



Horological Times Advisory Committee Report for the period of Aug. 2014- Aug. 2015
Submitted by: Karel Ebenstreit, Chairman of the committee, Aug.26, 2015.

The mission of Horological Times and the role of the committee

The committee is charged with 3 tasks:

Objectives/Goals

- 1. Continue to work to increase circulation and advertising revenue.**
- 2. Seek out potential authors for magazine articles.**
- 3. Review submitted articles for content and accuracy before publication.**

The editorial mission statement of Horological Times is:

The Horological Times is the official publication of the American Watchmakers-Clockmakers Institute. Our readers represent watchmakers and clockmakers, retailers, and industry professionals in the United States and beyond. The Horological Times is the primary means for the Institute to communicate with its membership. The Horological Times will provide information on recent industry developments and will also promote employment opportunities and information on parts, tools and services.

Articles are published with the purpose of:

- Increasing the horologist's technical knowledge and profitability.
- Establishing the best standards and practices of the horological community.
- Furthering the advancement of horology through research.
- Disseminating information about the latest tools and technology.
- Transferring knowledge gained by experience from one generation of watchmaker to future generations.

It is believed by the committee that to increase advertising revenue (to get more companies to place an advertisement in the magazine) advertisement of the sale of generic parts should be allowed if possible. This was still applicable this year.

This period, it was again difficult to find potential article contributors although the remuneration was increased last year. HT committee members contributed this year with numerous articles which should be commended.

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Some committee members still feel that we should be publishing technical articles about servicing those modern watches for which parts are available to all AWCI members, such as Seiko & Citizen, for example and articles on vintage watch and clock restoration which is another area that is becoming more important to our members as the parts supply dries up.

Following guidelines were used when reviewing the articles by the committee members:

1. Is the article technically and historically accurate?
2. Does the author follow the standards & practices set forth by AWCI? (See S&P Documents)
3. Are there any safety concerns which should be addressed?
4. Does the topic have value to our membership?
5. If the article discusses new products or technology, is it a sales pitch or does it discuss the value of the technological features?
6. If the article represents the results of a research project are they presented in a method consistent with the scientific method? Is their sufficient information given for the experiment to be repeated and confirmed by our membership?
7. Do you have any other concerns or comments?
8. Should the article be published? Yes, Yes with revisions, No

The committee reviewed 96 articles submitted to us by Donna Hardy

The members of the Horological Committee in 2014-2015 year were

Karel Ebenstreit, Chairman, Robert Porter, David Fahrenholtz and Wes Simmons. Jordan Ficklin helped in this area as well.

On Sept.9 2014 Paul Corn joined and on Apr.13 2015 Andrew DeKeyser joined the HT committee.

Mission statement and the Guidelines are by Jordan Ficklin.

Karel Ebenstreit, CMW, CC21,

Chairman of HT Committee