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## Meeting Goals and New Features

By Meghan McDevitt  
Editor  
EON

Can it really already be halfway through 2015? ISMTE has made great strides so far this year as we keep focused on initiatives such as having three meetings on three continents in three years and reaching our goal of 1,000 members. Our Asian Conference planning committee has secured a date and location for our first [Asian Conference](#)—April 4-5, 2016 in Singapore! And as of this writing we have 611 members, which brings us almost two-thirds of the way toward meeting our membership goal.

EON is introducing some new features, too. Thanks to a partnership with Editage®, going forward, one article per month will be translated into simplified Chinese in an effort to reach out to and engage with Asian authors and Editorial Office staff. We are also excited to announce that ISMTE has joined CrossRef® and will be depositing

DOIs and meta-data for EON articles. Read “EON’s Growing Up!” in this issue to learn more.

One of the missions of the ISMTE is to enhance the professional roles of those who manage peer review and Editorial Offices for academic and scholarly journals. As we all know, the definition of our roles and the responsibilities we take on are quite varied from journal to journal. Rosemary Shipton explores this topic and asks the question—Should editors be able to write too?

The North American conference is just around the corner! Check out Elizabeth Blalock’s preview of what to expect this year in Baltimore. [Online registration](#) is available until August 20 and don’t forget that ISMTE members attending the conference receive complimentary registration to the COPE meeting on August 19. Hope to see you there!

Many of us have experienced transitions with our journal—from new EICs to new publishers to new editorial submission systems. Duncan MacRae at Wolters Kluwer discusses in an interview how the journal *Medicine* transitioned from a subscription-based model to an Open Access

model and shares his views on mega-journals and Open Access.

Next month, be on the lookout for our annual *EON* supplement featuring abstracts accepted for poster presentations at the 2015 North American and European ISMTE conferences.





## Should Editors Be Writers Too?

By Rosemary Shipton  
Freelance Editor and Writer

The term *editor* covers many different roles. The editor of a newspaper, magazine, journal, or newsletter is the person in charge of the direction and contents of the publication. The editor of a collection of essays, poems, or short stories is responsible for selecting the authors to include in the volume and steering the various texts through the publication process. Senior editors at a book, journal, or magazine publishing house make choices about which manuscripts to acquire from the myriad submitted by literary agents and writers themselves. Finally, hands-on editors working on staff for publication companies or freelance editors running their own small businesses need many specialized skills, ranging from proofreading and technical markup to structural editing and copyediting. None of these definitions, however, include the ability to write. Realistically, though, should editors be writers too?

### Trade-Book Editors

If you're a lead editor at one of the large multinational trade-book publishing houses, the Big Five as they're called, it certainly helps to be able to write. Contracts there are often signed on the basis of a proposal presented by the author's literary agent, with the completed manuscript slated to arrive several months later. When that day arrives, the quality of the manuscript sometimes falls far short of the promise in the proposal—it may be rushed, incomplete, unfocused, unpolished, a first draft in every sense of the word. Meanwhile, the publisher's publicity team has gone into overdrive, raising huge expectations for the book and scheduling promotion events. The book, moreover, is crucial to the firm's balanced seasonal list and to its bottom line. There is no way that title will be delayed or cancelled.

In this scenario, it's time to bring in the “book doctor”—the editor who can not only edit but write too. This editor becomes a partner with the author in completely reorganizing the manuscript, fixing the pacing, deleting the repetitions, filling in the gaps, and writing an opening scene that will grab readers' attention and an ending that will leave them feeling satisfied. It may take several weeks, even months of concentrated work, but you don't give up until you know you've got it right. You want bestseller sales figures and positive reviews—and, if you're fortunate, nominations for literary awards too. Your author will love you, bond with you like a patient to physician, and insist you edit the next manuscript too.<sup>1</sup>

### Scholarly Editors

The expectations are quite different in the scholarly publishing world. The mandate for all academic book and journal publishers is to make a contribution to knowledge. Their authors are faculty members, graduate students, and researchers primarily—as are their readers too. Print runs are relatively small, and many of these publishers rely on grants to enable them to produce certain titles. They understand their market well and communicate with potential buyers directly through the Internet and occasionally through advertisement in journals. Most of their books are sold online or in campus bookstores. All these factors influence what scholarly editors do.

If you work in-house as an acquisitions editor, you'll rely heavily on peer reviewers and manuscript

1 Rosemary Shipton, “The Mysterious Relationship: Authors and Their Editors,” in Darcy Cullen, ed., *Editors, Scholars, and the Social Text* (Toronto & Buffalo: University of Toronto Press, 2012), 44–66.

review committees in making decisions about what to publish. Obviously, if every new text is expected to make a contribution to knowledge, only other experts in the area will be able to assess it. So you'll spend much of your time communicating with peer reviewers, granting agencies, and potential authors and in attending publication meetings.

If you're a text editor, you'll need to have superb copyediting skills and be adept at all the scholarly apparatus of notes, bibliographies, tables, graphs, and all sorts of arcane knowledge. It will also help greatly if you've got a graduate degree in the subject area in which you're editing, not only to help you understand the texts but to give you confidence in dealing with your authors.

Because academic authors have all been well trained in writing theses, they generally follow the dissertation model in their own writing too, whether articles or books. The opening surveys the relevant literature, providing context and allowing writers to pinpoint the particular contribution their text will be making to existing knowledge. The ending fits the conclusions nicely into the overall framework in the field. These authors can assume that their readers are familiar with the subject at hand: they make allusions to people, events, and theories without describing them in full; and they use jargon and terminology that only other initiates will know. Above all, they realize that they have a captive audience—their colleagues must keep abreast of the literature in order to keep their jobs and earn respect.

Academic authors therefore write for each other. Most of them get time for research and writing as part of their positions—and they are far more interested in consolidating their reputations with their peers than in trying to attract a general audience. They want their editors to “tidy up” their manuscripts for publication, not to question their content, organization, or presentation.

Scholarly manuscripts also arrive at university presses or journal offices in much better shape than those “first drafts” at the trade-publishing houses. Knowing that their submission will be peer reviewed encourages academic authors to prepare their texts to the best of their ability. Even then, most reviewers suggest revisions, so the authors

have a second chance to revise their manuscripts before they go to the hands-on editors. Scholarly publishers claim that the peer review replaces the substantive editing part of the publication process, and they use this justification for appointing only one editor to work on the text. Large trade publishers, in contrast, always have two editors—a substantive editor to do the macro editing of structure and style, and a copyeditor to look after the micro editing of correction and consistency.

### Editors as Part of the Communications Industry

However we define ourselves, editors are part of the communications industry. As such we all have to write as we perform our jobs—lay summaries of journal articles; jacket copy, catalogue copy, and other promotional materials; letters and emails to authors and other members of the publishing team. If our writing lacks clarity, misunderstandings will happen. If it lacks fluency, we lose the respect of our authors and colleagues. Some of us choose to write beyond the requirements of our job descriptions and contribute to newsletters, blogs, Facebook posts, and formal publications too.

In 2015 it's time to drop all the distinctions among different types of editing and regard ourselves simply as professional editors. The detail of what we do will vary depending on the culture where we work—whether in the trade, scholarly, government, corporate, or burgeoning self-publishing worlds. Most publications today have only one hands-on editor—and the edit that person provides will be the only edit that text gets. The decisions surrounding what to do and how far to go should surely emanate from the needs of the particular author and manuscript, not from prescribed rules or individual editors' abilities. If a trade writer submits a superb manuscript, leave it as it is. Your reputation as an editor doesn't depend on how much you do on every manuscript you touch. If an academic writer needs structural and stylistic editing after the peer review, give him all the assistance he needs within the time you have for the edit.

Professional editors, then, should be full-service editors, able to provide all levels of editing to

their authors—substantive (or structural) editing, stylistic (or line) editing, and copyediting.<sup>2</sup> Don't be bound by the Chicago Manual of Style and other association stylebooks, which cover only copyediting matters. If you realize that your talents lie at one end of the spectrum only, at least know enough about the other types of editing to recognize when your author needs them and make a referral to another editor whose skills complement your own. That way you'll serve your own writers well—and also enhance the reputation of editing as a profession.

Should editors also be writers? Not necessarily, except for those auxiliary tasks we all have to do. Beyond that, many excellent editors never write at all. If you have the yen, though, the ability to write is a great addition to your portfolio—one that enables you to work in a wide range of publishing and communications areas and with authors of all stripes and abilities.<sup>3</sup>

*Rosemary Shipton was the founding academic coordinator of the Publishing Program at Ryerson University, Toronto, and has also worked as an in-house editor for University of Toronto Press and Random House Canada.*

2 Rosemary Shipton, "What Should an Editor Be?" *Editors' Weekly*, January 7, 2014. <http://blog.editors.ca/?p=1581>.; and "Twelve-Step Editing," *Editors' Weekly*, November 4, 2014. <http://blog.editors.ca/?p=2383>.

3 Rosemary Shipton, "Should Editors Be Able to Write?" *Editors' Weekly*, April 28, 2015. <http://blog.editors.ca/?p=2751>.

Register Now!



**8th Annual ISMTE North American Conference**  
August 20-21, 2015  
Sheraton Inner Harbor Hotel  
Baltimore, Maryland, USA  
COPE to have a full day meeting on August 19  
*ISMTE members attending the ISMTE conference receive complimentary registration to COPE meeting*



**8th Annual ISMTE European Conference**  
October 13, 2015  
Park Inn Hotel London Heathrow  
Heathrow, Middlesex, United Kingdom  
COPE to have a half day meeting on October 12  
*EASE and COPE members receive ISMTE member registration rate*



## Preview of the Upcoming ISMTE North American Conference in Baltimore

By Elizabeth Blalock  
Chair of the 2015 Program Committee

At its upcoming 8th Annual North American Conference, to be held Thursday, August 20th and Friday, August 21st, ISMTE will again deliver high-quality, practical information for Editorial Office staff, who will come away with increased knowledge and skills for improved performance. The program committee has reviewed your feedback from previous meetings, and we have made several changes to the meeting format in hopes of better meeting your needs. These changes include: 1) shorter, repeated sessions, allowing attendees to benefit from more content each day; 2) workshop sessions, intended to provide practical information for immediate impact back at the office; and 3) an earlier end time, allowing attendees to benefit from the [full program](#) and still return home at a reasonable time (Friday's sessions end at 1 pm sharp). We are sure you will enjoy the dynamic sessions that are planned for this year's conference, and we invite you to [register](#) to attend.

Highlights of the program include:

- Keynote by **Jeffrey Beall**, Scholarly Communications Librarian and Associate Professor of Auraria Library at the University of Colorado Denver, will speak on “**Scholarly Communication Free-for-All: An Update on the Current State of Predatory Publishing and Related Scams.**” Hear the latest about predatory publishing and the stories behind the headlines.
- Plenary by **Audrey Huang**, Director of Marketing and Communication for Research and Education, Johns Hopkins Medicine. Dr. Huang will speak about Hopkins' exciting program “**Science Out of the Box,**” in which top-level scientists explain their research findings using a box of toys to illustrate them. Audrey will also talk about the principles of marketing and communications.
- Interactive Workshops on the following topics:
  - *Improving your Instructions for Authors:* Bring your Instructions for Authors and workshop them to help your journal communicate more clearly in order to receive the submissions it wants in the state it requires.
  - *Advanced tips & tricks for Word:* Learn time-saving tricks to make your daily life easier, including comparing documents, document sharing, and customizing the toolbar ribbon.
  - *Poster research and presentation skills:* Do you want to conduct a research project for presentation at ISMTE, but don't know where to start? Attend this session for guidance from previous poster winners.
- Exchange Forum. We continue the very popular exchange forum where attendees can pose questions and offer advice to their peers. (There is an opportunity to submit questions in advance of the session for those of you who are microphone-averse.)
- Speed Networking Session. Meet many of your fellow attendees over the course of just one hour; you'll be amazed at the resources you find among your peers.
- Lunch Table Topics. So you can maximize your lunch hour, lunch tables will be organized around the following topics:
  - *Starting a local group,* for those interested in forming a local group in their area
  - *Local group tables,* for established local groups to meet and learn from each other
  - *Predatory publishing solutions discussion table*
  - *EON table,* for those who wish to write for ISMTE's official newsletter or otherwise become involved
  - *Small journal management*

- *Social media interest*
- *Start your own topic*: send your suggestions for other table topics to me ([blalock@sidnet.org](mailto:blalock@sidnet.org))
- Breakouts. A variety of breakout sessions have been planned, addressing several subjects that have been raised at multiple exchange forum sessions. These include:
  - Public relations for journals
  - Best practices vs. legal requirements: what every Editorial Office needs to know
  - Practical application of journal policies—and cases that challenge them
  - Doing more with less: help for small journal offices with limited resources
  - The landscape of predatory publishing: an exploration of concerns and what can be done about them
  - The publishing environment in China
  - New article types and content innovations
  - New technologies to support Editorial Office operations
  - The presubmission vendor space: how to select the right partners
- Vendor Sessions. Representatives from Aries, eJournalPress, Elsevier, and ScholarOne Manuscripts will be on-site to describe the latest innovations with their systems and to answer your questions.

- Dine-Around Dinners. Attending the conference alone? You don't need to eat alone. Sign up for our dine-around dinner tables at local Baltimore restaurants, and share a meal with your peers.

While it is impossible to describe the entire program in detail, we welcome you to [review it online](#).

On behalf of the 2015 program committee, I welcome you to the [8th Annual North American Conference](#). Be sure to [register](#) today!

#### **2015 Program Committee Members:**

Michelle English, J&J Editorial  
Jessica Rucker, American Chemical Society  
Kurt Spurlock, Research Square  
Steve Musser, The Sheridan Group (Industry Advisory Board Liaison)  
Julie Nash, J&J Editorial (ISMTE Board of Directors Liaison)  
Sarah Forgeng, Society for Investigative Dermatology  
Kerry O'Roarke, Kaufman Wills Fusting  
Margot Puerta, Executive Editor, *Molecular Medicine*  
George Woodward, Elsevier

## Discovering Our Roots: Augustus Granville Bozzi (1783–1872)

By Michael Willis, special guest contributor

Senior Manager, Peer Review

Wiley

[ctyerkes@gmail.com](mailto:ctyerkes@gmail.com)

This year marks the 350<sup>th</sup> anniversary of the founding of the oldest scientific journal in continuous publication, the Royal Society's *Philosophical Transactions*. It owes its success not only to the quality of research it publishes, but also to the sharp-wittedness of fellows of the Society who have sought to steer it clear of editorial rocks and quicksands. One such fellow was Augustus Bozzi Granville.

Granville was Italian-born but, aged 23, chose to adopt the surname of his English grandmother. In a colourful career, he was variously imprisoned in Milan as a political prisoner; was chased by pirates in the Mediterranean; heard the guns of Lord Nelson's sea battle with Napoleon at Trafalgar; and had his life almost cut short by yellow fever in Jamaica. He introduced Laënnec's stethoscope to England, performed the world's first medical autopsy on an Egyptian mummy, and was a pioneer in obstetric medicine.

Admitted as a fellow of the Royal Society in 1818, Bozzi published a pamphlet in 1830: *Science without a head; or, the Royal Society dissected*. With biting wit and rhetoric, it lambasted what, in his view, were the woeful methods adopted by the Society for accepting scientific research for publication in the *Philosophical Transactions*. In those days papers were presented by their authors in person to a Committee of the Society's fellows. The process was unsound: keen scientists would eagerly read their paper to a panel where "members of the committee of papers have been present who have not the smallest pretension to any knowledge whatever of the subject under consideration." The outcome was always uncertain: "Much oftener is the fate of a paper committed to the chances of the mere yea-and-nay box, than to the decision of a competent judge instructed to offer a preliminary opinion upon its merits." Occasionally good science was rejected and poor science published. Current critiques of peer review have their forebears in Bozzi's writings; truly there is nothing new under the sun.

As an innate reformer, Bozzi, with others, fought hard to change the structures and practices of the Royal Society from within. Criticising the peer-review processes of the time was one element of a much broader movement towards reform.

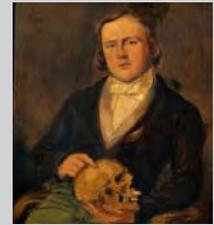
Incidentally Bozzi wrote a second work on the Royal Society some years later, *A statistical summary of its labours during the last thirty-five years, with many original tables and official documents (never before published)*. One could justifiably argue that Bozzi's pamphlets provide the first editorial office report, including as they do details of papers submitted, and the outcome of the review process.

Among the events held at the Royal Society so far this year to mark the 350<sup>th</sup> birthday of the *Philosophical Transactions* were debates on the future of scholarly communication. Bozzi would surely have approved, and it is fascinating to speculate what position he would take on some of today's discussions of peer review.

### Further reading

Augustus Bozzi Granville—Journeyman Physician, Howell WB. *Can Med Assoc J*. 1931 Dec; **25**(6): 719–725.

Augustus Bozzi Granville (1783-1872): London physician-accoucheur and Italian patriot, Sakula A. *J R Soc Med*. 1983 Oct; **76**(10): 876–882.



Augustus Bozzi Granville\*

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## EON's Growing Up!

By Meghan McDevitt and Liz Bury  
EON Editorial Team

We are very proud and excited to announce that *EON* has obtained an official ISSN and that the ISMTE has become a member of CrossRef! *EON* articles will now feature a Digital Object Identifier (DOI) and articles will be deposited in the CrossRef registry. Authors will now be able to add the DOI when citing their publications and citations within articles will include outbound links. We hope that this will greatly increase the professionalism of *EON* and bring even more value to your ISMTE membership!

As many of you may know, CrossRef is a non-profit collaboration of publishers and a DOI registration agency that mandates reference linking for online scholarly publications. DOIs are unique identifiers assigned to a digital object, like an online article. CrossRef assists its members by registering DOI names and maintaining a central DOI directory. DOIs can be looked up within this registry. Additionally, CrossRef mandates that its members link to outbound references, thus enabling further accessibility of online content.

### Why Join

As ISMTE grows as a society, we are always looking for ways to add value to being an ISMTE member. In light of this effort, ISMTE leadership has worked hard to establish connections with peer organizations in order to promote ISMTE's position as a voice within the industry. Joining CrossRef connects ISMTE to a collaborative network of publishers, brings a new level of professionalism to our newsletter, and provides added exposure to articles published in *EON*.

### How to Join

CrossRef has a pretty comprehensive [overview](#) describing the steps needed to join, as well as a

helpful [introductory webinar](#). Before we could complete the membership application form, we needed to make sure *EON* complied with the necessary requirements. *EON* had to apply for an International Standard Serial Number (ISSN), reconcile fees associated with joining CrossRef, and understand the process for how to deposit DOIs and metadata.

### Technical Aspects

As a small operation with only a few articles per month, we were worried that we would not have the technical wherewithal for depositing DOIs. However, CrossRef has [resources for small publishers](#) and extensive [help documentation](#) with examples. CrossRef has a simple [web deposit form](#) for registering DOIs (see figure), and a [couple of options](#) for querying to see if a reference has a DOI for outbound linking.

For creating DOIs, we needed to come up with a [DOI suffix pattern](#). DOIs consist of 3 parts:

- DOI directory URL: <http://dx.doi.org/>
- Journal's assigned DOI prefix (*EON*'s prefix is 10.18243)
- DOI suffix

Each publisher creates their own scheme for the DOI suffix and CrossRef outlines some possible ways of coming up with this pattern. Since our process for assigning and depositing DOIs is fairly manual, we wanted a scheme where we could easily create/assign and recognize the components of DOIs internally, so there would be little chance of inadvertently assigning the same DOI to two different articles. We created the following suffix pattern: eon/[publication year].[volume #].[issue #].[order in issue #]. So for an article published in issue 7 of volume 8 in 2015 that

**crossref.org** online Members Area

ABOUT CROSSREF FOR PUBLISHERS FOR LIBRARIES FOR AFFILIATES FOR RESEARCHERS **crossref**

webDeposit Ver. 1.36

Enter the article's metadata and then continue with more articles or complete the deposit by selecting 'Finish'. Mandatory fields are marked with an "\*", but in general it is best practice to enter as much data as you can.

Step 3: Input the article metadata.

Deposit Data

```

<journal_metadata>
<full_title>Editorial Office News</full_title>
<abbrev_title>EON</abbrev_title>
<issn media_type='electronic'>23777087</issn>
</journal_metadata>
<journal_issue>
<publication_date media_type='online'>
<year>2015</year>
</publication_date>
<journal_volume>

```

Article information

Title\*

Original Language Title

**Contributors**

Person	Role	First Name	Last Name	<input type="button" value="Add Contributor"/>
	author	Rosemary	Shipton	
Organization (optional)	author	<input type="text"/>		<input type="button" value="Add Organization"/>

DOI\*

URL\*

First page:  Last page:

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appeared third in the issue would have the following DOI assigned: <http://dx.doi.org/10.18243/eon/2015.8.7.3>.

Another aspect we had to address was the CrossRef requirement that each article have a [response/landing page](#). With the exception of select shared articles, *EON* articles are combined in a PDF of the entire issue and require sign-in for access. We needed to add a step in our process for adding free-access landing pages that include the bibliographic information, the DOI URL, and a way to access the full text via sign-in. CrossRef recommends having an abstract on the

response page, but since *EON* articles typically don't have abstracts, we needed to come up with another idea. At the time of this writing, *EON* response pages are still in development but will probably include a short summary of or excerpt from the article.

Going forward, we hope to add DOI numbers to backfile articles and add links to outbound references. Through these efforts, we continue to solidify ISMTE and *EON* as a top resource to connect and share with other professionals in scholarly and academic publishing.



## Tips for Journal Editors Transitioning to Open Access and the Role of Mega-Journals in the Publishing Landscape

Interview conducted by Clarinda Cerejo and Jayashree Rajagopalan  
Editage

**Editor's Note:** *This interview was originally posted on May 15, 2015 on Editage Insights™. It has been adapted and republished with permission from Editage Insights. Click [here](#) to view the original.*

Duncan MacRae, Senior Publisher of the journal *Medicine* published by Wolters Kluwer, played a major role in transitioning the journal from a subscription-based model to an open access publication. Duncan's primary focus is on introducing efficiencies in journal workflow systems to revitalize editorial operations and implementing new technologies into the editorial workflow. In this interview, Duncan describes the workflow of *Medicine* and how it transitioned to open access, as well as similarities and differences between open access and subscription-based publishing models. Duncan shares an interesting perspective about mega-journals, which have lesser restrictions and can offer authors help with post-publication promotion. He goes on to share his observations of what authors, publishers, and editors think about open access today.

**Let's talk about the journal *Medicine* first. What led to the decision to transition *Medicine* from a subscription-based model to an open access publication? How long did the transition take and how did it impact the journal's readership/subscriptions?**

*Medicine* had been publishing terrific, high-quality content since 1922. However, the journal did not have the support of a society, and that lack of a built-in base of authors and readers limited its ability to compete with other general medicine journals. At the same time, Wolters Kluwer was looking to produce a broad open access publication, and converting an established title was considered a more attractive option than launching an entirely new title.

The transition from subscription to fully open access took about a year. For about six months, we

published both types of content as we had a backlog of non-open access content. We also phased out subscriptions during this time, so that subscribers were made aware well ahead of time that the title would no longer be available for purchase, but freely available to all.

**How easy or difficult is it for subscription-based journals to transition to open access today? What are the most important things publishers should be mindful of when planning this transition?**

Probably, the most important aspect is making sure that the journal is appropriate for open access. If you have a financially successful subscription title with adequate submissions, adopting a hybrid model of open access, rather than completely transitioning to open access, is likely the better move. However, in cases where subscription or advertising revenue is falling, or authors are moving to open access journals at a high rate, then it may be time to consider open access as an option.

The most complex issue for us was in the handling of institutional subscribers; both in alerting them properly of the changes taking place, and planning for them to continue receiving the content via a new method. For example, for an institution that had always received *Medicine* content as part of a purchased collection, we had to make sure that they understood that *Medicine* would still be available, but as part of a dedicated open access collection, so that they would avoid paying for open access content.

**Can you describe the publication process at your journal? Are there any unique features? What are your review times? And what quality control mechanisms do you employ?**

The production process we follow for *Medicine*, post-acceptance, is really no different than that for

any other journal. We perform copyediting, typesetting, and proofing, as we would with any other journal. Likewise, review times are competitive with most other journals. Our average time from submission to first decision is around 27 days. The review process is similar to that of a subscription journal, with the overwhelming majority of submissions undergoing multiple revisions prior to acceptance.

There are, however, some unique features of both the review process and the quality control mechanism we employ. Firstly, all eight *Medicine* article types are mapped to a specific research-reporting guideline, and we require the completion of applicable checklists and flowcharts with every submission. For example, if someone is submitting a systematic review and meta-analysis, the manuscript must be prepared in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines and include the appropriate support materials. This provides our reviewers and editors with a consistent format and structure for all submissions. It also provides at least a minimum level of quality and thoroughness.

Secondly, our system of assigning editors is entirely based on matching manuscript to editor based on a fairly detailed expertise-based classification scheme. Authors assign up to five classifications to their submissions, and editors are asked to select their areas of expertise from the same classification list. The goal is to ensure that editors are only asked to take on submissions that precisely match their interests. We think this is beneficial to the authors, readers, and to the review process in general.

**Your professional role, too, has transitioned from managing subscription-only journals to leading a fully open access publication. How different is overseeing an online open access journal from managing a print-only journal? What are the unique challenges associated with an open access journal?**

Despite the differences in licensing model, both types of journal are similar to manage, in that the challenge is to create effective workflows and processes. The differences for *Medicine* are really in

the structure and management of the editorial board, which has evolved from a very small group of established experts from a single institution, to an international board of over 750 members. This change has more to do with handling the volume of submissions that *Medicine* now receives, as opposed to the new open access status.

**Does submitting to a multidisciplinary open access journal have distinct advantages over submitting to a subscription-based publication? If yes, what are they?**

A multidisciplinary open access journal has enormous freedom to publish content without the financial constraints imposed by the subscription model. For example, since each article published is essentially self-financed, *Medicine* doesn't have to concern itself with page count limits. As a result, our time to publication is only governed by the amount of content our production team can handle. Additionally, authors can be assured that the potential of their article is only limited by the terms of the license that they have selected.

**The “mega-journal” concept seems to have caught on today. Can you explain the concept a bit for our readers? What role do you think mega-journals play in the publication landscape today and what does the future of open access publication look like to you?**

*Medicine* as a “mega-journal” has been an interesting transition, because it runs counter to so many authors' ideas about the traditional order of journals. We are not a specialty journal, but 43 specialty journals published under one masthead. Since our editorial mission is to publish all work that is scientifically and ethically valid, without considering novelty or potential for impact, it means we have the freedom to publish negative studies and case reports without concern for the editorial makeup of the journal.

Our most recent developments have all been about making navigation of this wide array of content easier for readers. We publish 20 to 40 articles on any number of topics within a week. The problem we recognized was that if I am a cardiologist, for example, how do I find content of interest to me amongst the hundreds of articles published per month? Our solution has been to create category

pages that act as journals within the journal. This probably paints a pretty good picture of the future of open access, as well as the future of the “mega-journal.” *Medicine* is presented as a “mega-journal” because that works best for indexing and distribution, but it operates editorially as 43 specialty journals. It wouldn’t surprise me if the next phase for the “mega-journal” is the spinning off of these specialty areas based on citation performance.

**Let’s talk a bit about open access as a concept and how it has been accepted. Having worked with different user segments—publishers as well as authors—do you see a clear difference in how each of these segments views the open access movement? Is one group more evidently pro-open access?**

In my experience, authors are either excited or ambivalent about the possibilities represented by open access publishing. I haven’t run into many authors who are actively against open access publishing. Publishers have certainly shifted their perspective in recent years to see open access as having enormous potential for revenue, but I think the established publishers have also recognized that the reputation of open access publishing needs to be wrestled away from “predatory

publishers” in order for them to maximize its potential. Although the motives might be different, both publishers and authors have every incentive for open access publishing to succeed.

I would probably add a third group to the mix, and that is the editors, who have a distinct point of view from publishers and authors. The “mega-journal” model, in particular, does away with the traditional role of an editorial board. In a model that does not emphasize novelty or impact, the concept of an editor crafting a journal’s editorial mission becomes irrelevant, and I can understand that editors might feel threatened. However, what we have seen is open access titles as supplemental to a traditional high-impact journal. For example, a journal with a very selective acceptance rate might develop an open access title to provide an option to authors who have written a manuscript that is worthy of publication, but may not have achieved a level of priority high enough for the flagship publication. This approach addresses a lot of issues, such as losing submissions to your competitor, while maintaining the role and impact of a traditional editorial board.

Thank you, Mr. McRae.

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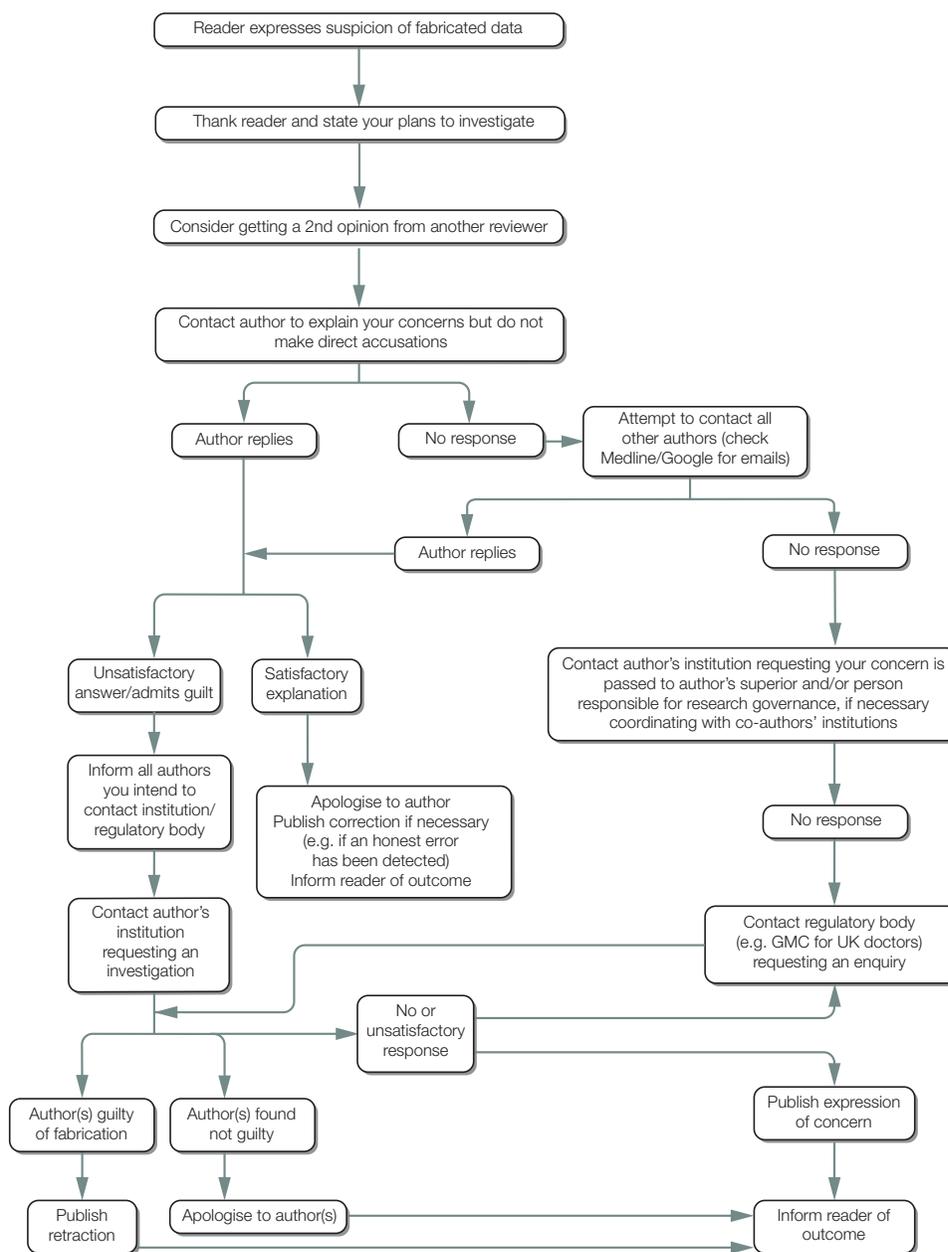
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## What to do if you suspect fabricated data (b) Suspected fabricated data in a published manuscript



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## Calendar of Events

### ACSE 2015 Annual Meeting

August 13–14, 2015

Dubai, UAE

<http://theacse.com>

### COPE North American Seminar

August 19, 2015

Baltimore, Maryland, USA

<http://publicationethics.org/>

*ISMTE members attending the ISMTE conference receive complimentary registration to COPE seminar*

### ISMTE North American Conference

August 20–21, 2015

Baltimore, Maryland, USA

[www.ismte.org](http://www.ismte.org)

*EASE and COPE members receive ISMTE member registration rate*

### Society for Editors and Proofreaders/Society of Indexers 1st joint conference and AGMs

September 5–8, 2015

York, United Kingdom

[www.sfep.org.uk](http://www.sfep.org.uk)

### ALPSP Conference

September 9–11, 2015

Heathrow, United Kingdom

[www.alpsp.org](http://www.alpsp.org)

### AMWA 75th Annual Conference

September 30–October 3, 2015

San Antonio, TX, USA

[www.amwa.org](http://www.amwa.org)

### WAME International Conference for Medical Journal Editors

October 2–4, 2015

New Delhi, India

[www.meeting2015wame.org](http://www.meeting2015wame.org)

### ISMTE European Conference & COPE meeting

October 13, 2015

Heathrow, Middlesex, United Kingdom

[www.ismte.org](http://www.ismte.org)

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### Editing medical journals–short course

November 4–6, 2015

Oxford, United Kingdom

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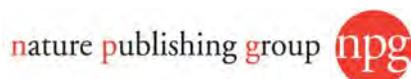
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