I’ve just returned from attending my first ISMTE European conference and would like to commend the European Conference Committee for an excellent job in organizing such an outstanding and invigorating conference. It was refreshing to meet with colleagues from different parts of the world as well as to welcome many first-time attendees. I know I came away with my mind buzzing from all the new ideas I can’t wait to try! Watch out for the 2015 European Conference summary in the next issue of EON.

Although it feels like we just finished up the 2015 conferences, it’s not too early to start thinking about submitting a poster for the 2016 conferences. Mentors will be available again to help develop your proposal and poster and ISMTE provides templates to assist in designing posters. Please consider submitting a poster proposal and be a part of the continued success of the ISMTE poster sessions.

It is increasingly important to provide our authors with clear instructions on what is expected from them during manuscript submission. In “How Do You Figure?” Ashley Smith discusses the common areas of author confusion regarding figure guidelines and offers suggestions on how to simplify and clarify journal guidelines.

We all face the challenges of limited time, staff, and resources to complete a seemingly unending list of “to-do’s.” Judy Connors discusses the common areas of author confusion regarding figure guidelines and offers suggestions on how to simplify and clarify journal guidelines.

David Smith presents a list of ten quick grammatical fixes he and his team use when copyediting to prevent ambiguity and confusion in manuscripts. These simple edits help improve readability without overburdening his copyeditors.
Now that we know what altmetrics are, how can we benefit from tracking altmetrics and use them to improve our journals? Danielle Padula answers this question in “Using Altmetrics to Improve Your Journal’s Editorial and Outreach Strategies.”

With all the demands on our time, it’s easy to get stuck doing the same thing over and over, and sometimes it may feel like we’re working harder, not smarter. I hope ISMTE’s resources, like EON, are as helpful to you as they are to me in bringing new information and fresh ideas to use in your Editorial Office. If there’s a topic you’d like to suggest or if you have an article idea, please contact the EON team at editorialofficenews@gmail.com.

ISMTE Upcoming Conferences

2016 Asian Conference
4–5 April 2016
“Best Practices in Scholarly Publishing”
Novotel Singapore Clarke Quay
Singapore

2016 North American Conference
11–12 August 2016
Hilton Philadelphia City Avenue
Philadelphia, Pennsylvania, USA

2016 European Conference
31 October–1 November, 2016
Sheraton Brussels Hotel
Brussels, Belgium

Find more information online.
The ISMTE Board of Directors and Poster Committee are proud to announce that the poster submission site for the 2016 ISMTE conferences is now open. Previous poster sessions have been an enormous success and have enabled attendees to share their unique Editorial Office experiences in a fun and engaging format. Poster topics from the 2015 conferences included, among others:

- reducing reviewer fatigue and finding new reviewers,
- introducing submission fees to reduce editorial workload, and
- creating dashboards for editorial metrics.

To view all of the posters, go to www.ismte.org/?page=2015Posters.

First-place winners Sarah McCormack and Kimberly Rhodes, from the American Society for Nutrition (ASN), presented their poster “ASN’s Interactive Peer Review Checklist: Regulating the Peer Review Process” to North American meeting attendees in August 2015, illustrating how creating and maintaining a peer-review checklist accelerates the training of new staff, eases the burden of providing cross-coverage and communicating procedural changes, and provides the management team with an effective tool for overseeing operations. Sarah and Kimberly found that participating in the poster session was a valuable experience. They state:

*Presenting our interactive checklist in the 2015 ISMTE poster session proved to be strongly motivating to develop the most functional and attractive product possible. The opportunity to work more closely with internal staff and with our insightful mentor, Margot Puerta, was highly enjoyable and productive. The experience proved to be a net gain for us by improving our graphic design and public speaking skills, and for our employer by the creation of a powerful, new tool in peer review.*

**Submission**

Are you interested in presenting a poster at next year’s annual conferences? The first step is to submit a proposal that includes your poster’s title, objectives (three things someone will learn from your poster), and an abstract of 200 words or less (abstracts can be structured or unstructured). Following the success of last year’s mentor program, mentors are once again available to help you develop your proposal and poster. If you are interested in this opportunity you can state as such during proposal submission and you will be contacted by one of our mentors. Submit your proposal online at http://www.ismte.org/?page=2016ISMTEPosters by March 1, 2016.

**Review**

The ISMTE Poster Committee will review and judge your poster proposal based on three criteria: originality, significance and relevance to the field, and practicality and applicability. If your proposal meets the bar for acceptance, the chair of the Poster Committee will contact you with instructions by the end of March for how to prepare and submit your poster for the conference presentation. When all posters are received, the committee will determine the winners of the awards.

**Presentation at Conferences**

ISMTE will provide you with a template to help you design your poster. Although not mandatory,
we encourage that you attend the North American, European, or Asian conference so you can talk about your poster with other attendees at the designated time.

**Prize Money**

Posters that receive the first- and second-highest scores will win cash prizes of $300 and $200 (US dollars), respectively. Also, the first-place winner will have the opportunity to summarize his or her poster for a short article in *Editorial Office News* (*EON*). All poster abstracts will be published in an online supplement to the August 2016 issue of *EON* (the August 2015 supplement is freely available online as a reference) and all posters will be posted to the ISMTE website.

For questions, please contact Erin Dubnansky at edubnansky@gastro.org. Don’t delay! Submit your proposal now!
How Do You Figure?

By Ashley Smith, PhD
Academic Illustrator
Research Square

We all know that both research and editing take time, and we all just want to get it right the first time, don’t we? After working in the research community for 12 years and in the editing community for two years, I have witnessed and shared in the confusion caused by lacking or superfluous journal guidelines. My main goal for this article is to share with you the most common areas of author confusion regarding figure guidelines and how clarifying and simplifying journal guidelines can help allay that confusion.

Confusion around guidelines for figure preparation can be distilled into two main themes: terminology and procedure. Whether or not the reader is a native English speaker, terminology such as “line art” and “vectors” can cause great confusion, especially when used without explanation. Most of us have heard that a picture is worth a thousand words, which is why authors include figures in their papers to begin with. So why not help authors by showing examples of figures as your journal would like them to appear?

Even though the example shown in Figure 1 provides a definition of the terminology used, if possible, it is always better to steer clear of the use of obscure terminology. In this example, the journal guidelines ask for vector art when they could simply ask that EPS or PDF files be submitted, thus avoiding potentially confusing the reader, while still communicating exactly what is needed.

Even if an author is familiar with an esoteric term like “vector,” they may not know the proper procedure that is needed to convert what they have into what you want for publication. Many authors use statistical or graphing software such as R, SPSS, or GraphPad, and the process for exporting quality vector graphics out of such software may not be readily apparent. One option for supporting potential contributors while also minimizing lengthy guidelines is to provide links to reliable online resources. Alternatively, sharing short instructional lists and examples (as seen in the Journal of Clinical Investigation’s guidelines at www.jci.org/kiosk/publish/figures) that walk authors through this process is helpful.

In general, a graph created using any of the popular graphing applications should be easily saved or exported in EPS or PDF format.

Once the basics of terminology and procedure have been defined, it’s time to start constructing your guidelines. First, when creating figure guidelines, it is important to remember that not all guidelines are created equal. Depending on your journal specialty, it may be wise to focus your guidelines on specific aspects. Basically, let your journal’s content be your guide. For instance, medical journals focus heavily on images, and their publications benefit mightily from the inclusion of high-quality photographs. Meanwhile, basic science journals focus more heavily on graphs, flowcharts, and diagrams (line art) or combination-type figures (mixtures of images and line art).
How Do You Figure?

The table below lists the standard requirements print journals tend to lay out for image- and line art–based figures.

Second, breaking down instructions for the sake of clarity and simplicity is hugely beneficial for potential contributors. Authors will become weary of spending valuable time sifting through pages and pages of guidelines to find all of the relevant information they need before submission. This effort can be greatly minimized by breaking down guidelines into separate categories, using lists or tables instead of paragraphs, and (I cannot stress this enough) using examples! After seeing and processing hundreds of guidelines to help authors create journal-compliant figures and tables, we, in the Figure Formatting division of Research Square, have assembled a table of common guidelines.

If there is one thing that you take away from this article, let it be this: asking for JPEGs will almost always result in lousy images that do not reproduce well in print. Why do JPEGs fall into our “does not comply” list? Unlike TIFFs, which use lossless compression, as defined above, JPEG files lose information each time they are saved. Therefore, over time, a JPEG image becomes blurry and pixelated. Accepting files created with Office applications such as PowerPoint and Word can also be hit-or-miss with regard to figure quality, though the reasoning behind this is slightly more nuanced. To save space, PowerPoint and Word automatically compress (or downsample) images that are inserted into them, which basically leads to the same effect that we observe after saving a JPEG file several times. When the images lose information, they become blurry and pixelated. However, there is a workaround for this. When the file extension is changed from .doc (or .ppt) to .htm (i.e., saving as a Web-based file), a metadata folder is generated that

<table>
<thead>
<tr>
<th>Standards</th>
<th>Image-based figure</th>
<th>Line art/combination-based figure</th>
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<tr>
<td>Resolution</td>
<td>300-600 dpi</td>
<td>1200 dpi</td>
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<tr>
<td>Width</td>
<td>3-5 inches*</td>
<td>TIFF, native, or vector formats (EPS, PDF)***</td>
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*Size helps to ensure the appropriate number of pixels for clear printing.
**Preferred for its lossless compression (data is not lost each time the image is edited and saved, as seen with JPEG files).
***Vector formats allow for limitless resolution and editability.

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<td>Resolution (TIFFs)</td>
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<td>Line art: 1200 dpi minimum</td>
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<td>Combination: 600 dpi minimum</td>
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includes the original images in all their (typically) high-resolution glory. But don’t cry victory just yet! This method is not fool-proof, and often even the higher resolution versions found in the metadata are not of sufficient quality for printing (for example, if the original image was a low-resolution JPEG). The safest bet is to ask for TIFFs for images and to ask for PDF or EPS files for line art!

Lastly, we’ll touch on an often neglected area of figure guidelines: the use of color. First and foremost, it helps to specify whether your journal has a preference for CMYK (the color space best suited for printing) or RGB (the color space best suited for monitor display). If the color scheme of a figure is important, provide the color palette that should be used or list any colors that you want to avoid, such as yellow, which, as you can see (or not), may not be the most appropriate color choice for displaying data. Color should be used to highlight and emphasize figures, and it can be used to separate and define data or to associate related information. Thus, color should not be used for the sake of using color—a common mistake of which it may help to remind authors. For example, since the bars in the graph shown in Figure 2 are already labeled, having multiple colors only distracts readers from the relevant information.

The message becomes much clearer when using a single color (Figure 3). A simple statement, such as “Please avoid the use of color unless it is critical for the interpretation of the data,” may be enough to dissuade authors from the superfluous use of color.

Another frequently overlooked area when devising color guidelines for a journal is color blindness. As seen in Figure 4, individuals with color blindness may have great difficulty appropriately interpreting a figure that has not been designed with color deficiency in mind.

In this example, the control and treatment groups are distinguished using red and green. However, people with certain color deficiencies would see the image as essentially one monotone color, as depicted on the right. Particularly if your journal encourages the use of color in figures, you may want to include a disclaimer about using certain colors, such as red and green, to distinguish data.

Hopefully, this quick tutorial will help you restructure your figure guidelines, so that you can get what you want from authors the first time. Just remember: be specific, keep it simple, and show examples!

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**Figure 2.** Example of a graph with superfluous color.

**Figure 3.** The graph shown in Figure 2 without distracting use of color.

**Figure 4.** Example of a graph with colors difficult to discern by those with red/green color blindness.
Small Journal Management Made Easier

By Judy Connors, MA
Associate Editorial Director
DIA

Most Editorial Offices are faced with the same challenges: higher than ever expectations, lower than ever resources. A lethal combination? Not necessarily.

At the August ISMTE meeting in Baltimore, I hosted a session entitled “Small Journal Management: How to Do More with Less,” during which I shared some of the strategies I have implemented while managing scientific journals that have produced high-yield returns on our content. This article summarizes my presentation and outlines tactics you could implement over time that will increase your ROI on published content.

Searching for ways to efficiently manage staff time and produce top-quality publications is a daily challenge: how do we continue to keep our journals, magazines, and organizational websites current, relevant, and cutting edge? How do we produce or procure compelling content with so many demands on our and our staffs’ work hours? In addition, as Editorial Directors or Managing Editors, our job descriptions require us to define departmental goals that are progressive and closely aligned with the strategic plan of our organization and this often means incorporating the overall vision, mission, and core values of those organizations into our content development plan.

At DIA, where I am the Associate Director of Editorial Services, there are two major components to our editorial process: collaboration in content development, and the repurposing of that content through a variety of outlets. We understand that we are the disseminators, not the creators, of that knowledge. Key to our editorial strategy is harnessing the power of collaboration with like-minded leaders and organizations in our area of focus to drive content by using the energy and expertise of our volunteer editorial boards to publish our journal, Therapeutic Innovation & Regulatory Science, and our membership magazine, the Global Forum. We then repurpose that published content to fuel our website, podcast channel, blog, and product portfolio. I will broadly discuss our mode of collaboration and content repurposing.

Collaborate to Innovate and Advance

An old African proverb says, “If you want to go fast, go alone. If you want to go far, go together.” We have decided to go far.

Building an enduring knowledge center through our publications and programming that is relevant globally and provides a continual source of current, cutting-edge, and “must have” content is critical to our success. However, this takes collaboration, intra-organizationally and externally with partners who can drive that content curation.

Each of our publications has specific defined areas of interest and our editorial boards are built around global representation in those fields so that all stakeholder perspectives—industry, regulatory, academe, and patients—are represented in keeping with DIA’s neutrality platform. We rely heavily on the expertise of our volunteer editorial boards to reach deeply into their professional networks and identify for us leaders in our field, health care product development. Some of the strategies we have put in place to
Small Journal Management Made Easier

engage a committed and responsive editorial board include:

- Reinforce that the editorial board is the driver of original research for publications; assign content areas based on individual expertise
- Set editorial board terms and stagger them in thirds so that an entire board is not rotating off at one time
- Keep the board diverse geographically, with balanced representation in terms of industry, academe, or regulatory sector; gender; career stage; etc.
- Develop a “roles and responsibilities” document for Editors to sign (we have instituted a charter that is signed by both the Editor and DIA Publication Editor before the term begins that includes length of service, responsibilities, and the association’s expectations)
- Establish performance metrics which are measured against a yearly “report card” (for example, we ask our Editors to solicit or personally author two peer-reviewed article for our journal and review five to six papers annually)

- Encourage Editors to pursue and accept speaking engagements at conferences and meetings to engage potential authors
- Provide editorial board members with customized business cards to distribute at meetings and events
- Educate authors to the benefits of publishing with your organization and encourage them to share great metrics and success stories
- Communication is key:
  - Have an on-boarding call with the Deputy Editor and each individual editorial board member; develop a PowerPoint presentation and distribute it afterwards for board members to consult as needed
  - Hold quarterly WebEx conferences with the entire board; have it recorded for those who cannot attend and circulate the recording with a thank you email after the call
  - Develop an editorial calendar, with the editorial board’s input, that addresses all areas of focus and assigns them contributions on a timeline they can accommodate; they are, after all, volunteers

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Grief and Loss Medicine Foundation

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Small Journal Management Made Easier

- Conduct a face-to-face editorial board meeting once yearly
- Provide the editorial board with all published article information, including links, citations, etc., for them to include on their social media sites, for networking and sharing content
- Send thank you notes and article PDFs following any contribution to each Editor and contributing author

The editorial board page should be highlighted in each issue in the front matter and should also be linkable to the organizational website. The DIA *Global Forum* editorial board page as seen on the previous page broken out by content and regional areas for ease of reference; including editor photos helps create a sense of familiarity and also allows them to be recognizable at conferences.

**Repurposing Content**

As an organization that has two publications (*Therapeutic Innovation & Regulatory Science* and *Global Forum*), DIA has a unique opportunity to repurpose content from both products and deliver knowledge through a variety of channels.

As the chart shows, we cross-promote our articles and repurpose content to expand our knowledge center and deliver information to our members in the way they want to learn it: through original scientific research articles, articles on hot topics in health care product development, podcasts of interviews with experts, or interest-specific newsletters.

Some of the specific activities to use to expand the reach of your content include:

- Social media marketing: assign an individual link to each article so the authors/Editors/staff and members can push the content out through their Facebook, Twitter, Instagram, and LinkedIn accounts
- Develop discipline-specific newsletters to targeted audiences, all with individual article links in the scope of that interest area
- Request authors to submit blog posts and tweets with their articles at time of submission; that way your organization’s posts are from the experts who wrote the articles
Small Journal Management Made Easier

- Use all fair use content from member-only publications: post abstracts and commentaries on the organizational website
- Consider hosting open discussions around specific topical articles with a community of interest via a virtual journal club
- Provide structured networking related to particular articles at meetings, either during a lunch break or as a session during the meeting program
- Start a podcast channel: invite authors to a taped discussion around the content of their articles (look into Podbean and Audacity to research reasonable ways to do this)
- Conduct pre- and post-meeting interviews with chair persons of your organization’s educational events
- Send out a call for papers to generate submissions
- Provide complimentary copies of your journal at meetings to raise awareness of your publication and stimulate submissions

Finally, there are other ways to make your editorial workflow more efficient so your staff and you can focus on content development. These include:

- Customize submission response email templates
- Automate as much as possible: reports, metrics, email responses, etc.
- Customize your author guidelines (include COI forms, information on English polishing, etc.)
- Develop/implement a publications-focused marketing plan
- Provide monthly metrics reports; track metrics closely and often
- Conduct surveys on publications to measure readership satisfaction and needs
- Perform industry benchmarking and a/b testing to make sure your efforts are effective

In sum, open communication—with leadership, staff, Editors, authors—is key: set expectations and follow through. Most importantly, however, course correct as needed: nothing is perfect!
Most of us involved in editorial production wish to maintain high standards despite the many increasing pressures affecting our schedules and budgets.

Over the years, I’ve tried to balance meeting deadlines with keeping the copy I’m editing as free as possible of ambiguity, confusion, and outright mistakes.

Following are a few of the guidelines my staff and I rely on when we prepare peer-reviewed papers for publication in the *Journal of the American Academy of Orthopaedic Surgeons* (JAAOS). (I’ve modified the sentences used as illustrations so that they no longer specifically refer to material we have published.)

1. *One sentence, one thought.* This doesn’t mean that every sentence should be a simple sentence. However, when a sentence becomes lengthy or excessively detailed, it’s time to consider breaking it into two or even three shorter clauses if possible. Whether separated by periods or semicolons, these shorter clauses allow the reader to pause and take a mental breath to digest what she is reading.

2. *Sentences should move from left to right in natural order.* Clauses and phrases should follow one another sensibly so that the reader doesn’t have to backtrack to double check something stated earlier to clarify what is being said.

   The following sentence could slow down a reader because it is in reverse order: the list of items at the beginning is really a collection of predicate nominatives—items that the subject is talking about.

   The aspect of the residual limb, awareness of the systemic cost related to the level of amputation, and an emphasis on physical conditioning are important elements that guide the effective use of a prosthesis.

   Putting the sentence in natural order places the subject of the sentence first, then the verb, then the predicate nominative:

   Important elements that guide the effective use of a prosthesis are the aspect of the residual limb, awareness of the systemic cost related to the level of amputation, and an emphasis on physical conditioning.

   When we remove the prepositional phrases and other modifiers, we clearly see what the sentence is saying in subject-verb–predicate nominative order:

   Important elements that guide the effective use of a prosthesis are the aspect of the residual limb, awareness of the systemic cost related to the level of amputation, and an emphasis on physical conditioning.

   Simply put, “The elements are aspect, awareness, emphasis.”

3. *Compare like to like.* In other words, be certain that comparisons are complete. The following sentence does not do this:

   The authors reported that the anterior stability test results were more sensitive and specific than the posterior stability test (31% versus 22% and 95% versus 84%, respectively).

   Anterior stability test results are compared with the posterior stability test. Either a test must be compared with a test, or results compared with results. Comparing a test to a test wouldn’t make much sense in a clinical study; clearly comparing results with results is what is meant:

   The authors reported that the anterior stability test results were more sensitive and specific than those of the external rotation test (31% versus 22% and 95% versus 84%, respectively).
Another example:

Shoulder range of motion must be measured; this motion should be compared to the opposite side.

Shoulder range of motion must be measured; this motion should be compared to *that of* (or, *the motion of*) the opposite side.

4. **Avoid using “as” for “because.”** *As* is one of the oldest conjunctions in our language; thus, it’s collected a lot of uses since its origin in Old English. Its use adverbially to connote cause is very common, but its meaning when used that way can be ambiguous.

Rule of thumb: if you can replace *as* with *while*, then *as* is fine. It is being used to indicate a contemporaneous event. There is no doubt about the message being conveyed:

*As* we were leaving, we met Helen in the parking lot.

*While* we were leaving, we met Helen in the parking lot.

But if *as* can be replaced by *because*, do that. It means that *as* is indicating cause rather than a moment in time, and we need that sense of causation to avoid any chance of ambiguity:

*As* we are relocating, we have need of new letterhead and business cards.

*Because* we are relocating, we have need of new letterhead and business cards.

5. **Avoid the expletive “there are…that” (or “there is…that”) construction.** Delete these words and cut to the chase:

There are many studies that indicate that subscapularis repair...

Many studies indicate that subscapularis repair...

6. **Avoid “it” as an expletive, if possible.** Expletives basically serve as false subjects to get a sentence started. Almost always, such sentences can be recast comfortably with the actual subject (“obtaining,” in the example that follows) up front at the start of the clause (which, after removing the expletive, proceeds in natural order):

Some patients may find the examination to be uncomfortable, but it is imperative to obtain a functional baseline.

Some patients may find the examination to be uncomfortable, but obtaining a functional baseline is imperative.

7. **Use “when” rather than “if” whenever it serves the meaning of the sentence.** *When* is an adverb of time; *when* something is necessary, it is absolutely necessary. *If* is conditional; it is not absolute in its meaning.

*If* it rains, we won’t go to the park. (Whether we go to the park depends on the weather.)

*When* it rains, we don’t go to the park. (Our absolute rule is that, when it rains, we avoid going to the park.)

Thus, if the meaning of what is being expressed is absolute, use *when*:

The test is positive if *when* an audible snap is heard.

Prophylactic treatment is recommended if *when* these specific conditions are met.

8. **Be sure that “only” modifies the proper term in the sentence.** The modifier *only* can float to almost any position in a sentence—meaning that it can modify more than one word or phrase in a sentence:

*Only* prophylactic treatment is recommended when these specific conditions are met.

Prophylactic treatment *only* is recommended when these specific conditions are met.

Prophylactic treatment is recommended *only* when these specific conditions are met.

Prophylactic treatment is recommended when *only* these specific conditions are met.

Prophylactic treatment is recommended when these specific conditions *only* are met.

A further danger is that *only* can easily become a squinting modifier; when placed between two terms, how can we know which term it refers to? For example, in the second sentence above, is prophylactic treatment the *only* recommended treatment? Or is it *only* recommended when certain conditions are met? We can’t tell.
Keeping Our Copy Grammatically Correct

Such dilemmas can be solved by replacing only with a term that expresses the sentence’s meaning clearly, omitting the word entirely, or adding a clarifying phrase:

Prophylactic treatment alone is recommended when these specific conditions are met.

Prophylactic treatment is recommended when these specific conditions are met.

Prophylactic treatment is recommended when these specific conditions are met, and only then.

9. Reference of a pronoun to its antecedent must be clear. The second sentence in the following passage begins with “these.” “These” what? The reader has to refer to the preceding sentence to decide which of the many plural nouns there “these” refers to.

Ultrasonography helps the examiner distinguish between masses, ascertain the shape and vascularity of a lesion, and visualize calcifications and patterns of internal echoes. These are useful in establishing a differential diagnosis.

By repeating the antecedent, or interpreting it sensibly, the meaning falls into place:

Ultrasonography helps the examiner distinguish between masses, ascertain the shape and vascularity of a lesion, and visualize calcifications and patterns of internal echoes. These features of ultrasonography are useful in establishing a differential diagnosis.

10. The word seems or the phrase seems to is almost always unnecessary; if a thing seems to, then it is or it does:

The halo vest, the typical treatment of such fractures, seems to work well.

The halo vest, the typical treatment of such fractures, works well.

In copyediting the papers that cross our desks, my staff and I have developed automatic reflexes. Certain words or constructions jump out at us; when they do, we take the extra moment to clarify the sentence or recast it so that the intended meaning is clear. If we are in doubt, we query the author to clarify.

Doing so doesn’t require an inordinate amount of extra time; it is simply part of our routine. The purpose served is evident. We’re frequently told that our articles read well, that they present information clearly, and that our readers are able to get what they need from a JAAOS article even when pressed for time or feeling a bit drowsy, deep into their scheduled hours.

Those are the reasons we take these steps and make this quick fixes. Our vigilance is well rewarded—and appreciated.

Join an ISMTE Local Group today!

ISMTE Local Groups have formed through the efforts of members who would like to meet with peers and colleagues in their local area for networking and discussion. Participation is not limited to ISMTE members, and the only cost associated with participation will be your meal, if the group meets at a restaurant.

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- Washington, DC Area
- Tokyo, Japan

Visit the ISMTE Local Groups page to join a local group or to find more information.
Discovering Our Roots: Extra, Extra, Read All About It

By Stephanie Kinnan
Editorial Assistant
GIE: Gastrointestinal Endoscopy

“A good newspaper is a nation talking to itself.”
—Arthur Miller

Believe it or not, before the never-ending barrage of smartphones and tablets made information so readily available at the tips of our fingers, people actually had to wrestle with large sheets of heavily inked paper to get their news. These things were appropriately known as newspapers. I remember clearly the long, cold morning walk to the end of the drive to hunt for the dewy wad of paper that never seemed to be in its proper place, due to the poor aim of the neighborhood paperboy. Oh, how we scoff at those days now. With a click here or a swipe there, the world’s wealth of information glows in front of us. Newspapers are an increasingly rarer sight these days, as the younger generations gravitate to a progressively more paperless existence. However, these soon-to-be relics had a good run as a staple of everyday life for the last 3 centuries.

Widely regarded as the world’s first newspaper, *Acta Diurna* was published in Rome in 59 BC, but it took another millennium and a half for the world to see its first weekly paper. Printed in Strasbourg in 1605, *Relation aller Fürnemmen und gedenckwürdigen Historien* (try saying that 5 times fast), translating to “collection of all distinguished and commemorable news” and commonly and simply referred to as *Relation*, was published by Johann Carolus. He is often credited as the inventor of the newspaper. Carolus was also an avid proponent of protection against reprinting, a precursor to modern copyright laws. He certainly carved a path for many publications to follow and left his mark in newsprint history.

However, perhaps the most interesting installment of newspaper history was the creation of the first ever daily paper. In 1702, after the lapse of the Licensing of the Press Act, which strictly regulated printing, London experienced a period of freedom of the press. Journalist Elizabeth Mallet, publishing under E. Mallet to hide her gender, established *The Daily Courant*. Not only was she setting a precedent for the printing of future daily papers, but also she did something rather radical: she only printed the impartial truth. The single sheet of articles containing news of affairs in foreign countries contained no editorial comment and no bias of any kind. She chose just to report the facts as they were and disclosed her sources of information, believing “people to have sense enough to make reflections for themselves.”

Sadly, Elizabeth Mallet’s publishing career was short-lived. She died just 4 years later in 1706. However, her influence still remains, as today we expect nothing less than the unbiased truth from all our news sources, whether they be the rustling pages of printed paper or the glowing text of a digital screen.

As academics continue to explore the best means of displaying the full impact of their published research, you’ve likely come across a great deal of information about how scholars can benefit from tracking altmetrics in addition to traditional bibliometric data. But, you may be wondering how editors and publishers can use altmetrics to improve their journals.

In a new free e-book resource, The Evolution of Impact Indicators: From Bibliometrics to Altmetrics, Scholastica and Altmetric explore how altmetrics are changing the nature of research impact and how both journals and scholars can use these new impact indicators. For journals, tracking altmetrics—metrics gathered from mentions of research in nontraditional online outlets, such as news media, public policy documents, social media, and more—is an opportunity to offer additional value to authors by helping them track the broader impact of their work, and to garner insights to improve journal editorial and marketing strategies. In this article, I summarize some of the top ways altmetrics can help your journal.

Provide Added Value to Publishing Scholars and Readers

Tracking altmetrics for journal articles and making them available on article webpages can help make your publication more appealing to authors and readers. For the majority of authors, after getting their article published in a journal there is a long period of waiting and wondering how that work is faring. Traditionally, authors get little insight into how their research is being disseminated and used until citations begin to accrue—something that can take many months or even years to occur. By tracking altmetrics data and making it available to authors, journals can provide authors with valuable insights like the regions of the world in which their articles are being read and shared as well as the ways those activities are occurring, which authors can use to illustrate the influence of their work in funding or job applications. Additionally, if your journal is taking efforts to promote individual articles or articles on particular topics, authors can see how those promotional efforts are making a difference.

Making altmetrics data publicly available can also help journals attract readers, by showing the reach and influence of their content. For journals that are still working to develop an Impact Factor or that focus on niche topics less likely to attract high citation numbers, altmetrics impact indicators can help show the true influence that their articles are having in the field and why scholars should pay attention to them.

Track and Improve Marketing Efforts

Many publications use altmetrics to track their online reach and identify ways to improve their marketing strategy. Publishers and Editors can use altmetrics to see where their journal articles are being discussed and in what context. Additionally, altmetrics data can be used to find new communities that are interested in the journal’s research. Journals can use this information to find ways to market directly to interested groups and to highlight popular articles on their websites and in online promotion, such as by displaying a “top 10 articles” list on their homepage or sharing a “social selection” article of the week via email or social media.

Journal marketing departments, such as those at society and university press publishers, are also using altmetrics to monitor the broader uptake of their promotional campaigns and outreach activity. The geographical data altmetrics feature help...
Using Altmetrics to Improve Your Journal’s Editorial and Outreach Strategies

reveal which global regions are the most engaged, and highlight any possible gaps in strategy or target markets.

Journals are keeping a close eye on the attention surrounding their competitor titles, using tools like the Altmetric Explorer database to benchmark the online activity surrounding their own articles with that of peer publications.

**Influence Editorial Strategy**

Journals can use altmetrics data to identify popular content and topics to highlight in supplemental content offerings. For example, MIT Press recently used Altmetric data in determining which of their previously published articles should be used to form the content for their new “Batches” e-book series—collections of specially curated journal content for the Kindle. MIT Press incorporated altmetrics attention data with other metrics and expert review to form what has proved to be a successful series of new titles focusing on specific subject areas. In addition to pinpointing content to highlight, editors can also assess altmetrics of articles in similar journals to find authors who are publishing prominent research in the field whom they may want to invite to submit.

For more information on how altmetrics are changing the nature of the research impact game and how you can start using them at your journal, check out Scholastica and Altmetric’s new free e-book—*The Evolution of Impact Indicators: From Bibliometrics to Altmetrics.*

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**Literary Eccentricities**

Percy Bysshe Shelley hated cats so much he once tied one to a kite and flew it in a thunderstorm, hoping it would be electrocuted.

Dorothy Parker once bought a new typewriter because her ribbon ran out and she didn’t know how to change it.

Rudyard Kipling once painted his golf balls red so he could play golf in the snow.

Charles Dickens used to get so excited performing his own work on stage that he sometimes fainted.

Samuel Johnson once shaved all the hair off his arms and legs just to see how long it would take to grow them back.

J.M. Barrie always ordered Brussels sprouts for lunch but never ate them. When asked why, he said he just liked saying the words.
What to do if you suspect ghost, guest or gift authorship
(see also flowcharts on Changes in authorship, as such requests may indicate the presence of a ghost or gift author)

*Note: initial action will depend on journal's normal method of collecting author/contributor info

**Note: including clear guidance/criteria for authorship in journal instructions makes it easier to handle such issues

***Note: Marusic et al. have shown that the method of collecting such data (e.g. free text or check boxes) can influence the response. Letting authors describe their own contributions probably results in the most truthful and informative answers.

Reference
Calendar of Events

ISMTE RTP North Carolina Local Group
November 13, 2015
Durham, North Carolina
www.ismte.org

Publication Ethics: Fraud and Misconduct
November 17, 2015
London, United Kingdom
www.alpsp.org

ISMTE Heidelberg Local Group
November 18, 2015
Heidelberg, Germany
www.ismte.org

The RFP Process
December 9, 2015
Philadelphia, Pennsylvania
www.alpsp.org

ALA Midwinter Meeting
January 8-12, 2016
Boston, Massachusetts
http://2016.alamidwinter.org/

ISMTE Oxford Local Group
January 28, 2016
Oxford, United Kingdom
www.ismte.org

Researcher-to-Reader Conference
February 15-16, 2016 (tentative dates)
London, United Kingdom
http://r2rconf.com

ISMTE Asian Conference
April 4-5, 2016
Singapore
www.ismte.org

EASE and COPE members receive ISMTE member registration rate

2016 CSE Annual Meeting
May 14-17, 2016
Denver, Colorado
www.councilscienceeditors.org

SSP 38th Annual Meeting
June 1-3, 2016
Vancouver, British Columbia, Canada
www.sspnet.org

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ISMTE Executive Office:
275 N. York St. Suite 401
Elmhurst, IL 60126 USA
ISMTE phone number: (+1) 630-617-5153
ISMTE email address: info@ismte.org

Editor-in-Chief:
Meghan McDevitt
mmcdevitt@asge.org

Senior Editor:
Liz Bury
lbury@tuftsmedicalcenter.org

Associate Editor:
Nijssje Dorman
nijssje@gmail.com

Editorial Advisor:
Deborah Bowman
dbowman@asge.org

Section Editors:
Lend Me Your EARs: Nijssje Dorman
nijssje@gmail.com
Taming Technology: Lindsey Brounstein
lbrounstein@gastro.org

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