Open Access Journals

Patricia K. Baskin, MS
Executive Editor
Neurology® Journals
American Academy of Neurology
pbaskin@neurology.org
Neurology® Goals

Strategic Plan

• Outreach to international neurologists
• New audiences in basic science areas related to neurologic disease
• Expand our portfolio to subspecialities 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 2\textsuperscript{nd} OA journal (NG) annual meeting in 2015
• Listed in PMC spring 2016
OA Cascading vs Niche Journals

Cascading

- 2\textsuperscript{nd}, 3\textsuperscript{rd} journals consider papers rejected by top tier
- Re-use reviews
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?
• 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!