2016 CSE Annual Meeting
Denver, CO
May 14-17, 2016

Making a Large Impact with a Small Budget
Every Managing Editor’s Challenge

Judith A. Connors
Assoc. Director, Editorial Services
DIA
Or this?

crazy doesn’t even begin to cover it.
If so…. WHY??

- Most editorial offices are asked to do more with less: less resources, staff, time….fewer volunteers
- Dependent on others’ actions: editors, authors, production team, etc.
- Lack of understanding of content management and editorial work
- Mission Creep
Organizational Culture

- Decreased stress = Increased productivity
- Employees want to feel valued
- Create a culture of support
  - Respectful
  - Recognizes diversity in work style
    - Telecommute, flex hours
  - Provides adequate resources
  - Provides access to professional development in a variety of ways (seminar, webinar, conference, etc.)
  - Rewards performance
Organization is Key

- Monday Morning Strategy Sessions with editorial team
- Weekly publications team calls with respective publication editors
- Engage Editorial Board
  - Complimentary meeting attendance for a key takeaway report
  - Linked In postings of current publication issues
  - Article linkage to their personal Facebook
  - Article linkage on their organizational website
  - Quarterly calls
  - Solicit Special Section Editors to manage an issue’s content
- Up-to-date departmental calendar for PTO, WFH, OOO
- Cross train employees for all editorial departmental positions
- Practice saying “Sorry, that is not possible at this time.”
- Share: Fully and frequently
Many Hands Make Light(er) Work

Re-purpose content

• Develop a system to maximize exposure to journal content
  • Include article links in daily newsletters, topic-specific newsletters, employee communications, email signature line
  • Use social media to share content
    – Twitter, FaceBook, LinkedIn, blog, etc.
    – Multiple perspectives make for a far more interesting article
    – May drive continued discussions leading to more content
  • Marketing materials (via article link)
    – Tie to upcoming events to drive registrations
**Article Title**: What is Hot in Hamburg? Thought on Issues That Will - And Will Not - Be Discussed at 28th Annual EuroMeeting

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<thead>
<tr>
<th>LinkedIn Copy</th>
<th>Related Podcast Link</th>
<th>Twitter Copy</th>
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<tr>
<td>What's new in EU legislation and policies? Trends toward disease- or product-oriented registries, the General Data Protection Regulation, and more.</td>
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[http://globalforum-online.org/april2016/files/11.html](http://globalforum-online.org/april2016/files/11.html)

Form Partnerships

Share content with other organizations in your area

• Choose partners wisely
• Ensure alignment of mission/vision
• Develop a common platform
• Raises awareness of your organization
• Brings low effort content to your organization
• Identifies your organization/publication as a driver in the marketplace
Podcasting: What and Why?

• digital audio file
• available on the Internet for downloading to a computer or portable media player
• available either as a standalone product or as a series
• subscribe to a podcast series: auto updates/notifications of new files
• with iCloud, you can synchronize your podcast subscriptions across all devices.
Benefits of Podcasting

- Reach new or expanded audiences through iTunes
- Relaxed approach to health care news; helps to “humanize” topics in a conversational format
- Provides members a variety of ways to access content
- Ability to feature and link back to interesting or noteworthy articles
- Package podcasts as part of advertising options
- Very low initial investment; high ROI
- The success of our podcasts lies in our ability to LINK DIRECTLY to the article/special section under discussion
- To promote the association and our publication, we keep the featured article Open Access
- DIA podcast channel: Driving Ideas to Action
- Use as soft marketing tool: include link in advertising emails, event promotional pieces
## Podcast Metrics

**Full Text Downloads of articles attached to podcasts**

Promoted through ads, publications, website, emails, social media

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<tr>
<th>Article/podcast</th>
<th>Month Published</th>
<th>Month Podcast released</th>
<th>2 Months Before</th>
<th>1 Month Before</th>
<th>Podcast release Month</th>
<th>1 Month After</th>
<th>2 Months After</th>
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<td>Evaluating Source Data Verification</td>
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<td>Impact of Collaborative and Risk Sharing Innovation</td>
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<td>Sept 2014</td>
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<td>24</td>
<td>37</td>
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<td>Current Perspectives on Statistics</td>
<td>Jan 2014</td>
<td>Mar 2014</td>
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<td>An Expanded Role for Patients in Clinical Trial Design</td>
<td>Nov 2013</td>
<td>Dec 2013</td>
<td>3</td>
<td>210</td>
<td>39</td>
<td>273</td>
<td>167</td>
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<td>Women and Children First—Time for a Coalition to Address a Substantial Patient Need</td>
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<td>Oct 2013</td>
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Ask