

Society for Immunotherapy of Cancer

Viewing Your Journal Through an Author's Lens

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Journal for Immunotherapy of Cancer

CSE 2017 Inspiration

- Session 6.2 – Attracting New Authors
 - Mary Anne Baynes, Chief Marketing Officer, Overleaf
 - Stephanie Monasky, American Chemical Society
 - Elizabeth Yepez, Senior Publishing Manager, Springer Nature
- Led to review of journal from an author's perspective

Journal for Immunotherapy of Cancer

Simplify Submission Criteria

Journal for Immunotherapy of Cancer

Home About Articles **Submission Guidelines**

- Quick-reference quantitative editor recommendations

S Criteria
Hypotheses should present an untested original hypothesis backed up solely by a survey of previously published results rather than any new evidence. Hypotheses should not be reviews and should not contain new data. They should be short articles (ideally 500 - 1500 words) outlining significant progress in the field.

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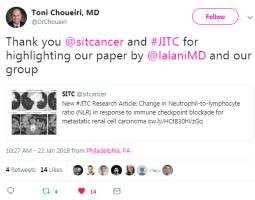
Journal for Immunotherapy of Cancer

Focus on Turnaround Times

- Authors want to know how quickly you can publish their work – *Let them know!*
- JITC moved to a Continuous Article Publishing model in 2018
 - 45% improvement in turnaround times from acceptance to publication
- Editors given turnaround time data by section to spark competition



Engage and Support Authors



- Twitter engagement
- Article publication alerts to authors with tips on how to promote their work
- In-person interactions at meetings
- Journal-branded tips and resources
- Improved response times for author inquiries (via SITC and publisher)



Takeaway

Set aside time to pretend you are an author looking to submit at **your journal** as well as **other journals**.
 If certain functions and services make it is easier for authors to navigate other journals, they will come to expect the same service from your journal, as well.

Thank you!