

# Journal accomplishments

## Gaining momentum

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Changes in scholarly publishing have accelerated dramatically in the digital age. Technology advances, business models evolve, and reader habits change; as a consequence, our journal must change, while maintaining its goal of serving readers. In 2011, the 60th anniversary year of the journal, a strategic editorial retreat titled “Reimagining the journal” set in motion the development of a number of new features and ideas to increase the journal’s value for authors and readers.<sup>1</sup> In the past year, editors, staff, and publishers have worked tirelessly to create a new spinoff journal and plant the seeds for other spinoff journals, implement digital improvements, and launch new and improved journal access via the Web—for all types of devices—and with an app for the iPad.<sup>2</sup> We therefore publish in 3 media: print, Web, and app, and are exploring ways to enhance presentation further.

**NEUROLOGY<sup>®</sup> CLINICAL PRACTICE** The month of June witnessed the mailing of the third issue of the new quarterly spinoff journal *Neurology: Clinical Practice*, produced in both print and digital (Web, smartphone, and iPad) versions for US members and digital only for international subscribers. The 3 issues produced in 2011 and the 2 prototypes of this journal produced in 2010 and 2011 are featured on the new journal’s Web site at [www.neurology.org/cp](http://www.neurology.org/cp). The editorial team of John R. Corboy, MD, FAAN, has been expanded by the addition of 3 Associate Editors: Drs. David C. Anderson, Richard L. Barbano, and Laura B. Powers. To find the app for the iPad, search the App Store for “Neurology clinical.” We are gearing up for 2013 issue production, when we will be increasing publication to 6 issues per year.

**APPS FOR THE IPAD** Individuals welcomed the launch of the apps for the iPad for *Neurology* (first launched in May 2011) and *Neurology: Clinical Practice* (launched December 2011) with over 37,000 downloads of the apps by the time of the American Academy of Neurology (AAN) annual meetings in April. We restricted access to subscribers for the *Neu-*

*rology* app in April; the access controls for *Neurology: Clinical Practice* were applied in June. Nonmembers are now prompted to become members or purchase subscriptions or single copies of each journal issue. The app provides complete full-text issues; articles can be shared via e-mail or social media and link to multimedia videos, images, and supplements. The *Neurology Podcasts* are available within the app and readers only need to touch their screens to hear recordings of audio versions of pieces from the Reflections/Humanities section read by the authors.

**JOURNAL COMMUNITY ACTIVITIES** Two features of the journal that create interaction with our authors and readers include the recently introduced WriteClick<sup>™</sup> Rapid Online Correspondence<sup>3</sup> and the journal’s social media presence on Facebook and Twitter. The WriteClick section, edited by Dr. Robert Griggs, is available on the [www.neurology.org](http://www.neurology.org) home page and on all individual article pages so that readers may post comments about *Neurology* articles. The *Neurology* staff regularly posts news about *Neurology* and *Neurology: Clinical Practice* on Facebook and Twitter to draw attention to new features and items of interest. In May, *Neurology* had nearly 6,000 fans on Facebook and 2,000 followers on Twitter.

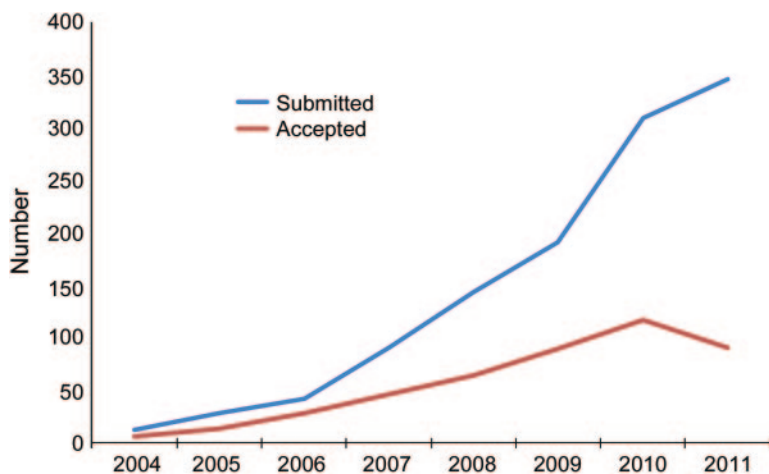
**NEUROLOGY PODCASTS** Listenership continues to increase steadily, for both the weekly podcasts<sup>4</sup> and the special annual and monthly podcasts, Academic Year Reviews and Delayed Recall. Demand has increased for podcast CME; credits granted to podcast listeners in 2011 increased fourfold over the previous year. The podcasts will increasingly include information pertaining to articles in *Neurology: Clinical Practice*. Dr. Ted Burns and his team deserve enormous credit for their efforts.

**RESIDENT & FELLOW SECTION** In 2011, submissions rose to nearly 350 from the original 12 submissions to this section in 2004 (figure). Fewer than 100 articles were accepted for publication in 2011 as

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Figure Resident & Fellow Section submissions and acceptances: 2004–2011



the peer review and acceptance processes select those deemed most valuable for publication. Under the leadership of Dr. Mitchell Elkind, the Resident & Fellow Section has received a grant from the AAN to establish a mentored peer review program to enhance neurology resident education. Other new features include a Journal Club for evaluation of research articles published in the journal and a section reviewing online media and books.

**INTERNATIONAL INITIATIVES** We have added Hungarian and Argentine editions of the journal and continue to publish Chinese and Korean editions. Plans include adding translations of article abstracts in other languages that can be accessed from the Web site; Arabic translations will be available soon. *Persons interested in translating abstracts should contact the journal office.* The Global Perspectives section first appeared near the end of 2011 and is published every 2 months; it features news about neurologic practice concerns within specific countries and regions or information about scientific collaborative efforts. Twenty-five percent of *Neurology* Editorial Board members are international colleagues.

**MEDIA COVERAGE** In 2011, the AAN Media office counted 65,000 news clips about articles in *Neurology*, 28,000 more clips than produced in 2010. In addition, journal news created 26.8 billion media impressions (people reached by print and broadcast media), about 6 billion more than the previous year. *Neurology* news was highlighted in the major media, including CBS News, *The New York Times*, CNN, Associated Press, *Time*, Reuters, *USA Today*, *Chicago Tribune*, *Los Angeles Times*, NPR, *The Washington Post*, and multiple others.

## SUBMISSIONS AND PUBLICATION TIMES

Submissions to the journal continue to rise, with over 4,400 submissions in 2011, with the majority of submissions from international authors. Turnaround times for reviews and times to first decision have decreased slightly. Expedited articles are published ahead of print each Wednesday within 15 days of acceptance and other research articles and case reports are published online approximately 2 weeks before the print issue is mailed.

**ONLINE DISCLOSURE DISPLAYS** *Neurology's* editorial policy requires complete disclosures of all authors of journal articles. To save valuable print space, author disclosures directly related to published articles are now being included in the print journal, while full disclosures are listed online from a link below the author byline.<sup>5</sup>

**ADDITIONS TO NEUROLOGY ARCHIVES** The *Neurology* archives have recently been updated to include May 1970;20(5 part 2):1–59, February 1988; 38(2):309–316, and June 1968;18(6 part 2):1–10. The editorial office would like to acknowledge the assistance of Dr. John F. Kurtzke to add these items to the archives.

**COMING SOON** The *Neurology.org* Web site will be redesigned in the coming months to provide easier discoverability and reading. The more agile Web site under development will also allow us to bring you access to fresh content in subspecialty areas of neurology. The redesigned site, along with the expanding use of the iPad app and smartphone versions to disseminate new content to a spreading group of mobile readers, will bring us closer to the demise of the print journal—an event likely to occur within a few years—but will provide a richer user experience and enhance scientific communication.

## DISCLOSURE

Patricia K. Baskin, MS, Executive Editor, *Neurology* journals, is employed by the American Academy of Neurology. Her spouse is employed by the Department of Veterans Affairs and University of Washington and receives research funding from the Department of Veterans Affairs and NIH. He is an Associate Editor of *Endocrinology* and Executive Editor of *Journal of Histochemistry and Cytochemistry* and receives stipends for those activities. Ms. Baskin received reimbursement for travel expenses to 2 meetings in 2011 of The International Publication Planning Association (TIPPA), an association of industry professionals sponsored by Pharmaceutical Education Associates LLC, to present *Neurology's* authorship policies, and consulted with no stipend or reimbursements for the Medical Publishing Insights and Practices initiative at a journal-pharma workshop in 2011 and one TIPPA meeting in 2012. Robert A. Gross, MD, PhD, FAAN, has received research funding from the Department of the Army and UCBPharma. He is supported for educational endeavors from the University of Rochester Medical Center's Clinical and Translational Science Award from the NIH. Dr. Gross has conducted clinical trials over the past 5 years funded by GlaxoSmithKline, UCB, Ortho-McNeil, Pfizer, and Marinus. He has served on the speakers' bureaus

for Abbott, UCB, and GlaxoSmithKline and has received consultant fees from GlaxoSmithKline and Harris Interactive. Since his appointment as Editor-in-Chief, Dr. Gross has ceased participation in industry-sponsored clinical trials and speakers' bureaus. He receives an honorarium from AAN as Editor-in-Chief of *Neurology*. **Go to [Neurology.org](http://Neurology.org) for full disclosures.**

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