It was a pleasure to see so many of you at the Baltimore conference this year! Thank you to all of the attendees, participants, and conference supporters and a big “congratulations” to the North American Meeting Planning Committee on a job well done! Be on the lookout for the October issue, which will feature a full conference summary.

In this issue, Julie Walker, AuthorAID Director at INASP, provides an update on the AuthorAID program, which supports researchers in developing countries through mentoring, training, and networking, and the Journals Online (JOL) program, which works to improve the accessibility and visibility of research from developing countries. There is much room for collaboration between INASP’s programs and the ISMTE, and ISMTE members are encouraged to consider becoming a mentor for the AuthorAID program if interested.

The topic of working remotely has been addressed in previous issues of EON, and it is a situation that many of us encounter on a daily basis. We are revisiting this topic through a small series of articles written by colleagues who have unique, although frequently more common, work place scenarios. Deborah Bowman, MFA, ELS, and Glenn Collins discuss their experiences working and managing staff remotely, touching on the pros and cons and what they like best (and least) about it.

In her article, “Adapt to Survive: You’re Either LinkedIn or You’re Out,” Stephanie Kinnan describes the many benefits of using social media to promote your journal and offers suggestions for how best to manage and maintain more than one social media site.

For many of us, a key element of our day-to-day work involves responding to and answering questions from our editors, authors, and reviewers. It can be repetitive...
and sometimes confusing to constantly send out information and track responses. The Publications Department at the American Geophysical Union came up with and implemented a solution—the AGU’s Editor Portal—as a way to increase communication among editors and to serve as a hub for journal-related information.

As we weather the shifts and changes in the publishing industry, the ISMTE continues to serve as a community for sharing and connecting with professionals in scholarly publishing across countries and continents. Please continue to share your ideas, experiences, and light-bulb moments as we grow together.

Stay Connected through ISMTE’s Discussion Forum

Forums are threaded ongoing discussions that allow users to ask questions and have conversations on various topics.

You can subscribe to a forum digest that will send a single email containing all recent forum activity. If you want to be alerted immediately about forum activity, you can subscribe to a specific forum or to a specific forum topic to be notified of new replies that have just been posted.

Visit the website to subscribe to the Discussion Forum or contact Deborah Bowman for more information.
Six years ago, I was invited to write an article for EON about INASP and its AuthorAID and Journals Online (JOL) programmes. ISMTE was just beginning, the AuthorAID programme was in its infancy, and the JOL programme was establishing itself in Asia. Since then, the publishing landscape has changed dramatically and both INASP and ISMTE have needed to respond and support their members and stakeholders to navigate those changes. This flexibility and responsiveness has led to the growth in membership of both organisations and the development of new channels of support. In this article, I will update readers on the progress of the AuthorAID and JOL programmes and their relevance to ISMTE members.

For those of you who are not familiar with INASP or its work, it is an international development charity working with a global network of partners to improve access to and production and use of research information and knowledge, so that countries are equipped to solve their own development challenges. INASP has funding from the UK and Swedish governments to carry out its work across two umbrella programmes, SRKS and VakaYiko. SRKS (Strengthening Research and Knowledge Systems) is the programme under which the AuthorAID and JOL programmes sit.

When I wrote my first article about AuthorAID for EON, it was still a pilot project and its long-term future was uncertain. I am pleased to report that, following a successful evaluation in 2010, it received further funding and now has secured funding until 2018. The AuthorAID project supports developing-country researchers to publish and communicate their work through training, mentoring, networking, and resources. It can also be a very useful resource for editors and Editorial Office staff who would like to provide more guidance and support to their authors.

Mentoring is an important component of the project and researchers can find formal mentoring and editing support through the AuthorAID online system on the website or informal mentoring support through the AuthorAID discussion list. Over the last six years, we have refined our mentoring system and improved our mentor selection process to ensure that the mentoring process runs smoothly and the mentors are dedicated and responsive. The role of a mentor is varied and, although many are senior researchers and offer long-term mentoring support, many others are editors, librarians, or non-governmental organization workers offering short-term practical support and advice on specific aspects of a paper. With their knowledge of the publishing industry and practical experience in the field, ISMTE members would make excellent mentors for early-career researchers. Mentoring can be a very rewarding experience and AuthorAID mentors report that they not only have the satisfaction of passing on knowledge and skills, but they also discover new research, make new contacts, and develop their mentoring skills. Dan Korbel, an AuthorAID mentor, explains: “Being an AuthorAID mentor goes beyond a conventional teacher-student relationship—it is a really stimulating and worthwhile learning process for both mentee and mentor.”

Mentoring can also have a profound effect on the mentee’s career. In 2010 Rhoune Ochako from Kenya was mentored through AuthorAID and since then she has published 10 papers in reputable journals and has become a highly cited...
author. She is now a senior research manager at Population Services International.

For societies and publishers interested in promoting the project to their members, we have produced a promotional toolkit which can be used for this purpose. The toolkit includes a video clip of an AuthorAID mentor talking about his experience, as well as a selection of adverts and banners that we would be pleased for publishers and societies to include in journals, websites, and emails.

For researchers looking for writing resources, the AuthorAID resource library can be very useful as it now contains over 400 freely available presentations, course materials, videos, and more, with core resources translated into eight languages. Topics include academic blogging, peer review, the publication process, publication ethics, and writing grant proposals and review articles. We are always happy to add new resources and would welcome more from ISMTE members.

Another key area of support is training and this has developed significantly over the last six years. We recognised that the increasing popularity of e-learning could be a fantastic opportunity for us to increase the reach of our training. Six years ago, all our training was conducted through face-to-face workshops. Now, we run regular online courses in research writing skills and we have reached over 700 people through these courses to date. Through partnerships with Pure Earth and Latindex, we have increased our reach further with thematic and Spanish language versions of the course. We can also offer this online course content as an offline course for contexts where access to quick, reliable internet is more challenging. This has proved very successful in Sierra Leone, where INASP has been collaborating with Research for Life on a project to improve research writing skills in the country.

Our training approach has also developed in other ways and we now concentrate on building research-writing skills at the institutional level rather than the individual level, and work with the institutions to embed research-writing courses in the curriculum. This approach was started in Sri Lanka, but embedding is now also happening in Ghana, Tanzania, Vietnam, and Pakistan. We also offer small grants for institutions to run research-writing skills workshops and these have proved very successful, with one small grant winner making his grant stretch to cover 14 workshops and a regular course within his institution.

Our JOL projects have also seen some significant developments over the last six years. They were set up using Open Journals Software in collaboration with the Public Knowledge Project in order to increase the impact and visibility of research from developing countries. There are now five JOLs, spanning seven countries across Asia and Latin America, including the two most recent JOLs, Latin American Journals Online and Mongolia Journals Online. A key priority has been transferring the JOLs to in-country management and Sri Lanka JOL and BanglaJOL are now managed by institutions in their respective countries.
AuthorAID and Journals Online: An Update

Another important aspect we have been working on is improving the quality of the JOL websites and the JOL journals themselves. To improve the quality and look and feel of the JOL websites, we have entered into a hosting agreement with Ubiquity Press to host Sri Lanka JOL on the Ubiquity platform. This will allow the journals to have access to better metrics and functionality than was previously possible. We will also be introducing a tier system for journal quality, which will grade the journals on the JOLs according to the quality criteria they meet.

To support the professional development of JOL editors, we will be sponsoring some to attend the ISMTE conference in London this year, and next year we hope some will be able to attend the ISMTE conference in Singapore, where INASP and a JOL editor will be co-presenting. This participation will give them the opportunity to meet like-minded professionals and share their experiences with others in the publishing industry.

A lot has happened in the last six years, but the next six years promise to be just as exciting for INASP and ISMTE. We will be running our first online course for 1,000 participants and implementing the journal-quality tiers for our JOL journals, whilst entering a new funding period which will bring new partners and new projects. ISMTE will be holding its first conference in Asia and no doubt that will bring fresh ideas and perspectives which will guide the development of the organisation. The publishing arena will probably change too and bring new challenges and opportunities for Managing Editors worldwide. Hopefully, with the strength and support of organisations like ISMTE and INASP, our respective communities will be better equipped to successfully seize these opportunities and meet any challenges with confidence.
I wrote an article entitled “Remote Control” that appeared in the December 2010 issue of EON about my experience with a remote working situation, describing the advantages and disadvantages. When I was asked recently to update my experience, it gave me the chance to reflect on whether I was feeling any differently five years later. I’ve been doing this for a total of 10 years now (since August 2005), and working remotely worked for me then and still works for me now. Still, time marches on….

As I said in my previous article, nearly everything is done on my computer, whether I am surrounded by other people or not. As I thought about what I could update for this article, I realized that although my journal has advanced in a number of ways, none of the advancements are affected one way or the other by my working remotely. When I do go to the society office, I can’t help noticing that I am still spending nearly all of my time at a computer. With Editors located all over the world, there is no reason why the Managing Editor can’t be located anywhere. So what is different now in my situation?

My “remote” location feels a little less remote than it used to. Although I am about 300 miles from the society that employs me, I do not work from my home. I have an office that is actually a very old building that held a grocery store around 1900 to 1920. I’m across the road from railroad tracks and a suggestion of a town of time gone by. A railroad station used to be located just across the road from the store that now holds my office until a tornado destroyed the town and the train station in 1917, actually decapitating the station master with a flying door. Just one other person works in my current office, and it used to be quiet with frequent wildlife sightings nearby. Because of a recently installed “loop,” I can now get from home to my office in four minutes, as long as General Motors isn’t having a shift change. Just up the road, an RV company has begun building a dealership; this has brought construction crews and increased traffic that tear through the silence I always valued. The biggest disruption, though, is a new kind of wild life. This happened right next door in a garage-like building that was previously rented by a quiet little vending machine company whose owners stored their machines there. But about a year ago, a woman rented it to open a studio for pole dancing classes. It was a tremendous success for her—suddenly, our parking lot was filled at odd hours with her spillover customers, who trashed our area with their discarded power bar wrappers and water bottles. Music blared from the building with a driving bass that gave me more than one headache as I tried to concentrate on inflammatory bowel disease or eosinophilic esophagitis. The head pole dancer is in the process of moving out now, in favor of a bigger location. A company that repairs glass is moving in and will use the location as storage and office space. I imagine they will be quiet neighbors with few on-site customers. Isn’t it amazing what a difference your environment can make?

Recently, I was reading (for at least the fourth time) Anne Lamott’s classic *Bird by Bird*. In one chapter she talks about how all of life can be reduced to your elementary school cafeteria. School lunch hour used to be a time that was crucial to your overall school acclimation. Whether you bought your lunch or brought it from home was the first concern. What your mother packed for you was critical—had to be store-bought white bread; peanut better and jelly was good, but preferably grape jelly; and the kind of dessert or extras that were packed made all the difference. (After all, how could you trade carrot sticks?) Then there was the container. Did you have a lunchbox? Was it a cool lunchbox featuring a popular character?
Of Pole Dancers and School Lunches

Or did you just carry a brown paper bag? Did your mother (horrors!) tuck a note inside—or even more embarrassingly, write “I love you” on the outside of the bag? With whom did you sit? Were you at the popular kids’ table? Were you ever demoted because someone became more popular than you and took your place at that table, maybe when you were out with measles for two weeks? (Ok, I’m showing my age now.)

This lack of a school cafeteria atmosphere, I realize, is what I value the most about working remotely. I don’t have to wonder what others are thinking about how I am dressed, what I am eating for lunch, how many lunches I’m eating, whether I am sitting with the cool kids or the nerds—or heaven forbid, sitting by myself! I don’t have to wonder what people are thinking if I stay at work late, or if I’m frustrated and need to get up and pace, or if I talk to myself, which I frequently do. If an email is funny, I can laugh out loud without disturbing anyone or needing to explain what was so funny or worrying that others may think I am crazy. If I am in the middle of a project, I can leave my desk in an utter mess and know that everything will be just the same when I get there in the morning, and no one will complain about how it makes the office look. I can concentrate solely on my work, and I get a lot more done because of that. That, I believe, is the biggest advantage of working remotely. Some people may see this as a disadvantage if socializing is a big part of their work day. But it amazes me how much more I get done when I am in my office than when I am anywhere else. It suits me beautifully.

And now that the pole dancers are gone, things are just about perfect. Now I can really get some work done.
In my publishing career, which began in 1995 in New York City, I have worked in a number of different environments. I started in a cubicle in a large office building in midtown Manhattan and then proceeded to a basement in a start up in San Diego, followed by a top floor suite with a view, to a converted bedroom in the front of my house (alas with a view of every person who feels compelled to leave a flyer at my front door) where I am writing this piece now. The physical, mental, financial, and emotional environments I have worked in could not be more different from each other and it has become apparent that there is no set way to do this work. Like the field of STM publishing itself, the office is constantly evolving.

If you are like me you have probably already read quite a bit about the pros and cons of working from home. Work space and equipment maintenance, benefits, contracts, taxes (everything is deductible—seriously), how to not snack all day long and gain 5 pounds. The vast majority of the time the people working from home are the exception in the work environment. You report back to an office, a company, or a headquarters in some other location. You have to deal with the HR department that constantly forgets you and the colleagues who remind you about being in a different time zone for every single conference call. Some who work from home experience these issues a great deal while others seem to find the perfect setup. What I want to focus on is the following question: what happens when everybody works from home?

I work for a virtual company that works for a virtual society. I am a year in and I still do not know exactly where all my colleagues live! We get together in person about two to three times per year at meetings and we really cherish those times. This has given me, I believe, an even more unique perspective on this topic and I want to briefly hit on a few points.

Managing people remotely—take the time to do it right. I currently have three people reporting to me in our editorial “office” and I work primarily with three Editors. All told we are in five different cities. While cubicles and emails have made us all a little antisocial when it comes to working with people, in our case we have a couple of thousand miles between our cubicles. Everyone has a funny story or 10 or 20 about people who work side by side and communicate mainly through email, rarely speaking. When I worked in a traditional office, sometimes a week or more went by that I barely heard the voice of a person I managed for five years. You just cannot do that when working remotely or you will lose all connection. If you are the manager or a member of a virtual office, have weekly staff calls, be it Skype or WebEx or that old-fashioned device called a phone. Video Skype if you feel particularly brave. Some weeks you may not have much to discuss but do not cancel that call. You need some water cooler time. You need to hear about weekend plans, ailing parents, big life events coming up, kids’ activities, and what trouble the dog got into today. It is like a virtual team building exercise and while the temptation may be strong to buckle down, do the work with no distractions, and only speak when necessary (and even then defaulting to texts or emails), do yourself a favor and make the call. “It’s good to hear your voice” may sound like a cliché but that doesn’t mean it isn’t true.

A virtual society takes the work from home concept to an entirely new level. To briefly outline it, the journal I work on is published by a society of approximately 1,500 members. The society is run by a staff of 20 or so people, some full time, some part time. We have all the usual functions, a CEO,
When Everybody Works from Home

an admin, a communications director, a member services director, marketing, annual meeting staff, etc. We just handle all of them virtually. Like many small societies the struggle over the budget is constant. The very dedicated staff really do put the mission first, leaving almost no fat on the budget. For this particular society that I work for the choice was simple—you could have nice centralized offices with a name and sign on the door employing a few people to do a mountain of work or you could go virtual, expand your workforce to anywhere in the country, and use all the money that would otherwise be spent on overhead to promote the mission. The society chose the mission. Now that I have seen it in action for a year I am thinking more societies really should do this and save themselves the overhead, both physically and mentally. All the things you want—thinking outside the box, flexibility, efficiency, independent spirit, collaboration—all seem to be amplified by this environment. There are a lot of calls as you might imagine but very little time wasted. And, as I mentioned, those few times when we do meet in person, during the annual conference primarily or what we call the midyear meeting (think mini-annual conference), result in some of the best working meetings I have ever participated in. In the virtual world there are no meetings for the sake of meetings. The weeks and months of working side by side are reduced to hours or at most a few days. You grab the hotel coffee left over from a symposium session and you keep working.

What this work environment does require is communication, discipline, excellent time management, and responsibility. If you have developed a new concept or project or product and you cannot explain it over the phone that might be an indication that you need to work on it some more. Now I know that a manager’s greatest fear is that if you let someone work from home they will work half the time and not work the other half. I suppose that may be true, but I doubt that person would be a very good employee just because they came to an office and you could keep an eye on them.

You have probably heard of the studies that suggest high school students who need more sleep should actually start school later while early-grade kids could start earlier. The little ones are up—get them to school! Now we do not do this for a whole host of reasons—some of them tied to mom and dad’s 9–5 work schedule. We start school at time X so we can get to work at time Y. Who cares if X and Y are when anyone is ready to work or learn? Working from home lets you better define the X. My X looks like 6–7 am, 8–1 pm, 3:30–5 pm, 8–10 pm most days. It fits what my body is already telling me and it works well with East Coast people, but it has taken me a long time to accept this and not feel guilty when I am going over homework at 3 pm and not chasing reviewers.

In thinking how to tie this all up I am reminded that one of my chief philosophies for hiring is to look for the most self-motivated person. Like natural selection, working from home seems to elevate this type of person and weed out the rest. A natural byproduct of this, I have found, is trust. There is no direct oversight, there is no keeping an eye on the hallway to see when so-and-so leaves for the day. There is simply getting the job done and meeting deadlines and trusting all of your colleagues wherever they are to do the same. So as I send this off I am looking at the clock and it is 2 pm, well past my exercise time. I need to get cracking but I have time for one more email from my Editorial Assistant outside Chicago. Her dog just got into the donuts. I can’t wait to see the pictures.
We don’t have a choice on whether we do social media, the question is how well we do it.

Erik Qualman

Like it or not, social media has become an integral part of modern society, entangling itself in all aspects of our daily lives. Discretion is the way of the past, as the younger generation clamors for attention and instantaneous information through dozens of social media outlets. No longer avoidable, social media skills are essential for success in any field, especially publishing. Ask yourself where the majority of your audience can be found. Online, right? Glued to their smart phones or tablets, hopping from Facebook to Twitter to Instagram and back again. Social media is a runaway train that can’t be stopped, so get on board or get out of the way!

So what does this mean for our publications? How do we adapt? How do we make social media work for us? How do we get ahead of this trend before we fall behind? Those are questions that the editorial team at GIE: Gastrointestinal Endoscopy has worked tirelessly to answer.

The benefits of social media were quickly realized at GIE. As a scientific journal that caters to a specific group of medical professionals and can also be used as a resource for patients, GIE needs to be at the forefront of advances in marketing and communications. Education is a primary goal for scientific journals, and what better way to educate than reaching out to and connecting with thousands of people with a single post. GIE uses multiple social media sites such as Facebook, Twitter, LinkedIn, and a blog (Endoscopedia) to connect with our audience and create dynamic, ongoing conversations outside the pages of our printed journal. We use social media to draw attention to article links, author interviews, podcasts, new features, and to drive traffic to the journal website.

Many companies struggle when initially creating their social media strategy. There are so many social media outlets from which to choose that it can be overwhelming and difficult to determine which path is right for your journal. Each site, with its own personality and audience, serves a different purpose (Box 1). Social media site(s) should be chosen based on their relevance to your targeted audience. It is important to maximize your exposure without sacrificing valuable time, which means choosing the platforms that will best reach your target audience and showcase your goods or services and designing a plan of attack that will minimize your effort.

At GIE, we make an effort to post daily on all of our social media sites. Posts are more frequent when we have journal news or special requests. In order to reduce the burden of constant social media posting, GIE repurposes content across all platforms and schedules posts in advance. By setting aside time once a month to compose and schedule posts, we free ourselves from

Box 1. Character traits associated with popular social media outlets.

- Facebook: social, popular, easygoing
- Twitter: in the moment, gossipy, great for quick news
- LinkedIn: more serious, with a professional tone
- Blogs: conversational, gives content creator an opportunity to expand on ideas/opinion
Adapt to Survive

the commitment of creating and maintaining daily content. There are various free Web tools that can assist with maintaining a social media schedule. For example, Hootsuite allows you to create and schedule posts for specific times and dates for multiple social media sites. You are then able to view all future posts on one condensed, chronological list.

It is important not to stretch yourself too thin when starting your social media journey. We have found that it is beneficial to establish a presence on one social media outlet before exploring others. For example, we built up a following on Facebook for two years before tackling Twitter. Once we established a presence on multiple social media sites, we implemented cross-promotion to increase traffic, repurposing content across various platforms on alternating days. For instance, all blog posts are shared on Facebook and Twitter. Additionally, when links are shared across multiple platforms, it drives more traffic to our journal website. We also encourage our Editor-in-Chief and Associate Editors to “like,” share, comment on, repost, and retweet our posts in order to draw more attention to and initiate conversation about our content. This creates dialogue and encourages participation from our followers, including authors, society members, and patients. When it comes to social media, patience is a necessity. It takes time to build your online following. It won’t happen overnight, but if you continue to post frequently and regularly, you will see results.

GIE is constantly striving to increase our social media reach. Our most recent venture has been exploring the potential of LinkedIn. LinkedIn is a widely untapped resource for companies establishing a social media presence. Unlike Facebook or Twitter, LinkedIn offers a more professional setting in which a company can connect with their audience. LinkedIn members generally choose to join this site in a more professional capacity, which can be an asset for a scientific journal. Whereas Facebook, Twitter, Instagram, and the majority of other sites are all about social connections, individuals turn to LinkedIn to connect with people and information relative to their professional field, giving your journal a unique opportunity to target your audience. Members may also be more inclined to share updates or information about your publication due to the strictly professional nature of the site. Our GIE subscribers know that their Facebook friends do not want to see links to articles about bowel prep on their newsfeeds, but their LinkedIn connections, consisting mostly of other medical professionals, may be inclined to click on those links. Since the creation of our LinkedIn account at the beginning of this year, we have been gaining an average of one to three connections a day, a steady build that you should expect from all of your social media sites (Figure 1, left panel). LinkedIn also offers convenient analytics about your account activity, so you can track the development of your following. One of the most valuable features is the ability to

Figure 1. GIE’s social media growth on Facebook, Twitter, and LinkedIn (left panel) and LinkedIn analytics showing increased account activity (right panel).
see an increase or decrease in activity (clicks, likes, comments, etc.) from day to day (Figure 1, right panel). Adding LinkedIn to our social media strategy has also helped GIE increase the number of visitors redirected to our journal website. In fact, around 1,000 people a month reach our website through links on our social media sites.

An increase in visitors to your website is not the only benefit that social media use can bring to your publication. We have found that we are also able to draw attention to important articles and advancements in the field. The constant exposure also helps keep GIE at the forefront of authors’ minds when they are considering to which publication they want to submit an important article. Our authors also benefit from the conversation our posts can ignite about the work they are doing. So you see, the use of social media can positively impact your journal in so many ways. By drawing attention to published articles, disseminating information, and creating conversation, we increase the likelihood of article citations and reposting, ultimately raising our Impact Factor and Altmetric score.

The world of social media is constantly evolving, and it is crucial that we evolve with it. New platforms are always on the horizon, so it is necessary to determine which social media sites will benefit your intended audience. Having a strong presence on a few key platforms is more important than overextending your capabilities and potentially neglecting a site. However, with good planning and organization, including repurposing content and cross-promotion, it is possible to successfully maintain multiple social media accounts. Social media is the way of the present and the future. To ignore that is a disservice to our authors and our journals. We need to be where our audience is, so put down that pen and pull out that smart phone.

Acknowledgements:

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Discovering Our Roots: Don’t Misquote Me on That

By Stephanie Kinnan
Editorial Assistant
GIE: Gastrointestinal Endoscopy

Remember the children’s game, “telephone”? Of course you do. You probably played it in grade school, sitting in a circle with 20 other six-year-olds, waiting impatiently as a secret was whispered to one person after another until the words were twisted and the sentence lost all meaning. Maybe you were the good child who listened and spoke carefully, praying that it would come out right just one time. Maybe you were the jerk who intentionally messed it up, inserting silly words only funny to a kindergartener. Either way, you probably laughed hysterically at the nonsensical result.

Believe it or not, telephone represents more than a juvenile game used to keep young children quiet for a time. It also teaches an important life lesson. Over time, any piece of information, quote, rumor, or phrase that is passed from ear to ear will change, twisting and turning from mouth to mouth until what we have left is quite unlike what we started with, and so changes meaning and significance. In fact, “misquotes” happen more often than you would think. History, art, and literature are riddled with them, and we use them all the time without even realizing it, spouting off something we heard somewhere, sometime. These misquotes consist of everything from mixed-up words to misattributed lines. Let’s take a look at some famous words that were never spoken.

• “That’s one small step for man, one giant leap for mankind.” Everyone is familiar with this famous moon-landing quote, but did you know that Neil Armstrong flubbed his line? This quote doesn’t actually make sense, as man and mankind are synonymous. He was supposed to say “for a man,” implying that while he only took a small step to the surface of the moon, he actually experienced a defining moment in the history of mankind.

• “If they have no bread, let them eat cake.” Marie Antoinette may have lost her head, but it certainly wasn’t for this famous quote. She never said it. This line is actually anti-royal propaganda from Jean-Jacques Rousseau’s Confessions.

• “Those who mind don’t matter and those who matter don’t mind.” Contrary to popular belief, this is not a motivational quote coined by Dr. Seuss. It certainly becomes less profound when put back into context. Financier Bernard Baruch actually stated, “I never bother about that. Those who matter don’t mind, and those who mind don’t matter.” He was referring to seating arrangements at his ritzy dinner parties.

• “Elementary, my dear Watson!” One of the most famous literary quotes of all time. The problem? Sherlock Holmes never said it, at least not Arthur Conan Doyle’s Sherlock Holmes. He may have said many similar things to Watson throughout their 60 adventures together, but never this exact line. That stroke of genius is all Hollywood. It was popularized by the 1929 movie adaptation.

• “The devil is in the details.” Not even close. The actual quote, attributed to German architect Ludwig Mies van der Rohe, who was clearly referring to his own craft, is “God is in the details.” Over time, this positive expression of admiration has twisted into a pessimistic view of the minutiae of life.

The Publications Department at the American Geophysical Union (AGU) publishes 19 journals; this calls for an extensive group of editors (more than 100) and a staff of 20. Communication between the two groups is key to a strong journals program. As publications staff, we found ourselves sending out many emails to editors requesting their feedback. We had a difficult time tracking editor replies, preferences, and suggestions. We frequently sent separate emails with the same peer review- and journals-related information to current editors, and the same training information to each new editor. We needed a central location for information on policy, procedure, and our peer-review system GEMS (EJournalPress). We wanted one place to post publications updates, submission and publication statistics, and a calendar of scientific meetings. We wanted to increase communication among editors so that they could come up with ways to grow their journals. We decided we needed a sort of online portal for the editors. The concept of AGU’s Editor Portal was born.

We spent two years developing this idea before we launched a site. In those two years, we developed content, and had discussions with every AGU staff member involved in technology and budget regarding which platform to use as the site. Finally, after about a year of discussion on which software to use for the site, we were granted budget to hire an outside vendor.

Developing content for the Portal took a long time. Over the year or so developing content, we created instructional videos demonstrating the editors’ main tasks. We learned new video recording and editing software in order to create and edit the videos. We also developed an Editor Resource Guide but found much of our documentation and our procedures needed updating. Developing content took longer than we had expected. We found ourselves sidetracked by discussions on how to update procedures, asking ourselves what the procedures said, what we were actually doing, and what the procedures should say. Don’t underestimate the time it takes to develop content—it certainly wasn’t as easy as pulling together a few documents from a folder labeled “editor instructions.”

Before sending out the RFP to various vendors, we had to decide exactly what we wanted the Portal to be. Major questions for us were: Where do we want the site to “live”? How will the editors log in? Will their “editor” statuses have to be validated against a different database? What format do we want the Editor Handbook to be in? What pages do we want in our site, and how do users navigate between them? How do we want the editors to experience the discussion forums, and what groups will we have?

After selecting a vendor and working with them to develop the site (which took approximately 6 months), the vendor was ready to hand off the Portal. They provided documentation and a short training to a few publications staff. The Portal was a WordPress site, so there were also a lot on online resources. However, once I started updating the site in order to launch to the editors, I found that testing and updating took more time than I had expected. Time-consuming issues included identifying and modifying role attributions, creating profiles, testing access of various roles, updating artwork, posting videos and ensuring they played properly, and other issues typical of launching a new website.

After launch, adoption by the editors was slow. We did post occasional articles (e.g., Publications Department News), but the editors didn’t exactly rush to the site. To help increase editor and staff use of the Portal, we assembled a task force of a few publications staff. We came up with content ideas (“Better Know an Editor!”) and a schedule for posting, conducted training sessions with the rest of the publications staff about how to post new content, and created verbiage for staff to send
Giving Editors Community

AGU EDITOR PORTAL

Editor Update 2nd Quarter 2015

New to the Portal?

Start here
See Peer Collaboration for the latest editor discussion. Pubs News has the latest information from AGU Publications. For GEMS documentation and training, editorial procedures, and other important information, see Resources. Latest note from the Director's keyboard are under Director's Notes.

Latest Posts

Figure 1. Editor Portal homepage.

to editors that would lead them to a page in the Editor Portal to answer their specific questions. We’re still working on increasing the use of the Portal by posting all information for editors on the site. We do send important notifications to the editors through email but the bulk of the message is posted in an article on the Portal. The next goal is to encourage the editors to use the Discussion Forums—each journal editorial board has a private discussion form. We’re hoping this increases communication among an editorial board so they can generate new ideas for developing their journal.

Box 1. Examples of editor resource content available at the AGU Editor Portal.

- Ethical obligations of editors
- Guidance for onboarding and releasing editorial boards
- Publications policies and submissions guidelines
- Manuscript handling system training page
- Information on the publication fee waiver process
- Procedures for interjournal manuscript transfers
- Advice on press releases
- Policies governing journal special sections and guest editors
Changes in authorship

(a) Corresponding author requests addition of extra author before publication

1. Clarify reason for change in authorship
2. Check that all authors consent to addition of extra author
   - All authors agree
   - Authors do not agree
   - Get new author to complete journal’s authorship declaration (if used)
   - Amend contributor details (role of each contributor/author) if included

   - Proceed with review/publication

Note: Major changes in response to reviewer comments, e.g., adding new data might justify the inclusion of a new author.
Calendars of Events

Society for Editors and Proofreaders/Society of Indexers 1st joint conference and AGMs
September 5-8, 2015
York, United Kingdom
www.sfep.org.uk

ALPSP Conference
September 9-11, 2015
Heathrow, United Kingdom
www.alpsp.org

ISMTE Boston Local Group
September 17, 2015
Boston, Massachusetts
www.ismte.org

ISMTE Research Triangle Park Local Group
September 18, 2015
Durham, North Carolina
www.ismte.org

AMWA 75th Annual Conference
September 30–October 3, 2015
San Antonio, TX, USA
www.amwa.org

WAME International Conference for Medical Journal Editors
New Delhi, India
October 2-4, 2015
www.meeting2015wame.org

ISMTE European Conference & COPE meeting
October 13, 2015
Heathrow, Middlesex, United Kingdom
www.ismte.org

EASE and COPE members receive ISMTE member registration rate

Editing medical journals - short course
November 4-6, 2015
Oxford, United Kingdom
www.pspconsulting.org

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

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

EASE and COPE members receive ISMTE member registration rate

Eighth International Congress on Peer Review and Biomedical Publication
September 10-12, 2017
Chicago, Illinois
www.peerreviewcouncil.org

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