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Off to Washington, D.C.

Deborah Bowman, MFA

Managing Editor

GIE: Gastrointestinal Endoscopy

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Summer is flying by, and now we're counting the days until the North American ISMTE Conference in Washington, D.C. I hope you will make a point of approaching me while we are there, to tell me about the great *EON* article ideas you have for the coming year.

Meanwhile, we have a terrific issue of *EON* for you this month. I'll bet every one of you has experienced neck and back pain from being hunched over your computer screen. Diana Duda gives us some exercises that will keep that pain at bay in her article, "Six Tips to Relieve Back Pain and Increase Productivity."

Stuck for an idea when you're supposed to be thinking outside the box at work? Melissa Burnett offers a unique way to break out. And you've got to check out the tree photo that accompanies her article. What does it look like to you?

When your editors come up with ideas that you think are impractical or impossible, pull out Erin Dubnansky's article, "Managing Your Editor's Expectations: When Just

Saying 'No' Won't Work." Sometimes you need to convince the editors to tone down their expectations; sometimes you need to expand your own ideas of what is possible. Erin's article will help you decide which is appropriate and will show you how to get through the process.

If you'd like a sneak preview of the abstracts that will be presented at the ISMTE conferences (or want to review them when the conferences are over), see Kristen Overstreet's article; she summarizes all 15 posters submitted this year. Our members have great ideas and have solved many Editorial Office problems; take advantage of their knowledge by enjoying the posters they have put together.

Whether you will be going to the conference or not, watch for future *EON* articles summarizing the sessions. We hope the ISMTE is helping you through the daily maze of Managing Editorship. Let us know how we can help you even more. Email me at dbowman@asge.org. Enjoy the rest of the summer!



The Life of an Artist

Melissa Burnett

Imagine you've come to my house for a visit. You see two cabinets in the corner of my study. I wouldn't recommend opening them—you'd risk setting off a cartoon-like cascade of falling art supplies. But if you did open them, you'd find an array of items that seem to belong to two or three different artists working in very different media. There are paints, glues, clay, yarn, beads, paper, cloth, ink, plaster molds, and more. They don't seem to go together, but they all serve the same purpose in my creative life. They're kindling.

I'm not actually a visual artist—I'm a writer. Like everyone working in a creative field, though, I sometimes find it difficult or impossible to accomplish anything. Creativity is hard. Some artists claim they have to wait for inspiration to strike, and some say they have to sit down and do the work to make inspiration happen, but most of us know the truth lies somewhere in the middle. You can't traipse around waiting for inspiration, but you also can't create anything interesting if you're forcing yourself through a long, hard slog. You need a spark of something from outside yourself.

That's why I keep lots of kindling on hand. When the words won't come (and won't come), I stop trying to force them. I open my cabinet instead, and I let my creativity play on a new playground where there's no expectations or pressure. I see if my kindling will start a fire.

Artists aren't the only people to discover this idea. Bosses tell their employees to think outside the box, and counselors tell their clients to sleep on a problem before making any decisions. The wording may be different, but the approaches all stem from the same premise. Sometimes the best

way to solve a problem is to walk away from it, spin around a few times, and come back from a new direction. Sometimes the most creative solutions appear when you're a little off-balance and dizzy.

Creativity requires you to see things in a new way, but that becomes harder the longer you work. You discover a process that gets the results you want, so you wash, rinse, repeat—it's easier that way. Unfortunately, what was creative once can't be creative forever. The new thing becomes old, but by the time you realize your work has gotten stale, you've forgotten the trick of seeing it from new angles.

Some people give up on creativity at that point. Their old methods work well enough. They decide there isn't another way to look at things.

But there is always another way to look at things. Even if there are 100 proven methods for solving the problem you face, you're always capable of coming up with number 101. My favorite illustration of this is a photograph I took one day when I grabbed my camera in a fit of writer's block. I went to the park to shoot and found a tree with an interesting knothole. When I got home and started editing pictures, one of the knothole pictures made me burst out laughing—I'd captured a puffed-up opera tenor.

I showed that picture to several people. No one saw it the same way I had. My son thought it was horrifying—he saw someone in his death throes. My husband thought I'd been doing a parody of Edvard Munch's *The Scream*. One of my friends saw a jolly Santa-type figure, laughing. Another friend found it boring—she saw a knothole and nothing else.



It's not too difficult to see the picture each of those ways. Real life problems can be trickier. Most of us know we could see things from a new angle, but we can't always figure out how to climb out of the rut we've worn in our familiar pathways. That's when we need kindling.

The next time you're stuck on something, step away—not just to a different project of the same type, but to something completely unrelated. Pick

up a paintbrush. Dig your fingers into some clay. Take a walk and collect rocks. Do something that engages your creativity but has nothing to do with your usual creative work. Don't think about your block, and give yourself permission to play.

Your kindling may catch hold and grow into a fire hot enough to burn away your creative block. When you return to your regular work, you'll find the landscape cleared and new ideas everywhere. Even if it's not that easy, time spent using your creativity in a different way exercises the muscles that help you find new angles on old projects. At the very least, you'll return to your work re-energized.

The business types call that a win-win. I call it the life of an artist.

Melissa Burnett lives near Dallas, Texas, with her husband, her son, and way too many art supplies. Her novel, Unforsaken, is available for all ebook platforms. She also posts short stories with photographs at her blog, PictureLit (www.picturelit.blogspot.com). She's currently at work on her next novel.

The Philosophy of Editing

Seems as though some words are just meant to be confusing. Here are a few that might have stymied you in the past.

Lectern versus podium: A lectern is the stand that holds your notes. A podium is the elevated platform you stand on. So you stand behind a lectern while standing on the podium.

Arbitration versus mediation: Arbitration means a third person listens to evidence and then hands down a decision. Mediation means that third person listens to evidence and then helps the people come to an agreement of their own.

Faze versus phase: To faze means to disturb or embarrass. A phase is a stage of development. You might say that when your child was two years old, that phase did not faze you.

Mantel versus mantle: A mantel is a shelf, often (but not necessarily) over a fireplace. A mantle is a cloak or something that hides something else. A mantle of dust covered the mantel in the haunted house.



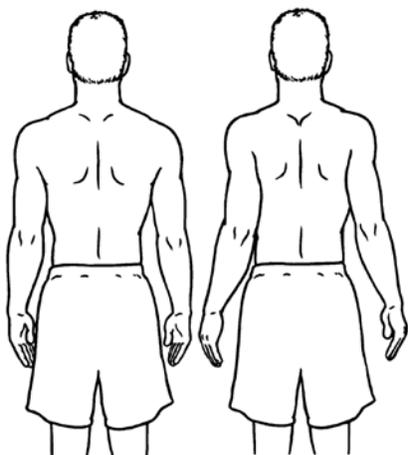


Six Tips to Relieve Back Pain and Increase Productivity

Diana Duda

Crunched over a computer for eight hours a day may be good for the bottom line, but it can wreak havoc on your body. However, all it takes is five minutes away from your desk each hour to save your back and your sanity. The following six exercises will help relieve back pain and provide a much needed jolt of energy.

EXERCISE #1 – Create Back Cleavage



Standing behind your chair, roll your shoulders back until shoulder blades are drawn toward each other to form “back cleavage.” Clasp your hands behind your back and slowly press your hands toward the floor as if pushing downward. This will release the vertebrae of the spine one at a time starting in the neck area. Repeat five times. When finished, allow shoulders to gently come down and forward into “neutral.” This is where they should be when sitting at your computer all the time.

EXERCISE #2 – Strike a Cord

Sit on the edge of your chair with your feet solidly on the ground. Keeping your head straight and your eyes forward, take your right hand over the top of your head to your left ear. Extend your left

arm forward with your pointer finger up. Keeping your eyes on the pointer finger, draw your head toward your right shoulder. Look downward to your right breast area and hold 15 seconds and release. Repeat on the other side and then again once more on both sides.

EXERCISE #3 – Stuck in the Middle

To relieve middle and lower back tension, sit on edge of your chair with your feet solidly on the floor. Clasp your hands in front of your body, pressing palms forward. Draw your belly in and back toward the chair back. If you make the sound “psssttt” at the same time you will feel the belly muscles pull in. Repeat five times.

EXERCISE #4 – These Boots Were Made for Walking

A simple walk around the room can help relieve back stress. For an added stretch, do high knee lifts while walking and reach the opposite wrist or hand toward the knee. Grab a glass of water on your walk so that you also stay hydrated throughout the day.

EXERCISE #5 – Climb the Corporate Ladder

To help with lower back stress, stand behind your chair and reach upward as if climbing a tall ladder. Alternating each arm, reach up 12 ladder rungs. Clasp hands overhead and press palms toward the ceiling and hold 10 seconds. There should be NO lower back involvement. Relax and repeat.

EXERCISE #6 – Sit Like Royalty

Sitting at the computer correctly can help avoid back problems before they start. Channel your inner Kate Middleton and sit with your feet flat on the floor with your back relaxed, but straight, with

neck and shoulders in a neutral position. If you are used to sitting with a rounded back, head jutting forward, you will find this position uncomfortable at first, but the more you become aware of your body placement, the better you will feel.

Most importantly, always stop any exercise if you feel any pain or discomfort. You work hard and owe it to yourself to take good care of your back. Your body will thank you later.

Diana Duda has an extensive fitness background including degrees in the fine arts and certifications as a Master Aquatics Instructor and Multiple Sclerosis Aquatics Trainer. Duda resides in the Chicagoland area, where she teaches the largest Multiple Sclerosis aquatics class in the country. She also specializes in doing water therapy with seniors and individuals with arthritis, Parkinson's disease, and pre-surgery and post re-habilitation patients.

Puzzle Over It

Three children are standing in line to get ice cream. The first child in line is a boy and the last child in line is a girl. From this information alone, can you conclude with certainty that a boy is immediately in front of a girl in this lineup?

The answer will be found in next month's issue of *EON*

Answer to last month's puzzle:

1. Opal
2. Ruby
3. Pearl
4. Amber
5. Garnet
6. Emerald



Recommending the Unqualified

Have you been called upon to give a reference for a former co-worker or employee? Perhaps the person was a less-than-stellar employee, and although you don't want to lie, you don't want to be responsible for the person losing the job. These phrases could be taken either way.

- I am pleased to say that this candidate is a former colleague of mine.
- I urge you to waste no time in hiring this person.
- I can assure you that no person would be better for this job.
- I enthusiastically recommend this candidate with no qualifications whatsoever.





Managing Your Editor's Expectations: When Just Saying "No" Won't Work

By Erin Dubnansky, Senior Director of Scholarly Publishing
American Gastroenterological Association

"High expectations are the key to everything."
—Sam Walton, American businessman and entrepreneur

Let's face it: as Editorial Office staff, we've all received requests from our editors that make us shake our heads, slump in our chairs, and grumble "Nooooooooo" at our computer screens. Whether this reaction is because the request is out of left field (and it can be!) or that it will require money and time (of which there is precious little), our reasons for wanting to dismiss or deny such requests mean very little when facing tenacious editors. In other words, the "Just Say No" policy doesn't work. And in all honesty, it *shouldn't* work. Our editors are the backbone of our journals. They are key stakeholders who can help advance a journal's reach, value, and impact. It therefore behooves us—the stakeholders behind the curtain—to find ways to accommodate, manage, and, in many cases, meet the expectations of our editors, all while balancing the priorities and resources of our societies and organizations. This article is meant to provide you with tips on how to strike that balance, based on my experience of working with a varied group of editors over the last 12+ years at the American Gastroenterological Association (AGA). I hope to empower you—the Editorial-Office professional—with the tools necessary for engaging in a true partnership with your editor.

Keep an Open Mind

The current editor of the AGA's flagship journal, *Gastroenterology*, embodies the phrase "The sky's the limit." He is the most innovative and driven editor I've ever worked with. What does that mean for our Editorial Office? For the most part, it's fun and invigorating. But it also means that we're continually juggling his expectations with the realities of what we can actually achieve. This balancing act is especially true when he presents us with a novel idea, one that is new to our field

or even new to scholarly publishing in general. For example, last year he suggested that we introduce a new policy to our references section that would highlight co-first authorship (for more details about this policy, read "Acknowledging Joint First Authors of Published Work: The Time Has Come," published in the October 2012 issue of *EON*). "What?" I thought. "Why?" I instantly felt the gates of my mind lock down, guarding against the questions of "How?" and "When?" and again "Why?" To the best of my knowledge, no other journals had such a policy. It most certainly would add extra time to the authors' already tedious process of manuscript development. And would the editor expect our staff to police this policy? We were looking for ways to *speed up* the submission process, not slow it down. Needless to say, I was relatively closed-minded about the idea and my tunnel vision initially prevented me from asking important questions. However, once I broadened my perspective, I discovered ways to meet the editor's expectations with relative ease.

I use this example to illustrate the importance of keeping an open mind and remaining as flexible as possible when evaluating an editor's request or idea. Don't immediately mentally dismiss it—"This is silly," "This will cost too much," "We don't have the time to do this." By providing the editor with the opportunity to fully describe his thought process, you'll have a clear idea of his specific expectations. Listen closely and then request a little time to think about the idea, allowing you the opportunity to determine which expectations are reasonable and feasible, and to consider their logic, value, and cost. Unless the idea or request is wildly impossible or unwise, do your best to allow your mind to consider the possibility of implementing it. You never know—your editor might be on to something.

The Devil's in the Details

"We should screen all of our submissions for plagiarism," a previous editor said to me during one of our routine weekly meetings. Internally I balked at the idea. Surely this would prevent our editorial assistant from processing new submissions within 24 hours—an expectation clearly defined by the editor. And wasn't the screening software expensive? The idea seemed like a lot of investment for little gain. "I'm not so sure that's a good idea," I responded. "Why not?" he asked. Good question. I immediately realized that I would need to base my general impression of the software's impact on some hard facts and information. Details—not vague generalizations—would support my position. After telling the editor that I would look into it, I reviewed my notes from a webinar on plagiarism screening software I had coincidentally listened to the prior month. Instantly I was armed with detailed information, including real-life examples and hard statistics, which buttressed my initial reaction. After I shared these details with the editor, he agreed that we should take a more measured approach to determine if there was an actual need for this software.

This example is just one among many I've experienced while working with editors: They will float an idea seemingly on a whim and not necessarily because our peer journals are doing it or a new trend in scholarly publishing has emerged. In order to keep the editor's expectations realistic, I assume the role of "details provider." By offering facts, figures, data—hard information—I facilitate the editor's decision-making process and possibly shine a light on his blind spot when necessary. I've found that this tactic works far better at managing expectations than simply grouching or stubbornly pushing back. Additionally, it empowers me to present myself as a publishing professional whose opinion matters. It's not always easy defending your point of view when the editor holds multiple degrees and is highly esteemed. But if you can hold your own by being armed with the details, you will establish yourself as a true partner in the publishing process.

It's Not His Way or the Highway

Another strategy that I've found to be particularly helpful in managing an editor's expectations is to

suggest an alternative solution or compromise to counter an idea that isn't realistic or feasible. Instead of just saying we can't do something, I think creatively about how I might still meet the editor's needs, but in a way that makes the best use of our financial and staffing resources. This means that I really have to get at the heart of what the editor is requesting. If I can understand his objective, then I can pitch different ideas that match that objective. This way, it doesn't have to be his way or the highway.

Like most associations, the AGA had to tighten its purse strings after the economic downswing in 2008. As a result, we had to make some tough decisions about our journals, shaving down expenses wherever possible. One major savings was to eliminate the full-time Editorial Assistant position from our editor's office (the bulk of our staff is based in the national headquarters but historically the editor has always been provided an Editorial Assistant at his location). We moved that position's tasks to the national office and subsequently saved the association a considerable amount of money.

The successor of that editor was dismayed when he learned he wouldn't be permitted an Editorial Assistant. He fought hard to bring the position back, arguing that such support was critical to the journal's success and his ability to fill the Editor-in-Chief position. Knowing that my association's leadership wanted to avoid bringing back the expense of a full-time position, I sought a compromise. I asked the editor to list the tasks he would like an Editorial Assistant to perform. I then estimated the amount of time those tasks would take and suggested to the editor that a part-time assistant would likely meet his needs. In fact, the editor really only needed such support for about 10 hours a week. Fortunately, he was satisfied with this solution and the AGA agreed to fund the expense. The most important outcome, however, was that the editor learned that I was willing to find creative ways to meet his expectations, which helped set the stage for future situations that called for compromise.

That's Above My Pay Grade

In the summer of 2010, the then Editor-in-Chief of *Gastroenterology* suggested we charge our

authors submission and page fees. His objective was to generate additional revenue for the journal that could be used to develop new features and functionality. Knowing that no other journals in our field charged such fees, I was more than a little concerned that implementing such a policy would deter authors from submitting to our journal. I compiled a list of major biomedical journals to demonstrate that such fees were uncommon even beyond our subspecialty. Unfazed, the editor pressed forward, confident that our authors would accept the fees with minimal complaint. Still concerned, I suggested that we share the idea with the Journal's board of editors. The consensus reached from that discussion was that we should give the idea a try. I remained unconvinced. Ultimately, I referred the matter to our organization's publications committee. After careful thought and deliberation, the committee agreed to implement the fees for a trial period, stipulating that the number of submissions must be closely monitored. Additionally, if that number decreased by 15% compared to the previous year, the program would be pulled. Ultimately our governing board approved the initiative and submission and page fees were implemented at the beginning of 2011.

By punting this idea to a higher authority (the publications committee) in this situation, I was able to remove myself from the equation and allow my editor's peers to review the facts, consider his suggestion, and manage his expectations. There have been many cases over the years where having such support has been invaluable, especially in instances where I'm uncertain about an idea or have an opposing view. I would suggest that if your organization doesn't have a publications committee that you should seek other higher authorities, for example an executive committee or governing board, to provide general oversight for your journal. I'm not suggesting that this group infringe on the editor's editorial freedom, but rather it should act as a sounding board and gatekeeper regarding major policy changes. Having such checks and balances in place will help ensure a solid future for your journal.

Wave the White Flag

A lot of time can be saved by knowing when to "surrender" and move forward with an editor's idea or request without further debate or delay. By bowing out early or choosing not to pick a battle even to begin with, you'll have the time necessary to manage your editor's other expectations. Try to keep the big picture in perspective and remember that you are fostering a partnership with your editor—this means that sometimes one half of the partnership (often yours) has to make some concessions. I've come to learn over the years that "giving in" sometimes is okay and even beneficial to solidifying my relationship with an editor. I want to be seen as an ally, not as an opponent.

I've experienced many situations where waving the white flag ultimately lead to a positive outcome. Perhaps one of the most striking examples is the cover-redesign process that our journals underwent several years ago. Worried about confusing our readers and straying from the AGA brand, I felt as though I had to resist our editors' ideas for the new covers. They wanted to think outside of the box and radically change the face of the journals. I diligently did my research, posing arguments about why we should be conservative with the redesign. I sought the input of the publications committee only to learn that they would be happy with whatever the editors chose. Ultimately, I realized that my resistance was futile and I gave in fully to the creative process. The end product was positive—the design was eye-catching and interesting, yet scholarly.

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Working with editors and managing their expectations can be tricky. As their professional Editorial-Office counterparts, we often see ourselves as the stewards of a journal's continued success in the ever-expanding and quickly evolving field of scholarly publishing. Our job is to carefully frame our editors' expectations by remaining flexible, providing detailed information, offering alternatives, referring especially sticky matters to a higher authority, and knowing when to call it quits. With these tools in our belts, we can develop rewarding partnerships with our editors, working together to secure the future success of our journals.



2013 ISMTE Conferences Poster Abstracts

Kristen Overstreet
Poster Committee Chair
ISMTE President-elect
Senior Partner, Origin Editorial, LLC

The ISMTE Poster Committee was pleased to accept 15 poster proposals for the 2013 North American and European conferences. Eleven authors submitted their posters by the July 1 deadline for presentation at the meetings. You will find the abstracts for these 11 posters below. The abstracts are presented in the order they were received.

Poster topics include

- ethical issues,
- tracking productivity,
- auditing efficiency and workloads,
- social media strategy,
- reviewer database management,
- identifying new reviewers,
- generating statistical reports,
- identifying language translation issues,
- developing a procedure for referring manuscripts to another journal, and
- the challenges of moving a journal online.

There should be at least one topic of interest for every meeting participant. Each poster presents something that is original, significant, and applicable to our field.

Awards

After the Poster Committee rated the poster proposals for acceptability, they reviewed the three highest rated posters to determine the winners of the first and second prizes for 2013. The Committee is pleased to announce that Ms. Alethea Gerdling received the second prize of \$200 for her poster “The Individual Issue Audit: A Journal Snapshot” and Ms. Margot Puerta received the first prize of \$300 for her poster “Using Social Technographic™ Profiling to Assist in a Journal’s Social Strategy.” Congratulations to both of these authors.

The Committee would like to sincerely thank all of the authors for their time and willingness to share their knowledge with their peers through these excellent posters. We look forward to seeing

the posters at the conferences and meeting the authors in person during the poster sessions at each meeting.

Posters for 2014

It’s not too early to begin identifying your topic and preparing your abstract for the 2014 ISMTE poster sessions. The deadline to submit poster abstracts is March 3, 2014. Watch the ISMTE website and *EON* for more information in the coming months.

ISMTE conference committee: Erin Dubnansky, Julie Nash, Kristie Overstreet, Jason Roberts, and Michael Willis

Poster 1

Ethical Issues Encountered in the Editorial Office of a Large Physical and Applied Sciences Journal: A Pilot Study

Kristi Overgaard, Assistant Peer Review Manager, Origin Editorial, Barrington, IL Sarah Bidgood, Peer Review Manager, Origin Editorial, Arlington, VA

Objectives

- 1) To determine if ethical guideline documents, which have been developed primarily in the biomedical sciences, are applicable to ethical issues that arise in the basic sciences.
- 2) To learn the types of ethical issues that may be brought to the attention of the editorial office.
- 3) To determine if a larger, comparative study is warranted.

Abstract

Ethics in scientific publishing has gained much attention in recent years. Numerous organizations have created guidelines providing practical advice for handling ethical concerns. Most of these

documents have been developed for biomedical journals. There is question about their applicability in other sciences. To investigate this question, we will identify ethical categories outlined in documents developed by COPE, CSE, and EASE. We will then collect emailed queries and accusations of ethical violations sent to a common email inbox at one physical and applied sciences journal over 12 months. At the end of this timeframe, we will categorize the correspondences into different types of ethical concerns based on the categories obtained from the guideline documents. We will use our results to determine whether the guidelines are applicable to the ethical concerns faced by publications specializing in non-biomedical sciences. The results of this study will show the types of ethical issues brought to the attention of the Editorial Office and to what degree current guidelines are suitable for editors in the hard sciences. This study will also allow us to determine the feasibility of a larger study, which would include more journals and, possibly, a comparison group of medical journals.

COI: None declared

Poster 2

Tracking productivity across a wide range of tasks on Editorial Manager

Alice Ellingham, Editorial Office Ltd, Hampshire, UK
Andrew Walker, Editorial Office Ltd, Hampshire UK

Objectives

Use of bespoke software.

Abstract

Background: Editorial Office Ltd provides tailored peer review management services to publishers and societies worldwide. Issue: We aim to provide accurate tracking of tasks completed. Until recently, this has been dependent upon manually logging of time taken. In some occasions, this has proven to be inaccurate. Results: We have developed an intranet site plus a Firefox extension which automatically logs the user's movements through the Editorial Manager site. Times and manuscript data are logged in our intranet site for use by our Team Leads for training and manage-

ment purposes as well as invoicing. Conclusion: Firefox's open platform allows the browser to be extended to provide journal specific functionality providing a tool to track productivity across a range of journals.

COI: None declared

Poster 3

The Individual Issue Audit: A Journal Snapshot

Alethea Gerding, Managing Editor, Journal of Prosthodontics, Chapel Hill, NC

Objectives

- 1) What information should be included in an issue audit
- 2) Using issue audits to compare journal productivity and citations over time
- 3) Using issue audits to improve journal efficiency and selectivity and editor workloads

Abstract

The Journal of Prosthodontics uses its eight annual print issues to provide a snapshot as to journal efficiency and editor workloads. In a one-page Excel spreadsheet, editors are able to see how long each of the articles was in review and production. By comparing previous issues, we can quickly catch when review or production times are increasing. We also use the audits to monitor associate editor workloads and for associate editors to compare their review times and revision requests among themselves. Finally, we follow citations in an attempt to glean patterns (are manuscripts published early in the year more likely to be cited?). This poster will show a simple, adaptable template that other journals can adopt for their own use.

COI: None declared

Poster 4

Using Social Technographic™ Profiling to Assist in a Journal's Social Strategy

Margot Puerta, MS, MBA(1); Veronica J Brown, BA(1); Michael J Cericola, BS(1); Christopher J Czura, PhD(1) Affiliations: 1. Molecular Medicine, The Feinstein Institute for Medical Research, 350 Community Drive, Manhasset, NY, 11030, USA

Objectives

What types of social technologies are most appropriate for a biomedical journal's audience? What are Social Technographic Profiles? How to use Social Technographic Profiles to assist in designing a social strategy?

Abstract

Background: Social media and communication technologies are constantly evolving. Which tools and technology should STM journals take advantage of to best benefit their audience? Design: A survey was distributed to authors and reviewers drawn from the web-based manuscript submission system of a biomedical journal. Completed surveys were included in the analysis, n=246. In addition to demographic data users were asked how often they used various social technologies. Individual surveys were reviewed and categorized in one or more of the following Social Technographic™* profiles: Inactives –no participation in social technologies; Spectators – read and listen to content; Joiners – social network participants; Collectors – categorizers and aggregators of content; Critics – content reactors; or Creators – content publishers. Results: Profiles for the biomedical journal audience were: Inactives 18% (45/246), Spectators 76% (187/246), Joiners 45% (110/246), Collectors 37% (92/246), Critics 41% (100/246), Creators 30% (73/246). Individuals may be included in more than one profile resulting in a total over 100%. Social Technographic™ profiles for this audience indicate platforms to pursue should include social technologies that encourage rating, review, organization, categorization, access, and consumption of information. Conclusions: The information generated from this survey allowed editorial staff to approach the management team with data-backed suggestions for website improvements. References: 1. Li C and Bernoff J. Groundswell: winning in a world transformed by social technologies. Boston, MA: Harvard Business Press; 2008. p. 41.

COI: Social Technographics is a registered trademark of Forrester Research, Inc. Forrester Research does not endorse the results of this study (they are aware of its existence). Acknowledgments: The authors wish to thank the publisher,

The Feinstein Institute for Medical Research, for supporting this work.

Poster 5**Overhauling a journal's reviewer database**

Gareth Watkins, Senior Editorial Assistant, Wiley, Oxford Di Sinclair, Managing Editor, Wiley, Oxford

3/28/2013 9:49 AM

Objectives

1. How this can improve the peer review process.
2. How to replicate this approach.
3. Strengths and weaknesses of this approach.

Abstract

The Journal of Advanced Nursing is a major international journal with a large database of reviewers (approximately 1500), quite a number of whom were proving unresponsive when invited to review. This led to delays in turnaround times with the potential to damage the journal's reputation. The editorial office decided to undertake an overhaul of the database and remove any users who no longer wanted to be there, or whose email addresses were inactive. This was done by sending a broadcast email to all reviewers, then recording those who wanted to be removed, who didn't reply, or whose email address resulted in a bounce-back. Our poster will detail the process we went through and incorporate the texts of the emails that were sent. We will also discuss the strengths and weaknesses of this approach.

COI: None declared

Poster 6**Launching a project to use our large base of offers from young scientists to review**

Yvonne Ohl, Sherryl Sundell International Journal of Cancer Im Neuenheimer Feld 242 69120 Heidelberg, Germany Tel.: +49 6221 424800, Fax: +49 6221 424809; email: intjcanc@dkfz.de
3/28/2013 6:01 AM

Objectives

To increase our database with young scientists who are willing and able to review and who would probably do so in a timely manner. To give interested

young scientists reviewing experience and also involve these individuals for the benefit of IJC. To start developing and better organizing our database of authors and reviewers, including their ORCID, so as to better identify reviewers and authors.

Abstract

Most journals are having difficulties in finding reviewers as submissions are ever increasing and good science is being performed in all parts of the world. Our journal regularly receives emails from young post-doctoral scientists, many of them from China and India, interested in developing their careers and in serving as reviewers for us. Nearly 250 emails from such individuals have accumulated. Using these people might help to expand our base of qualified reviewers. However, our editors have traditionally been cautious about using “unknown” people to review and it is difficult to assess each individual CV and candidate for suitability. Therefore, we initiated a project to identify those young scientists who would still be interested in reviewing, which at the same time would help us to better organize our author and reviewer database and also provide these individuals with an opportunity to gain reviewing experience. We will work with our editors to develop standardized criteria for this purpose and then contact all the candidates again using a standardized format. Here, we will present our project strategy, our materials, and implementation procedures. In a follow-up report we will present the results of the project.

COI: None declared

Poster 7

How to generate efficient statistical reports using a custom-built Microsoft Access database

Dr. Laura Hausmann, Journal of Neurochemistry, University Hospital Aachen, Pauwelsstrasse 30, 52074 Aachen

Objectives

- 1) How Editorial Office Staff can create a useful database in Microsoft Access (or a similar software) to keep record of submission numbers, decisions and measures taken, etc. providing exactly the information that is required

- 2) How such a database allows creation of user-defined set forms to generate e.g. reports to the publisher with one click, and easy record keeping even by several people at once
- 3) How such a database can help smoothing transition between offices/staff

Abstract

Creating statistical reports on important performance figures can be a time consuming task for editorial office staff. Cognos, the reporting system implemented in ScholarOne, can be a helpful tool but often does not provide the exact kind of information in the exact way that is required for reports to various addressees. In the Journal of Neurochemistry's editorial office, we use a custom-built database implemented in Microsoft Access to keep records of all performance figures we need to access on a regular basis. The database allows a) compilation of (quarterly, annual...) reports within a few minutes, easy to be copied into Excel etc. to sort the data by any desired parameter, b) several persons to work on the database and update information at once, c) one-click creation of customized reports for the publisher's records, d) reliable record keeping as well as creation of statistics in a defined configuration over very long time periods, e) easy transition between offices when staff members or office location changes.

COI: Acknowledgments to Dr. Natalia N. Nalivaeva who established the original version of the Access database we are currently using in the Editorial Office of Journal of Neurochemistry.

Poster 8

Get Organized! Use Google Calendar to Keep Track of Social Media

Deborah Bowman, MFA, Managing Editor, GIE, St. Louis, MO Meghan McDevitt, Editorial Assistant, GIE, Downers Grove, IL

Objectives

1. How to create a Google account for your Journal.
2. How to use the Google Calendar feature to develop a social media editorial calendar (with screen shots).

3. How to use the social media editorial calendar to improve your Journal's online influence.

Abstract

Background: With journals using so many social media outlets (Facebook, Twitter, LinkedIn, blogs), scheduling posts without overlap can be confusing. **Issue:** We wanted to find the tool that would best help us organize our social media posting schedules. **Results:** We found that Google Calendar would be the most effective method for organizing our social media schedule for several reasons: it can be color coded for different outlets (Facebook, Twitter, LinkedIn, blogs), text and image attachments can be added, multiple calendars can be added, reminders can be set up for posting content or for checking influence (e.g., checking your Klout score), and calendars can be shared among those who post. **Conclusion:** Google Calendar is an effective tool for organizing a journal's social media content schedule. Using it helped us to post regularly, which improves a journal's online influence.

COI: None declared

Poster 9

Lost in translation – challenges faced by an Asia-Pacific medical journal

Dr Lieve Bultynck Editorial Office Manager, Respiriology, School of Anatomy, Physiology and Human Biology, The University of Western Australia, Crawley, Australia; Dr Christel Norman Consultant Editorial Officer, Respiriology, School of Anatomy, Physiology and Human Biology, The University of Western Australia, Crawley, Australia (based in Fréjus, France); Dr Anke van Eekelen Editorial Officer, Respiriology, School of Anatomy, Physiology and Human Biology, The University of Western Australia, Crawley, Australia; Prof. Peter Eastwood Winthrop Professor and Editor in Chief, Respiriology, Centre for Sleep Science, School of Anatomy, Physiology and Human Biology, The University of Western Australia, Crawley, Australia

Objectives

(1) Understand the unique challenges faced by international Asia-Pacific based journals with high

numbers of submissions from non-native English-speaking countries with diverse cultural and educational backgrounds;

(2) Incorporate effective workflows for journals to identify and resolve manuscripts with problematic use of English, high levels of plagiarism and/or unjustified authorship;

(3) Develop strategies for journals to assist authors with English as second language and to inform them on journal policy and publishing ethics.

Abstract

Respirology is the official English-language, peer-reviewed journal of the Asian Pacific Society of Respirology. It is the major respiratory medicine journal in the Asia-Pacific region. In recent years the journal has experienced a rapid rise in impact factor and an increase in submissions from Europe and North America, but particularly from the Asia-Pacific region. The journal's stated aim is to publish the best research papers in the respiratory medicine field, however it is also mindful of its role in supporting and guiding authors from the region represented by its host society. This presents particular challenges for Respirology as it seeks to maintain international standards of research conduct, quality and presentation while handling large numbers of submissions from developing countries and non-native English speakers. The major challenges can be summarised as follows: (1) English language proficiency; good science being 'lost in translation' (2) Plagiarism: lack of knowledge about text recycling; inability to paraphrase and express ideas in an original way; (3) Authorship: unwarranted authorship and increasing numbers of requests for joint authorship. This poster presents an overview of the extent of these issues and the procedures implemented by Respirology to identify potential problems and work with the authors to overcome them.

COI: Respirology is owned by the Asian Pacific Society of Respirology (APSR), Tokyo, Japan, and published by Wiley Publishing Asia, Melbourne, Australia. The Editorial Office staff of Respirology are funded by the APSR. The Editorial Office is accommodated at the Centre for Sleep Science which is part of the School of Anatomy, Physiology and Human Biology, The University of Western

Australia, Crawley, Australia. The Editorial Office staff members thank the APSR for their financial support to attend the ISMTE conference.

Poster 10

Making the most of good science: Referring manuscripts from IJC to Cancer Medicine

Franca Bianchini¹, Ruth Prior², Verity Emmons² and Sherryl Sundell¹ ¹International Journal of Cancer Im Neuenheimer Feld 242 69120 Heidelberg, Germany ²Wiley-Blackwell, John Wiley & Sons Ltd 9600 Garsington Road Oxford, OX4 2DQ United Kingdom

3/1/2013 4:51 AM

Objectives

1. Why and how we established a procedure for referring manuscripts
2. How we evaluated the outcome of the new process
3. How such a collaboration impacts the reputation of involved journals

Abstract

Offering the possibility of transferring manuscripts between journals (referring) is becoming a common practice in publishing. The International Journal of Cancer (IJC) recently started a collaboration with Cancer Medicine, an open access journal launched in 2012 by Wiley. Authors of scientifically sound manuscripts not suitable for publication in IJC are offered the option of easily transferring their paper, along with any reviews performed at IJC, to Cancer Medicine without having to reformat their manuscript. Some papers considered with low novelty or low priority for IJC were referred to Cancer Medicine without being reviewed; papers were also referred after the review process, and these were generally borderline rejections, i.e. papers given a low priority score by the reviewers but with no fundamental changes requested. Last year Cancer Medicine received about 120 submissions, and approximately 80% were transferred from supporter journals. IJC referred more than 600 papers to Cancer Medicine, and on average 11% of authors agreed to transfer their paper to the journal. Results after 15 months of follow-up, as well as advantages for

the two journals, the submitting authors, and the publisher will be presented in the poster.

COI: None declared

Poster 11

Starting Over – New Editors and a New Online World for International Social Work

Mrs Elizabeth Ryan Journal Manager for International Social Work at Durham University, UK and freelance Editorial Assistant for the Journal of Research in Nursing, UK.

2/27/2013 3:24 PM

Objectives

- Identifying the major challenges of transitioning new Editors at the same time as implementing a new online submission system.
- Workable solutions for overcoming the challenges of this situation, whilst ensuring the peer review process is not affected.
- Taking this as an opportunity to create new policies to benefit the journal in the long term

Abstract

If a journal is administered ‘offline’ and it is time for a change in Editorship, publishers tend to take this opportunity to move a journal online at the same time. Although this is a pragmatic thing to do, it can raise challenges for the Editorial Assistant, especially if they have been recruited at the same time as the new Editors. The poster will outline the main challenges of this situation and deliver workable solutions to these challenges, all based on the experience of this situation with International Social Work. The main challenges are the inherited ‘offline’ records from the previous editorial team, if these are received at all, and any overlap with the offline and new online submissions which can be time consuming and difficult to negotiate. Also, there can be resistance from the new Editors regarding the new ‘online’ world, and this has to be overcome. However, it can be an opportunity to organise the administration of the journal in a new way, for example, with the creation of new policies for special issues and submission guidelines which not only make sense to you, but can be utilised by any further editorial teams in the future.

COI: None declared

Have you ever invented a word? Well, somebody has to do it! Here are four people you might have heard of who moved the English language forward:

Words attributed to...

William Shakespeare: Eyeball, puking, assassination, dishearten, lackluster, outbreak, unreal, gloomy, moonbeam, scrubbed.

John Donne: Bystander, reunion, derelict, nonconformity, aberration, clinic, emergency, inconceivable, perplexing

Ben Jonson: Masterpiece, bookworm, conscious, exotic, graphic, essayist, parody, magnetic, guitar, antiquated

John Milton: Debauchery, terrific, lovelorn, stunning, apocalyptic, criticize, ecstatic, framework, ammunition, created



Calendar of Events

Seventh International Congress on Peer Review
and Biomedical Publication

Organized by JAMA and BMJ

September 8-10, 2013

Chicago, Illinois

Registration now open

<http://www.peerreviewcongress.org/index.html>

Contact jama-peer@jamanetwork.org

ALPSP International Annual Conference

September 11-13, 2013

The Belfry near Birmingham, United Kingdom

<http://www.alpsp.org>

Commissioning Content: Working Effectively with
Authors and Editors

September 18, 2013

London, United Kingdom

<http://www.alpsp.org>

Understanding eJournal Technology

November 13, 2013

Oxford, England

<http://www.alpsp.org>

Advanced Journal Development: Strategic
Development for Journal Managers

December 4, 2013

London, England

<http://www.alpsp.org>

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Hotel Aazaert

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