



Open Access Journals

Patricia K. Baskin, MS

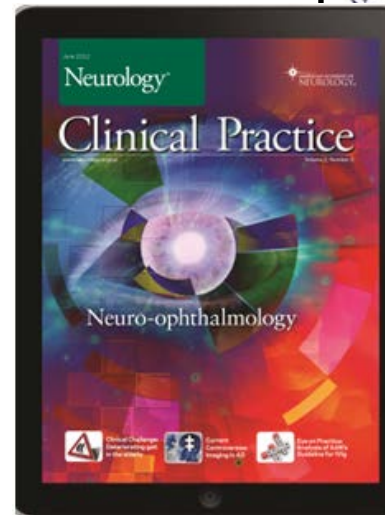
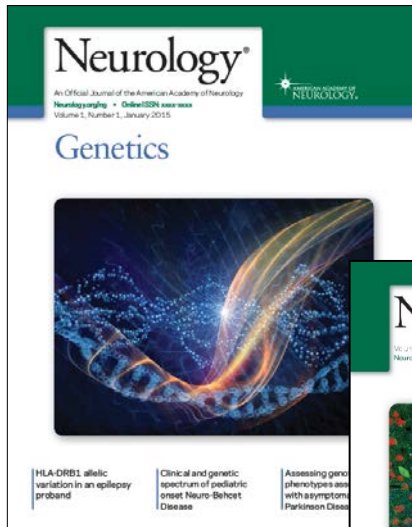
Executive Editor

Neurology[®] Journals

American Academy of Neurology

pbaskin@neurology.org

Neurology® Journals



Council of
Science Editors

CouncilScienceEditors.org

Neurology® Goals

Strategic Plan

- Outreach to **international** neurologists
- New audiences in **basic science** areas related to neurologic disease
- Expand our portfolio to **subspecialties** in neurology
- Develop new sustainable **business models** for publishing



Advantages (to someone) of Open Access Publishing

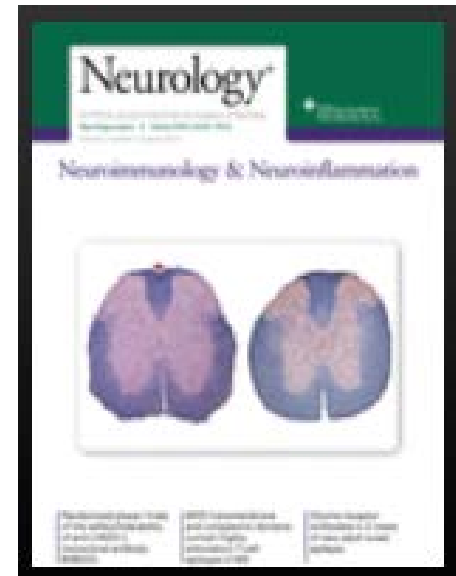
- Author pays costs of publishing with APC
- Worldwide access without subscription or license fee
- Author retains copyright
- Article available sooner for reading
- Article available sooner for citing



What It Takes

Timeline for Editorial & Staff

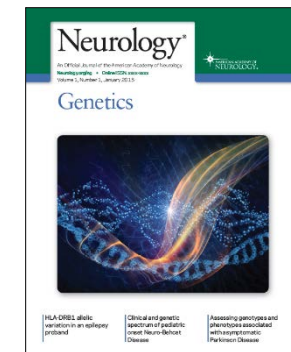
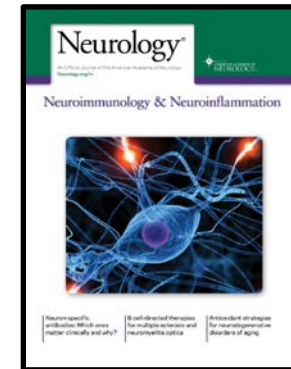
- Editor/staff selection
- Operational meetings
- Content planning – call for papers
- Platform planning/development of display & tracking
- Revise copyright document
- Create FAQ ~ Gold & Green OA
- Make IFA changes
- Setting up system for payment



Launch

- Launched at annual meeting in 2014 (N2)
- Listed in PMC fall 2014

- Did it all again!
- Launched a 2nd OA journal (NG) annual meeting in 2015
- Listed in PMC spring 2016



OA Cascading vs Niche Journals

Cascading

- 2nd, 3rd journals consider papers rejected by top tier
- Re-use reviews



OA Cascading vs Niche Journals

Niche

- Journal **may** consider papers rejected by top tier
- Often - specialty review needed
- Authors submit independently



Why We Launched Niche Journals

- High number papers received in these subspecialties
- Many neurological conditions touched by these areas
- Rejecting many high quality papers



Barriers from Society Perspective

- Reputation for OA journals as second rate?
- Dilute the brand?
- Bias against 'paying to publish'
- What if an OA journal fails?



Barriers from Society Perspective

- Will enough authors have funding?
- Impact Factor & Medline listing:
These take time. Will authors submit without these?
- Legal issues: Understanding CC licensing



Activities that Led to Decision

- Market research – filling a gap?
- Rejected papers accepted in other journals and cited
- Losing papers we had no space for in the main journal



Editor Challenges in Launching

- No track record
- Not listed in PubMed
- No Impact Factor
- Having to pay – after free publication in *Neurology*



Editor Activities to Raise Visibility

- Calls for papers from publisher
- Press releases, ads
- Mailings to members & departments
- Culled meeting abstracts -invite researchers
- Social media promotions



Editor Activities to Raise Visibility

- Annual meetings
- International meetings
- Poster sessions
- Presentations
- Considered discounts for members, students, low-income countries, special topic issue, free invited review articles



Editor Activities to Raise Visibility

- Editors & Editorial Board –ambassadors
 - Talk to colleagues, be enthusiastic
 - Strive for fast turnaround and posting times and publicize them
 - Apply for listing in PMC and IF
 - Hard work!!! More?



Impression of Lower Tier?

- Main brand carries strength
- Author concerns:
 - APC fees
 - PubMed listing
 - Lack of Impact Factor



So How Have We Fared?



N2 Editorial Highlights (Similar for NG)

- Mixture of clinical, translational, and research articles
- 64% international submissions (43 nations)
- 52% international Editorial Board
- 46% growth in manuscripts submitted per year



N2 Editorial Highlights (Similar for NG)

- Decreasing acceptance rate each year – now down to 22%
- Indexed in PMC, DOAJ, Scopus,
- T-R Emerging Citations Resources Index (ESCI) of the Web of Science
- Steady growth in article views



More Considerations...

Still need to think about

- Member discounts
- Low-income country discounts
- Loss leader – topic issues
- Better communication with authors about what the OA fees pay for - actual pub costs, lack of reprint sales



Advice for Other Societies

- Dedicated editor with a vision for the journal
- Dedicated staff members
- Committed publisher
- Careful market research
- Be patient!

