Are you publishing for readers or authors?

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Key question? Answer..

- "They are the same because the majority of research readers are also authors"
- But consider..

What authors and readers want from research publications	Research Authors	Research Readers	Non-research Readers
Quality	Y	Y	Y
Retrievability	Y	Y	Y
Permanence	Y	Y	?
Speed	Y	Y	Y
Breadth		Y	Y
Relevance		Y	Y
Wide distribution	Y		
Citeability	Y	Y	
Low Cost		Y	?
Credit	Y		
Online Searchability	Y	Y	Y

Who is the Editor and who is the Publisher for your publication?

- Editor may be – in-house professionally trained, out-of-house in an academic setting, professional writer

- Publisher may be – Managing Editor, publications committee, business trained professional, *de facto* The Editor

  - ..a variety of situations exist

Editors and Publishers

- Editor as the author advocate

- Publisher as the reader advocate

- Both essential – together must satisfy the needs of authors and readers

- Clarity of roles important

- Focus on each knowing those needs and tracking them

- Provide help, support, service in doing for each group what they cannot do for themselves

Journals compete for authors

- Opinion leaders
- Active
- Influential
- Such authors are strategic about where to publish
  - Particular community
  - The journal - brand

Authors want

- Prompt and professional communication
- Objective peer review – not settling old scores
  - ❏ Journal is clear and open about the role of reviewers – duty of confidentiality
  - ❏ Editors use reviewers to advise not do their job
  - ❏ Editor clearly is judge of manuscript <u>and</u> reviewers' comments
  - ❏ Rejection – easier to accept with a thoughtful reason
- Speed of publication
- Peer recognition, citations and impact
- All their ideas to be published in full and widely disseminated

Authors want?/need

- Copy editing ~ cost versus value?

- Developmental or substantive editing~ improving accessibility of research -> broader audience

Authors want

- Print ~ is it on the library shelves?

- Online ~ in advance of print – author driven, meta data and search engines, can the article be "found"? Open Access?

- General media – press release program

- Journal and the article must be "visible" to be read, cited and develop the brand

Readers want

- Accuracy offered by peer review "..to avoid the cost (in time) of reading bad articles."
- Help with information overload
  - Distilled and well written arguments
  - Filtration
  - Reviews, commentary and analysis
  - Customized content
- To find what they want promptly and with accuracy

Readers and authors want

- Open system with few/no financial barriers *that they have to deal with*

- Brand and the quality that implies

The impact of change on authors- could this have been avoided? Who is responsible?

- Example: Letter to the Editor entitled <u>"Online submission makes authors do all the work"</u>

" The submission of a paper ..takes days of fiddling around with various computer programs…the end product is no better..nor quicker. So just who benefited or profited from the change? The authors or the journals?...but avoiding the most hassle associated systems is now … a significant factor ..when choosing a journal for submission"

Author: Cornell Medical School, USA

What happens when the Editor and Publisher do not communicate with each other and work together?

- Editor with scant regard for readers

- Publisher with scant regard for authors