Article or Editorial on Leadership | <input type="checkbox"/> Outstanding Cover |

Name of Publication and Organization: _____

Volume: ____ Issue: ____ Page #s: ____ Date Published: ____ Editor: _____

Staff member and/or contact person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Publications are judged in two divisions depending on budget, staff support and circulation.

Please provide the following information:

Circulation: _____

Publication budget: _____

Number of issues per year: _____

Staff Support:

_____ **Editor only**

_____ **Part time staff**

_____ **1 full time staff**

_____ **2 or more full time staff**

- Yes No **Permission is granted for ICD to reprint in their publications**

Mail Entries by **April 15, 2021** to:

**INTERNATIONAL COLLEGE OF DENTISTS
USA SECTION
610 PROFESSIONAL DRIVE, SUITE 201
GAITHERSBURG, MD 20879**

INTERNATIONAL COLLEGE OF DENTISTS USA SECTION

49th Annual Journalism Awards

(Open to all English Language Dental Publications)

The USA Section of the International College of Dentists invites all English language dental publications to enter its 49th Annual Journalism Awards Competition.

It is the desire of the College to encourage and recognize improvement and excellence in Dental Journalism by sponsoring these awards. The award categories are separated by budget and size so that both small and large publications can equally be considered for an award.

Award Categories

Silver Scroll

The Silver Scroll is awarded to the editor whose publication demonstrated the most overall improvement during the 2020 publication year compared to the 2018 and 2019 issues of the publication. Both present and past issues of this publication must be submitted for consideration for this award.

Platinum Pencil

This award is given to the editor whose publication during 2020 demonstrated outstanding, creative and effective use of graphics, illustrations and design.

Special Citation

This award is presented to the editor whose 2020 publication demonstrates an unusual concept, presentation or other distinctive quality. All entries are considered for this award.

Article or Editorial on Leadership

This award will be presented to the author for the most outstanding 2020 article or editorial that encourages dentists to become involved in leadership positions and/or other activities within their profession.

Humanitarian Service

This award is presented to the best article or series of articles highlighting dental humanitarian service.

Golden Pen

This award is presented to the editor of a publication that contains an article or series of articles in its 2020 publication year that is of current importance to the dental profession. Editorials are **not** included in this award category.

Newsletter

This award is given to the editor of a 2020 newsletter which demonstrates an overall quality of graphics, design and content.

Outstanding Cover

This award is presented to the editor for originality used in graphics and design for covers of 2020 dental publications.

Publication Divisions

The publications are classified by the information provided on the entry form to allow all sizes of publications a chance to win an award.

Division One - This category comprises those publications that have a combination of staff help, a large budget, and large circulation.

Division Two - This category comprises those publications that have little or no staff help with a small to medium budget and circulation.

Entry Rules

1. Award plaques are presented to the editor or author of the publication or to a staff member authorized by the winning editor.
2. **An entry form must be completed and accompany each publication that is entered into the competition.**
3. The entire publication must be submitted. No photo copies or tear outs are allowed.
4. Entries must have been published between January 1, 2020 and December 31, 2020 with the exception of the Silver Scroll Award where issues for the two previous years must also be submitted.
5. Photo copies of the entry form may be used with each entry. A completed form must accompany each entered publication.
6. All entries must be submitted by **April 15, 2021**. Send all entries to: **International College of Dentists USA Section**
610 Professional Drive, Suite 201
Gaithersburg, MD 20879
USA
7. Winners will be notified after judging and the awards will be presented at the October 2021 AADEJ Annual Meeting in Las Vegas, Nevada.

AADEJ

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