eon
editorial office news

The official newsletter of the International Society of Managing and Technical Editors

IN THIS ISSUE

It's Mind Bloggling

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A few days ago, Bryce Harper, a player for the Washington Nationals, made some kind of amazing baseball play. I have no idea what it was, but after the game, he was being interviewed by a bunch of reporters. One of them said, "Are you going out after this to have a beer, Bryce?"

What you have to understand is that Bryce is 19 years old. With wisdom beyond his years, he looked the reporter in the eye with a "shame on you" expression and said, "That's a clown question, Bro." Within minutes, Twitter, Facebook, and other social media were abuzz with the quote. Suddenly the world had a new favorite saying.

The power of social media is astonishing, and if you and your journal aren't on the bandwagon, you are being left behind. This month we are talking about blogs. Liz Bury, Associate Managing Editor of AJKD tells us of her journal's experience with creating their blog. Click on her links to navigate the blog and see some of the innovative ideas they use to make their readers continue to come back for more. And…I'm really excited about this…author Kristin Lamb writes about the things you need to keep in mind to make a successful blog. I've been a fan of Kristin and her blog for some time, so I was thrilled when she agreed to write for us. Whether you are thinking of starting a blog for your journal or for yourself, these articles will help you to make it work. In addition, see (and add to) the list of my favorite blogs, and check out Meghan McDevitt's book review of *Create Your Own Blog*.

If you are thinking of going to the European ISMTE Conference, see the preview article by Michael Willis, Chair of European Conference Committees. It sounds like they have a wonderful conference planned; don't you think the *EON* Editor-in-Chief should be sent to cover it? Don't forget to register soon for the North American ISMTE Conference in Washington, DC on August 14 and 15.

In case you are dying to use "That's a clown question" in your everyday conversation, here are the parameters. The question has to be irrelevant (the reporter was supposed to be asking about the game), irreverent (he asked about beer, not Bryce's churchgoing habits), and has a gotcha moment (he was hoping to get Bryce into trouble). Or better yet, make up your own saying and post it on your blog. Who knows…you could go viral.

The Philosophy of Editing

Correlative Conjunctions: Not Only/But Also

The elements of a correlative conjunction, such as not only/but also and either/or, should be parallel on both sides of the conjunction; that is, all elements that appear on one side should match the corresponding elements on the other side.
AVOID: She has not only mastered copyediting but also statistics.
USE: She has mastered not only copyediting but also statistics.
AVOID: He not only hates romantic comedies but also movies with subtitles.
USE: He hates not only romantic comedies but also movies with subtitles.

Blogs—Tribal Centers of the Digital Age

by Kristin Lamb

Blogging can be one of the most powerful tools we have for our brand, our business, or our organization, yet most people don't understand how to use this tool effectively. They use the blog as an online resource for information or an online journal and fail to understand that the nature of the information has changed. We can still use the blog to relay information, but the smart blogger uses it to form a community or a tribe. The tribe will be loyal. The tribe will make converts. The tribe will follow wherever we lead.

Understanding what kind of tribe we want to create helps us understand better how to set goals, what to name the blog, and also what kind of content we need to offer our community.

Blogs are More than Articles or Online Journals

One of the reasons that blogs are so often misused is that people tend to get tunnel vision when it comes to content. We are too ingrained in Old Paradigm habits and methods that are grossly ineffective in the Digital Age.

In the Old Paradigm, humans were not connected and interacting real-time, and globally. Content was passively received. Content producers created a message that was static, fixed, and simple so that those receiving the message would not be confused.

Just Do It

Content producers created the content and the target demographic took in the content and it pretty much died there. When Best Buy sends us a mailer, they are not expecting us to photocopy it and pass it on to all our friends.

In the Old Paradigm, we were not expecting content consumers to also be content producers, yet this is *exactly* what we should expect in the Digital Age. We are a Reality TV generation and the audience wants to be engaged, real-time. When we blog effectively, we create something that our audience will want to consume and *then pass on to their own networks.* If this happens to a great enough degree, this is when our content has gone *viral.* It takes off like a wildfire through networks and within days or weeks it seems everyone has read or seen a certain blog, video, or joke.

What are Your Goals?

When was the last time you saw a book review that went viral? What about an author interview? How about a blog (article) about three-act structure? We have to ask the tough questions when we decide to blog. What do we want to do with our blogs? Do we want it to grow? Do we want to have a chance to go viral? Do we want to use our blogs to define our brands? Can we name our blog something that would connect emotionally?

I know this seems like a *no, duh* scenario but I would venture to say that most people who begin blogging don't take time for this simple step, and it can create huge problems down the road. I see many businesses, organizations, and even authors filling the blog with content that really belongs in a newsletter. They say they want to go viral, but then load their blogs with the wrong kind of content to achieve that goal.

When we start a blog, we must be honest about what we seek to accomplish. When I began my blog almost four years ago, my goal was to learn to make deadlines. I was a terrible procrastinator and I thought writing 1000 words a day was a *huge* deal. I began blogging to train myself to keep up with a professional pace. In this instance, content wasn't as vital because my goals were simply *showing up* and *making word count*. Of course, once I met those goals, it was time to revisit the blog and tool the content to meet the new goal… building my authority as an expert.

It is vital for us to set goals when we blog. If we don't set goals, we lose focus. We also have no idea if we are making progress. If there are no benchmarks, it is impossible to measure effectiveness.

We also need to look at the emotional component of our blog. I have a current client, an IT firm in Australia, and, to be blunt, their blog was about as inspiring as the ingredient list for toothpaste. When I started consulting them, the first question I asked was, "What do you want your audience to *feel* when they come to your blog?" Establishing the emotional hinge-point is critical for success. If we can't hook readers, we can't inspire them and if we can't inspire them, we can convert them and make them part of our tribe.

Build the Correct Brand

Yes, another *no, duh* but, again, this step is usually skipped or bungled. It is critical to understand our brand in the beginning so that content can support and grow that brand.

I once had a student in my blogging class who was very proud of his corporate and marketing background. To this day I'm unsure why he even took my class because he spent most of it telling me I didn't know what I was doing. He'd written a memoir and wanted to blog to build his brand as an author and sell books (and future books).

I recall one day he emailed me and proudly announced that he was going to dedicate his blog to doing book reviews. He was going to review three books a week and he hoped that by reviewing other books he could build buzz for his own.

Yeah, I still don't get his logic, but you'd be surprised how many writers do this.

This writer was going to review three books a week for his blog. When was he going to have time to *write* his own books? Also, he was picking a blogging area that had some serious saturation and steep competition; established book bloggers with tens of thousands of followers. Also, and this was the biggest problem, his goal wasn't to become a book blogger; his goal was to *sell more of his own books.*

His goal was to become an author brand, yet he was *building the wrong brand*. Clarity will help you or your organization set goals, measure success, and know sooner when to modify or abandon the plan. If our goal is to summit Mt. Everest, it is wise to make sure we're on the correct mountain before we start climbing.

What Does a Good Blog Look Like?

A good blog is:

1. **Regular**—Once a week blogs are very ineffective. Most people these days have the attention span of a crack-addicted ferret with A.D.D. Leaving a week in between postings makes it hard to gain traction and build an audience. We don't have to blog every day. That can be too much. I've found that three times a week seems to be the sweet spot. Search engines give us credit for attendance. Just because we post three times a week, doesn't mean we have to write three posts a week. Guest posts, photographs and video are all options and they keep us top-of-mind.
2. **Dependable**—Readers need to be able to count on our blogs. In a world where most bloggers blog when they feel inspired, the blogs that are regular and dependable are at a steep advantage. Our world is changing faster than we can keep up and everything feels uncertain. Thus, modern humans gravitate to people, institutions, and yes, even blogs that we can count on.
3. **Engaging/Emotional—**Earlier I talked about the Old Paradigm vs. the Digital Age. Good blogs engage the audience and create a sense of community. People have had centuries of being "talked at," and, now that they've had a taste of being "spoken with," there is no going back. Humans long to be part of something, and they want to connect. They always have, it was just, until the Internet, there was no way to fully satisfy this need. If people didn't long for connection, Facebook wouldn't be closing in on a billion members. The best blogs start discussions and make the readers feel as if they are part of the blog, part of the tribe. People long to serve, contribute

and help. The best blogs feed those base human needs.

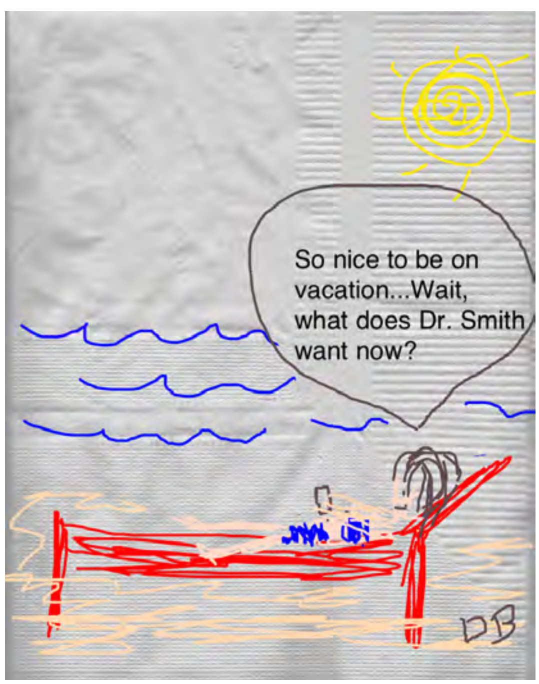
4. **Less About the Writer and More About the Reader—**This is why self-serving blogs will only grow so far. Since when is talking about ourselves non-stop ever been a good plan for social interaction? Blogs are different than articles because blogs (at least good blogs) are a conversation. To write an excellent blog, we must be reader-focused. I can't talk about myself unless it is somehow helpful and/or relevant to the reader.
5. **High Concept—**The best blogs are high concept. They are universal, emotional, and they give the readers something to take away. The better we get at high concept blogging, the more likely we are to go viral. High concept content is what is going to spread globally. In fact, it is the only content that can. People in Japan loved *Titanic* because you didn't have to speak English to be moved by a great love story. Love is universal. In my blogging classes I teach more on what I call High Concept Blogging. It's very simple, but that doesn't mean it's easy.

As I said in the beginning, blogs are one of the most powerful tools in our social media toolbox. Unlike Twitter or Facebook, blogs are not fleeting. They will remain there forever until we take them down or the Internet implodes. I have new fans all the time who converted by finding one of my old blogs.

Since blogs are more of a permanent structure, they allow us a rare ability to create a community/grassroots movement/tribe around us, our business, or our organization. Blogs offer us a priceless resource, a dialogue with our readership/customers. Once we establish a dialogue, we can grow that emotional connection.

Our readers can become some of our greatest allies, fans who will act as our missionaries and proselytize our message to the world. When we make outsiders part of our blog tribe, that is a loyalty that no money or free stuff can buy. Our blog is our brand, our message, our service, and our gift.

Kristin Lamb has been called social media's Dorothy Parker for the 21st century. She is the author of We Are Not Alone: The Writer's Guide to Social Media and Are You There, Blog? It's Me, Writer, *and is the instructor of WANA online classes (We Are Not Alone) during which she teaches others how to use social media. Kristin is a social media guru with a fantastic sense of humor. Follow her blog at http://warriorwriters.wordpress.com/ and find her on Facebook and Twitter.*



One Journal's Journey into the Blogosphere

by Liz Bury
Associate Managing Editor, AJKD

Backstory

The *American Journal of Kidney Diseases* (*AJKD*) officially launched its blog, *e*AJKD, in November 2011. For those considering starting a blog for their journals/publications, I wanted to share how we got ours up and running.

Our blog didn't start out as one. Our editors were interested in expanding our online offerings on the journal's website because the emergence of other online resources for practicing nephrologists indicated a strong demand. We fortuitously were approached by a nephrologist, who is now our Blog Editor, who proposed a quarterly section in our print journal dedicated to covering trends, education, and ethics in online nephrology. Although the proposal was not what the editors had in mind, they opened up discussions and soon decided that a blog, rather than a section in the print journal or an online-only section on the journal's website, would be the best avenue for bringing *AJKD* to Web 2.0 due to a blog's immediacy and flexibility as an online platform.

Objectives

A number of discussions were needed to clarify the objectives and goals of the blog. Early on, it was suggested that some posts go through a kind of editorial consideration process with peer review, but the Editor-in-Chief felt strongly that the journal should be the place for peer-reviewed content and that the blog should be companion to the journal, not a separate online journal. Therefore, the editors were careful in determining the types of blog content so that they would not overlap much with journal article types.

Our primary objective was to develop blog content related to journal articles, leaving it open for some occasional independent blog content (e.g., a post on the latest news in nephrology). Because the journal has a lot of didactic educational material, we also wanted *e*AJKD to offer more interactive teaching material. We wanted content that would be informative and useful for all our target audience (nephrologists, clinical researchers, kidney care professionals), and to be especially relevant to trainees completing nephrology fellowships.

Starting *e*AJKD served two crucial purposes: enriching journal articles through educational tools and resources and broadening the reach of the journal by providing a new avenue for readers to learn of and experience recent articles

Blog Team

Our blog team is integral to the success and development of *e*AJKD. As the blog is an extension of *AJKD*, the team ensures that the quality and accuracy of content meets the high standards of the journal. The Blog Editor and Advisory Board are a dedicated and incredibly enthusiastic group: all of them had prior blogging experience and many ran or founded blogs or educational websites. The Blog Editor and Advisory Board are full members of the *AJKD* Editorial Board, but their sole responsibility is *e*AJKD.

The Blog Editor is at the helm of *e*AJKD. Some of his responsibilities include editing all posts, assigning tasks to the Advisory Board, and developing initiatives to enhance the blog. In addition, the Editor also conducts interviews and writes other types of posts.

The *e*AJKD Advisory Board is a group of 6 academic nephrologists handpicked by the Blog Editor who volunteer to help oversee the blog. Board members conduct short interviews with authors of journal articles and compose other content. One board member is responsible for the blog's Twitter, @eAJKD.

The *AJKD* Education Editor, in addition to his responsibilities for the journal, reviews and edits all blog posts in conjunction with the Blog Editor. The Education Editor is also actively involved with *e*AJKD planning.

As part of my duties as Associate Managing Editor, I work with the Blog Editor, Advisory Board, and Education Editor to ensure that the blog runs smoothly (including maintaining the content pipeline, uploading posts, monitoring site traffic, and marketing). I manage the varied array of blog correspondence, such as invitations for interviews, as well as maintain and update the blog platform and other social media.

Choosing a Platform and Design

Blog hosting platforms (e.g., WordPress.com and Blogger) are all pretty easy to use. We chose WordPress.com based on advice from an ISMTE conference. Although WordPress can be free, we felt that it was worth it to pay for a few upgrades. Rather than the standard WordPress URL, which would have been https://eajkd.wordpress.com, we wanted a custom domain (cost: $13/year). We use the domain registration company 1&1 to create our custom URL; this is fairly inexpensive ($11/year). Variations on the domain that users might type in (ajkdblog.org, ajkdblog.com, eajkd.org, eajkd.com) all lead to the blog.

We also opted for some other upgrades. Although there are free themes (a theme determines the appearance of a blog: layout, colors, font, etc.), we picked a premium theme because we liked its clean crisp look (a $75 one-time fee; prices vary for premium themes). We also pay $30/year for no ads and increased our storage space from 3 GB to 10 GB—an upgrade that also allows us to directly upload audio files—for $20/year.

When planning the organization of *e*AJKD, we wanted to ensure that readers could easily navigate the blog, so we set up a few different pages that appear as tabs on the home page. Readers can learn more about the blog through the pages or easily access other resources and links.

As with all blogs, a post will get buried as more are published on the home page. We use WordPress widgets (which appear on the right side of our blog) to display and highlight information: the widgets stay in place on the home page, and also help make content more accessible. We use a variety of widgets, including a Facebook "like" box, blog archive, subscribe via email, and more. Widgets are great because they are flexible and can easily be rearranged, updated, added/removed, or saved for later use.

We find categories and tags useful in grouping posts. We created categories for every post type, and each category created in WordPress has a direct link (e.g., "Interview" category: http://ajkdblog.org/category/interview). When readers click on a category at the bottom of a post or use the direct link, they go to a collection of all posts filed under that category. For example, we created a special category to group posts related to a conference, and thus could give out a single link for the 20 or so associated posts. Tags work similarly and we use these more to group posts by topic (e.g., "kidney transplant" tag: http://ajkdblog.org/tag/kidney-transplant/). We're actually planning to revamp our Posts by Topic page, which currently lists hyperlinked titles of all posts. The page will instead list topics and each topic will have a hyperlink to the appropriate tag.

Types of Posts

The meat and potatoes of *e*AJKD content are interviews with *AJKD* authors on their recently published journal articles, and these are primarily presented in written Q&A format. We've also had interviews as video podcasts and audio podcasts. Most authors we invite for the interview series agree to participate and are excited by the opportunity to discuss their research and article.

We also have commentaries, which are like miniature online editorials and also primarily cover *AJKD* articles. In addition, we have interactive pedagogical tools based on or inspired by the topics of journal articles: word search, anagrams, quizzes, and polls. At the end of all posts, if applicable, we include links to the original *AJKD* article, which increases traffic to the journal's website.

The Blog Editor and Advisory Board generate most of the content and frequently enlist their colleagues and fellows to co-write or compose commentaries and educational posts. We have started inviting more guest posts from our *AJKD* Editorial Board members. In addition, we recently had an invited guest post from a contributor who is not associated with the journal. As the blog grows and more content is needed, we will likely add contributors to the blog team and also start to reach out more to experts outside of the team.

Frequency of Posts

To keep the pipeline healthy, we created an automatic report showing all manuscripts accepted over the previous month. The report is delivered each month to the Blog Editor who selects articles of particular interest for highlighting on *e*AJKD, and then an interview or another type of post will be prepared. Since the blog posts are usually directly related to an *AJKD* article, we make sure blog content does not post until the relevant article has published online. This process ensures that there is a steady stream of content on the horizon.

The usual blog advice is that the more you post, the better. However, we feel that quality over quantity of content is important. We initially considered doing only about one post every week, but thought this wouldn't be frequent enough for the blogosphere and decided that posting twice a week would be a reasonable pace for the team. We're at the point now where we have a surplus of posts in the pipeline and are considering increasing to three posts per week, but we'll only up the frequency if we think we can do this consistently without taxing the blog team or compromising the quality of the *e*AJKD content.

Promoting the Blog

As *e*AJKD is not yet a year old, it is still evolving and we're tinkering with the workflow as well as other elements, but we feel we've hit our stride with the content and want to focus our attention on continuing to build our readership. Here are a couple ways we currently promote *e*AJKD:

- Sharing each new post on the journal's facebook and the blog's Twitter (both are automated)
- Sending links to interviewees/contributors when a post goes live
- Link to the blog in editorial office staff email signatures
- A "visit us" blog button in journal e-TOCs
- Link on the sign in page of our online submission site

In addition, one of the advisory board members live-blogged our society's annual meeting, conducting video/audio interviews with poster presenters, writing posts on sessions/posters, and tweeting regularly about the goings on. While covering the meeting doesn't necessarily help increase traffic to the journal's website, what it does do is promote our society's meeting, spread awareness of *e*AJKD among attendees, and provide a service to those in our blog readership who couldn't attend the meeting. Importantly, by interviewing poster presenters, we're fostering relationships between researchers, both established and up-and-coming, and the journal.

More Than Just a Blog

It goes without saying that blogs and other social media are timely, powerful tools to disseminate information and to build and engage online communities. I used to be very focused on metrics, and while it obviously is a factor, I've since revised my thoughts about what constitutes a successful blog. At our society's annual meeting, an author came up to the booth excited about her article publishing that month (she hugged the issue) but mentioned that revising had been rough for her and that it felt so great that her article was picked for an interview. If things go smoothly in the editorial consideration process, an author might only receive automatic notifications and decision letters. Authors work hard to get their articles published, but not every article can have an accompanying editorial. The blog gives the journal a human touch and shows authors that we appreciate their hard work, and we hope that our efforts foster good will with them as well as our readers.

Acknowledgements: Hats off to our former Associate Managing Editor, Amy Sibley, who worked closely with the Blog Editor and Advisory Board to establish the blog and hash out the details of the blog's design.

A Few of My Favorite Blogs

by Deborah Bowman

Searching for blogs—what a great way to spend an afternoon…or what a great time waster, depending on how many other things you should be doing instead. When I read that the first blogs became a reality only about 12 years ago, I was amazed. Looking through blogs these days is a Sisyphean task; they seem to multiply even as you flip from one to another.

Here are a few blogs I have found along the way that you might enjoy. The first to be mentioned has to be The Scholarly Kitchen. If you haven't become a Scholarly Kitchen devotee, you need to check it out right away. They report on the latest in scholarly publishing and will give you a step up in our business, while keeping a sense of humor. A recent post filled us in on "Bar Bets You Can't Lose—A Guide for Your Upcoming Meetings." Last month's *EON* article about keeping reviewers was by Tim Vines, one of the S.K. writers. Find the blog at http://scholarlykitchen.sspnet.org/. TeleRead is another site that talks about the latest news on e-books and publishing. Find it at http://www.teleread.com/ebooks/.

The blog by this month's *EON* author Kristin Lamb can be discovered at http://warriorwriters.wordpress.com/. I've been a fan of hers for some time (and took her online class), and her posts are always entertaining and informative. It's a good day when one of her frequent posts shows up in my email.

Love to read? (Who doesn't?) See http://thebooksmugglers.com/ for reviews on new books. Share your favorite books and pick up hints on what to read next on Goodreads at http://www.goodreads.com/.

Grammar geeks (Who isn't?) will love these sites. http://grammar.quickanddirtytips.com will get you in touch with Grammar Girl. Grammarphobia answers questions about grammar, usage, etymology, and more at http://www.grammarphobia.com/. Terribly Write at http://terriblywrite.wordpress.com/ points out punctuation and grammar errors in the press. (It's always fun to pick on other people's errors!) The Snarky Student's Guide to Grammar at http://snarkygrammarguide.blogspot.com/ features this quote from Bart Simpson: "I won't not use no double negatives."

Do you write poetry? Robert Lee Brewer's blog, My Name Is Not Bob, is a fun spot if you enjoy writing verse: http://robertleebrewer.blogspot.com/. Jane Friedman's blog "Writing on the Ether" is predominantly for writers, but her common-sense approach to problems like procrastination and dealing with social media makes her a worthwhile read. In addition, many of her posts are useful in our world. For instance, a recent post was "Trademark Is Not a Verb: Guidelines from a Trademark Lawyer." Check her out at http://janefriedman.com/. Jody Hedlund's Blogspot is another site with ideas for writers: http://jodyhedlund.blogspot.com/.

Not exactly a blog, but an iPad app that I've found helpful is "Unstuck." It is an interactive site that will help guide you through situations when you find your creativity is blocked or procrastination has stymied your progress. Just search for Unstuck in the app store.

What are your favorite blogs? Do any of you have blogs of your own? Send me an email and we'll let everyone know!

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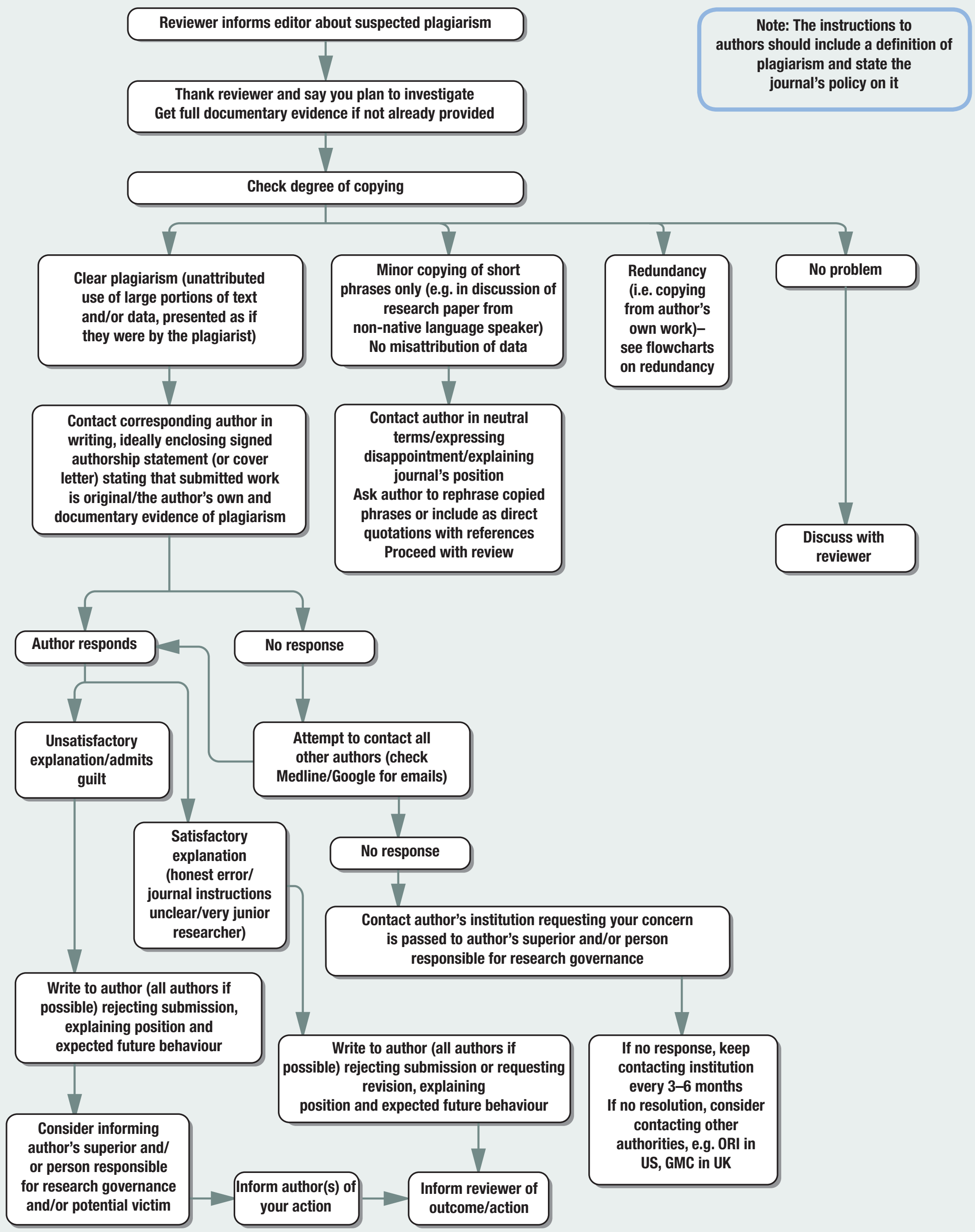
WWW.PUBLICATIONETHICS.ORG

What to do if you suspect plagiarism
(a) Suspected plagiarism in a submitted manuscript



Developed for COPE by Liz wager of Sideview (www.lizwager.com)

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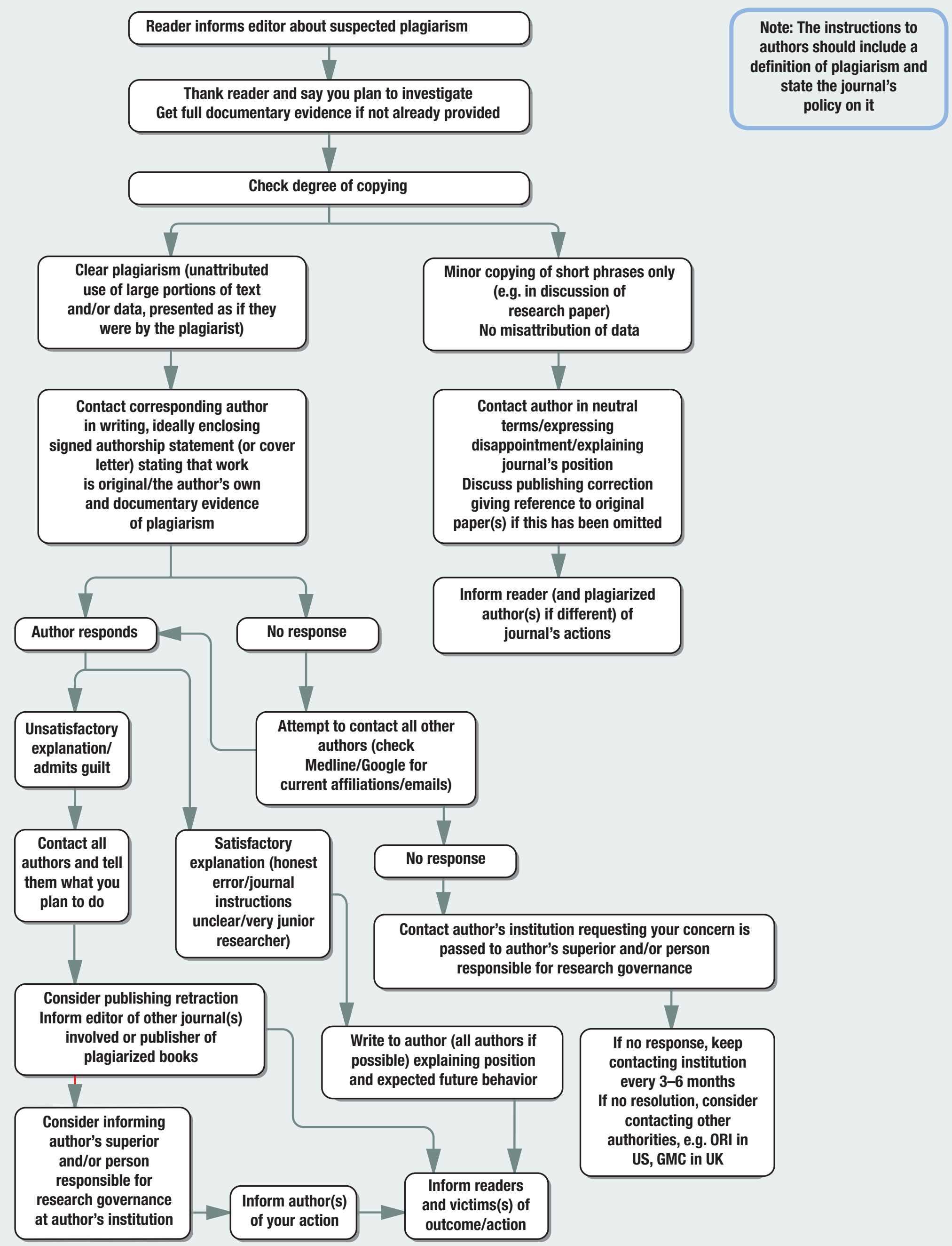
What to do if you suspect plagiarism
(b) Suspected plagiarism in a published article



Developed for COPE by Liz wager of Sideview (www.lizwager.com)

ISMTE European Conference 2012

Reported by Michael Willis, Chair of European Conference Committees

These are exciting and stimulating times in journal publishing, and not just because ISMTE celebrates its fifth birthday in 2012.

Research output, journal submissions, and publications have proliferated considerably in recent years; the debates around open access continue to rage furiously; new models of journal publishing and of peer review are being explored assiduously; and publishers and editors expend great energy in keeping pace with developments in internet and mobile technology. ISMTE's European conference this year will focus on the challenges and opportunities that come with global journal growth.

How can journals engage appropriately with authors whose first language is not English and who are less familiar with the norms and ethics of submitting to Western journals? What opportunities does modern technology offer to the way we publish research in a global context? How can publishers effectively be stewards of published content when different article versions apparently exist across the internet? These questions will be addressed in the first two plenary sessions.

A third session will look at two hot issues: eLife, the forthcoming new open access journal from key research funders; and how to engage with social media effectively and usefully.

Additional parallel sessions will examine practical topics pertinent to editorial office management, including the transfer of manuscripts between journals, reporting on submissions data, how to run author workshops, advice on freelancing, and tips and tricks for users of various peer review systems.

Last, but by no means least, we are pleased to have Dr. Síle Lane of Sense About Science as our guest speaker at the pre-conference dinner. The organization seeks to equip scientists and the general public to interpret scientific evidence in a way that demonstrates its relevance to society. Dr. Lane's talk promises to be informative and challenging.

We look forward to welcoming managing editors, technical editors, editors-in-chief, vendors – in fact, anyone for whom these topics are of practical interest. And if you are able to attend the main conference, be sure not to miss out on the dinner.

ISMTE European conference
St Anne's College, Oxford
22-23 October 2012
More details at http://www.ismte.org/2012_Europe

Conversion to English units

Is the ratio of an igloo's circumference to its diameter Eskimo Pi?
Is 2,000 pounds of Chinese soup called Won Ton?
Is 1 millionth of a mouthwash 1 microscope?
Is the time between slipping on a peel and smacking the pavement 1 banano second?

Truths Universally Acknowledged Book Review

Create Your Own Blog by Tris Hussey (©2010)

Reviewed by Meghan McDevitt, Editorial Assistant, Gastrointestinal Endoscopy

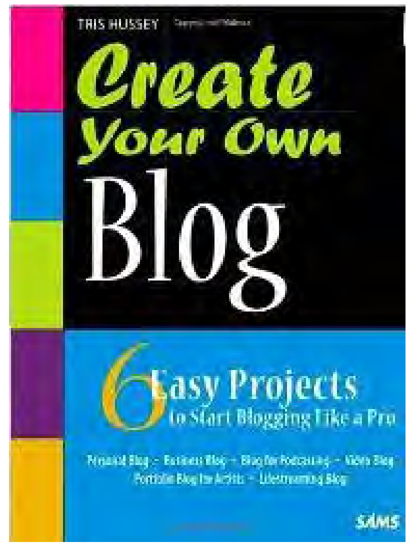
So you want to start a blog? In *Create Your Own Blog*, professional blogger and social media consultant Tris Hussey provides a step-by-step guide to establishing an online presence through blogging. From planning and creating your blog to managing comments and building a community, this book covers it all.

Before beginning a blog, Hussey recommends figuring out the following:

- What will you write about?
- What will you name your blog?
- What blogging site will you use?

Once you've answered these questions, it's time to get started. Hussey explains the benefits and advantages of the different types of blogging sites. Although he mainly focuses on WordPress.com, he encourages you to pick the one that works best for you. Using screen shots, simplified explanations, and "tip boxes," Hussey shows how to customize your blog and make it ready to be viewed by the world.

The meat of the book is the middle where the chapters are categorized by project: Personal Blog, Business Blog, Blog for Podcasting, Video Blog, Portfolio Blog, and Lifestreaming Blog. It's easy to flip from section to section and pull out ideas and tips that are applicable to your blog.



Another useful chapter is the section on "Building Community." Hussey presents a variety of tactics to encourage comments and start discussions. He also recommends finding other blogs that share a similar focus and interacting with them. Finally, Hussey touches on how to manage spammers and unwanted comments.

Though basic and not overly technical, *Create Your Own Blog* is an excellent resource for anyone who would like to start a blog but doesn't know how to take the first step.

Create a Facebook Page for Your Journal Today!

Does the thought of creating a Facebook page for your journal overwhelm you? Let ISMTE demystify the process for you. Simply watch our three-part how-to video and you'll establish your journal's presence on Facebook in no time! In less than 15 minutes you'll learn the basic tips and tricks to harnessing the powerful reach of the world's most popular social media platform.

Watch the video now!

Finish this sentence...

Here are the answers we received from last month's question:

You can recognize an Editor on vacation…

…by the pool with an iPad in one hand and ice tea in the other, reviewing manuscripts for final decision. Ahh, the work doesn't end. (Wendy Krank)
…because the room service menu is covered in proofreaders' marks. (Monica Helton)
…by their color-coded itinerary. (Lindsey M. Brounstein)
…by the circled "STET" on the cover of her travel guidebook (and lots of red ink inside it). (Beverly Lytton)
…by the look of anxiety on her face when she realizes she is outside of a Wi-fi area. (anonymous)
…as the woman at the café overlooking the Seine who is trying to explain to the maître d' in broken French that there is a misspelling on the menu. (Barbara Skalak)
…as the person on the beach complaining about misplaced commas in the latest Stephen King novel. (Angie Hartley)
...because she's the one with a red pen, yellow highlighter, flags and post-its, marking up InStyle, Better Homes & Garden, Fast Company, and other personal reading. (Connie Arkus)
…she's the one bent over the smartphone all day, with a sunburn on the back of her neck. (Wendie Howland)
…when someone asks a stranger to take their photo, and then asks the stranger for copyright to the picture. (Sarah McCormack)
…when discussions about free content on the internet turn passionate. (Sarah McCormack)
...Are you kidding? Editors don't go on vacation. (Larry Marshall)

Thanks to everyone who responded! For next month, finish this sentence:

An Editor can only enjoy a 4th of July picnic if…
An example is:
…the pieces of chicken are lined up alphabetically on the grill (back, breast, leg, thigh, wing…)

Calendar of Events

Introduction to Journals Marketing
July 3, 2012
http://www.alpsp.org

Fundamentals of Journals Finance
July 11, 2012
http://www.alpsp.org

ISMTE Conferences: Save the dates!

ISMTE U.S. Conference
August 14–15, 2012
Washington, D.C.
http://www.ismte.org

ISMTE European Conference
October 23, 2012
Oxford, UK
http://www.ismte.org

Effective Journal Editorial Management
September 25, 2012
http://www.alpsp.org

Journal Development 2: Strategic Development for Journal Managers
October 2, 2012
http://www.alpsp.org

Getting the Most from Journal Publicity
October 25, 2012
http://www.alpsp.org

Editorial Manager User Group Meeting
December 3, 2012
London, UK
http://www.editorialmanager.com/

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