Anniversaries in a Digital Age

Alexander Vaeth, Senior Publications and Digital Media Coordinator, American Gastroenterological Association, Bethesda, MD

Introduction
In 2018, *Gastroenterology*, the flagship journal of the American Gastroenterological Association (AGA), celebrated its 75th anniversary. To commemorate this milestone, we decided to explore the past in a more contemporary way.

The previous practices for commemorating a milestone for the AGA journals included a graphical callout on the journal cover and a commentary by the editors. We also made social media posts to highlight the occasion using the graphic or journal cover. However, the world continues to move more and more toward a digital age where social media is becoming the new normal in place of print media or advertising. Today, the population is more inclined to watch a newscast or listen to a podcast in place of reading a newspaper.

Aims
To better promote or celebrate a publication’s anniversary or other milestones using new media:

- Discover a new way to celebrate milestones for your publication
- Develop social media content for dissemination and to engage your readership
- Learn the basics for filming an interview with your editor-in-chief or other peer-review stakeholder

Production Crew - Acknowledgement
I received substantial help from the AGA Publications Department, and would like to acknowledge Jillian Schweitzer who conducted the editor interviews and Brook Simpson who assisted with filming b-roll for all videos.

Process
We reached out to our current and several past Editors-in-Chief (EIC) for a video interview about the anniversary and to celebrate the occasion. Then we sat down and asked them a few questions:

- What has *Gastroenterology* meant to you?
- How do you think *Gastroenterology* has impacted the field of GI research and practice?
- What makes *Gastroenterology* stand apart from the other GI journals in the field?
- How has *Gastroenterology* evolved since its debut in 1943?
- What changes have you witnessed in the field of biomedical publishing?
- What was your most favorite aspect as serving as editor-in-chief of *Gastroenterology*?
- What do you think *Gastroenterology* will look like in another 75 years?

The interviews were filmed in a closed conference room using DSLR cameras, a lavaliere/lapel microphone and LED panel video lights. If professional equipment is not available, smartphone cameras are surprisingly effective for collecting good quality video and audio. For best results, try to film in a well- or evenly-lit room that is closed off from any major noise sources.

Due to the large amount of footage that was collected, we elected to evolve the video into an eight part series. While creating a series of shorter videos can result in additional work it will also generate more content to share on social media to continue to promote the anniversary for an extended period of time. Shorter videos also tend to hold viewers’ attention better on social media.

Results
The videos had a combined total of 5,116 views, 78 likes/comments and 13 shares. Overall, the project was successful as this was unique exposure that the journal and editors would not have had without these videos.

Limitations
As we have not created any other video series in this manner there is currently no data for comparison.

Some journals or editorial offices may feel intimated by a project of this magnitude. However, with filming and editing software knowledge, video interviews of this kind can be created by a single person or small team. Outside production companies can also provide support and services if needed. Reaching out to film students at a local college may provide a low- or no-cost production crew.

Conclusion
The video series created an exciting and innovative way to review the history and development of the journal in the eyes of the EIC. The interviews gave viewers a more personal glimpse into the editors and their experiences, allowing them to see a face and hear a voice instead of just a printed name on a page.

Disclosure
Brook Simpson sits on the ISMTE Poster Committee and, as a contributor on this project, recused herself from judging this poster.