

# The Editorial Eye: Focusing on Publications Standards, Practices, and Trends

Deborah B. Witham  
*University of Kentucky*

Follow this and additional works at: <https://newprairiepress.org/jac>

## Recommended Citation

Witham, Deborah B. (1999) "The Editorial Eye: Focusing on Publications Standards, Practices, and Trends," *Journal of Applied Communications*: Vol. 83: Iss. 3. <https://doi.org/10.4148/1051-0834.2250>

This Review is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in Journal of Applied Communications by an authorized administrator of New Prairie Press. For more information, please contact [cads@k-state.edu](mailto:cads@k-state.edu).

---

# The Editorial Eye: Focusing on Publications Standards, Practices, and Trends

## **Abstract**

A review of *The Editorial Eye: Focusing on Publications Standards, Practices, and Trends*, published monthly by EEI Press, editor: Linda B. Jorgensen. NOTE: only page 1 of the review is available.

## **Creative Commons License**



This work is licensed under a [Creative Commons Attribution-Noncommercial-Share Alike 4.0 License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

## ***The Editorial Eye: Focusing on Publications Standards, Practices, and Trends.***

Published monthly by EEI Press, 66 Canal Center Plaza,  
Suite 200, Alexandria, VA 22314-5507.  
ISSN 0193-7383.

**Editor: Linda B. Jorgensen**

**Phone: 703-683-0683**

**or E-mail [eye@eeicom.com](mailto:eye@eeicom.com)**

**URL: <http://www.eeicom.com/eye/>**

**Year subscription: \$129**

**(see also Web subscriptions)**

If you're the kind of editor who's in editing mode 24 hours a day, finding typos in restaurant menus, comma errors in books, and misplaced modifiers in PTA bulletins, then this is the newsletter for you. Writers, graphic designers, communications project managers, Webmasters—indeed, most of your colleagues—will find articles of interest and useful information, but you will eagerly await each issue knowing that kindred spirits have produced it with you in mind. And if you work alone, worrying about orphans and widows without anyone to share your concern, reading each issue will connect you to a community where caring about apostrophes still counts.

The newsletter addresses topics of concern in longer articles, including such recent subjects as translating bureaucratese into plain English, copyright issues, how creative teams really work, and double-checking copy for slippery spots where errors can creep in. Each issue also contains various columns, such as Production Techniques and Technology, (Web) Sites Worth Seeing, The Watchful Eye, and Test Yourself. The tests are fun and challenging, and the Readers Speak column often features lively discourse about the answers. Actively engaged readers also submit Black Eyes,

- Schnitkey, G., Batte, M., Jones, E., & Botomogno, J. (1992). Information preferences of Ohio commercial farmers: Implications for Extension. *American Journal of Agricultural Economics*, 74, 486-496.
- Simons, L.R. (1962). *Early development of Cooperative Extension Work in Agriculture and Home Economics in the United States*. Ithaca, NY: Cooperative Extension Service, Cornell.
- Suvedi, M. (1996). *Farmers' Perspectives on MSU Extension: Summary Report*. East Lansing, MI: MSU Extension Program Support Systems.
- Tavernier, E. M., Adelaja, A. O., Hartley, M. P., & Schilling, B. (1996). Information technologies and the delivery of Extension programs. *Journal of Agricultural and Food Information*, 3, 75-85.
- Trede, L. D., & Whitaker, S. (1998). Perceptions of Iowa beginning farmers toward the delivery of education. *Journal of Applied Communications*, 82, 22-33.
- U.S. Department of Commerce. (1999). *Falling through the Net: Defining the Digital Divide. A Report on the telecommunications and Information Technology Gap in America*. [On-line]. Available <http://www.ntia.doc.gov/ntiahome/digitaldivide/index.html>