

The Newest ISMTE Member Benefit

From the Executive Director - Beverlee Anderson

'How can I find a job like yours?' It's a question many of us are often asked and which we often ask of others. ISMTE can now help answer that question.

The newest member benefit is our Career Center - a partnership with Job Target, a nationally recognized job board that serves many industries. So should you post your resume/CV online if you are, as I am, happy with your current situation? Of course. You never know what is out there that might just be what you were always looking for. Many of the jobs we currently have come about by word of mouth, an opening someone knew you would be 'perfect' for, or an exhaustive job search. The Career Center job board is another tool for expanding our individual potential and our Society's niche community of managing and technical editors. Hopefully, as ISMTE grows and provides more professional development, the only place a potential employer will turn to is our site to post available jobs and to view the resumes/CVs of our

talented membership. So take a look at it, post your basic resume/CV, and keep an eye out.

In the meantime, take a close look at your own resume/CV which, of course, should always be kept up to date. Is it focused on delineating the skills you have, your accomplishments, your responsibilities? Or is it just a list of dates and jobs? Does it fit onto a maximum of two pages? Do you even know where it is on your computer? Do you have a few sample cover letters you can manipulate for different circumstances? Our Career Center also offers resume/CV writing services and *EON* will publish 'how-to' articles on this subject as well.

I love my job...or should I say jobs, as none are full-time in real time, but full-time in commitment to the goals of each organization for quality membership services, quality educational opportunities, and quality resources. I try hard to convey this in my own resume.

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Advertising in Journals

by Jason Roberts

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Advertising in journals can represent a potentially lucrative way to supplement a journal's sales revenues – possibly even exceeding subscription sales. It's not for all journals: many subjects simply do not lend themselves to advertising, either because there are no products to market or because the readership is too small, or even too international (more on that later). This article looks specifically at the sale of commercial advertising space. Other types of advertising include classifieds (often used for small job postings, resale of equipment) or in-house advertising on left-over pages.

In this article I will restrict comments to print publications. Online advertising will be a focus of a second article to publish later in the year in *EON*.

Revenues from Advertising

The most common type of advertising is the traditional allotment of page space for a product advertisement in print journals. For medical journals in particular, revenues can run from several hundred dollars or Euros to several thousands per issue. In medical publishing alone, according to PERQ, the renowned monitor of journal advertising spend, US \$850 million was spent on advertising in 2005.¹

The revenues generated by print advertising vary widely between journals. Reasons for this include the size of circulation, the location of the advertisement within a journal and the length of an advertising arrangement. Let's

look at how each of these factors influence revenue:

Circulation Size

As expected, larger circulation journals can demand the highest sales figures, but volume is not everything. If a journal has a predominance of a particular type of reader (characterized by specialty or area of expertise), this may be more attractive to advertisers than sheer volume, much like how TV advertisers seek the core 18-49 demographic because of their spending power.

Content may also trump circulation. For example, again, drawing from medical journals, clinical journals might have an easier time in securing advertising than a basic science title. For pharmaceutical advertisers, clinicians are the

¹ PERQ/HCI Research. (2006) Advertising revenue by medical specialty. Princeton (New Jersey) www.perqhci.com/News/spending/ad_revenue_by_class_pfv.html (accessed 19th February 2009)

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key group because they are product prescribers. Clinicians might only refer to basic science titles when they need some background science. A clinician might consult a clinical journal more regularly as it has the potential to influence their practice. In this scenario, both journals may have the same circulation, but one title might simply sit on a bookshelf most of the time – clearly not an attractive prospect for potential advertisers.

The geographic distribution of the readership is also important for advertisers. Though this is somewhat of a generalization, a journal with a truly international subscriber-base might struggle to secure advertising over a title with subscribers clustered predominantly in one country. Reasons for this include variance in the names of products in different markets and complexities over whether a particular product is available (and by extension, if a company is allowed to market a product in certain markets).

Location of an Advertisement

As with selling a house, it's all about location, location, and

location. Within a print journal certain spaces are of higher value to advertisers. Sales staff know this and price accordingly (Preferred Position Rates). The back cover and inside front cover command the highest prices. After that, location next to the Table of Contents or featured articles/sections might also demand a higher fee.

Most journals cluster advertising into one spot, usually at the start, before the editorial content, or at the back of the journal, after the editorial content. Some journals do allow *interspersed* advertising. These are adverts mixed in with the editorial content. Again, advertisers will pay top dollar for such locations. Most titles, however, consider this a commercial step too far. Standards have obviously changed over time. For *Headache's* 50th anniversary, I consulted a facsimile of the first edition and not only found interspersed advertising, but each advertisement was followed by an article on the product from the preceding advert – a situation, I should hasten to add, that would never happen now.

Length of Advertising Agreements

Usually publishers attempt to secure multiple-issue advertising commitments, most obviously for a complete volume or year. In return, advertisers may receive a discount on pricing. Conversely, publishers can often make a 'quick buck' from one-off sales for special or themed issues. Another source of one-off revenue is sales in an issue carrying the abstracts for a meeting.

Non-traditional Advertising

Page advertisements dominate sales but some publishers offer other sales options for print publications. These have the potential to return higher revenues as they typically stand out from the norm. All usually feature some form of product branding. Some options include:

Bellyband- A wrap that partially covers the front and back of a journal issue. About 75% of the cover is still exposed. The bellyband is typically fitted so tightly it must be torn apart before the reader can open the journal.

Cover Tip- A postcard lightly glued to the cover and removed like a post-it note. The

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measurement is approximately 7 inches (18cm) across by 5 inches (13cm) down.

Outsert- a loose advertisement placed in the journal's polybag (the plastic wrapping the journal is mailed inside).

E-Sert- A DVD placed in the journal or in the journal's polybag.

Advertorial- An advertisement designed to look like an article. The word 'advertisement' is listed above or below to distinguish it from editorial content.

Business Reply Card- Bound into the journal or affixed to an ad. It prompts the reader to mail in the card or go to a website and find out more information on a product or service.

Advertisers might try other gimmicks to stand out in a crowded marketplace. Recently I received a copy of a journal in its usual polybag with an odd-shaped bulge on one side. On opening the bag, out fell a noisemaker – when you blew it, and it unraveled, the name of a drug appeared.

Restrictions on advertising

For medical journals there

are very tight regulations (for example, in the United States these are set by the Federal Drug Administration) regarding when a product can be advertised. If a product has not been indicated for use in a particular treatment method for a disease or condition, then a pharmaceutical company cannot promote that product. Some products, however, are used 'off-label' for treatment for an associated condition that in turn affects the condition actually under treatment. Sometimes these products become well known as an alternative form of treatment and drug companies may eventually look to receive approval from a regulatory body like the Federal Drug Administration or its equivalent in other countries. In such circumstances a company may provide a 'corporate ad' that promotes a company and its commitment to a particular field of study without specifically mentioning a product. Such an advertisement could potentially be interpreted as a 'nod and a wink' to the fact a drug is not approved for treatment but is being used off-label.

The pharmaceutical

industry in particular has made attempts to regulate itself and provide good practice policies such as PhRMA Guiding Principles: Direct to Consumer Advertisements About Prescription Medicines.² The acronym PhRMA stands for The Pharmaceutical Research and Manufacturers of America.

Who decides what is acceptable?

Determining what is appropriate content is a task that falls to different parties depending on factors as varied as who owns the journal or even society politics. For titles not owned by a publisher (society-owned publications for example) the responsibility for vetting the content of an advertisement might rest with the editor-in-chief. The types of advertising allowed (e.g., the acceptability of bellybands) may rest with a publication committee, board of directors, or an editorial board. Such control over the vetting process is critical for many societies as it can be construed that allowing certain products to advertise constitutes a tacit endorsement of a product. My two titles *Headache* and *The Journal of Sexual Medicine* have

² www.phrma.org/files/DTCGuidingprinciples.pdf (Accessed 16th February, 2009)

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continued

very tight guidelines on products that can be advertised, the latter for obvious reasons if you have checked your junk e-mail folder recently. Like many medical journals, they take their cues from the International Committee of Medical Journal Editor's (ICMJE) guidelines on advertising.³ In particular, the ICMJE recommends three policies:

- The juxtaposition of editorial and advertising material on the same products or subjects should be avoided.
- Interleafing advertising pages within articles interrupts the flow of editorial content and should be discouraged.
- Advertising should not be sold on the condition that it will appear in the same issue as a particular article.

Anecdotally, I would imagine the third recommendation is generally ignored by a majority of journals as so many advertising commitments are across several issues.

Advertising plans

Rarely do companies with products to market get involved directly with the purchase of advertising space. An agency will be employed to buy space and these agencies typically keep voluminous data on individual journal circulation, publication frequency, pricing, and timeliness (journals that develop a reputation for persistent lateness will find it much harder to secure sales). Many of you might have received e-mails/letters from such organizations to provide updates on this information. Journals that have traditionally snubbed advertisers or have no track record of selling advertising space may find it hard to suddenly generate sales. During my days as a publishing manager at a large publisher I witnessed many journals decide they wanted to increase their sales from nothing to something, only to then see their disappointment when sales did not materialize. Unless prominent figures in the field can be marshaled to help secure advertising commitments as personal favors, it is not easy to generate

sales where none existed before.

Does journal advertising work?

In the medical world, direct-to-physician advertising is just one of several marketing strategies to boost sales. The majority of a promotional budget is devoted to the sale of direct-to-consumer advertising, the budgets for which (in North America in particular) are several times greater than the total spend in journals, thanks to high rates charged by high-circulation magazines and for television commercials. PhRMA's report on advertising and promotion trends suggested US \$4.6 billion was spent in 2006 on marketing to consumers.⁴

It should be noted, however, that journal advertising spending does not typically come from the same budget as consumer advertising. Nor is it the sole tactic employed by drug companies to influence prescribing behavior. Direct-to-physician approaches range from hospital promotions to 'detailing' (office visits from sales representatives) to journal

³ International Committee of Medical Journal Editors. Uniform Requirements for Manuscripts Submitted to Biomedical Journals: Writing and Editing for Biomedical Publication. Updated 2008. www.icmje.org/ (Accessed 16th February, 2009)

⁴ www.phrma.org/files/Marketing%20and%20Promotion%20Facts_071108_FINAL.pdf (Accessed 16th February, 2009)

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continued

advertising.

Clearly, however, advertising in journals must generate sufficiently handsome returns on investment (ROI), otherwise companies would not engage in the practice. Fugh-Berman and colleagues identify the likely reason why: the prescribing ability of doctors. They note that journal advertising has a significantly greater ROI than direct-to-consumer spending because:

....advertisement[s] in consumer magazines reaches potential purchasers individually, a pharmaceutical advertisement viewed by one physician could result in dozens or hundreds of drug purchases.⁵

Knowing this, it is particularly frustrating for many journals to hear, when battling to retain lost

advertising commitments, that a company is focusing its marketing dollars on direct-to-consumer activities. This is a frequently replayed answer, however, when companies are confronted about why they dropped their journal promotional activities.

Conclusions

Writing this article within the context of a gloomy economic background, the future of journal advertising spending remains highly uncertain. But there may also be bright spots. Variances in industries, be it pharmaceutical or otherwise, are likely to be driven by 'local' factors. Product cycles are an obvious 'local' reason. The presence of a new product in a particular field may force competitors into increasing their spending

habits. A new drug compound or product/technology coming off-patent may trigger a wave of rival product developments and launches.

What has not changed is the advanced planning of advertising campaigns. Journals are researched ahead of eventual placement and budgets are then managed tightly, accordingly. I have seen in many editorial board meetings, for a variety of titles, over several years, an unfounded belief that advertising is like a spigot waiting to be turned on. The industry simply does not work that way and a compelling case must be developed by a journal with the expectation of a long-range effort from initial attempts to sell advertising space through to the eventual publication of an advertisement. 

⁵ Fugh-Berman A, Alladin K, Chow J (2006) Advertising in Medical Journals: Should Current Practices Change? PLoS Med 3(6): e130 doi:10.1371/journal.pmed.0030130

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Keeping Up To Date

by **Irene Hames**

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The world is filled with more publicly available information than ever before, and it is increasing at a phenomenal rate. For anyone with a computer or phone and Internet connection, it's all just a few clicks away. This obviously has many advantages. Information on any topic, however specialised or remote, can be readily and rapidly obtained. The power of search engines is something we take for granted, but it is extraordinary. I just ran a few searches in Google – it brought up more than 23 million results for 'peer review' in 0.08 seconds, more than 46 million for 'editorial office' in 0.09 seconds, and nearly 9 million for 'manuscript review' in 0.12 seconds. This is staggering! When I started working in an editorial office nearly 20 years ago, getting information meant going to the library, and if it didn't have what was needed, using an interlibrary loan or photocopying service. Information was harder to get, and it took more time. Nowadays it can be accessed anywhere and anytime; geographical boundaries and time zones have mostly become irrelevant.

Information Overload

There is, however, a downside to the existence of all this information and its ready availability. Leaving aside the issues of reliability and accuracy – which are real problems as anyone can put up information online – how can a professional in today's world keep up to date

without suffering from information overload (which, based on the Wikipedia entry, is when 'an excess amount of information is provided, making processing and absorbing tasks very difficult for the individual because sometimes the validity behind the information cannot be seen')?

What all of us want professionally is to know about things that will help us in our jobs, keep us abreast of important issues and developments in our profession and industry, and be relevant to our own special interests. We each have to identify the type of information we're interested in and then work out how best to get it and how to do this in the most efficient way.

A Disciplined Approach

It's very easy to get distracted when looking for information online, to follow link after link, and end up losing sight of what it was we started out looking for. A lot of interesting and useful information can, of course, be found that way, and can help inform and enhance our ideas. But there are also a lot of dangers lurking. Time can be wasted and work interrupted in an unhealthy way. The introduction of social networking has increased the problem, and a disciplined approach is essential when working.

The phenomenon of blogging is a powerful new way of reaching out to people with similar interests or ideas, and it is a great way to find

out what new things they have come across, what they think, what they would advise. But when you look at the number of entries and the times of posts on various sites, it's clear that some people are posting many times throughout the day (and night in some cases), which must be disruptive to concentration and quality working. Concerns have even been raised about 'blogging addiction.'

So how can you keep informed without spending hours online and without the process interrupting your work? First, be selective – identify sites where you can get valuable and reliable information that is genuinely useful or interesting to you. Second, let information come to you, if at all possible, for example by identifying people who regularly find and post on the sorts of information you're interested in and whose comments and opinions you respect and tend to agree with. Third, set up a system that will alert you automatically to new information of interest. Fourth, work out a schedule for checking Web sites and new information updates that work for you – maybe first thing in the morning, with a cup of coffee, or over lunch, or at the end of the day, or maybe check just weekly, on a specific day. Do it in whichever way works best for you, fulfils your needs, and fits in to your work day without disrupting it or taking you away from important jobs and breaking your concentration.

RSS Feed Readers

I have a list of Web sites for organisations and people that I've built up over time, and have them bookmarked in my browser. I used to open them up regularly, individually – some

daily, others weekly, or even monthly, depending on how active they were – and check what was new. I've now got an RSS feed reader set up on my computer, and this alerts me whenever new content is added to any of the sites I've added to it, saving me a lot of time (see <http://sspnet.org/forward/rss.aspx> for a brief description of what RSS is and links to more information; Editor's note: see also the Taming Technology column in this issue). On my feed reader, the screen is split into three. The list of my selected sites is on the left. The name of any site that has new information on it appears in bold. If I click on a site, that brings up a list of entries in the central part of the screen, all with dates and times of posting, and with the new content in bold. When I click on a specific entry, the text of the start of that content appears on the right side of my screen. If I'm interested in reading more, I can click through to the website itself, either keeping it in just the right-hand column or opening it up in my browser. It's very simple and effective, and, most importantly, suits me. If I find a new website I'm interested in and I add it to my feed reader, it also lists previous posts (in categories such as 'this week,' 'last week,' etc.), which enables me to catch up on past activity if I want. This can be very useful. Some websites I still check individually as either they haven't got an RSS feed facility or I haven't been able to set them up in my feed reader. I'm also signed up to a number of eToC alerts for various journals.

Suggested Websites

Here (in alphabetical order, with brief descriptions, some taken from the

organisations' own websites) are the sites I follow (in addition, of course, to ISMTE!) that might be of interest to other members of ISMTE:

ALPSP – The Association of Learned and Professional Society Publishers

(www.alpsp.org) is an international trade association 'representing all types of nonprofit publishers, and is the largest trade association for scholarly and professional publishers. Over 10,000 journals are published by ALPSP members as well as numerous books, reports, databases and other products and services.' Updates are regularly posted on new courses, reports, and responses to position statements or policies. Members have access to advice notes, market reports, and other valuable information.

ALPSP Alert - this is ALPSP's monthly newsletter (available to member organisations), and features ALPSP news, forthcoming events, industry news, new products and services, news on people, new research and reports, legal news, library news, and technology updates.

'Bad Science' (www.badscience.net) – Ben Goldacre's blog, where he exposes pseudo science and sets the record straight (if you don't know this site, take a look).

COPE - The Committee on Publication Ethics (<http://publicationethics.org>) is 'concerned with the integrity of peer-reviewed publications in science, particularly biomedicine ... some publishers (Elsevier, Wiley-Blackwell, Springer, Taylor & Francis and the BMJ Publishing Group) have signed up

their entire catalogue of journal titles as COPE members. COPE provides a forum for publishers and editors of scientific journals to discuss issues relating to the integrity of the work submitted to or published in their journals, both print and online.' There are guidelines on good publication practice on the website, and summaries of the case studies that have been discussed at COPE meetings.

CSE – The Council of Science Editors

(www.councilscienceeditors.org), has a mission 'to promote excellence in the communication of scientific information' and its purpose is 'to serve members in the scientific, scientific publishing, and information science communities by fostering networking, education, discussion, and exchange and to be an authoritative resource on current and emerging issues in the communication of scientific information.'

Delicious (<http://delicious.com>) – This is a social bookmarking service that allows users to tag, save, manage, and share Web pages from a centralised source. You can check out what people you trust and respect are looking at and bookmarking.

EASE – The European Association of Science Editors

(www.ease.org.uk) is 'an internationally oriented community of individuals from diverse backgrounds, linguistic traditions and professional experience who share an interest in science communication and editing. EASE offers the opportunity to stay abreast of trends in the rapidly changing environment of scientific publishing, whether traditional or electronic.'

ICMJE – The International Committee of Medical Journal Editors (www.icmje.org) is a group of general medical journal editors whose members meet annually and revise the Uniform Requirements for Manuscripts Submitted to Biomedical Journals. These guidelines (which you may hear referred to as the ‘Vancouver’ guidelines, originating from the place of the first meeting in 1978) cover many editorial issues and are a very valuable resource. Updates seem to come out each October, so I check around then every year.

JAMA & Archives Alerting: Topic Collection Alert (<http://jama.ama-assn.org/collections>) - I’m signed up for ‘Journalology/ Peer Review/ Authorship’ and get e-mail alerts, with links, when new articles on these topics are published in *JAMA* (*Journal of the American Medical Association*).

KnowledgeSpeak (www.knowledgespeak.com) is an online news service that reports on developments within the STM publishing industry and sends out daily alerts.

Nature Network (<http://network.nature.com>) aims to connect scientists worldwide and has numerous public blogs and forums. Those I’ve found useful are:

- ‘Ask the Nature Editor’ (<http://network.nature.com/groups/askthenatureeditor/forum/topics>)
- ‘Nautilus’ (<http://blogs.nature.com/nautilus>)
- ‘Nothing’s Shocking’ (<http://network.nature.com/people/noah/blog>). See two recent posts/discussions for very good and thoughtful comments on suggested new peer review models: 4 Nov 2008, ‘Sequential reviewing’, and 29 Jan 2009, ‘Should authors

decide whether their revised paper is re-reviewed?’

- ‘Peer-to-Peer’ (<http://blogs.nature.com/peer-to-peer>).

Because there are so many blogs and forums on Nature Network, it’s very easy to get side-tracked. Although there is a lot of high-quality content on the Network, there are postings that end up becoming just long conversations between members of close-knit groups. Sometimes witty and interesting, but sometimes just a series of one-liners not related to the topic under discussion, so beware. The site is, though, worth exploring and can throw up some very interesting contributions. For example, I just came across an interview (written, with good links) with Geoffrey Bilder, Director of Strategic Initiatives at CrossRef, on the blog ‘Gobbledygook’ (<http://network.nature.com/people/mfenner/blog/2009/02/17/interview-with-geoffrey-bilder>). Many interesting topics are covered, including what CrossRef is and does, DOIs, OpenURL, Author/Contributor identifier projects. And all are explained very clearly, which is one of Geoffrey Bilder’s great talents. I’ve now added this blog (<http://network.nature.com/people/mfenner/blog>) on scientific publishing in the Internet age to my feed reader because it looks interesting and informative.

ORI – The Office of Research Integrity (<http://ori.dhhs.gov>) ‘promotes integrity in biomedical and behavioral research supported by the US Public Health Service (PHS) at about 4,000 institutions worldwide. ORI monitors institutional investigations of research misconduct and facilitates the responsible conduct of research (RCR) through educational, preventive, and regulatory

Column: *Tips & Tricks for Best Practice in the Editorial Office*

Keeping Up To Date

continued

activities.’ It has many resources on its website that are useful to journal editorial work and a quarterly newsletter.

Peer Review Congress (www.ama-assn.org/public/peer/peerhome.htm). The Sixth International Congress on Peer Review and Biomedical Publication will be held later this year, September 10-12, in Vancouver, and information on this important meeting should start to appear soon. The program for the last Congress (2005) is at www.ama-assn.org/public/peer/program.html, and is worth checking periodically. As well as listing all the Abstracts for that meeting, links are given to articles for those studies that have been published subsequent to presentation at the Congress.

The Royal Society (<http://royalsociety.org>) is the independent scientific academy of the UK and the Commonwealth, and it is dedicated to

promoting excellence in science – I’m signed up for daily alerts for ‘Science in the news.’

Sense About Science

(www.senseaboutscience.org) is an independent charitable trust that responds to the misrepresentation of science and scientific evidence on issues that matter to society. It publishes many useful guidance leaflets.

SSP - The Society for Scholarly Publishing

(www.sspnet.org) is ‘a nonprofit organization formed to promote and advance communication among all sectors of the scholarly publication community through networking, information dissemination, and facilitation of new developments in the field.’



Column: *President’s Message*

The Newest Benefit

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I came into my ISMTE job by accident, but I prefer to call it serendipity. I joined the first time someone introduced me to ISMTE and have silently thanked whoever gave the Society my name to solicit for membership. Every time I open the newest *EON*, or read the suggested industry news items listed on our home page before I post them, or check up on Gary’s blog or an answer to a question on our Member Forum, I know I am doing informal personal development. My editor-

in-chief already has benefited from many of the articles I have forwarded to him and suggestions on handling some sticky issues with authors and/or reviewers. So even as I do my job for you as executive director of ISMTE, I am becoming a better managing editor. Who could ask for anything more!

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What is RSS?

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If you spend any time on the Web, you have no doubt seen mysterious orange symbols like the one above on some of your favorite Web pages. You may even have seen these same symbols appear in your Web browser when you go to some websites. What you may not have realized is what these are or how they can benefit you.

These orange symbols are RSS icons. RSS, or Really Simple Syndication, is a newer technology that can help you stay up-to-date and be more productive. How does it do this? Basically, RSS is a special format websites use to send out new and updated information, whether it is news, tables of contents for your favorite journals, research studies, new photos or videos from your friends, or the latest blog post you want to read. Instead of having to go to each of these web sites individually, hunting around for anything new, trying to remember what you've already seen, and generally wasting valuable time, RSS brings all new content to

you in a single place—your RSS reader—in a convenient and easily browsed format.

An RSS reader, sometimes called an RSS aggregator, is a website or a piece of software where you access all of your subscriptions. There are a lot of different kinds of RSS readers out there, and which one you use depends on how often you'll be accessing your information and how much you want to track. The major types of RSS readers are:

- Web-based RSS reader (e.g., Google Reader, Bloglines, NewsGator Online)
- Personalized home page (e.g., iGoogle, Netvibes, My Yahoo!)
- Standalone software or Web browser add-ons (e.g., FeedDemon, BlogBridge, Sage for Mozilla Firefox)
- Built-in reader (e.g., Internet Explorer 7+, Microsoft Outlook 2007, Mozilla Firefox, Flock)

The chart below lists some of the strengths of each type of reader.

Type	Strengths
Web-based reader	<ul style="list-style-type: none"> • Most common, so there's a lot of help available online • Can access your news from anywhere you have an Internet connection • Can handle hundreds of RSS feeds easily • Will track what you've seen and what you haven't • Built-in organizational tools help you manage your feeds • Share items with colleagues and friends

What is RSS

continued

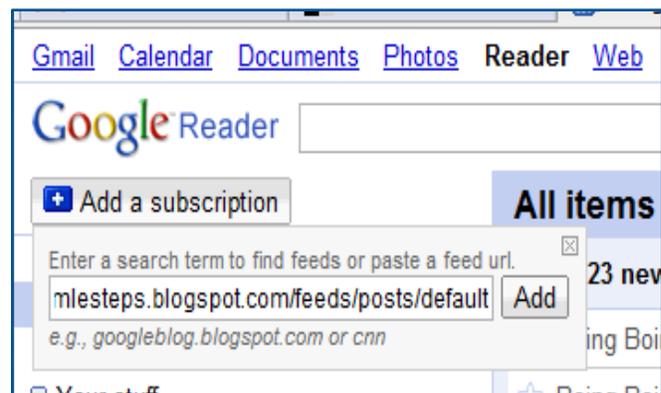
Personalized home page	<ul style="list-style-type: none"> • Good for quickly skimming news from a few sources (not recommended for managing lots of feeds) • Can incorporate other non-RSS tools and gadgets into a personalized home page
Standalone software or Web browser add-ons	<ul style="list-style-type: none"> • Can handle hundreds of RSS feeds easily • Will track what you've seen and what you haven't • Built-in organizational tools help you manage your feeds • Often include powerful searching and archival tools • Can access RSS feeds behind your institution's firewall and feeds that require username/password access
Built-in reader	<ul style="list-style-type: none"> • Don't have to learn a new tool • Good for a few feeds • Can access RSS feeds behind your institution's firewall and feeds that require username/password access

Of these RSS readers, Google Reader and Bloglines, both Web-based readers, are the most popular. The rest of the article will use Google Reader for the examples, but other readers will work similarly.

Once you've chosen an RSS reader, you get to subscribe to your favorite stuff on the Web. Chances are most of the websites you visit will have associated RSS feeds. Look for the orange RSS icon—if you use Firefox 2+ or Internet Explorer 7+, your browser will even alert you when an RSS feed is available for a page you're on using the same RSS icon. In Firefox, you'll see the icon in your location bar if a feed is available; in Internet Explorer, it's part of the toolbar.

How you subscribe to a feed depends on your RSS reader and Web browser. One fail-safe way to subscribe is to copy the Web address for the RSS feed and paste it into the subscriptions area of your reader. You can also set up your browser to subscribe to a feed using

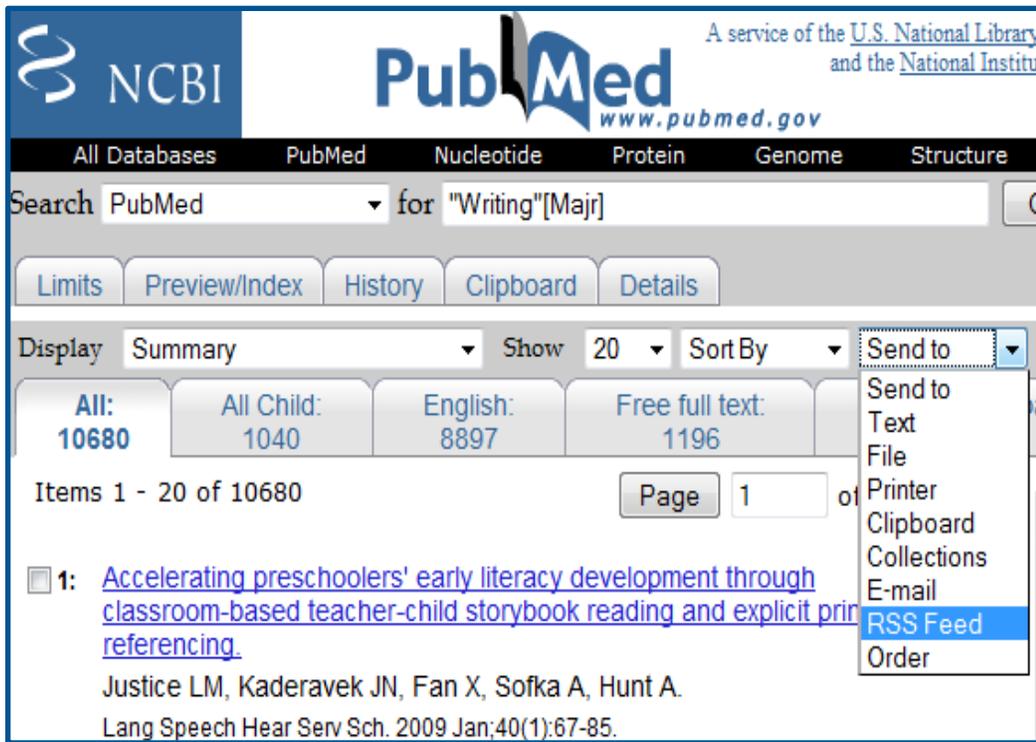
a particular reader in the options, though it may take a bit of hunting.



Most electronic journal publishers offer RSS feeds for tables of contents for their journals. You can also set up custom RSS feeds in many databases and search engines, including Google News, Scopus, and PubMed. These types of feeds can help you stay up to date with just the content you need.

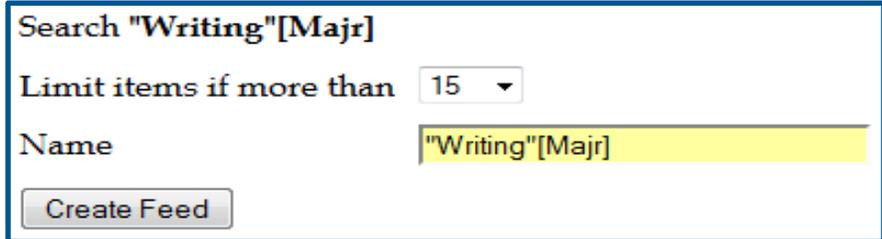
What is RSS

continued



To set up a PubMed RSS feed, perform a search as normal in PubMed. Once you have your search, choose RSS Feed from the Send-to menu.

Click the Create Feed button to create your custom feed, and then right-click the orange XML button and copy the Web address for the feed. After you've pasted the address into your feed reader's subscription area, any new articles on that topic will appear in your feed reader.



For more information on using RSS, see these great tutorials and sources:

- RSS in Plain English: www.commoncraft.com/rss_plain_english
- Google Reader's YouTube Channel: www.youtube.com/GoogleReaderHelp
- Google Reader: Getting Started: www.youtube.com/watch?v=65iLoQ97RCg
- Make Your Own Medical Journal with iGoogle: <http://casesblog.blogspot.com/2006/06/make-your-own-medical-journal-with.html>
- RSS – Internet Explorer 7: www.ie-vista.com/rss.html
- How to Use the New Google Web Search RSS Feeds: www.readwriteweb.com/archives/how_to_use_the_new_google_web_feeds.php



Overcoming the Language Barrier in a Global Academic Community

by Laura Stemmler, PhD

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As science and technology have moved to the international stage, English has become the common language of communication. For non-native English speakers, this often presents a challenge when it comes time to write a manuscript. Scientists, reviewers, and journal editors alike experience the frustration of language barriers; and in many cases, a substantial bias exists against otherwise good work that is difficult to read. For this reason, the number of online professional editing companies dealing primarily with technical academic manuscripts has solidified and the market has matured.

Often it falls to the journal editor to find and recommend language editing options to authors when a manuscript is rejected on English grounds, so it is important for journal editors to have a general knowledge of the language-editing marketplace. For the past several years, I have worked as a contract editor, full-time managing editor, and editing director for one such company, American Journal Experts (AJE). In this capacity, I have seen firsthand the increased need and demand for English editing services by the international academic community.

In the past, most technical editing was done by professors who edited on the side. This resulted in high quality work, but was expensive, time-consuming, and required a lot of customer interaction, which is difficult for non-native speakers. Less expensive services dealing with a

much broader range of documents also existed, but they lacked subject matter expertise and, therefore, produced a much lower-quality product. When AJE entered the market 5 years ago, the average turnaround time for editing a technical manuscript was 12 days, and small companies were unable to scale their service to meet the demand of the global academic community. Our company recognized the need for a more streamlined, subject-specific, technical editing service and pioneered a much higher-efficiency system by utilizing state-of-the-art software and a large pool of topic-specific editors.

The majority of today's technical editing companies employ full- or part-time editors with terminal degrees in science or medicine and a proven publication record. Some even provide profiles of their editors and allow customers to choose a specific individual for their project. AJE, on the other hand, recruits part-time contract editors working as PhD candidates, postdoctoral fellows, or professional students at ten internationally well recognized US universities to serve as primary editors. Full-time managing editors match papers with the best editors for the job based on their areas of expertise and the quality of their previous edits. Quality control also is provided by the managing editors, who carefully review the work of the primary editor and make additional corrections before sending the paper back to the customer. All editors are given scores and feedback from

the managing editors for each assignment, which allows us to track editor quality and assign papers appropriately.

The customer population requiring English editing services is incredibly diverse and includes individual researchers from hundreds of countries. In our company, submissions from China, Brazil, and South Korea predominate, but still comprise only a small percentage of our total submissions; our customers come from more than 150 different countries, including international researchers working in the United States. Publishers and journals also work directly with AJE and other companies to outsource the editing of their papers after acceptance; others refer their authors to us and provide a group code for their journal that gives the customer a 10% discount (e.g., <http://content.karger.com/resources/authors.asp>).

A significant number of our customers are referred to us by journals with a submission that needs further help with language issues, and links to our website and other similar companies can be found as resources for authors on an increasing number of journal Web pages. Often a referral comes directly in the rejection letter or in one-on-one communication between the journal editor and the author. For example, Elsevier keeps a list of reputable language editing services (www.elsevier.com/wps/find/authorsview.authors/languagepolishing) and directs authors to the list in rejection letters. Many researchers are unaware of the existence of editing companies or have a difficult time determining which companies do a good job. An initial push from the journal editor is often necessary to give authors the courage to try a language editing company. After experiencing the positive impact a professional editing service has on their publication record, authors almost never go back to submitting a paper without it.

Online companies offer a variety of services, ranging from copyediting and formatting to the full translation of a document into English. The costs vary widely, and most companies request a sample of the document before offering a quote because there is such a wide variation in writing quality; a poorly written document takes significantly longer to edit than a well written one, so it is logical to treat each paper individually. Our company has found this step to be particularly daunting for customers who struggle with English, so we eliminated the quote-based system and simplified the process of submission by creating a fixed pricing structure based only on the general length of the paper – small, medium, large, or custom – and the requested turnaround time (www.journalexerts.com/pricing.php). This is made possible by having a large volume of work. AJE is by far the largest editor of English academic manuscripts in the marketplace, and our editors realize that although they will encounter a wide range of writing quality, the work averages out over time. With more than 500 specialized contract editors, we are able to provide topic-specific editing in nearly 200 diverse areas of study in an affordable and accessible manner.

Clearly, English editing companies are providing a much needed service to academic and publishing communities. It is increasingly important for international researchers to utilize professional services or find help from willing colleagues to compete for publication in English language journals; and as submissions from the international community continue to rise, the publishers and editors of these journals are finding it more economical and efficient to refer papers in need of editing to companies who specialize in polishing technical academic manuscripts. 🌐

the Red Journal

by Sherryl Sundell

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<http://www3.interscience.wiley.com/journal/29331/home>

Editorial office work is ideal for people with 'compound' lives. When I arrive at the office in the morning sometime between 9 and 9:30 am, several of the editorial assistants have already been hard at work for quite a while.

The next one turns up at about 10 after she has dropped her daughter off at nursery school. One of the early birds gets ready to leave again around noon to make lunch for her son, and then the one who is a student comes in the afternoon after classes. Such a set-up not only accommodates everyone's 'other life,' but it also helps us to make do with our relatively limited space. And the IJC office is basically open for business 11 hours a day, which is a good thing — considering that our authors, reviewers, board members, publisher, and production department are spread all over the world.

But those are actually flourishes. I better start over, with a sketch first: The first issue of

the International Journal of Cancer (IJC) appeared in 1966. It is a society journal, owned by the UICC (International Union Against Cancer) and published by Wiley-Blackwell.

Since late 1999 the editorial office has been situated in Heidelberg, Germany, at the

German Cancer Research Center. We have an editor-in-chief (EIC; who also works as an associate), seven associate editors, and a statistics consultant. The office staff consists of one managing editor and five editorial assistants. The IJC is a large journal: Submissions peaked to over 2,900 in 2007 and that number is now stabilizing at the 2,750-2,800 mark.

Acceptance rate: 28%. We publish 24 issues per year (6,000 pp), and our Impact Factor for 2007 was 4.555 (trend moving upwards!!).

When I joined the IJC in 2002 the journal was still receiving manuscripts by post — the traditional three copies of the text and glossies



the Red Journal

continued

and, if you were lucky, a diskette. Every available surface in the office was covered with manuscripts held together by heavy-duty clips — the higher the “R,” the fatter the package, and the greater the strength required to add another piece of paper to it. Hanging files filled all the filing cabinets and were stacked on top nearly to the ceiling, too. The rest of the space was taken up with desks, computers, and office machines (it still is, but all those things somehow seem smaller now). My background was in publishing, and after working at a technologically progressive science publisher for 14 years (helping me to get computer savvy pretty fast and where by that time paper manuscripts were already few and far between), I was strongly inclined to move to an electronic system.

On January 1, 2003, we switched from paper (and an old Access database) to Manuscript Central, the system our publisher was promoting. The three of us who worked on January 2 that year huddled in front of one computer and proceeded to upload all the new manuscripts that had been sent on diskette (we had to contact — and of course remind — authors of papers without a diskette in order to finish up submissions...). Getting authors and reviewers to work online was only part of the challenge; not all our associates were willing to only use the computer, either. This meant that for several years we transitioned through the process of still receiving some manuscripts on paper — uploading manuscripts and figures at the editorial office, handling diskettes, ZIP disks, and MOs, sending paper packages to our editors by house post and stacks of manuscripts to our publisher by FedEx nearly every day — the

works — while trying to ‘encourage’ everyone to use the online system at the same time.

To make that part of the story short, we finally made it to today. Today, 99.9% of our manuscripts are submitted online. Only rarely does a reviewer only accept to review if he/she can have a printed copy — and that usually means a pdf file as an e-mail attachment. All our associates have adjusted very well and most PREFER using the computer, as most also have their own labs and other work on top of the journal. We are fortunate here in that the associates and EIC are all at this institute or living in the area, which served the journal well through this particular paper-to-electronic transition because any problems could be handled on site. Scientifically it also promotes a good and close working relationship among them as we meet once a week to discuss all and sundry relating to the journal. (It won’t stay that way forever, of course, and that’s good, too. Personally, I am all for any solution that keeps the journal scientifically and technically state-of-the-art).

That the associates (including our 2008 Nobel Laureate EIC!) are mostly all deeply involved in their own research, too, means that we take care of the physical work in peer review in the editorial office. For this, the editorial assistants are assigned to one or more associate editor, depending on numbers of papers and working hours. The communication lines (e-mail and phone) are always hot and things work well that way. One editorial assistant handles the pen-and-paper forms, and final decisions (as a real letter) get sent out via digital sender; another person takes care of database maintenance, also a big job considering the size of our database.

Everyone shares the rest of the work required to keep any office running.

The office team sits down together on Wednesdays to discuss work load, changes in procedures, scheduling, vacations, or problems. Sometimes we have 'Topic meetings.' In one of these we brainstormed about our documentation, and as a result, I am presently rewriting our office manual. (The piece about office documentation in *EON* was a great help here.) At the same time author instructions need

to be adapted at regular intervals and Manuscript Central workflow and instructions periodically reviewed and kept up to date. The editorial board rotates pretty much every year, also requiring a lot of preparation and correspondence. Then there is our Spotlight column, the mini reviews, and the special sections on hot topics to prepare and keep track of.

Each year, the IJC also hosts a lectureship jointly with the Meyenburg foundation.

Calendar of Events

Committee on Publication Ethics (COPE) - The Ethics of Editing

27 March 2009

London, UK

<http://publicationethics.org>

Council of Science Editors

1-5 May 2009

Pittsburgh, Pennsylvania, USA

www.councilscienceeditors.org/events/annualmeeting09/index.cfm

ALPSP - Effective Journal Editorial Management

12 May 2009

London, UK

www.alpsp.org

ALPSP - Journal Development

24 June 2009

London, UK

www.alpsp.org

International Academy of Nursing Editors - 28th Annual Meeting

26-28 July 2009

Chicago, Illinois, USA

www.nursingeditors.org

ISMTE American Conference

August 4, 2009

Baltimore, MD, USA

www.ismte.org

ISMTE European Conference

August 25, 2009

Oxford, UK

www.ismte.org

6th International Congress on Peer Review & Biomedical Publication

10-12 September 2009

Vancouver, British Columbia, Canada

www.ama-assn.org/public/peer/peerhome.htm

European Association of Science Editors

10th EASE General Assembly and Conference

16-19 September 2009

Pisa, Italy

www.ease.org.uk/easeconfdocs/

1stCircular-2009.pdf

ALPSP - Commissioning Book and Journal Content

25 November 2009

London, UK

www.alpsp.org

the Red Journal

continued

Outstanding cancer researchers have participated, and it has been a huge plus in promoting the journal and making it better known all over the world. And anyway, being 'international' is a very important part of everything we do. We keep statistics on international aspects of submission and on authors and reviewers. In this respect, we try and keep the editorial board in balance, too. Actually, the first and most important qualification for working at the editorial office is to speak and write English fluently because English is our working language. (I think the editorial assistants like that part of the job quite well since they all have interests stretching beyond the borders of Germany.)

Everything that keeps the journal moving and developing adds color to the picture: getting statistics together and presenting them meaningfully, keeping on top of what is happening in journal publishing and in peer review, collecting ideas, and continually trying to find ways to make our journal better.

We are fortunate: our portrait starts with a good sketch — our journal. Embellish the picture with editorial competence, good procedures, high motivation, creativity, color, and some flourishes and then frame it with the goal of publishing papers of high scientific quality. There you have the editorial office of the IJC. 🌐

ISMTE *EON*

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A note on English: ISMTE aims to be a truly international society. English will represent our lingua franca, but we would like to stress that in materials published in EON or online that variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.

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