

COLUMN: *Editorial*

## What's New?

The new year is well under way, and the various committees of ISMTE are hard at work preparing for the annual meeting and creating new resources, such as the great content we have for you in this issue of *EON*.

On page three, you can find out what it will take to create an iPad app for your journal. Glenn Collins takes us through the journey. Read further, and on page five, you will find the answer to that question, *What happens to a manuscript after it's accepted*. Rebecca Airmet opens the 'black box' for us.

Speaking of resources, the ISMTE Resource Committee has launched the Resource Central site, available from our home page at [www.ismte.org](http://www.ismte.org). See page 10 for details.

Beginning on page 13, get to know the new ISMTE Board members and read about new terms or positions for familiar members. Thank you to all those who voted in the December election.

On page 18 you will find this issue's Portrait of an Editorial Office column and meet Michaela Barton of

the BMJ Group.

Lastly, view the Calendar of Events on page 21 and see the conference offerings for the next 18 months. Most importantly save the date for the ISMTE meetings. The US conference will be 9-10 August in the Washington DC area, and the European conference will be 18 October at St. Hugh's College in Oxford. The exact location of the US conference and the agendas for the meetings will be decided soon, so watch the website and *EON* for new information. ISMTE is also considering an Asia-Pacific conference for 2012. If you are interested in helping with conference planning or have ideas for content you would like to see presented, please contact ISTME's Executive Director Leslie McGeoch at [ismteoffice@gmail.com](mailto:ismteoffice@gmail.com). Likewise, if you are interested in serving on any of the ISMTE committees, please contact Leslie. Your ideas and participation make ISMTE stronger. The Society has accomplished great things in just three years, and with your help, our fourth year can be our best yet.

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## What's New?

*continued*

### Same Old Plagiarism

I am still dealing with a case of plagiarism that was originally noticed by one of my editors in June 2010 and is now at the reporting-to-the-author's-institution phase. This is my first case of this magnitude, and I have been thankful for my ISMTE resources, specifically Irene Hames' book, *Peer Review and Manuscript Management in Scientific Journals* and a presentation Irene gave at the ISMTE 2009 conference. Thanks to these, I'm not surprised this old case has followed me into the new year.

Recently, one of my other journal's editors wrote an editorial on plagiarism and cited this article [Plagiarism is not a big Moral Deal](#)<sup>1</sup> by Stanley Fish.

I found this interesting because the author's premise is that plagiarism breaks the rules of professional writing, but it is 'not a breach of the moral universe'<sup>1,11</sup> 10 I don't believe this is the perspective most of us who work in editorial offices own.

Personally, I find that plagiarized material falls into one of three categories: 1) The author is ignorant of the rules against plagiarism; 2) the author was sloppy/lazy in his/her citation practices; 3) the author intentionally plagiarized another's work for his/her own gain.

New and sloppy authors make mistakes. It is up to the individual editor what his/her level of tolerance is for this breach. Some editors use it as an opportunity to educate; some use it to support an immediate decision of reject, sometimes without the explanation for why (but that's another editorial).

Personally, I can accept Dr. Fish's premise for my categories one and two, but for those cases that fall into category three, I feel strongly that the moral code has been violated, as do many of those who left comments on Dr. Fish's article. To me, this is the same old plagiarism it's always been.

Kristen Overstreet  
 Editor, EON  
[kristen.overstreet@mac.com](mailto:kristen.overstreet@mac.com)

1 <http://opinionator.blogs.nytimes.com/2010/08/09/plagiarism-is-not-a-big-moral-deal/>

## What would you like to tame?

Do you have questions about specific programs, software, or hardware that you would like to see featured in one of these columns in 2011? If so, please contact Lindsey Brounstein, [LBrounstein@gastro.org](mailto:LBrounstein@gastro.org), the Taming Technology section editor and let her know what lions, tigers, and bears are running amok in your world.



# JACC has an iPad App

by **Glenn Collins**

*Executive Editor/Director*

*JACC Journals*

*gcollins@acc.org*

Sometime in the late winter/early spring of 2010 as the iPad buzz was hitting fever pitch I received word from our publisher that *JACC* (*Journal of the American College of Cardiology*) would be the first journal from Elsevier with its own complete iPad app. Of course we were excited. We had just finished work on the Kindle in 2009 and we felt like this dovetailed nicely into keeping us on the cutting edge of technology. The Kindle work had been a little tough, some last minute back and forth and late night proofing, but the heavy lifting had been handled by Highwire Press and Amazon. Concept and design were really kept to a bare minimum for the editorial office.

Oh how that would change.

From start to what I won't call finish because it will never really end, the development of our iPad app has been an intense all-hands-on-deck effort. Some things gelled quickly—through our publisher we selected a vendor to develop the app. We then went into planning stages and again some things came together quickly, others proved to be somewhat thornier. We knew from the start we wanted the entire issue to be available, not just special articles or

highlights. We wanted it to be free to our members, unlike the Kindle version which has a charge, and we wanted to enhance several articles per issue with as much multimedia content as we could get, both from the authors and from our own well established website, CardioSource.org. CardioSource is a website run by our society apart from but tied into our journal. It has a large amount of content for our readership and while we linked back and

forth from the journal to the site often, the iPad was going to be just the tool to put it all together in one place. The thornier issues as usual came with design. What font? How should the article display? How should the multimedia content be highlighted? Everyone had an opinion and we hashed this out quite a bit.

But we finally settled on all the basic specs and then eagerly awaited the vendor to roll out the beta version. As we waited (and waited and waited) a few items demanded attention. We are a weekly journal and to keep up with this new demand we were about to put on ourselves we realized we needed both staff and content expertise. The staff job was intense. We needed to coordinate a lot of content on a weekly basis,

## *JACC iPad*

- 50 issues per year – appear a few days after online version
- Download an issue for free for now
- App paid for by sponsorships sold by our publisher
- Typical issue has 2 to 3 enhanced articles out of 10

## *iPad App*

*continued*

communicating with authors, editors, and production. We needed to get it all in a format that would work for the iPad. The content job went to a new associate editor for the journal. He was to take the weekly picks and go to CardioSource.org and pinpoint related slide sets, guidelines, images, etc. that would go with the article. For the reader this would create a great experience. A paper on hypertrophic cardiomyopathy would now become packed with all this related content in one spot, easy to access, great to look at.

One of the items great to look at on an iPad, of course, is videos. Unfortunately all of our videos are in Flash and so we needed to build into our workflow how to retrofit these videos for the iPad, no small task. After some back and forth with our video department we worked out the steps needed and that seems to be working fine.

As we worked out how to corral our content, select the articles on a timely basis, and get all of our ducks in a row, the vendor finalized the beta version of the app and just as important the Content Management System (CMS) that would allow us to add this material to the articles and publish the issue to the app. We first tested these items in October for a

November launch. It was a bit harrowing. Both items were buggy, too buggy to launch, and we needed to go into overtime working on both fronts. For the CMS we just needed it to work. But for the app we needed to make tough choices. Is it okay to go live if the table of contents is out of order? Is it okay to go live if the font is less than desirable? Is it okay to go live if the download time seems to too long?

Ultimately we made our deadline in November, just. But there was no let up after that. The next issue was going up the following week. And a few issues in we needed to roll out version 1.1 to fix those bugs and start in with some cool features like scrapbooking. The biggest surprise—download time, the issues are huge and this is problematic. The editorial office essentially runs in parallel now, the print/online version of the journal and the iPad version. In the long run will the iPad version dominate? I think it will. And the death of print, heralded so often, may finally have arrived.



Glenn Collins   Executive Editor/Director   <a href="http://content.onlinejacc.org">content.onlinejacc.org</a> 858-558-3411   858-558-3148 FAX   <a href="mailto:gcollins@acc.org">gcollins@acc.org</a>	 AMERICAN COLLEGE of CARDIOLOGY		
	<p><b>IT'S HERE!</b>  <b>JACC iPad Edition</b></p>	<a href="http://www.cardiosource.org/jaccipad">www.cardiosource.org/jaccipad</a>	

Appendix. Marketing the app with my signature line in emails.

# *The Value of the Vehicle: Managing the Production of a Scientific Publication*

by **Rebecca Airmet**  
*Managing Editor*  
Applied Spectroscopy  
[rebecca.airmet@gmail.com](mailto:rebecca.airmet@gmail.com)

## ***What happens to a manuscript after it's accepted?***

Ask that question of most people involved in the world of science, technical, and medical (STM) publishing—from authors, to editors-in-chief, to editors who manage submissions and peer review—and the answer you're most likely to receive is simple: 'It's sent to production.' But what is this black box called production and composition? We input manuscripts, and out pops a published journal on the far end. Exactly what goes on in between is something of a mystery to all but the initiated. This part of the publishing process forms a bridge between the raw content and the final product; it is the prepping, packaging, and presentation of the author-provided content. The scientific content rightly receives the lion's share of attention from editors and editorial staff. STM publishing, after all, is about disseminating sound scientific knowledge in order to foster collaboration and growth among researchers and enhance the knowledge base of society as a whole. However, in light of the continued growth of electronic publishing, budget cutting, tightened profit margins, and expedited workflows, issues of production quality are more and more frequently pushed to the side.

*Production value* is a term most often heard in conjunction with the film industry, but it is just as applicable to the publishing world. Production value in publishing is the value or quality of all the various technical elements

that play a role in the production of a finished book, journal, or article. While frequently conceived of as the attractiveness of a cover or the grade of the actual paper in a book, production value is about more than whether the paper is glossy and all the words are spelled correctly: it is about a *consistency* of quality, look, and feel. It's about layout and *readability*, reliability and *credibility*, and about creating an attractive yet transparent vehicle that carries the content and delivers it smoothly and seamlessly to readers.

As various aspects of production, from copyediting to compositing, are outsourced to vendors, production values overall have dropped. With rising domestic labor costs, cheaper labor is frequently sought overseas, often at the expense of quality and personal attention to detail. Traditional production roles of publishers have been dispensed with altogether in a few cases: little or no copyediting is carried out, final proofreading is left to the author, and occasionally articles are printed exactly as they are accepted during the peer review process (version of record, *not* just the preprints). Having seen a few such papers, I can wholeheartedly say we are not doing the scientific and research communities any favors by promulgating poor standards of communication and production value.

In short, from final acceptance to final publication, the production and composition process is all about quality control, and the first building block of production quality control is creating and maintaining a house

## *The Value of the Vehicle*

*continued*

style guide. House style guides run the entire gamut, from a simple list of instructions on what style to use for formatting references to explicit and detailed descriptions of fonts, column margins, and figure specifications to be used in compositing and layout. These can be roughly divided into front end and back end. The front end is usually attended to by one or many copywriters, copyeditors, and proofreaders, while the back end is typically implemented with a journal's printer. The style guide, or a derivative thereof, is also a resource for authors, often retermed *Author Guidelines*. The more detailed the house style guide and author guidelines, the more easily the head production editor can answer questions or resolve disputes. Of course, absolute rigidity should be avoided. There is a time and a place for an exception to every rule!

So what *does* happen after a manuscript is accepted for publication? The first step in the production process is typically ensuring that all of the submitted materials meet the house standards and styles and that everything necessary is present and accounted for. This is usually carried out as soon as a paper is accepted in order to catch any problems that were overlooked during the review process. In fact, there is a strong argument to be made for incorporating this step into the editorial review process that occurs before acceptance.

Peer reviewers, and frequently even editors-in-chief, are not necessarily looking at whether house standards, particularly for visual items such as figures and tables, are being met. Their concern is rightly the scientific content as opposed to the container. Particularly in small scholarly societies publishing independently of any larger publishing house, these roles are often filled by volunteers who have a limited amount of time. The production editor may be the only member of the editorial team paying

attention to the container as opposed to its contents.

If there are any problems with a manuscript and its associated files, the author must be contacted and new materials must be obtained. However, once a manuscript enters the production flow, the clock starts ticking on the countdown to a variety of production deadlines. Working with authors quickly and efficiently becomes crucial. This is where diplomacy and communication skills really come into play: acquiring the necessary materials from authors in a timely manner can sometimes be next to impossible. The best way to avoid this deadline predicament is by having the production editor review all materials *before* final acceptance. Any problems found can be fixed before the manuscript enters the production stream. This extra step can save a great deal of time and headache, especially for manuscripts from foreign countries or those accepted right before holidays.

The materials that require preliminary review include the following:

- *Tables:* Usually, tables are set within articles to match house fonts and styles. Therefore, they should be provided by the author in a format that can be edited, such as a spreadsheet or a word processing document. A table that is submitted as an image must often be retyped by hand, or at the minimum, time must be spent reformatting after extracting data from an image, such as a PDF. Tables should be checked for glaring errors such as an unusually large or small value compared to other values, missing captions, or other anomalies.
- *Figures:* Figures should be in an acceptable file format and resolution, and they should match (at least roughly) the style of the journal. Are the fonts big enough? Are they going to be

## *The Value of the Vehicle*

*continued*

readable when they are scaled to the size at which they'll be published? Is the information presented in a clear and concise manner? Does the figure contain extraneous material that wastes space? Is it compact? All the figures should also have a consistent internal style (*i.e.*, the same font style and size should be used in each figure). This produces a much more professional final appearance. ISMTE recently produced an excellent guide to figures that can be found at [www.ismte.org/Figures](http://www.ismte.org/Figures). It is well worth a look. Even seasoned veterans of production processes may find something new there that will be helpful.

- *Odds and Ends:* In this first check, there are a number of other things that should be reviewed. Has the author provided all the necessary contact information? Are the references formatted according to individual journal style? Is the information in the references complete? Mathematical equations should be set as a live language such as Microsoft Equation Editor or Design Science MathType and not as images. Equations must almost always be reformatted to some degree in order to meet high industry standards and avoid confusion. Unless you have a strong background in mathematics, it is worth keeping a reference book handy to learn about the proper format for setting published math. For instance, the difference between bold, italics, and Roman face can frequently mean the difference between a vector, a variable, and a constant.

Following verification that all the necessary materials are present, the real work begins: the copyediting. There has been some debate with

the advance of digital and self-publishing about the value of copyediting. However, good copyediting does more than correct spelling or punctuation or even grammar errors: Copyediting takes valuable content and makes it more readable, accessible, and credible. The best science in the world will not reach the readers if the language is so convoluted and dense, or downright incorrect, that it cannot be comfortably read and comprehended. Some readers will give up in frustration halfway through an abstract. Other times, the actual meaning of the sentence is lost (is it *a* into *b*, or *b* into *a*??). Further, information that has passed through the hands of a competent copyeditor carries a weight of authority: It has been vetted and approved. While some publications have moved to outsourcing copyediting, this service ideally needs to remain quality controlled in-house by a subject-matter expert. There is no substitute for someone who intimately knows both writing and the field written about.

Once the substantive and technical copyediting is done, manuscripts are typically sent along to the press for compositing. This involves converting the text to the right format and laying out the figures and tables. Most compositing and layout used to be done by hand, in-house. It involved cutting and pasting physical bits of text and images and assembling them on light boards. Now, in this age of digital publishing, this task is usually carried out using sophisticated press-run composition engines. The output of these programs, a 'paged' proof, is checked and adjusted by hand where necessary. In an electronic, primarily paperless, workflow, these paged files are then converted to PDF and sent to the authors and the editors as galley. The production editor carefully proofs all the outsourced work: Are the figures and tables in logical placements with regard to where they are mentioned in the text? Are the figures

## *The Value of the Vehicle*

*continued*

sized correctly? Is the reproduction quality, especially of color, good? Have the tables been accurately translated and laid out? Have any errors crept in during typesetting, primarily with regard to symbols and math? Have all the house rules been followed (*i.e.*, hanging indents, centered versus flush-left captions, reference lists)? The devil is in the details, and the details seem almost limitless!

The production editor also manages all the corrections and approvals sent by individual authors. Anyone who has worked on collating and incorporating author corrections knows what a delicate process this can be. There are authors who don't respond immediately and must be reminded to submit changes or approvals. On the other end of the spectrum, some authors see the galley stage as an opportunity to rewrite their paper, clean up style, and even change their presentation, sometimes requesting dozens or even hundreds of changes. Some authors request changes that are not actually grammatically correct, and egos must be minded as the author is told the request is not reasonable or possible.

Sometimes a serious error has been made in data or in mathematical equations, at which point the production editor must determine whether the manuscript needs to be sent to the editor-in-chief for approval or possibly even back to full review. Such difficulties are compounded by the ever-present deadlines: At this stage of production, excessive changes or the necessity for further review can cause a paper to be moved to a later issue or can delay the publication schedule of an entire issue. If tables of contents have already been set or pagination has been started, this can cause upheavals in the entire process. However, inaccuracy is not an option. Correcting content errors before publication is an essential part of maintaining a reputation as a quality journal. Any content errors caught after

publication must be published in errata or retractions, which carries a heavy price in terms of excess publishing costs and integrity. Therefore, having set procedures for dealing with such contingencies can greatly reduce the amount of stress they cause.

It is also important as a production editor to be aware of differences in compositional costs with the press or other compositor. Is it cheaper to make all the stated corrections on one page? Or is it cheaper to have the page, or even the whole article, reset? How will repositioning or resizing figures affect the bottom line? Does it require extensive reflowing of text? Is the compositor charging by the page or by the job? Are there base costs or ceilings to be aware of? While each of these charges can be small individually, they add up, and part of the production process is to keep an eye on these charges.

Once the galleys have been revised, incorporating author changes and corrections, a second round of proofing begins. Every change that was requested by an author or by the production editor needs to be carefully checked against the original galleys. Other errors can also slip in at this stage. Sometimes when text is reflowed, lines are lost between pages. Sometimes tables or figures are not properly repositioned. Any remaining pages requiring correction go back to the press for another round of revisions.

Finally the last check begins: headers, footers, pagination, checking the table of contents against pagination and article titles. If the journal has advertisers, the production editor must ensure the advertising is properly laid out. Any updates to the masthead, sponsor lists, or other recurring material should be made. The volume and issue numbers must be checked, the cover must be checked, even the page range printed on the spine must be checked! The details that require final checks can sometimes seem endless, but each element

## *The Value of the Vehicle*

*continued*

contributes to the overall quality and reputation of a journal.

Once the material has been checked, rechecked, and checked again, it can finally be put to bed. The presses start to roll, covers and signatures are printed, cut, and bound, and the issue is processed for shipping. Another issue is out of the production editor's hands and on its way to mailboxes and institutions all over the globe. Of course, if you're an electronic-only publisher, you probably heaved a sigh of relief an entire paragraph ago! The publishing world is changing at an astounding rate: nearly paperless production, desktop publishing, HTML content, rich metadata, social networking, on-line repositories, open access initiatives. Technology in all fields has been changing at an exponential rate, and STM publishing has been no exception.

However, in the end, traditional publishers large and small hold one major advantage over the flood of unregulated content available online: quality. That quality comes from the peer-reviewed content and it comes from the composition and production values of a journal. Rather than outsourcing in an effort to improve the bottom line at the expense of

quality, careful consideration should be made regarding the values of your organization and the values of your readership. We are not in the business of producing pulp fiction or churning out content to support banner ads and revenue. We are stewards of scientific research, repositories of human knowledge and advancement. Our content should be treated with respect and handled with care. It becomes a part of the scientific record, a lasting legacy. As editors, we have a hand in shaping that legacy into something of which we can be proud.



*Rebecca Airmet has been the head production and composition editor of Applied Spectroscopy for ten years. Her title was recently changed to managing editor to reflect her wider duties to the journal within the rapidly changing world of publishing. She manages her journal remotely from her 3-acre homestead in the mountains of Idaho, where she lives with her husband, daughter, three dogs, a cat, eleven chickens, and a rooster.*

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# ISMTE Launches New Resource Central Site

by Jason Roberts, PhD

Managing Editor

Headache

[journal@absnet.org](mailto:journal@absnet.org)

ISMTE is pleased to announce the launch of its new Resource Central site. This collection of useful tools and service listings will form the basis of what will become the best place on the web for resources to help editorial offices in their day-to-day activities.

## Resource Central Home Page

From the ISMTE home page, you can reach the Resource Central home page easily by

choosing the Resource Central link from the Resources drop-down list at the top of the page. This presents you with three tabs (Fig 1). The first tab (About Resource Central) is the main resource page featuring a collection of tools, a glossary, and links to features ISMTE offers (such as making professional connections through LinkedIn).

The Resource Committee has spent considerable time collating material. Deep recesses of many brains were tapped to

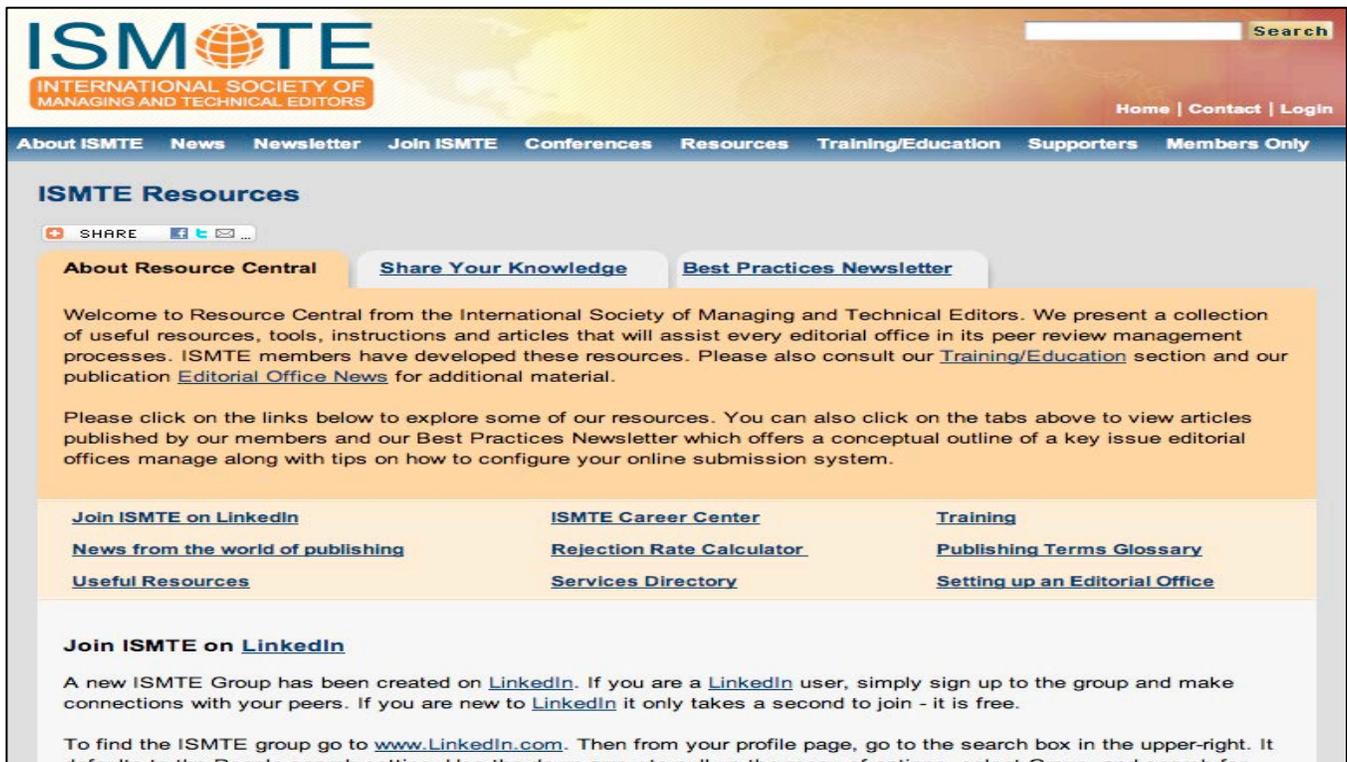


Fig 1. The Resource Central home page.

## *New Resource Central Site*

*continued*

document publishing terms and hints, and tips on getting an editorial office launched. We also developed a rejection rate calculator that allows you to figure out what your rejection rate should be on a calendar basis if you intend to stay within page budget and publish everything inside 12 months. All you need to know is the average page length of articles you publish.

We encourage you and people you know to utilize the Services Directory (Fig 2). This provides a listing of groups (not vetted by ISMTE) that can provide editorial services. It also will become a comprehensive list to find people with specialist skills such as illustrators, technical editors, and copyeditors. The Resource Committee actively encourages you to help populate these pages to improve their usefulness.

### **Share Your Knowledge Tab**

The second tab on the Resource Central home page directs you to articles published by members (Fig 3). If you have published editorials or research papers please consider sending them to us to include on this page.

### **Best Practices Newsletter Tab**

Finally, from the Resource Central home page we have provided the first of our Best Practices newsletters in the third tab (Fig 4). This occasional publication will feature solutions to issues we all face, complete with an online system specific solution. The first newsletter is on improving the quality of reviews using Editorial Manager. We will

**ISMTE Services Directory**

SHARE [Facebook] [Twitter] [Email] [More]

[Resource Central Home](#)

As a service to our members and to the editorial community, ISMTE is pleased to provide this professional services directory, listing freelance editors and professional contractors with years of experience in STM publishing and peer-review management. If you would like to add your name or company to this listing, please contact Leslie McGeoch, ISMTE Executive Director at [ismteoffice@gmail.com](mailto:ismteoffice@gmail.com). Although ISMTE membership is not required to be included in the directory, we do hope that you consider supporting ISMTE by joining!

[Copyediting](#) | [Peer-review and editorial management](#) | [Other services](#)

**COPYEDITING**

**Edith De Lay**

1545 Kiowa Road  
Lyons, CO 80540-8214  
Tel: 303-823-6382  
Fax: 303-823-6382  
e-mail: [eadelay@msn.com](mailto:eadelay@msn.com)

**Services:** Scientific and scholarly copyediting in Word, BaKoMa, LaTeX.

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**Patricia Lesch**

214 Streamside Drive, Waynesville, NC 28785  
Tel: 828-926-8104

Fig 2. The ISMTE service directory.

## New Resource Central Site

*continued*

provide solutions for more systems. Keep checking for updates.

### More to Come

Looking ahead to 2011 we will start work on providing template letters for the wide variety of issues every editorial office faces. We also are excited to announce collaboration with the EQUATOR Network ([www.equator-network.org](http://www.equator-network.org)) on a project that will see us develop a complete guide, selection of tools, and advice on devising reporting standard policies for the manuscripts you publish. For example, it is possible to develop checklists and minimum standards criteria that can be applied to every manuscript. The intention is to improve the way papers report how research was conducted and results derived. Well-written papers that pay attention to

documenting research methodologies, it is suspected, (and currently being investigated), improve their chances of citation. We are delighted to participate with a fellow international organization of the caliber of EQUATOR.

Resource Central is a living document. We invite you to send in suggestions for potential content. As with everything ISMTE does, all efforts are voluntary. Consequently the Resource Committee is always open to members who want to participate. ISMTE is a group that stresses peer-to-peer learning. Everyone has some knowledge or experience to share, so don't be shy!



About Resource Central
Share Your Knowledge
Best Practices Newsletter

ISMTE presents a growing repository of articles published by members on various aspect of peer review and its management. If you have an article that we could either host, or link to, please contact Jason Roberts at [Jason@origineditorial.com](mailto:Jason@origineditorial.com). Articles could be from a peer reviewed publication or an organizational newsletter.

Articles from ISMTE's [Editorial Office News](#) can be found here.



**Diana Epstein**  
 Diana began working at the university of Cologne, Germany in June 1996 as editorial assistant. Today she is based in Glasgow, Scotland and manages 4 peer-review journals all of which have an impact factor. Website: [www.di-ep.com](http://www.di-ep.com)

Epstein, D. (2007) Impact factor manipulation. *The Write Stuff*. 16:3. <http://www.emwa.org/Journal-public.html>

Epstein, D and Kirchof B. (2006) The delicate topic of double submissions. *Graefe's Arch Clin Exp Ophthalmol* 244:1-2 <http://www.springerlink.com/content/p2088q215k113745/>



Fig 3. The Share Your Knowledge tab listing articles published by ISMTE Members.

## *New Resource Central Site*

*continued*

**The Editorial Office Best Practices Newsletter Series**

SHARE   

[About Resource Central](#) | [Share Your Knowledge](#) | **Best Practices Newsletter**

The International Society of Managing and Technical Editors has launched a series of best practice newsletters aimed for editorial office staff. Each newsletter summarizes a subject, explains its importance within the peer review process, and outlines what benefits a journal could derive from addressing it. Each topic review is supplemented by a series of step-by-step instructions and screenshots from commonly used online peer review management systems. The intention is to empower readers to become familiar with important operational practices and then provide instructions for simple, and efficient, implementation. For some topics the newsletter will be supplemented with additional ISMTE resources such as related articles from Editorial Office News and features from our Resource and Training sections. These additional features will be made freely available to members.

**[Newsletter 1 - December 2010](#)**

**In this issue:**

**How to improve the Quality of Reviews: Matching manuscripts and reviewers**  
 Editors place a substantial portion of responsibility for the quality of their journals in reviewers' hands, asking them to help identify the most appropriate submissions for publication. The editorial office can facilitate better reviews by evaluating and streamlining the peer-review process, which includes carefully considering how manuscripts are matched with reviewers.

**How to Improve the Quality of Reviews Using Editorial Manager**  
 One of the greatest challenges facing peer review publications is the need to find and manage peer reviewers. In Editorial Manager (EM), reviewer information is conveniently retrieved from a database using numerous query options including: areas of expertise, past performance, address, etc.



Fig 4. Best Practices Newsletter tab.

## *New Year, New Faces on the ISMTE Board: Plus New Terms and Positions for Some Familiar Faces*

**by Leslie McGeoch**  
*Executive Director*  
 ISMTE  
*ismteoffice@gmail.com*

In December, the ISMTE membership voted to add Sherryl Sundell to the Board of Directors, and to re-elect Treasurer Ira Salkin and Membership Chair Wendy Krank. 2010 also saw the appointment of Glenn Collins as vice-president and Sally Gainsbury as a member of the Board. Many of you have had

the opportunity to meet these Board members and officers at our conferences, or to collaborate with them on ISMTE committees. For those who haven't, we asked the recently appointed Board members and officers to share some information about themselves and their hopes for ISMTE.

***New ISMTE Board Members****continued***Sherryl Sundell**

Managing Editor  
*International Journal of Cancer*  
 Heidelberg, Germany  
 First Term as ISMTE Board Member

Sherryl learned of ISMTE at a Manuscript Central User Conference in London in 2008 and joined immediately as it was obvious this society would fill a needed gap and would be useful for her and thus for the journal.

'ISMTE has helped me keep in touch with the latest technical developments and resources for our work via the newsletter and has also provided an opportunity to network with colleagues all over the world. The Society meetings, in particular, have been excellent and have spurred my interest in my own work, generated ideas for our journal, and increased my awareness of important issues related to editorial work, scientific misconduct being one such important issue that has affected our journal to a considerable extent,' said Sherryl.

Born in the United States and educated at the University of Wisconsin-Madison, Sherryl settled in Germany and has worked in publishing for more than 20 years. As a copyeditor for medical books and journals at Springer-Verlag in Heidelberg, Germany, Sherryl was privileged to be a member of the department closely involved in developing various tools for computer editing. Over this period it became clear, at least for science editing and publishing, online was the future. Since 2002, Sherryl has been managing editor

of the *International Journal of Cancer (IJC)*, a large cancer research journal annually receiving more than 3,000 submissions and publishing 24 print issues. *IJC* is owned by the Union for International Cancer Control (Geneva, Switzerland), and published by Wiley-Blackwell.

Sherryl hopes to use her continental ties to help further develop ISMTE in Europe. She is privileged to be situated in an academic setting in a university town with several science publishers in the near vicinity. That will be her starting point to try and develop membership and perhaps establish some local chapters.

Outside the editorial office, Sherryl is an avid listener to all kinds of music and an active performer, playing the French horn in an amateur orchestra.

**Wendy Krank**

Managing Editor, *Headache Currents*  
 Phoenix, Arizona, USA  
 Board Member Since January 2010,  
 Membership Chair Since 2007

Wendy has worked in a variety of professional fields during her lifetime, including photography, five years as owner of a retail clothing boutique, and a two-year period in the banking industry. However, she has always returned to the field of medicine and has been truly fortunate to work with some of the most academically revered and distinguished physicians in the world of health care at Mayo Clinic. At this moment in her

## New ISMTE Board Members

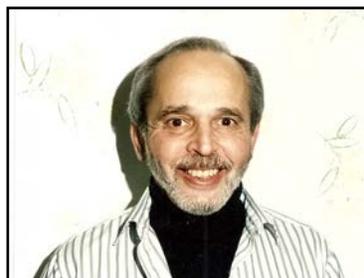
*continued*

work life, Wendy runs an editorial office out of her home. Wendy's career has actually jump started and morphed into another career path because of ISMTE. 'The members are the unique factor,' said Wendy. 'They are enthusiastic and passionate about improving the quality of publishing.'

'Although the membership is currently modest in size the members are robust in their ideas to improve ISMTE. Their willingness to volunteer to provide mentorship to other members using LinkedIn and writing articles for *EON* is outstanding. They have logged many hours working on website updates and creating research links to a variety of resources for the membership. I can't say enough to praise those members who have come together to create the conferences ISMTE members-at-large have come to enjoy because of the energized topics. ISMTE is an organization that actually helps members meet other professionals in similar roles—individuals they may have never met without ISMTE as a means to gather. ISMTE allows me, in my role as membership coordinator, to be a welcoming host at the conferences. Leaving the conferences is always bittersweet because I enjoy immensely the time spent interacting with the members.'

As a Board member and as membership chair, Wendy hopes to grow a stronger active membership. This tour-de-force project will present a greater challenge over the next few years with the continuing evolution of the electronic publishing world.

For fun and social outlet Wendy has a mobile spray tan and makeup business that corresponds with her love of competitive ballroom dance, which includes competition in amateur level Pro/Am American smooth ballroom dance. Wendy has recently ventured into hip-hop, ballet, and tap for fun and exercise.



**Ira Salkin, PhD**

Editor-in-Chief, *Medical Mycology*  
 President, Information from Science, LLC  
 West Sand Lake, New York, USA  
 Treasurer Since 2007

Ira served from 1970 until his retirement in 2002 in various scientific and administrative roles within the Wadsworth Center, the clinical and environmental laboratories of the New York State Department of Health. Since that time he has acted as a scientific consultant to various national and international governmental agencies, as well as commercial companies. In addition, when with the State and as a consultant, he served as one of the principal editors of the *Journal of Clinical Microbiology* and as the editor-in-chief of *Applied Biosafety* and *Medical Mycology*.

'While not directly related to my career, I found like many clinical scientists who are placed in the position of editor-in-chief of their society's journal that I had little knowledge of the world of scholarly publishing,' said Ira. 'The ISMTE, through its members and resources, has provided the necessary basic tools for me to serve far more productively as the editor of my journal and improve the overall quality of the journal's content.'

Ira is able to bring to the Board the perspectives of a scientist/editor, who works from a location apart from a society that owns the journal and the journal publisher, and the sole administrative staff involved in the journal's day-to-day operation. As Treasurer of

## ***New ISMTE Board Members***

*continued*

ISMTE, Ira hopes to exercise his fiduciary responsibilities to ensure the financial strength of the Society and to hopefully recruit, as well, others who serve as editors of clinical journals without appropriate expertise and experience in publishing.



**Sally Gainsbury, PhD**

Associate Editor  
*International Gambling Studies*  
 Sydney, NSW Australia  
 Board Member Since October 2010

Sally is a qualified clinical psychologist, early career researcher, and journal editor. She holds a post doctoral fellowship at Southern Cross University and is a research affiliate in the School of Psychology, University of Sydney. Sally is the associate editor for the academic journal *International Gambling Studies*, a role held since January 2009 after serving for a year and a half as the editorial assistant. When Sally started as the editorial assistant, she knew very little about the editorial process. 'ISMTE has proved to be an incredibly useful resource that has assisted me in understanding about editing from those with a great deal of experience. It has been very interesting talking to people from journals and editorial offices very different from my own to provide various insights into the *how* procedures should be run. As I have become more familiar with my role (now associate editor), ISMTE continues to provide up-to-date information on trends,

future directions of journals, and publishing and is always a great resource for questions and answers,' said Sally.

'The ISMTE conference each year is an incredibly useful and enjoyable event. I always learn so much from the presentations and conversations with other delegates and it is interesting to hear from others with different experiences from my own. Each year I write notes on my way home to ensure that I don't forget anything and spend the year between conferences implementing various new ideas to improve the journal,' Sally said.

Sally is primarily a researcher and academic so she is very familiar with the roles of author and reviewer, which is an important perspective to be mindful of in editing. The roles of author/reviewer/editor are complimentary and it is useful to be aware of the importance of ongoing education and communication between these parties. As a Board member, Sally would like to ensure that the voice of authors is heard by editors and that continued efforts are made to educate authors to increase the quality of submissions and efficiency of the process. In addition, she would like to assist the expansion and development of ISMTE in the Asia-Pacific region. 'Being based in Australia it is always a long travel to conferences and there are more journals and editorial offices being located in this region who would both benefit from ISMTE and make a worthwhile contribution to the organization,' said Sally.

Sally acts as a reviewer for a number of academic journals and is a board member of the International Society of Addiction Journal Editors, as well as co-editor of their bi-annual newsletter. She has been the lead investigator on numerous projects including six research grants totalling over AUD\$107,000. She has 19 first-author academic papers, has been invited to present papers and key note addresses at

## New ISMTE Board Members

*continued*

many national and international conferences, and has produced numerous research reports for national and international government, research, and industry organizations.



**Glenn Collins**

Executive Editor/Director, JACC Journals  
American College of Cardiology  
San Diego, California, USA  
Appointed Vice-President August 2010  
Board Member Since January 2010

When asked how ISMTE has been important to his career, Glenn responded, 'Through ISMTE I have met a number of great individuals, wonderful for networking, discussing our career options, and so on. And through them and things like *EON* and the website I have learned a great deal about my profession that I can apply to my everyday working life. I find the articles in *EON* written by colleagues for colleagues to be incredibly insightful, interesting, and just plain handy.'

Glenn grew up on Long Island in New York, and graduated from Cornell University in 1991 with a Bachelor of Science degree in biology. After working for Pall Corporation in their microbiology lab for several years he started his career in STM publishing with John Wiley and Sons in New York City. He rose to the

position of acquisitions editor in the Reference Works Division before moving to San Diego in 2000. After a brief stint working on the journal *Brain Research* he became the managing editor of the *Journal of the American College of Cardiology* in 2001. He was later promoted to executive editor with the debut of *JACC Cardiovascular Imaging* and *JACC Cardiovascular Interventions*.

Glenn works for a non-profit society in the medical field, like a number of ISMTE members do, but he has also worked for a big STM publisher, so he sees both sides of many issues facing the editorial office team. He also works in California, away from the traditional hub of Washington, DC, Boston, and New York. Glenn shared, 'To advance on our careers I always feel we need to work a little harder and I try to keep that in mind. So often we attend meetings aimed at our EICs [editor-in-chiefs] or our society members. I always try to think of what I would like, believing I am fairly representative of many of our members.'

As vice-president, Glenn hopes to achieve an increase in membership and further expansion of the ISMTE annual conferences. 'We want to continue building on the success of the meetings to make them into truly cannot-miss events,' said Glenn. 'And we want to continue to expand our reach to attract more members.'

Glenn lives with his wife and three boys in San Diego and worships the New York Yankees from afar.



**EON is seeking *column editors* for the *Tips & Tricks* and *Publication Partners* columns. The column editor is responsible for recruiting the column's articles. Interested? Contact the Editor, Kristen Overstreet, at [kristen.overstreet@mac.com](mailto:kristen.overstreet@mac.com). We look forward to working with you!**

## *Configuring an Editorial Office*

**by Michaela Barton**

*Editorial Team Leader*

*BMJ Group*

*michaela.barton@bmjgroup.com*

I am an editorial team leader with a team of five editorial assistants, two society-partnered editorial assistants, and two international editorial offices.

Graduating from a London university in 2007, I became an editorial assistant for two BMJ Group journals: *Archives of Disease in Childhood* (ADC) and *Journal of Medical Ethics* (JME). I knew my editors well, and with monthly visits from the Boston-based Howard Bauchner (editor-in-chief for ADC), I picked up the editorial role quickly and applied the high level of efficiency needed to appease an editor who doesn't sleep!

### **Evaluating Submission Systems**

Since I provided paternity cover (2 months) in the summer of 2009 for the then-database manager, I was hired as editorial team leader in February 2010. One of my first tasks was to evaluate and review three online manuscript submission systems against set criteria and to establish which was best for BMJ Group as a publisher. Areas such as reporting, functionality, and customer base were investigated. I also called on contacts at the Royal Society of Chemistry and PLoS for their insight into their own recent reviews of the same submission systems.

One of our main aims was to be able to provide a higher level of corporate reporting and also to give our team greater ability to configure our sites ourselves; enabling better

management of some of the changes we had historically quite haphazardly requested and applied to individual sites.

Being a publisher known for its “boutique” offerings, we’ve had to establish methods and workflows that allow editors the flexibility they need, but also standardize our product in a way that allows us to better maintain and enhance quality through the inevitable economies of scale, which comes from having everything clearly defined in the same way throughout the editorial workflow and into production. We took the plunge on my recommendation and decided to move to ScholarOne™ Manuscripts.

We've historically had an absolutely excellent relationship with the Bench Press team (our current submission system), and have moved in an effort to benefit from innovations on a grander scale. It's also a submission system with which the majority of our authors, reviewers, and even editors are familiar. Further, it gives us the opportunity in-house (after training) to complete a lot of configuration ourselves. We hope (in the name of standardization) we'll be able to keep a rein on the number of changes we make. We made a big effort to standardize our workflows prior to this move to ScholarOne and are thus better able to offer enhancements to our editors. It's not all a bed of roses; many of our smaller-scale automations and efficiencies aren't available on our new system.

I'm not only responsible for the submission system and the editorial offices at BMJ Group (I'm in charge of their development, continued improvement, and to some extent, knowledge), but I also am responsible for BMJ Group's relationship with two contractors, one based in the Philippines and the other in North Carolina, United States.

### **Editorial Outsourcing**

Before I officially started the role, editorial outsourcing was a pilot for which I was responsible. I trained the various representatives and ensured they were aware of BMJ Group's editorial policies, then closely monitored a pilot within which they temporarily managed a small handful of our journals, allowing me to quickly and effectively identify and rectify any teething problems.

We now have 35 journals, 17 of which are with editorial contractors. We aim to bring our service level agreements with our contractors in line with our in-house turnaround times. This has been an excellent measure of success, which not only allows us to establish which improvements were within reach, but what other achievements were realistic with an enhanced team. Close monitoring of workloads also allows us to quickly identify problems and to pinpoint when volume increases (or decreases) on specific journals.

### **Communication**

Keeping our communications with all involved in running the editorial office wide open is instrumental to our strength as an editorial office. To this end, we've used tools such as Google forums, weekly team meetings,

and extensive manuals for each journal.

Each person on our team has a few journals to handle as an editorial assistant. They monitor freelance work across the journals and they work together to provide seamless cover for holiday and/or sickness. We are now at a point where cover is a part of everyday life, holding team meetings twice a week to discuss cover and any arising issues for journals. This allows us to troubleshoot quickly and efficiently. We share updates, experiences, advice, and even let off steam on a regular basis. The team has a better understanding of one another's workloads.

### **The Team**

Clare Spencer is soon to be closely involved with a new blog. Raegel De Guzman works closely with me on configuration, system solutions, and training for ScholarOne Manuscripts. Sue Minns is the editorial assistant for the BMJ itself and has been instrumental in bridging the gap between the ways a monthly or bi-monthly journal works in comparison to a weekly journal for the team. Alex Taylor is one of our newest recruits, working hard on two journals as well as assisting the team of a third journal with their complete rebrand. Last (but not least) is Emma Chan, who also works as a production editor for *BMJ Case Reports*. Because it is an ALPSP-awarded journal with a quick turnaround for review, she has a lot on her hands. She also runs the weekly team meetings. We all have varied roles.

As an editorial office, the team manages the careful and timely throughput of articles via our submission systems, ensuring any newly acquired journal is quickly established on a

site.

Many journals have implemented a kind of 40-day rule whereby any articles that have been sitting with the journal for too long get sent back to the editor-in-chief for a ‘quick’ decision after failing to obtain willing reviewers.

The team is responsible for reinforcing BMJ Group editorial policies with the editors and authors, ensuring they adhere to them closely while following various guidelines, such as those outlined by COPE, ICMJE, and EQUATOR, as well as using tools to ensure quality control, such as Digital Expert and interpreting the results of an iThenticate check.

The editorial office also deals with any tricky Rightslink (copyright) questions. With the use of Creative Commons, it has created a shift in the way people use materials. In addition, new ‘methods’ of using copyrighted material crop up all the time. The team works together with Julie Halfacre, BMJ Group’s international rights and licensing manager, to

systematically improve our relationship and offerings with Rightslink.

Our next feat is to closely identify the outliers among our journals with regard to time from submission to acceptance or final decision. We realize better management of editors, providing information, and implementing simple policies can help us better achieve the goal of reducing the time it takes to decide whether or not to publish an article.

With more than 35,000 submissions in a year we are now in a position to draw conclusions about what works to increase the quality of a publication while continuing to support the academic community by becoming a greater information base and decreasing response and processing turnaround times across the board from submission to acceptance.



## **New Training Module!**

### **How to Publish Figures with Maximum Results**

If you’re looking for ways to improve the overall presentation of figures in your journal, check out ISMTE’s two-part training module on figure publication. The module contains a concise yet comprehensive video featuring eight simple tips that can be easily and effectively implemented. In addition, a supplemental guide accompanies the video, offering valuable information on developing style guidelines, training staff, and working with authors. **Members can view the training module** at <http://www.ismte.org/Figures>

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## Calendar of Events

### **Web 2.0: Online Communities and Social Media**

**10 February 2011**

London, UK

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

### **Project Management for Publishing**

**17 February 2011**

Oxford, UK

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

### **Introduction to Journals Marketing**

**3 March 2011**

London, UK

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

### **COPE UK Seminar**

**18 March 2011**

London, UK

<http://publicationethics.org/seminar/uk2011>

### **ScholarOne User Conference**

**11-12 April 2011**

London, UK

[www.ThomsonReuters.com](http://www.ThomsonReuters.com)

### **Emerging Trends in Scholarly Publishing**

**14 April 2011**

Washington, DC, USA

<http://allenpress.com/events/2011seminar>

### **Council of Science Editors Annual Meeting**

**29 April - 3 May 2011**

Baltimore, MD, USA

<http://www.councilscienceeditors.org>

### **Society for Scholarly Publishers Annual Meeting**

**1-3 June 2011**

Boston, MA, USA

<https://www.sspnet.org/>

### **Editorial Manager User Group Meeting**

**23-24 June 2011**

Cambridge, MA, USA

<http://www.editorialmanager.com/>

**ISMTE  
US Conference  
9-10 August 2011  
Washington, DC-area  
[www.ismte.org](http://www.ismte.org)**

**ISMTE  
European Conference  
18 October 2011  
Oxford, UK  
[www.ismte.org](http://www.ismte.org)**

### **Editorial Manager User Group Meeting**

**28 November 2011**

London, UK

<http://www.editorialmanager.com/>

### **11th EASE Conference**

**8-10 June 2012**

Tallinn, Estonia

<http://www.ease.org.uk/>

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## ISMTE *EON*

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Editor:

**Kristen Overstreet**

[kristen.overstreet@mac.com](mailto:kristen.overstreet@mac.com)

Associate Editors:

**Susan Scalia**

[susan@awra.org](mailto:susan@awra.org)

**Emily Mueller**

[emueller@allenpress.com](mailto:emueller@allenpress.com)

Editorial Advisor:

**Sirkka-Liisa Leinonen**

[sirkka-liisa.leinonen@pp.inet.fi](mailto:sirkka-liisa.leinonen@pp.inet.fi)

Section Editors:

Portraits: **Deborah Bowman**

[dbowman@asge.org](mailto:dbowman@asge.org)

Ethics: **Ira Salkin**

[Iraskin@aol.com](mailto:Iraskin@aol.com)

Taming Technology: **Lindsey Brounstein**

[lbrounstein@gastro.org](mailto:lbrounstein@gastro.org)

*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.*

ISMTE Executive Office: 107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606

Phone: +1 856 292 8512 Fax: +1 856 292 8513, E-mail: [ismteoffice@gmail.com](mailto:ismteoffice@gmail.com)

## ***Contact Information for ISMTE***

**Leslie McGeoch, Executive Director**

*International Society of Managing and Technical Editors*

1107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606

Phone: +1 856 292 8512, Fax: +1 856 292 8513

E-mail: [ismteoffice@gmail.com](mailto:ismteoffice@gmail.com)