

Serving Widening Audiences

Audiences for information from scientific journals are broad and varied, and they are becoming more so. As well as being read directly, journal articles often receive wide play in the popular media. Online availability is giving researchers and practitioners in a growing array of settings ready access to more and more journal content. Nonscientists, including policy-makers and patients, also are reading journal content obtained online.

A number of articles in this issue of *Science Editor* address aspects of the broad and broadening dissemination of journal content. In particular, four pieces deal with presentation of scientific and medical information, much of it from journals, to segments of the public. Drawing on recently published research and on interviews with journalists and others, Katherine Arnold addresses "Journals, the Press, and Press Releases".

Jane C Lantz and William L Lanier report on the fall 2002 Mayo Clinic conference on



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medicine and the media. Recent *Science Editor* fellow Judith McIntosh White describes the workings of university research magazines and shares advice from editors of these publications. And in a guest Views Afield column, White presents highlights of a recent *Nieman Reports* issue devoted largely to science journalism.

The lead article in this issue, "A Journal for Our Times: Launching *Emerging Infectious Diseases*", by Polyxeni Potter and Joseph E McDade, also deals in part with serving an audience that extends well

beyond subscribers and those at institutions with subscriptions. Because *Emerging Infectious Diseases* is openly available online, "the intended audience", public-health practitioners, "is not the only audience", the authors note. Potter and McDade discuss how articles for the journal are edited accordingly. "As articles are edited for a multidisciplinary audience", they observe, "they improve in clarity and effectiveness for all audiences." Also in this issue, a letter from Margaret F McCann, of *Epidemiology*, calls attention to a program, Health InterNetwork, that gives health personnel in developing countries free Internet access to biomedical publications.

This issue contains various other articles that we hope will interest our own diverse readership. In "Senior Editor Takes to the High Seas", Angeline T Miller, of the Texas A&M Ocean Drilling Program,

describes and shares photos from her 2 months aboard the scientific drillship *JOIDES Resolution*. Diego Pineda provides an overview of science communication in Colombia, and Annette Flanagan and Davy Koech report on a World Health Organization meeting held to assist editors of African medical journals. In the Solution Corner, edited by Della Mundy, three experienced freelance editors address a dilemma in time management.

We hope that submissions to *Science Editor* will address additional aspects of serving the broadening audience for journal content. And we look forward to submissions that will continue to serve our own increasingly diverse readership. We appreciate your contributions to *Science Editor* and hope you will enjoy this issue.

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