



# Starting a New Scholarly Journal in Africa

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Public Knowledge Project

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# Starting a New Scholarly Journal in Africa

## Introduction

Scholarship is about the creation and sharing of knowledge, and one of the most important means of exchanging the results of research activities is the academic journal. This section outlines why you might want to start a new scholarly or scientific journal, as well as exploring the many challenges to be faced by such an undertaking.

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## Questions

- ♦ Why would anyone want to start a new scholarly or scientific journal?
  - ♦ What does it take to get a new journal up and running in a sustainable way?
- 

## Benefits of Starting a New Journal in Africa

There are a variety of important reasons for creating a journal, such as providing a new and unique record of scholarly activity. Whether it is in the Health Sciences, Sociology, or Geology, presenting an African perspective on these ideas is a crucial contribution to the academic community. Another reason to publish a journal is for the scholarly recognition it will bring to your institution. As well, your career development will be enhanced through participation in the creation and sharing of new ideas and knowledge. Finally, these new ideas and knowledge will contribute to the economic and cultural development of your community, your country and Africa. Indigenous publishing can help to close the “knowledge gap” between the well-funded and powerful voices from the north and the often-overlooked ideas, innovations, and discoveries from the south.

Another important contribution that your journal can make is the enrichment of your own research area. Already, African journals exist in a wide range of disciplines, providing a uniquely African perspective on critical research questions. Journals such as *SAHARA J (Journal of Social Aspects of HIV/AIDS Research Alliance)* are having a significant impact on the wider understanding of the issues they examine, and to the region in which they are situated. When you start a new journal, you join a community of scholars challenging the domination of ideas by

international publishing bodies. Journals can, through the production and sharing of local knowledge and a local perspective, make local research more visible throughout Africa and to researchers, students, and scholars around the world.

Not only does developing/establishing a journal benefit your research area, but it can also support the goals of your institution, university or research centre. The kind of recognition, both national and international, that a new journal can bring are of utmost importance to research administrators. A successful new journal demonstrates research dollars at work. This is important to the institutional funders, who must make decisions about the allocation of scarce financial resources. Your journal can demonstrate the ability of your institution to compete with other research agencies in the production of knowledge, while also forming the basis of new collaborations, between local, regional, or international researchers, research departments, and institutions.

Personal benefits can also result from starting a new journal. You will become part of a wider network of scholars with similar interests and be exposed to new perspectives and innovations in your field. Becoming a managing editor provides outstanding experience and makes a powerful addition to any curriculum vitae, leading to promotions and appointments. This is also true for the community of authors, editors, and reviewers that will develop around your journal, all of whom will also accrue valuable experience and opportunities for career advancement. The recognition that comes from managing a journal can also lead to opportunities, such as invitations to speak at conferences or to collaborate in larger research initiatives. The potential for career benefits are an important factor in why you should consider starting a new journal.

Not only can you, your colleagues, your institution, and your research discipline benefit from the establishment of a new journal, but so too can your city or town, your country, and Africa itself. A new African scholarly or scientific journal will contribute local research knowledge which can be applied to national economic and cultural development goals.

## Challenges of Starting a New Journal in Africa

As well as benefits, there are challenges to establishing a scholarly or scientific journal. One of the first to be considered is the commitment of time and money. Adopting basic project management skills, such as work plans with due dates, agreed upon areas of responsibilities and tasks, and a forecasted budget with scheduled times for project evaluation and accountability, can turn this endeavour from an overwhelming challenge to a rewarding success.

Another significant challenge faced when starting a journal is finding the right people to participate. There is, however, a long tradition of volunteer labour in journal publication for authoring, reviewing, and editing, with the time donated being part of an individual's professional

development, and as a way to keep current and contribute to the profession. This unpaid labour in these key roles makes it possible to start a journal with a very modest budget.

You will first need a committed journal manager and editor to lead the project. Often these two roles are carried out by one person - and it may be you! You will need to form an effective editorial board, made up of respected scholars in the subject areas of your journal. They will play a critical role in developing the policies for the new journal, and establishing its credibility from the beginning. And finally, you will need to encourage submissions from the best and brightest authors in the field, as well as recruit committed reviewers. It is possible, however, to see this as an opportunity to offer the right people involvement in building a highly reputable journal.

Other issues to consider are the high cost of producing and distributing a print journal. You will need to explore a variety of funding sources, but you should consider the substantial savings that can be had through online publishing. For online journals, you must ensure that you, your journal collaborators, and your readers have adequate hardware, software, and bandwidth availability. Without this basic technological infrastructure, publishing any journal is a significant challenge.

Lastly, you will need to find ways to promote your journal. Its success will be dependent upon finding an audience, and the audience finding the journal. This booklet provides some answers to these questions, and offers some suggestions in ways to overcome the challenges you will face in setting up your journal.

## Summary

There are several important benefits to starting a new journal, for you, your discipline, your institution, and your country. With these benefits come challenges, including the need to find time, money, and people to bring it all together successfully. Despite these challenges, many new journals are successfully established every year, based on a variety of publication types and economic models. This booklet outlines choices and offers suggestions to help you develop a respected and sustainable publication.



# Types of Journals Published

## Introduction

There are a variety of different kinds of journals produced in the world of scholarly and scientific publishing. Some journals are broadly focused and cover a range of topics from a diversity of contributors. Others are more narrowly focused, on either the research interests of the contributors, all coming, perhaps, from the same academic discipline or from the same institution, or on the subject matter. It is important to select the best type of journal to meet both your immediate and long-term needs.

## General Journals

One option is the general journal, which may be multidisciplinary, broadly focused, and accepting contributions from many fields of research. Some examples of these types of journals include the *IFE Journal of Science* ([http://www.ajol.info/journal\\_index.php?jid=219](http://www.ajol.info/journal_index.php?jid=219)) and the *Humanities Review Journal* ([http://www.ajol.info/journal\\_index.php?jid=36](http://www.ajol.info/journal_index.php?jid=36)).

## Questions

- ♦ What kinds of journals are being published?
- ♦ What kind of journal should I start?



Figure 1: IFE Journal of Science



Figure 2: Humanities Review Journal

Both of these journals provide coverage of a variety of topics within their broad areas of science or the humanities.

The *IFE Journal of Science* covers research in the areas of chemical, biological, mathematical and physical sciences, as well as the applied areas of biochemistry, geology, microbiology and such allied fields as biotechnology, genetics, food chemistry, agriculture, medical, and pharmaceutical sciences. The *Humanities Review Journal* includes contributions from the fields of theatre arts, philosophy, English language, English literature, history, music, communication arts, anthropology and other relevant disciplines.

This type of journal is particularly useful for those needing to draw on a wider range of authors, editors, and readers. Because of the breadth of coverage, participation may be easier to encourage, especially in the early development of a new journal. The main disadvantage of this type of journal can be its lack of focus, which may make it difficult to promote to a new audience.

## Specialized Journals

The specialized journal is more common than the general journal. It has a more narrowly-defined focus, and is often discipline-specific. Some examples include *Obstetrics and Gynaecology Forum* ([http://www.ajol.info/journal\\_index.php?jid=202](http://www.ajol.info/journal_index.php?jid=202)) and *SAHARA J (Journal of Social Aspects of HIV/AIDS Research Alliance)* - <http://www.sahara.org.za/index.php/Journal/SAHARA-J.html>. This type of journal is an excellent choice when a large enough community of readers and authors exists to sustain it. Its focused content readily appeals to scholars or practitioners in the content area, making marketing and promotion much easier than for the more general journal.

## Regional Journals

Another option is the regional journal, covering research from a particular geographic area, whether national or international. *The Uganda Journal* ([http://www.ajol.info/journal\\_index.php?jid=135](http://www.ajol.info/journal_index.php?jid=135)) is a good example of a national journal interested in all scholarly aspects of the country. A Pan-African example is *Africa Insight* ([http://www.ajol.info/journal\\_index.php?jid=128](http://www.ajol.info/journal_index.php?jid=128)), which examines changes happening throughout the continent.

This type of journal draws on a community of scholars throughout a country, or even beyond, into several countries across Africa. A regional focus can often be attractive to institutional funders, interested in how the journal is contributing to the nation. The Pan-African journal can also be of interest as an example of international collaboration and cost-sharing.

## Institutional Journals

In addition to journals focusing on a particular discipline or coming from a specific geographic location, some journals are also centred on an individual institution. Examples include *Huria*:

*Journal of the Open University of Tanzania* ([http://www.ajol.info/journal\\_index.php?jid=235](http://www.ajol.info/journal_index.php?jid=235)) and the *Journal of the Cameroon Academy of Sciences* ([http://www.ajol.info/journal\\_index.php?jid=93](http://www.ajol.info/journal_index.php?jid=93)). Both of these journals primarily contain content concerning their sponsoring institution. Financial support for your journal may require focusing on the issues or contributions from an association or institution. This can often be an excellent source of sustainable income.

## Annual Reviews

Another possible model has less to do with content than it does with the publication schedule. Annual reviews are produced once each year, and can cover any of the areas discussed above.

The main benefit to this format is the reduced publishing schedule requires fewer resources to sustain. For publishers with very limited sources of income, this could provide a way to produce their content. An example of this type of journal is the *Annales Aequatoria* ([http://www.ajol.info/journal\\_index.php?jid=32](http://www.ajol.info/journal_index.php?jid=32)), which covers a wide range of subjects including African Linguistics, Cultural Anthropology, Literature in Bantu languages, History, Archaeology and more. Although it only produces one volume each year, each one can be as much as 600 pages in length, depending upon the content that was generated throughout the year. This format provides maximum flexibility, with the possibility of the initial volumes being more modest in length, but able to grow as alternative sources of revenue become available.

The Annual Review could also be an option for your first year or two, as your journal develops. With time, you may be able to expand to publishing more frequently each year.

## Deciding on a Publication Type

The most important considerations in determining the type of journal you wish to publish include: your research interests, your existing or potential collaborators, and your institutional assets and requirements.

In terms of your personal research, it is important that your journal will allow you to participate in the scholarly exchange that will be taking place. To sustain your long-term interest, your area of expertise must be accommodated, whether as part of a journal focused specifically in your discipline, or within a broader journal, where your contributions and those of your colleagues will be valued.

Another important consideration will be determining the potential audience. This will be the source of your readers, contributors, reviewers, and editors. The larger the pool of talented people to draw upon, the better the chance of your journal's success. If a significant community of researchers in a particular field of interest in your country already exists, you could establish a discipline-specific, national journal. If the community was spread across several countries, you may want to consider an international journal. If researchers in your area of expertise are too

limited, you may want to set up a more general journal, providing a more sustainable arena for your work, and the work of other scholars.

Lastly, you may need to establish an association or university-based journal, based on the demands of your funders. Winning and maintaining the support of funding institutions will be critical to the sustainability of your new journal.

## Summary

For a new scientific or scholarly journal, deciding on the type of journal to produce is a significant decision, which will have long-term implications on the direction of your publication. A wide variety of options exist, each with their own strengths and challenges. Deciding on the best choice for your new journal must be based upon your own research interests, the size of the potential audience for your new journal, the absence of an existing journal covering your area of interest, and any institutional requirements that may need consideration. It is also important to remain flexible, as it is possible to combine different journal types, depending on your own situation. For example, you may wish to start a journal with a national perspective and with more general content, or instead, a Pan-African journal with a more specialized topic might be the most appropriate.

# Publication Methods

## Introduction

The print journal has a long tradition in scholarly communication. It is familiar to scholars and many respected journals are published in this format. Increasingly however, publishers are developing electronic versions of their print journals. In some cases, online journals are displacing print journals completely, and many new journals are only being produced online. Both print and electronic journals have their own unique benefits and challenges. Examining these closely will help to guide your decision on how to publish your new journal.

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### Question:

- ◆ Should my new journal be published in print, electronically, or both?
- 

## Print Publishing

### Benefits

The print journal has a long tradition in scholarly and scientific publishing. As a result, potential editors, authors, and reviewers may have significantly more experience working in the world of print than in the electronic environment. The background of your collaborators and potential audience can be an important factor in determining how to publish your new journal.

Another significant result of the long tradition of print publishing is they have established their credibility to scholars and administrators. Many influential journals started out as print publications, and may continue today as primarily paper-based. This is, however, rapidly changing, with most academic journals moving into the online environment.

An additional benefit of print publications is their physical existence. Paper-based journals can be read without any technological infrastructure required - no hardware, no software, and no Internet connection. For an audience that may not have access to these technical requirements, or whose access may be intermittent, the print journal can be a reliable source of accessible information.

Finally, some concerns exist around the issue of ownership. For libraries and archives with subscriptions to print journals, when a new issue arrives, it is catalogued and added to the permanent collection. Online journals, however, tend to have a more ephemeral status in libraries, often not catalogued or considered part of the collection, and lacking a clear sense of ownership. As a result, they may not receive the promotion they deserve from local libraries and may not be as easy to find for library users.

## Challenges

In addition to the benefits previously outlined, producing a print journal also involves some significant challenges, which must be considered when deciding which direction you wish to take for your new publication.

One of the most significant issues encountered by paper-based publishers is the high cost of production and distribution. Hundreds or even thousands of copies of each new issue, published perhaps several times each year must be printed on durable, high quality, expensive paper. And once they have been produced, every copy of each new issue must then be distributed to all of the journal's subscribers, wherever they may be located, using transportation systems that may not always be reliable or affordable. For many new journals, the costs involved with print publishing are simply too high.

In addition to the higher costs, longer timelines for the publication of each issue must be taken into consideration. Not only must the completed issue be transported to a printing facility for publication, but the time associated with delivering the new issues to individuals and institutions can also delay the availability of your journal. Finally, any processing of print journals by libraries will also involve increased time delays before your latest issue is available for library users. For new journals looking to get their content into their readers' hands quickly, print-based publishing may not be the best choice.

Another drawback to print publishing is the much more limited audience that can be reached. Due to the high publication and distribution costs, the chance of finding new subscribers outside of your local area is severely limited. As well, for many libraries, the decision to acquire a new print subscription often also requires the cancellation of another subscription of equal value. A new journal will face an uphill battle when forced to compete for costly subscriptions with already established journals.

Earlier, the benefits of having physical printed copies of a journal were discussed, including the lack of any technological infrastructure, and a clear sense of ownership. It should be mentioned, however, that printed issues can also be lost, stolen, or damaged, and require costly replacements. Adequate storage space for print journals is also a concern, as is the long-term archiving challenges associated with paper, which can deteriorate rapidly in non-controlled environmental storage conditions.

# Electronic Publishing

## What is Electronic Publishing?

Electronic publishing (or online publishing, e-publishing, etc.) involves placing content on the Internet, to share with the wider world. You have many options in deciding how you would like to present your journal on the Internet, including simply placing a description of your journal online, such as on your institution's website, to make readers aware of its existence. It is also possible to expand the information provided on the Internet to include abstracts of your published articles. This has the added benefit of allowing readers to see the quality of your content. Finally, you could also choose to include the fulltext of your journal's articles on the Internet, in addition to the abstracts and journal information (INASP presentation). Access to this fulltext content could either be made available to readers freely (through an "open access" policy) or only with a paid subscription. Limiting access would require placing your online content in a secured environment, requiring readers to have a username and password to see the articles, or to view them from an authorized computer or proxy.

## Benefits

One of the most important considerations when deciding on whether to publish your new journal online is the significantly lower production and distribution costs. Compared to a print journal, online publishing requires no paper, no print shops, and no postal fees. The savings made available by electronic publishing have allowed for a dramatic growth in high-quality, scholarly online publishing, that would not have been possible otherwise.

As well, the time required for production and distribution are much less when publishing online. An issue can be assembled as soon as the final edits for the articles are received. Some journals even publish articles as they become available, in advance of the completed issue. The new issue is available to all readers (with Internet access) at the click of a mouse.

Because of its global nature, publishing on the Internet also makes your journal accessible to a researcher on the other side of the world at the same time as it is available your colleague down the hall. This level of international availability and access can make your potential audience far greater than you could expect with a paper-based publication.

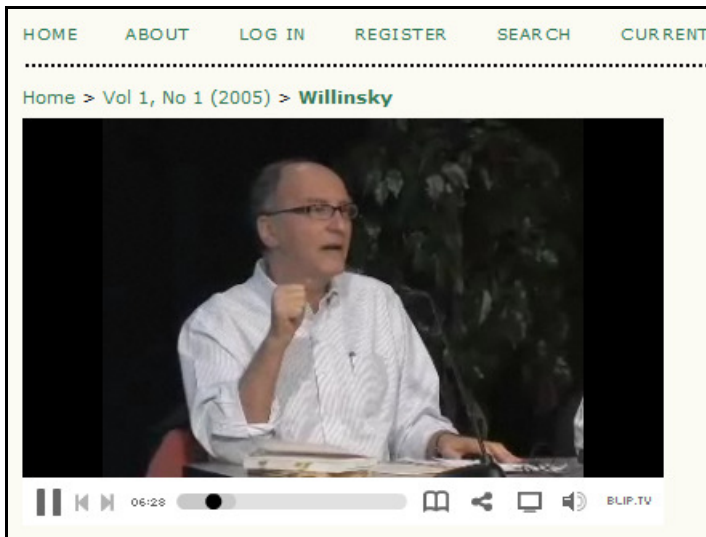
With the growth of online publishing, many readers are now beginning to expect to receive their content online. As Internet access reaches into more homes, offices, and institutions, the desire to access information from the desktop becomes increasingly important.

Publishing online also allows for additional functionality to the journal reading experience. One example of this is the *International Review of Research in Open and Distance Learning* (<http://www.irrodl.org/>), which publishes audio files of the article being read aloud.



**Figure 3: Audio Files**

It is also possible to embed video directly into an online journal article, perhaps to show a scientific experiment or to provide some background by the author.



**Figure 4: Video Files**

The journal *Open Medicine* (<http://www.openmedicine.ca/>) has added blogs to allow for more interaction between the journal and its readers.





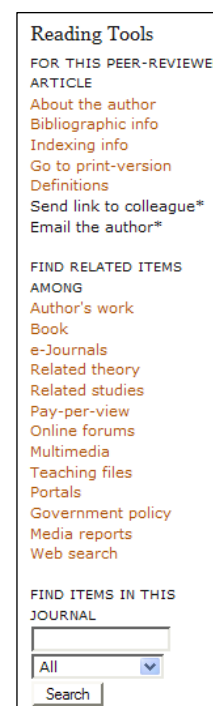
**Figure 5: Blogs**

A blog (or web log) allows you to post news items or updates about your journal or of interest to your readers (such as link to a newly published online government report, for example) on your journal web site. Some blogs also allow readers to post comments on the news items. Forums also allow you to post information on your journal web site, and allow readers to do so as well.

Both of these technologies allow for a more collaborative reading experience and better reflect a community-based approach to scholarship and learning.

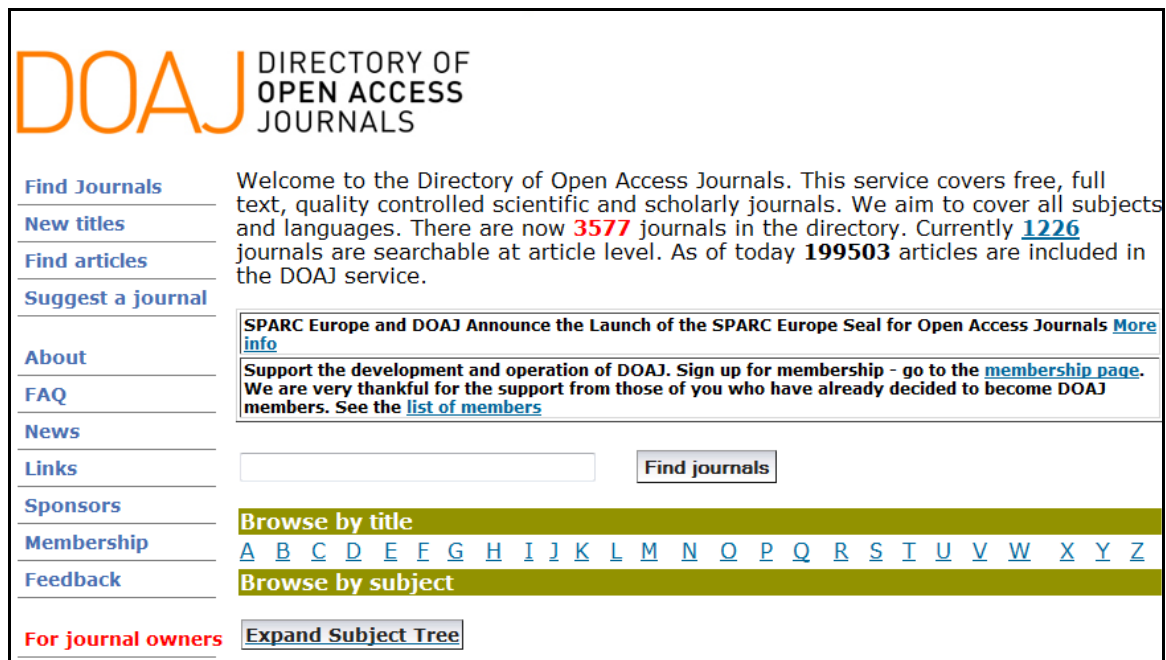
Finally, the Open Journal Systems (OJS), a journal publishing management system, also provides the use of online Reading Tools, designed to assist both expert and novice readers in building a context for interpreting, evaluating and utilizing the research they are reading. The Reading Tools allow readers to quickly search for related information from a variety of discipline-specific web-based resources.

Online publishing allows for a greater level of searching. Within your journal, the full text of all of your articles can be searched by readers looking for a specific reference or keyword. This kind of searching is becoming increasingly attractive to readers.



**Figure 6:  
Reading Tools**

As well, automatic indexing by popular Internet search engines such as *Google* (<http://www.google.com>) can make your content visible to millions of Internet users around the world, who may never hear of your journal otherwise. Other popular services such as the *Directory of Open Access Journals* (<http://doaj.org>), which provides links to over 3500 open access online journals from around the world, can also help to bring your new journal to the attention of an international audience.



**Figure 7: Directory of Open Access Journals**

One option is to consider taking advantage of a print-on-demand service such as Lulu (<http://www.lulu.com>). You simply produce an online version of your journal, but supply copies of the electronic files (usually PDFs) to the printing service. For a share of the revenue, they handle all of the financial transactions, printing, and distribution. *The British Journal of Mormon Studies* (<http://www.bjmonline.org/>) is one journal experimenting with this new approach.



**Figure 8: Print-on-Demand**

## Challenges

One of the challenges of publishing an online journal is that for many, it remains a new technology, with which they have little knowledge or experience. Overcoming a resistance to change is an important step in considering whether to produce your journal online.

Other considerations include the need for hardware, software, bandwidth, and some level of technical expertise to produce an online journal. Without reliable and ongoing access to these tools, producing an electronic publication would be very difficult.

Not only does producing and distributing an online journal require some basic technological infrastructure, but so does reading such a journal. If your audience also does not have reliable and ongoing access to the Internet, this may not be the best choice for you.

In parts of Africa, however, technology is advancing quickly, making the online option increasingly possible every day. Be sure to investigate not only the current state of technology available to you and your target audience, but also research any plans for infrastructure expansion that may be in development by institutions, governments, or telecommunication companies. What is technologically unavailable today may very well be in place within the coming months.

As a newer format, online journals have not yet developed their credibility with some research communities or funding institutions. If potential readers, authors, and reviewers in your discipline are not comfortable with this technology, it may not be the right direction for your new journal. This also applies to your supporting institution, which must also be willing to fund the development of an online publication. Keep in mind, however, that attitudes toward electronic

publishing, and technology in general, are changing rapidly, and what may seem impossible today could become feasible more quickly than you might originally think.

Although the cost of publishing and distributing an online journal are significantly less than that associated with print publishing, some costs do remain, and a sustainable source of grants or other forms of funding are important. If your financial supporters are uncomfortable with the development of an online journal, you will need to consider how to make print publishing work for you.

## Electronic and Print

Another option to be considered is to publish in both print and electronically. This is quite common in the world of scholarly publishing, either as a transitional strategy in moving from print to online, or as an attempt to gain the benefits of both methods.

While publishing in both formats will provide the familiarity and respectability often associated with print, as well as the wider reach of online, you will still face the same challenges, such as the high production and distribution costs of print. If you are committed to publishing in print, however, do consider also developing an online version.

If you have determined that the costs of print publishing are manageable, then the additional resources required to also go online are comparably low, and will result in all of the benefits outlined in the previous section. For journals with the resources to produce their journal in both formats, this can be a very powerful combination.

## Summary

In starting a new journal, you must carefully examine the strengths and weaknesses of online and print publishing. You will need to base your choice of publication format on your own particular needs and resources, and pick the best model for your own unique set of circumstances. For the majority of startup journals, however, the significantly lower production and distribution costs of online publishing makes this option extremely attractive.

# Economic Models

## Introduction

Subscriptions have long been an important means of financially supporting journal publishing. Readers may access the journal content through a personal subscription, or through a subscribing library or research institution. In either case, the cost of the subscription permits access to the content of the journal. The cost of a journal subscription can, however, act as a barrier between a journal and its potential audience.

Open access publishing is a new approach to distributing journal content, replacing subscription-based access with universal, online availability. Instead of readers paying for their own subscriptions, or having their library subscribe, the content can be read free of charge. Without any subscription income, however, open access journals must have a sustainable source of funding to ensure the long-term viability of their publication.

## Subscription-based Journals

### Benefits

The primary reason for developing a subscription-based journal is to take advantage of the income produced by your readers or their libraries. This income can help to ensure the long-term sustainability of a journal, by providing a reliable source of funding.

Another benefit of the subscription model is, like the print model discussed earlier, that it is the traditional method for producing a journal, and may be better understood by your collaborators and supporting institution. This level of familiarity may result in a great level of comfort in participating in your project.

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## Questions

- ♦ Can I afford to publish my journal?
  - ♦ What kinds of funding are available?
  - ♦ Should my journal be open access?
  - ♦ What about limited open access?
-

Finally, a large and growing list of subscribers can be used to demonstrate the success of the journal, revealing the existence of people and institutions with enough interest in your publication to pay to for it.

## Challenges

Despite the attractiveness of adopting a familiar model that may be able to generate a steady source of income for your journal, there are some important drawbacks to the subscription model that should be kept in mind. Perhaps the most important is that charging for your journal will limit the number of readers that you will be able to reach. Many people or institutions that would be interesting in reading your publication may simply be unable to afford another subscription, and will pass your journal by. You will want to think carefully about the audience you need to reach, and what their resources will be for accessing your content.

A further consideration often overlooked by new journals is the cost of managing a subscription-based journal. Requests for subscriptions must be processed, payments must be managed, accounts must be tracked, contact addresses must be kept current, renewals notices must be sent out, overdue payments must be pursued, and many other associated tasks can all bite deeply into the income generated by the subscriptions themselves!

## Open Access Journals

### What is Open Access?

Open access (OA) is the publication of the fulltext of your journal's content online and making it freely available to readers everywhere, both now and in the future. Open access publishing has grown steadily in the past number of years, in response to the skyrocketing prices of many traditional journal subscriptions. The increasing cost of academic journals undermines the ability of scholars from less wealthy regions or institutions from accessing the information and knowledge required to conduct their own research. Open access is an important publishing alternative developed to help solve this problem.

### Benefits

The most important benefit of making your new journal open access is the connection you will instantly have to readers around the world. By making your work freely available to a global network of researchers, you will be better able to have a significant impact within your discipline. In their study of the impact of open access research, Harnad and Brody (2004) discovered “dramatic citation advantages for open access” journals. This means that OA journals are being read more, being used for research more, and are being cited by others more. Overall, your journal can make a significant contribution to research by opening access to your content.

A further advantage to the open access model is the elimination of the need for the time consuming and costly subscription management functions outlined above. Without subscriptions to register or payments to collect, more time can be dedicated to producing the high-quality content critical for your success.

While open access journals do not generate revenue from subscriptions, many alternative sources of income are available. Some journals, such as *The Journal of Applied Clinical Medical Physics* (<http://www.jacmp.org>) receive funding in exchange for advertising on their web site.

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## Journal of Applied Clinical Medical Physics

The Journal of Applied Clinical Medical Physics is an applied journal, publishing papers that will help clinical medical physicists perform their responsibilities more effectively and efficiently, and for the increased benefit of the patient. Manuscripts in clinical practice, administration, regulations, health physics, machine maintenance, etc. will be considered. For more details, follow the manuscript submission link below. The Journal of Applied Clinical Medical Physics is pleased to be sponsored by the [American College of Medical Physics](#) and co-sponsored by the [International Organization of Medical Physics](#) and the [Canadian Organization of Medical Physicists](#).

- Dose distribution measurement during patient treatment
- Display of 3D dose distribution in patient anatomy
- Clinically relevant comparison of measured and planned dose distributions

**iba**  
Dosimetry

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The All-In-One IMRT QA Solution **RIT V5** It's all about You

**Figure 9: Online Advertising**

Other open access journals require payment from their authors for article submissions, article publication, or rapid peer review, to help offset the costs of publication. The funding of open access publication is an area of great experimentation, with many different models being tested. *The Journal of Medical Internet Research* (<http://www.jmir.org/>) provides free access to the HTML versions of its articles, but charges reader fees for the PDF files.

**Vol 10, No 1 (2008): Jan-Mar**

### Original Papers

**Evaluation of Influenza Prevention in the Workplace Using a Personally Controlled Health Record: Randomized Controlled Trial**

Florence T Bourgeois, William Simons, Karen Olson, John Brownstein, Kenneth Mandl

J Med Internet Res 2008 (Mar 14); 10(1):e5

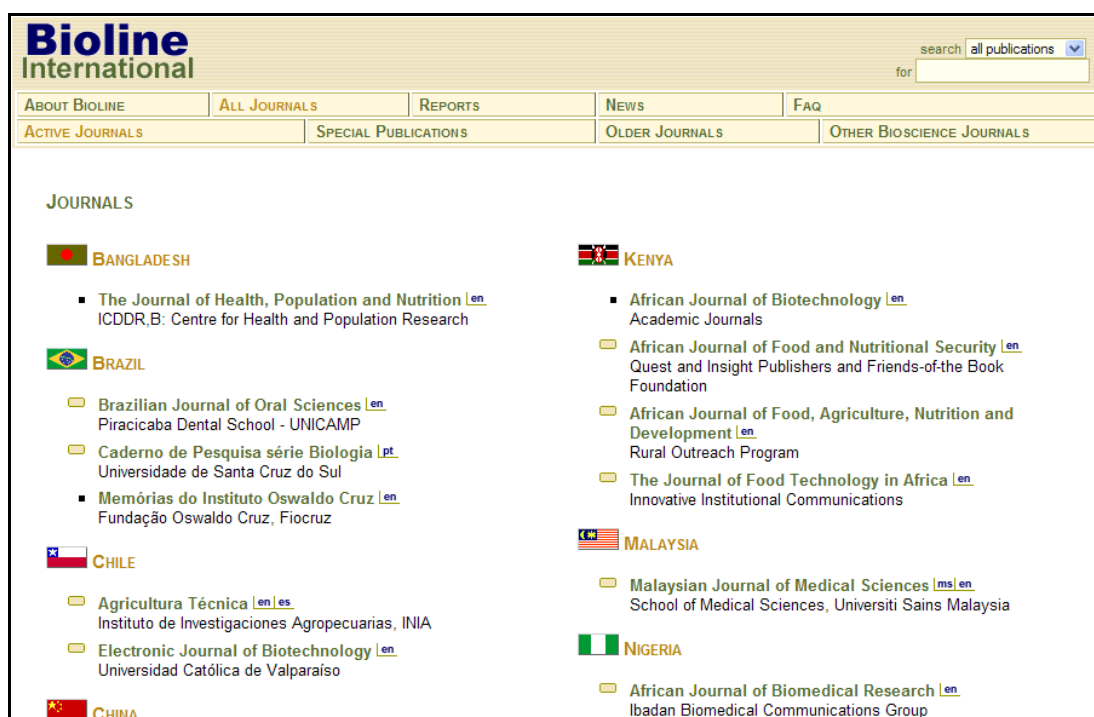
HTML free!  
PDF (\$9 pay-per-download, free for members [\$4.92/mo.]

**Figure 10: PDF Fees**

Donations and membership fees are another option to consider. Many libraries will consider shifting their institutional *subscription* fee to an institutional *sustainer* fee even after the content becomes freely available.

Government support may also be available to assist with the cost of producing freely available information. International funding agencies are also becoming increasingly interested in supporting open access journals, which contribute to the free exchange of scholarly information globally.

It is critical to remember that successful open access publishing rarely happens independently. Partnerships and collaborations, amongst individuals and organizations within regions or around the world, are often key to gaining a wider audience and discovering new sources of support. One example of international collaboration is Bioline International (<http://www.bioline.org.br/>), an online, open access publishing service operated by the University of Toronto Libraries in Canada, the Reference Center on Environmental Information in Brazil, and Bioline UK in the United Kingdom.



**Figure 11: Bioline International**

These three organizations have come together to support over 50 open access journals from more than 15 countries in the developing world.



## Challenges

The main challenge faced by open access journals is finding innovative ways to operate in the absence of any subscription income. Some examples of alternative funding sources were described above, but this remains a crucial decision for any journal to make. One of the advantages of publishing software such as OJS is that they can significantly streamline the entire publishing process, to help reduce costs to an absolute minimum.

Another potential challenge for a new open access journal could be resistance from some members of the scholarly community or supporting institutions, which may be unfamiliar with open access as a viable alternative to the traditional economic model. Although less common, open access publishing has in the past been incorrectly dismissed as a “vanity press” and lacking peer review. Understanding and being able to explain the difference between open access scholarly publishing and simply posting content on the Internet will be of great importance. Careful planning and research into additional sources of sustainable funding may be required to reassure these important stakeholders. In addition, be sure to point out that large and influential indexing services such as Thomson and Elsevier are now accepting open access content into their Web of Science (<http://scientific.thomson.com/products/wos/>) and Scopus products (<http://info.scopus.com/>), lending considerable legitimacy to the open access option. Finally, make use of the outstanding advocacy resources such as Peter Suber’s *Open Access News* (<http://www.earlham.edu/~peters/fos/fosblog.html>) and the Open Access Working Group (<http://www.arl.org/sparc/oa/oawg.html>) to find out more about the growing influence of open access.

## Limited Open Access Journals

### Benefits

For some journals, interested in open access publishing, but not quite prepared for abandoning the income from subscriptions, the option exists for providing limited open access. Limited open access restricts a portion of the journal’s content (often the most current issue or two), but makes the remainder (the back issues or archives) freely available. This provides a compromise, which allows for a continued source of subscription income, but also opens the content to a wider audience.

### Challenges

Although limited open access may appear to provide the best of both worlds for new journals looking to maximize the benefits of both open access and subscription-based publishing, some important limitations should be considered. First, the restrictions placed on a portion of the content may discourage many in your potential audience, forcing them to wait months for access

to a particular article they need immediately. In this way, limited open access may still not be open enough for all of your readers.

Second, by providing open access to a portion of your content, such as the back issues of your journal, you may be undermining the very subscriber base you hope to maintain. Your subscribers may be less willing to pay if the content of your journal will be freely available in six months. As attractive as it may seem, in some cases the limited open access model can result in the worst of both worlds!

## Summary

To determine the best economic model for your new journal, you will need to look at the benefits and challenges offered by the subscription, open access, and limited open access models. Every journal is different, and what may lead to success for one journal may not be appropriate for yours. Carefully examining your own situation will help you make the best decision for your new publication. For most new journals, however, the global audience made available through open access publishing, and the opportunities for alternative sources of funding, make it an option worth serious consideration.

# How to Get Started: An Example of Online, Open Access Publishing

## Introduction

For publishers with access to computer technology and the Internet, publishing management software offers an effective method of managing the workflow of the entire publishing process. Publishing management software can facilitate the submission of new articles, the peer review process, the editorial lifecycle of the article, and the ultimate publication of the final version. The Open Journals System (OJS) is

free, open source publishing management software, being used by over 1500 journals around the world. While primarily developed to support open access, electronic publishing, it can be used for subscription-based, print publications as well. OJS was designed to minimize the technical skills required to operate a journal, and can be easily used by anyone familiar with word processing and sending email.

OJS is based on several roles (or responsibilities), including the Journal Manager, the Editor, the Section Editors, Subscription Manager, Layout editors, Copyeditors, Proofreaders, Reviewers, Authors, and Readers. One person can, and often does, take on more than one role. For example, the Editor may also be a Reader of the journal, as well as a contributing Author. An important feature of software like OJS is that it allows a community of editors, authors, reviewers, and readers to collaborate on a journal without ever needing to be in the same location. A journal's production team can share the responsibilities of publishing despite being located in different offices, institutions, cities, or even countries.

This section will discuss options for getting started in online publishing and briefly follow a submitted article throughout the system, outlining the various roles performed, until the article

---

## Questions:

- ◆ How can I publish online?
  - ◆ How can I manage a new journal?
  - ◆ How many people are required?
  - ◆ How much time and money are needed?
-

reaches its ultimate publication. For more detailed information on using OJS, consult *OJS in an Hour*, available at: <http://pkp.sfu.ca/files/OJSinanHour.pdf>

## Step 1: Getting Hosted

Ensuring that your journal is hosted on a secure and reliable web server is the first step to providing access to your content. A web server is simply a computer that can not only view files on the Internet, but can also let others (securely!) see its own files. Every website that you visit is stored (or "hosted") on a computer acting as a web server. Some institutions have their own web servers that you may be able to use, and this would be the first avenue to explore. One option is to participate in a regional initiative such as African Journals Online (<http://www.ajol.info/>), which provides free hosting to over 320 peer-reviewed, open access and subscription journals from 25 African countries.

You may, however, need to investigate the services of a commercial provider if you plan to proceed independently. Examples include Host Monster (<http://www.hostmonster.com/>), Bluehost (<http://www.bluehost.com>), and Yahoo (<http://smallbusiness.yahoo.com/>) – these are simply examples and should not be considered endorsements. Choosing a high quality web server is an important step in setting up an online journal, so you will need to ask some hard questions:

Is the service reliable? You will have people wanting to visit your site frequently and at different times of the day. A good host should be able to guarantee 99 - 99.5% uptime, 24 hours a day, 7 days a week.

Speed is another important issue. Does the service have a powerful connection to the backbone of the Internet? Ideally, they will be able to provide what is known as a T3 connection (very fast), but a T1 connection (less fast) is the minimum.

Does the host support the web-based software you will require? For OJS, you will need to ensure all of the following are available:

- PHP 4.2.x or later (including PHP 5.x) with MySQL or PostgreSQL support
- A database server: MySQL 3.23 or later OR PostgreSQL 7.1 or later
- A UNIX-like OS recommended (such as Linux, FreeBSD, Solaris, Mac OS X, etc.). OJS 2.0.2 and above supports Windows servers (including IIS).

You will also want to make sure that these programs are updated when new versions are released.

Does the service provide enough space on the server for your journal? It may not seem important now, but with years of accumulated HTML and/or PDF documents, or possibly even audio or video files, you will need at least 1 gigabytes of storage space. More is better. Find out the cost of increasing your storage space as your needs expand.

Does the service provide daily backups? If something happens to your site, you will want to be able to restore it back to where it was before the problem occurred. Is the database also backed up? If you are running OJS or any other database-driven applications, you will want to make sure the database can also be restored in the event of a system failure.

Does the provider have a system in place for their own system failures, such as power loss or server crashes? Will they be able to have your site back online fast after such a crisis?

Technical support is another important factor to consider. If you need assistance, will there be someone available in a timely manner with the required expertise? Ask some technical questions now, and see how long it takes to receive a response. If they can't answer your questions quickly now, will you be able to rely on them when you are facing a system crisis?

Finally, investigate their current list of customers, and contact some of them to ensure they are satisfied with the service they are receiving. This may all seem like a great deal of effort, but mistakes here can be costly and time consuming in the future. Frequent downtime (or permanently lost content!) undermines the relationship that you are establishing with your collaborators.

## Step 2: Installing the Software

Once you have established your server environment, you will then to install the Open Journal Systems software. Although the following steps are fairly general, you may encounter some minor differences depending upon your web host settings. Your web host should be able to provide you with any necessary technical support to successfully complete these tasks. If they cannot, find a new web host!

A free online support forum is also available for OJS, where you can search for answers and post new questions: <http://pkp.sfu.ca/support/forum/>

### 1. Create a new directory

Using the tools provided by the hosting service, create either:

- A subdomain directory (e.g., <http://ojs.mydomain.org>)
- A directory on your domain (e.g., <http://mydomain.org/ojs>)

### 2. Create a new database

Using the tools provided by the hosting service, create a new database.

### 3. Download OJS

Visit the PKP website and download the latest version of OJS: [http://pkp.sfu.ca/ojs\\_download](http://pkp.sfu.ca/ojs_download)  
As open source software, you can download and use OJS for absolutely no charge.

#### **4. Decompress the download file**

Using an open source tool such as 7zip (<http://www.7-zip.org/>), decompress the downloaded OJS file to a location on your computer. You will need to decompress the file twice:

1. From ojs-2.x.tar.gz to ojs-2.x.tar
2. From ojs-2.x.tar to ojs-2.x

#### **5. Upload the decompressed files**

Using an open source file transfer tool such as Filezilla (<http://filezilla-project.org/>), upload the decompressed files to the directory created in STEP 2. This may take some time, depending upon the speed of your Internet connection.

NOTE: If you have command line access to your server, you may wish to upload the compressed OJS file directly to your new OJS directory, and then decompress it there. This will save upload time considerably.

#### **6. Set the file permissions**

Using your file transfer tool, make the following OJS directories writable:

- config.inc.php (700)
- public (700)
- cache (700)
- cache/t\_cache (700)
- cache/t\_config (700)
- cache/t\_compile (700)
- cache/\_db (700)

#### **7. Create a document directory**

Using the tools provided by the hosting service, create a document directory that is NOT web-accessible. For example, if your OJS directory is located here (/root/public\_html/ojs), you would make your document directory here (/root/ojs\_docs). Notice that the 'ojs\_docs' directory is NOT in the 'public\_html' directory.

Next, make this new document directory writable (700).

## 8. Complete the online installation form

Go to the URL for the installation files (e.g., <http://ojs.mydomain.org>) and follow the on-screen instructions.

1. Confirm permissions
2. Confirm your languages
3. Confirm your file settings. E.g., `/home/myname/ojs_docs`
4. Create your admin account
5. Complete your database settings, including username and password (may be the same as your host login/password). Uncheck Create New Database if you created the database in STEP 2 above
6. Hit the Install button

If all goes well, you will now be presented with the opportunity to login as the Site Administrator (SA). The SA will create any new journals on the installation, which will also automatically add your administrative user as a Journal Manager.

## Step 3: The Journal Manager

Now that the software is installed, you can begin configuring your new journal. All aspects of journal management are controlled by the **Journal Manager**, in consultation with the editors, from configuring the software to overseeing the overall operation of the journal.

Journal management begins with setting up the journal. This includes configuring the software, establishing the web site, creating user accounts, and assigning them to their various roles. None of this, however, requires any advanced technical skills, but primarily involves filling out online forms and uploading files. Much of the work flow in OJS is laid out in easy to follow steps. To create the journal's web site, the Journal Manager will follow the "Five Steps to a Journal Web Site".

## Journal Setup

---

### Five Steps to a Journal Web Site

- [Details](#)  
Name of journal, ISSN, contacts, sponsors, and search engines.
- [Policies](#)  
Focus, peer review, sections, privacy, access, security, and additional about items.
- [Submissions](#)  
Author guidelines, copyright, and indexing (including registration).
- [Management](#)  
Scheduling, subscriptions, and use of copyeditors, layout editors and proofreaders.
- [The Look](#)  
Homepage header, content, journal header, footer, navigation bar, and style sheet.

**Figure 12: Five steps to a journal web site**

These steps include: 1) Details, which includes adding the journal's name, ISSN, mailing address, and other related information; 2) Policies, such as the peer review and privacy policies of the journal; 3) Submissions, including the author guidelines for being published; 4) Management, involving the workflow of the journal, and the publication schedule; and 5) The Look, allowing you to add customized logos, headers and footers, navigation items, and change the background colour and other visual elements of the site.

## Step 1. Getting Down the Details

---

1. DETAILS 2. POLICIES 3. SUBMISSIONS 4. MANAGEMENT 5. THE LOOK

### 1.1 General Information

Journal title\*

Journal initials\*

ISSN   
The ISSN (International Standard Serial Number) is an eight-digit number which identifies periodical publications as such, including electronic serials. It is managed by a world wide network of National Centres coordinated by an International Centre based in Paris, backed by Unesco and the French Government. A number can be obtained from the [ISSN web site](#). This can be done at any point in operating the journal.

Mailing Address   
The journal's physical location and mailing address.

**Figure 13: Filling in the forms**

The Journal Manager can also create new sections for the journal (such as Reviews, Articles, Commentaries, etc.), edit the text of the default set of email templates the system uses for communication between various participants, manage the Reading Tools that are available with this journal, and view the Statistics the system can generate.



Home > User > Editor > Submissions > #1 > Summary > **Email**

### Send Email

---

To:

CC:

BCC:

☐ Send a copy of this message to my address (arletteschmidt@mailinator.com)

Attachments:

From: Arlette Schmidt <arletteschmidt@mailinator.com>

Subject:

Body:

**Figure 14: Email Template**

If the new journal is not open access, the Journal Manager may be assisted by, or also take on the role of the **Subscription Manager**, to set up the subscription policies of the journal, and to keep track of accounts, payments, and renewals.

Subscriptions				
<b>SUBSCRIPTIONS</b> SUBSCRIPTION TYPES				
USER	SUBSCRIPTION TYPE	START	END	ACTION
Daniel McLaren	Individual	2006-02-13	2007-02-13	<a href="#">EDIT</a>   <a href="#">DELETE</a>
1 - 1 of 1 Items				
<a href="#">CREATE NEW SUBSCRIPTION</a>				

**Figure 15: Managing Subscriptions**

Once the journal has been set up, the role of the Journal Manager is minimal, largely limited to making any future configuration changes. Often the Journal Manager will then take on the role of the Editor.

Now that the new OJS journal is in place, the Journal Manager or the Editor should put out a call for submissions, inviting authors to send in their papers, and begin promoting this new publication. The call for submissions can be added to the front page of the journal's web site, but should also be announced as widely as possible, including on relevant professional mailing lists and other scholarly forums.

## Step 4: The Author

**Authors** are able to register and submit items to the journal directly through the journal's web site.

## Register

Fill in this form to register with this journal.

[Click here](#) if you are already registered with this or another journal on this site.

### Profile

Username\*   
The username must contain only lowercase letters, numbers, and hyphens/underscores.

Password\*   
The password must be at least 6 characters.

Repeat password\*

First name\*

Middle name

Last name\*

Initials  Joan Alice Smith = JAS

Affiliation

Email\*

URL

Phone

Fax

Mailing Address

**Figure 16: Registering as a user**

The Author is asked to upload their article, agree to a checklist of requirements as determined by the Journal Manager, and to provide *metadata* about the article, such as their name and the names of any co-authors, the article title, an abstract, subject terms, etc. (The metadata improves the ability of others to search for the article.)

## Step 1. Starting the Submission

1. START 2. ENTER METADATA 3. UPLOAD SUBMISSION 4. UPLOAD SUPPLEMENTARY FILES 5. CONFIRMATION

Authors submit items to this journal through this web site in a five-step process for uploading the manuscript and relevant information (with an option to upload, as well, supplementary files, such as research data and instruments). If difficulties are encountered in this process, contact [Mark Jordan](#) by email or phone for assistance.

### Submission Checklist

Indicate that this submission is ready to be considered by this journal by checking off the following (comments to the editor can be added below).

- ☐ The submission file is in Microsoft Word, RTF, or WordPerfect document file format.
- ☐ The submission has not been previously published, nor is it before another journal for consideration (or an explanation has been provided in Comments to the Editor).
- ☐ All URL addresses in the text (e.g., <http://pkp.ubc.ca>) are activated and ready to click.
- ☐ The text is single-spaced; uses a 12-point font; employs italics, rather than underlining (except with URL addresses); and all illustrations, figures, and tables are placed within the text at the appropriate points, rather than at the end.
- ☐ The text, if submitted to a peer-reviewed section (e.g., Articles), has had the authors' names removed. If an author is cited, "Author" and year are used in the bibliography and footnotes, instead of author's name, paper title, etc. The author's name has also been removed from the document's Properties, which in Microsoft Word is found in the File menu.
- ☐ The text adheres to the stylistic and bibliographic requirements outlined in the [Author Guidelines](#), which is found in About the Journal.

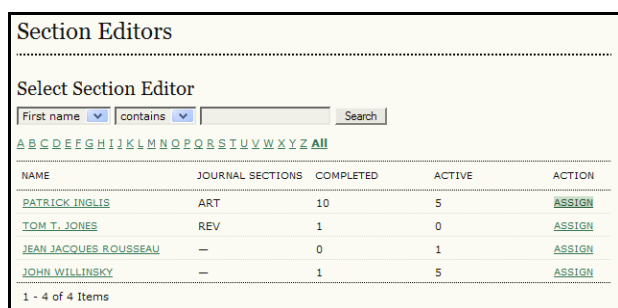
**Figure 17: Submitting an article**

The Author can upload Supplementary Files, such as data sets, research instruments, or source texts that will enrich the understanding of the article, as well as contribute to more open and robust forms of research and scholarship. The Author is able to track the submission throughout

the editorial process -- as well as participate in the copyediting and proofreading of submissions that have been accepted for publication -- by logging in to the journal's web site.

## Step 5: The Editor

The **Editor** oversees the entire editorial and publishing process. Working with the Journal Manager, the Editor typically establishes the policies and procedures, which are used in setting up the journal. In the Editorial Process, the Editor assigns submissions to the Section Editors to see through Submission Review and Submission Editing.



**Section Editors**

Select Section Editor

First name contains Search


A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All

NAME	JOURNAL SECTIONS	COMPLETED	ACTIVE	ACTION
PATRICK INGLIS	ART	10	5	<a href="#">ASSIGN</a>
TOM T. JONES	REV	1	0	<a href="#">ASSIGN</a>
JEAN JACQUES ROUSSEAU	—	0	1	<a href="#">ASSIGN</a>
JOHN WILLINSKY	—	1	5	<a href="#">ASSIGN</a>

1 - 4 of 4 Items

**Figure 18: Assigning a section editor**

The Editor keeps an eye on the submission's progress and assists with any difficulties in the process. Often, the Editor also plays the role of Section Editor in the Editing process (seeing accepted submissions through copyediting, layout, and proofreading). Larger journals with many staff or volunteers, however, may have separate Section Editors responsible for each section of the journal, such as for Peer-Reviewed Articles, Book Reviews, Commentaries, etc.



**Create Issue**

CREATE ISSUE SCHEDULING FUTURE ISSUES BACK ISSUES

Issue: Future Issues

**Identification**

Volume: 1

Number: 4

Year: 2005

Issue identification: Volume, Number, Year

Title:

Description:

**Access**

Access status: Open access

Open access date: May 08 2006

**Figure 19: Creating an issue**

The Editor also schedules the completed submissions for publication, arranges the Table of Contents and creates each new issue as part of the Publishing Process.

## Step 6: The Section Editor

Having received responsibility for a new submission, the **Section Editor** assigns it to one or more reviewers and manages the Review and Editing process.

The screenshot displays the 'Peer Review' interface for 'Round 1'. It includes links for 'SELECT REVIEWER' and 'REGRETS, CANCELS & PREVIOUS ROUNDS'. The interface is divided into three sections, one for each reviewer:

- Reviewer A: Paul Ashton**
  - Schedule:** REQUEST (2005-11-07), UNDERWAY (2005-11-07), DUE (2005-12-19), ACKNOWLEDGE.
  - Recommendation:** Revisions Required (2005-11-07).
  - Review:** No Comments.
  - Uploaded files:** None.
  - Rate Reviewer:** Rating (5 High) and Record button.
- Reviewer B: Anderson Batista**
  - Schedule:** REQUEST (2005-11-07), UNDERWAY, DUE (2005-12-19), ACKNOWLEDGE.
  - Editor To Enter:** ACCEPTANCE, Upload review (Browse... Upload), RECOMMENDATION.
- Reviewer C: Eduardo Blucher**
  - Schedule:** REQUEST, UNDERWAY, DUE (2006-01-03), ACKNOWLEDGE.

**Figure 20: Managing the review process**

Once the Review Process is completed, and if the submission is accepted for publication, the Section Editor will also be responsible for seeing the submission through the Editing Process (that is, through copyediting, layout, and proofreading). In some journals, however, Section Editors only work with the Review process, and an Editor, acting in the role of Section Editor, sees the submissions through the Editing process. Each journal will have a policy on how the tasks are divided, depending on the number of people participating, and based on their own unique best workflow practices.

## Step 7: The Reviewer

To begin the Review Process, the Section Editor invites one or more Reviewers to review the submission. The **Reviewer** can decide whether to accept or decline the invitation from the Section Editor.

Reviewers are asked to submit their reviews using the step by step OJS publishing system. OJS does also allow for alternative methods of reviewing articles. Some journals opt for an email review policy, which allows for the review process to take place using documents attached to email messages. This can also be adapted to make use of photocopying and regular mail when electronic means are not available.

**Review Steps**

1. Notify the submission's editor as to whether you will undertake the review.  
 Response   Will do the review ☐   Unable to do the review ☐
2. Click on file names to download and review (on screen or by printing) the files associated with this submission.  
 Files can only be viewed if the review is undertaken
3. Click on icon to enter (or paste) your review of this submission.  
 Review
4. In addition, you can upload files for the editor and/or author to consult.  
 Uploaded files   None  
     
[ENSURING A BLIND REVIEW](#)
5. Select a recommendation and submit the review to complete the process. You must enter a review or upload a file before selecting a recommendation.  
 Recommendation

**Figure 21: Review Steps**

In Step One of the standard OJS review process, the Reviewer accepts or declines the invitation to review, and informs the Section Editor of their intent. Step Two allows the Reviewer to access the submission file. This may only be available once they have agreed to do the review. Step Three opens a dialogue box for recording the review comments. In Step Four, the Reviewer can upload an edited copy of the original submission. Finally, for Step Five, the Reviewer indicates whether the submission should be accepted, either as submitted or with revisions.

Reviewers may be rated by Section Editors, depending on the policies for this journal. Ratings scores are based on factors such as the quality of the review provided and the timeliness of their work. Ratings help the Section Editor to choose the best Reviewers.

## Step 8: The Copyeditor

Once the Review Process has been completed and the submission accepted for publication, a **Copyeditor** is selected by the Section Editor. Some journals have an Editor or Section Editor play this role, or hire the services of a private copyeditor.

**Copyeditors**

Assign Copyeditor

First name  contains

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [All](#)

NAME	COMPLETED	ACTIVE	LATEST	ACTION
<a href="#">FREITAS, LUCIANO R.</a>	14	0	2005-05-19	<a href="#">ASSIGN</a>
<a href="#">WILLINSKY, JOHN</a>	0	1	—	<a href="#">ASSIGN</a>

**Figure 22: Assigning a copyeditor**

The Copyeditor improves the grammar and clarity of the article, works with the author to ensure everything is in place, ensures strict adherence to the journal's bibliographic and textual style, and

produces a clean, edited copy for the Layout Editor to turn into the files that will be in the published format of the journal (referred to here as *galley* files).

Copyeditor	Amelia Bennett	REVIEW METADATA	REQUEST	UNDERWAY	COMPLETE
1. Initial Copyedit	2006-07-29	2006-07-29	2006-07-29		
2. Author Copyedit	File: None				
3. Final Copyedit	File: None				

**Figure 23: Copyediting Steps**

## Step 9: The Layout Editor

The **Layout Editor** transforms the copyedited versions of the article into galleys, usually in HTML or PDF format for online journals, or QuarkXPress or Adobe InDesign for print publications.

OJS does not provide software for converting word processed documents to galley formats, so the Layout Editor should have access to and be able to use third-party software packages for creating galleys (with Adobe Acrobat or PDF Creator for PDFs, for example; or Dreamweaver or Nvu for HTML). These galleys present the articles with a well-formatted and readable layout, in the manner of scholarly journals, and with an eye to this new publishing medium (by consulting the layout design used by other publishers of online journals, such as Highwire Press in the life sciences or Project Muse in the humanities). Some journals only offer PDF articles, as these are much easier (and therefore, cheaper) to create. Others, however, HTML versions (or both PDF and HTML). HTML has the advantage of loading onto readers' computers more quickly than the large PDF files. Remember, as mentioned earlier, it is also possible to provide free access to the HTML version, but require payment for the PDF, as one approach for financially supporting your journal.



Layout Editor	Abby Orner	Layout Version	REQUEST	UNDERWAY	COMPLETE
1. Initial Layout	2006-07-29	2006-07-29	2006-07-29		
2. Author Layout	File: None				
3. Final Layout	File: None				

**Figure 24: Layout Editing Steps**

As with the Copyeditor, some journals have an Editor or Section Editor fulfilling this role, or hire the services of a private layout editor.

## Step 10: The Proofreader

With the initial galleys completed, the **Proofreader** carefully reads them over in the various formats in which the journal publishes (as does the Author).

Proofreading				
Proofreader		Rina Akers		
		REQUEST	UNDERWAY	COMPLETE
1.	Author Comments	2006-07-29	2006-07-29	2006-07-29
2.	Proofreader Comments	2006-07-29	2006-07-29	
3.	Layout Editor Final	—	—	—
Proofreading Corrections 		<a href="#">PROOFING INSTRUCTIONS</a>		

**Figure 25: Proofreading**

The Proofreader and Author record any typographic and formatting errors for the Layout Editor to fix. Again, in the case of some journals, the Editor or Section Editor will also serve as Proofreader.

When the Layout Editor has received all of the necessary changes for the article, the final galleys are produced. These galleys are uploaded into the system, and the Editor is informed that they are ready for publication. The Editor has the option of adding the article to the Table of Contents for the next issue of the journal, or postponing its publication in a future issue. When the Editor has enough content for a new issue, it can be created with the push of a button.

Home > User > Editor > Issues > Vol 1, No 4 (2006)					
Vol 1, No 4 (2006)					
CREATE ISSUE FUTURE ISSUES BACK ISSUES					
Issue: Vol 1, No 4 (2006) 					
TABLE OF CONTENTS ISSUE DATA PREVIEW ISSUE					
Table of Contents					
Articles  					
ORDER	AUTHORS	TITLE	REMOVE	PROOFED	
1.	 	Cressman <a href="#">PUBLISHING IN LATIN AMERICA</a>			
Save Publish Issue					

**Figure 26: Publishing an Issue**

## Step 11: The Reader

**Readers** include subscribers for paid journals and readers who choose to register for open access journals. Registered Readers received a notification with the publication of each issue that includes the Table of Contents from the journal. When registering with the journal, Authors are given the option of enrolling as Readers as well.

OJS provides a number of other services that enhance the overall reading experience, such as the ability to post comments on the article, to share the article with colleagues, to email the author, and the use of the OJS Reading Tools from a wide range of academic disciplines. The Tools are intended to assist both expert and novice readers of the journal in building a context for interpreting, evaluating and utilizing the research they are reading. The Tools enable Readers to look up words in the item (by double clicking on any word in the HTML version of the item). The Tools are also designed to take the item's keywords and feed them into the search engines of open access databases and other resources grouped into categories such as Research Studies, Author's Other Works, Press and Media, Government Websites, etc., depending on the set of Tools selected. Readers are also able to access background information on each of the selected resources. In each category, whether Studies, Media, or Instruction, the Tools provide multiple choices or databases to consult, while allowing the Reader to learn more about each database by providing a link to an About page for the resource.

**Reading Tools**

**FOR THIS PEER-REVIEWED ARTICLE**

- Abstract
- About the author
- Bibliographic info
- Indexing info
- Go to print-version
- Definitions
- Send link to colleague
- Add comment to item
- Email the author

**FIND RELATED ITEMS AMONG**

- Author's work
- Book
- e-Journals
- Related theory
- Related studies
- Pay-per-view
- Online forums
- Multimedia
- Teaching files
- Portals
- Government policy
- Media reports
- Web search

**FIND ITEMS IN THIS JOURNAL**

All

**Figure 27: Reading Tools**

## Other Options for Publishing Online

Of course, it is also possible to get your journal online without using OJS. Once you have some space on a web server, you are able to upload HTML (Hyper Text Markup Language) files, which are visible to the world through an Internet browser. As with using OJS, you will want to make sure that your web server is reliable, and will not go offline for significant periods of time. To learn more about creating web sites with HTML (including Cascading Style Sheets, or CSS), visit iTrain Online ([http://www.itrainonline.org/itrainonline/english/web\\_development.shtml](http://www.itrainonline.org/itrainonline/english/web_development.shtml))

The independent option can provide you with the most control over your site, not only of the design of the user interface and branding (i.e., avoiding commercial logos), but also what you ultimately do with your content. Going with the independent option allows you to make your content available as you choose, rather than having limitations set by external agencies. Despite these benefits, however, this option also requires a certain amount of technical expertise, to ensure a polished, professional reading experience.



In addition to the independent option, possibilities for getting your journal online include:

1. **Commercial online hosting:** Working with companies that provide services specifically for journals, and host your content on their website. Some examples include Ingenta (<http://www.ingenta.com>), Metapress (<http://www.metapress.com>), and Highwire (<http://www.highwire.com>).
2. **Subscription agencies:** These are commercial agencies that bring publishers and subscribers (often libraries) together for ordering and often to access your content. Some examples include EBSCO (<http://www.ebsco.com>) and Swets (<http://www.swets.com>).
3. **Bundled collections:** Companies that bundle journal content together and sell them as a group. Some examples include Project MUSE (<http://muse.jhu.edu/>) and Sabinet (<http://www.sabinet.co.za/>).
4. **Cooperative site:** Development sites that support the online publishing of journal content. Some examples include AJOL (<http://www.ajol.info>) and Bioline International (<http://www.bioline.org.br/>).

Detailed information on the benefits and disadvantage of all of these options is available from the International Network for the Availability of Scientific Publications (INASP) document, *Online Publishing - Different Online Opportunities*.

## Summary

From this brief overview of the publishing process using the Open Journal Systems software, it is obvious that setting up and maintaining a scholarly or scientific journal is a major undertaking. There are numerous tasks to be fulfilled on a regular basis, and there are a variety of roles to be taken on.

Despite the demands, however, and depending upon the required publication schedule, one or two dedicated individuals could create and run a journal, with the participation of authors and reviewers. Journals with more people involved would have the advantage of spreading the work out more evenly, as well as providing opportunities for more participants, which could include graduate or undergraduate students.

Finally, the financial costs of operating a journal can be lowered by using an online publishing system such as OJS, which is freely available as open source software, and eliminates the need for production and distribution of print copies of each new issue, and streamlines the entire production process.

# Promoting a New Journal

## Introduction

An important aspect of starting a new journal is to gain exposure to as wide an audience as possible. To be a success, readers will need to know about your journal, and be able to find it. As more people discover your journal, some will become regular readers, contributors, and reviewers. Getting your journal recognized and read is critical for its success.

## Marketing

One method of letting potential readers know about your journal is through marketing. Traditional methods of marketing may include expensive promotions and advertising. While this is one way of getting the word out, more economical alternatives exist. Professional networks can be used to inform the right people about your new journal.

## Question

- ◆ How can I ensure that my new journal will have a wide readership and be successful?

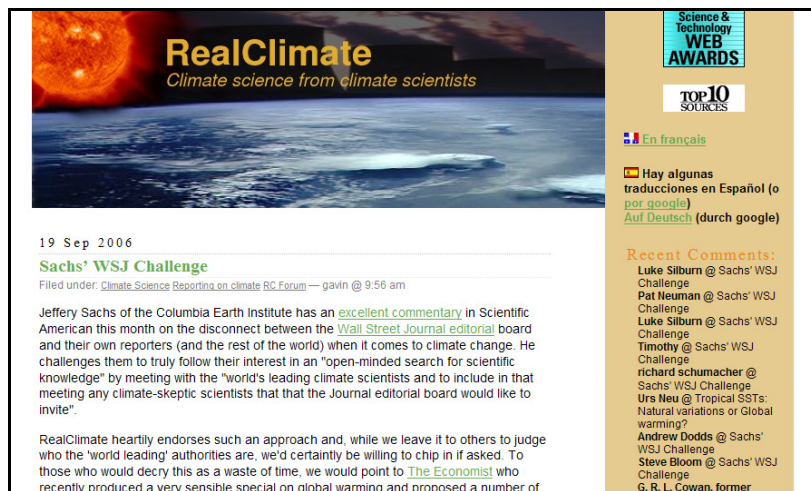


Figure 28: Scientific Blog

Take advantage of discussion lists, blogs, or other forums to announce the release of your new publication and make a “call for papers”.

Ask your editors, authors, and other collaborators to do the same. If your journal is online, add its web site address to your email signature. Have your hosting institution or agency add a link to your journal on their web site. It is important to make sure that your administrators are aware of your activities, and can include information about your project in their reports or goals and objectives. Contact your local libraries (academic, institutional, public) and tell them about your new journal, and ask them to include it in their list of journals. Libraries are interested in connecting readers to useful information, as well as in promoting local publishing ventures.

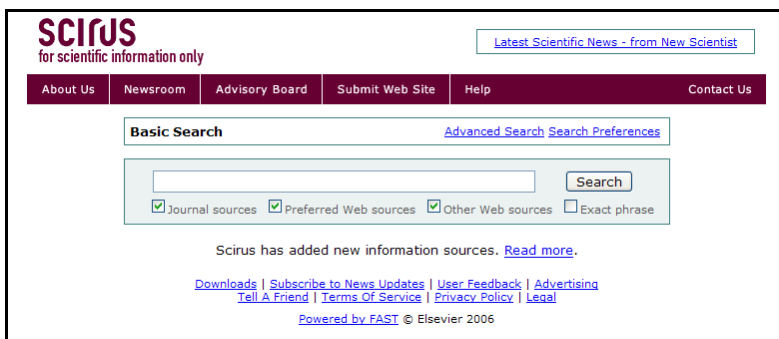
For many researchers, Internet search engines are the primary tool for finding information online. Your electronic journal can be made more visible to search engines through good web site design, application of meaningful metatags, and submitting your site to the major search engines, such as Google and Yahoo. Don't forget the global nature of the Internet, and submit to foreign versions of search engines (e.g. Google South Africa - <http://www.google.co.za/>) as well as those of your home country.

Another important place to market your site is on scholarly search engines. Google Scholar (<http://scholar.google.com>), for example, focuses exclusively on academic content.



**Figure 29: Google Scholar**

Another example is Scirus (<http://www.scirus.com/>), which searches only scientific websites.



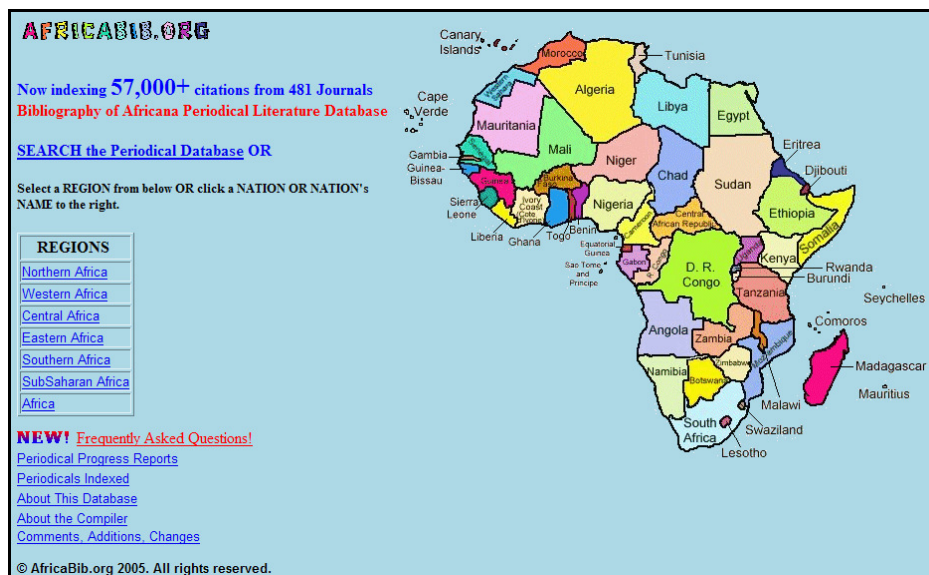
**Figure 30: Scirus**

More information on search engine optimization is available from Search Engine Watch (<http://searchenginewatch.com/webmasters/>).

Another valuable marketing tool is to provide open access to your journal's content. When people discover your journal through your marketing efforts, they will be more likely to become repeat visitors if they can read the content immediately. Delays caused by the need to pay for and process subscriptions can lead many potential readers to move on to another source of information. By providing free and instant access, you are making the job of reading your journal as easy as you possibly can.

## Indexing

Although your journal may develop a loyal community of readers who will regularly visit your web site on their own, you will reach many more researchers by participating in an indexing service, such as the Directory of Open Access Journals (DOAJ), AGRIS, or PubMed. Inclusion in an international indexing service will also demonstrate that your journal is a competitive source of information on the global stage.



**Figure 31: Africana Periodical Literature Bibliographic Database**

Indexing services take the metadata (information about the article, such as author names, article title, subjects, abstract, etc.) from several journals and provide finding aids to locate the information. Some indexing services are interdisciplinary (e.g., the Africana Periodical Literature Bibliographic Database), but most are subject-specific (e.g., African Index Medicus for medicine, AGRIS for agriculture). You will want to identify the most important indexing services for your

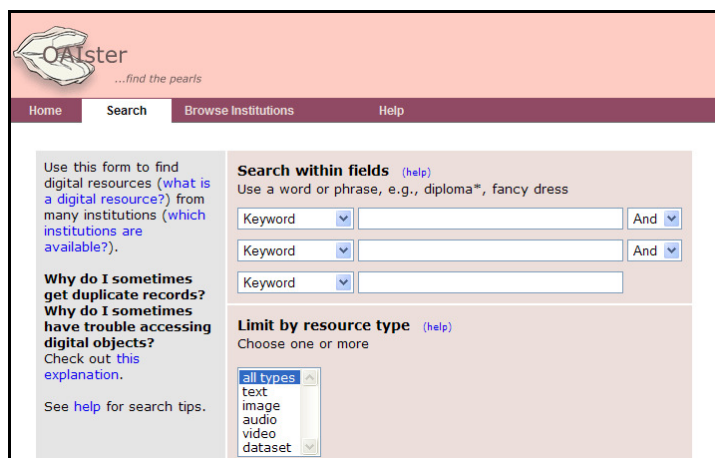
discipline, examine their criteria for being included, and contact them about participating in their service. If you are unsure of the best indexes to contact, talk with your local librarian – they will be very familiar with these resources.

Criteria for inclusion generally includes relevance to the subject area of the index, high quality content that consists primarily of articles and reviews rather than editorials or opinion pieces, a regular publishing schedule, a respected editorial board, and a peer review process being in place.

The metadata exporting feature of the Open Journal Systems software can help facilitate this process, allowing you to easily send information about your journal to the different indexing services.

Because it is possible to have your journal indexed with more than one service, it is worthwhile to contact several. If you are turned down by one of the larger services because your new journal has not yet established a record of excellence, start with some of the smaller ones. If your journal is open access, registering with the Directory of Open Access Journals is a particularly useful way of finding readers.

Another method of exposing your journal to a wider audience is through participation in an Open Archives Initiative (OAI) harvesting system. OAI harvesters, such as OAIster (<http://www.oaister.org/>), collect metadata from a wide range of journals and digital repositories, combine it with metadata from other sources, and provide readers with a searchable interface your journal's articles.



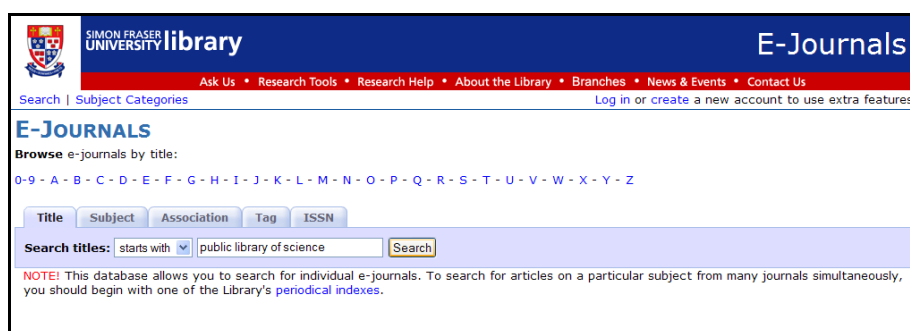
**Figure 32: OAIster**

## Libraries

One of the fundamental objectives of libraries is to connect readers to high quality content. As a journal publisher, you will want to develop a relationship with your local library, to ensure they

know about your valuable work, include your journal in their collection, and promote it to their users.

In the traditional print environment, libraries subscribe to a journal and add each physical issue to their collection. Readers visit the library, browse the journal shelves, and make choices based on what is available to them. In the online environment, with literally thousands of electronic journals that come and go, one of the challenges is getting your journal recognized and included in the library's 'virtual' collection. The virtual collection is usually made available through the library's online catalogue or electronic journal database (e.g., Simon Fraser University's electronic journal database - <http://cufts2.lib.sfu.ca/CJDB/BVAS/>).



**Figure 33: Electronic Journal Database**

Online catalogues and journal databases allow readers to browse or search for appropriate content for their research, and allow for direct linking (to your journal or your articles) into online educational resources such as course web pages, or course management systems, including WebCT (<http://www.webct.com/>) or Moodle (<http://moodle.org/>).

The most straightforward way to get your journal included in a library's virtual collection is to simply ask, letting them know about your project, and the audience you are trying to reach. Libraries are very open to collaboration and would welcome your request and the information you could provide. Another way to ensure you are part of many library collections is to become part of a larger journal entity, such as one of the open directories mentioned earlier. Most libraries provide links to the DOAJ, for example, and the DOAJ provides libraries with a list of titles to download and repurpose on their own web sites.

## International Standard Serials Number

Another way of helping people find your journal, and helping libraries manage and promote it, is to obtain an International Standard Serial Number, or ISSN. An ISSN is an eight digit, "standardized international code which allows the identification of any serial publication, including electronic serials, independently of its country of publication, of its language or alphabet, of its frequency, medium, etc." ("International Standard Serial Number", 2006). ISSNs

are widely used by libraries, citation indexes, and the publishing industry to uniquely identify journals, and are often more important than the journal title itself for serials management. Every serious journal has an ISSN, and one can be obtained free of charge from a local ISSN Centre (<http://www.issn.org/en/flexinode/table/1>). An example of an ISSN is “1544-9173” for the journal *Public Library of Science Biology*.

## Digital Object Identifiers

In addition to an ISSN, you may also consider obtaining a Digital Object Identifier (DOI) for your journal. A DOI is another standardized code, allowing libraries, citation indexes, and the publishing industry to discover your content. DOIs differ from ISSNs, however, in that they only apply to electronic information and that they uniquely identify each of your articles as well as your journal. It is important to note that even if you changed your server, renamed your journal, or even moved off of the OJS system, your DOIs would not change, providing readers with a persistent URL to your content, which is important for reliable linking into course management systems, library-created article lists, and readers’ electronic bibliographies. This is an important advantage over URL linking, which is notorious for changing in the online environment. An example of a DOI is “10.1371/journal.pbio.0040176”, for the article “Open Access Increases Citation Rate” in the journal *Public Library of Science Biology*. When the prefix “dx.doi.org/” is added to the DOI, a persistent URL is created: <http://dx.doi.org/10.1371/journal.pbio.0040176>. Entering this URL into your Internet browser will always take you directly to this article. Although not as common as ISSNs, DOIs are increasingly being used for advanced library services such as link resolving (also known as citation or reference linking). It is important to note that DOIs require the payment of an annual fee. Applications can be made to CrossRef (<http://crossref.org>), a not-for-profit network of publishers. You will also need to regularly submit your journal’s metadata to CrossRef and determine a structure for your article-level DOIs. See the CrossRef publisher site for further details: <http://www.crossref.org/publishers/index.html>.

Although not as crucial as the ISSN, the benefits of using DOIs for persistent linking are worth considering. If you decide against it for your startup journal, consider revisiting this option once you have become more established. DOIs provide yet another powerful tool for connecting your content with readers.

## Measuring Your Impact

Another method of building professional recognition is through the use of different techniques for measuring the use and impact of your journal. This will provide clear evidence of the success of your journal and allow you to regularly evaluate your progress.

With the traditional subscription model, the number of subscribers often formed the basis for understanding the usage of an individual journal. For open access journals, without a subscriber base to point to, this can be a challenge. OJS, however, does provide the option of requiring readers to register. A fee is not necessarily required for this registration, but does allow the journal to develop a better understanding of its audience. Some statistical analysis and reports are available to the OJS Journal Manager, including reporting on the number of registered users.

Another way to measure usage is through the analysis of web logs. These are records produced by the server hosting your journal which counts the number of times your journal is visited. Details such as the geographic location of the reader are also available. While web logs cannot measure whether someone briefly visited your site for ten seconds or became involved in some sustained reading for an hour or more, they do provide some understanding of use, can provide comparisons to previous months or years, and can provide some data for evaluating your impact. Google Analytics (<http://www.google.com/analytics/>) is an excellent tool for this, and interoperates directly with OJS.

Perhaps more important than the question of how many people are accessing your journal is how they are using it. This is known as measuring the “impact” of your journal. Journals with high citation impact are among the most respected and successful academic journals in their fields. Citation impact refers to how often an article, an author, or a journal, is cited by other scholars (“Citation Impact”, 2006). While this is not an uncontroversial means of measuring the value a journal is having in the academic community, it is the standard one that most people recognize and operate on the basis of. Readers looking for reliable information will often first look to journals with a high citation impact. Prospective authors, reviewers, and editors will be interested in volunteering their time with journals that have a high citation impact. Indexes and databases will want to include journals in their resources that have a high citation impact. And lastly, libraries will be motivated to promote journals with a high citation impact. All of this can lead to a cyclical pattern, where high impact journals are more likely to be used and supported, leading to more recognition, and higher impact. The challenge for every new journal is to get this process started, using some of the methods discussed in the previous section.

Of particular interest for OJS and other open access journals are the results from several studies revealing that open access policies tend to increase the citation impact of journals (“Bibliography of Empirical Studies on Open Access”, 2006). By providing free and immediate access to their content, open access journals are increasingly becoming the first choice among scholars for their research.

## Summary

Through the use of variety of marketing techniques, and taking advantage of indexing services and libraries, your journal will be discovered and read by a much wider audience. Both of these



steps are critical for the success of your journal, and do not need to be expensive or time consuming.

# Ensuring the Success of a New Journal

## Introduction

Once you have started your new journal, decided upon its focus and publication schedule, its format, economic model, and content management system, you will need to continue to work toward making it a viable, successful publication.

An important step in ensuring the success of your new journal is the recruitment of a respected, and effective editorial board. You will also need to encourage the participation of the best authors and reviewers in your field. Finally, the development of a sustainable financial model will demonstrate that your journal is prepared for the long-term challenges associated with scholarly publishing.

## Building an Effective Editorial Board

By finding local and international subject experts to participate on your editorial board, your journal will have a significant advantage in winning reader interest and respect. An effective editorial board will provide your journal with energy and enthusiasm, a clear direction, and will help to ensure that only high-quality content is published. A strong editorial board will also bring a variety of experiences and backgrounds, providing new ideas and insights for the direction of the journal. Using their own personal networks, board members will also help to promote the new journal among a wider audience. A respected editorial board will also help to get your journal included in the major indexing services, and will encourage funders to provide support, by building their confidence in your ability to succeed.

Recruiting the best editorial board members can present a challenge for some new journals. Potential board members may be hesitant to dedicate their valuable time to an unproven project. Many journals are planned or even begin publishing, but not all survive beyond the first year. The best way to encourage participation is to confront these concerns directly, by

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## Question

- ◆ How can I help to make the new journal a success?
-

demonstrating a clear vision, an established publishing framework (through the use of software such as OJS), a marketing plan, and a stable financial model.

Start by letting your own colleagues know about the new journal, and invite their participation. Find out if they know others that would be suitable for participation. Contact subject experts outside of your own network as well. Provide them with details about the journal, and invite them to participate, either in person or remotely using email and telephone meetings. This will not only help you find new board members, but will help promote the launch of your new publication to a wider group of potential readers.

## Finding Authors and Reviewers

Just as it is critical to find individuals to volunteer as board members for your new journal, you will also need to attract reviewers and authors. These people will be the source of the high quality content that will make your journal successful. You can identify potential reviewers using the bibliography of a paper that has been submitted to your journal. It will contain references to other experts in the field. Doing a literature review on the same or closely related topic may also produce possible reviewers. You will often be able to find a contact address using an Internet search engine, such as Google or Yahoo. The Internet can also help you find authors who may be interested in contributing to your journal. Visiting online journals in the same field as your journal's will often reveal some potential leads. The Directory of Open Access Journals (<http://www.doaj.org>) can be a good place to start.

As with recruiting board members, concerns may be expressed about the long-term viability of your project, and the potential for wasting their valuable time. The same factors used to alleviate the concerns of board members can be used to satisfy potential authors and reviewers as well. As with finding effective board members, use your own network of professionals, as well as inviting experts from around the world to participate. Again, this will not only uncover new contributors and reviewers, but will also be invaluable in getting the word out about your journal.

## Developing a Sustainable Financial Model

Winning the support for your new journal from your own institution, from funding agencies, from prospective board members, authors, reviewers, and readers will depend upon the development of a sustainable financial model for your publication. Unlike a book, a journal requires a long-term commitment from all of these groups to ensure its ongoing existence. And all of these groups will only dedicate their time and/or money if they see evidence of viable financing.

One of the most obvious ways to maintain financial sustainability is to make sure your costs are kept under control. By publishing online only, for example, significant production costs are eliminated. Making use of volunteers for contributions, reviews, and editing, and donated time from your own institution for copyediting, layout, proofreading, and other tasks will be

essential for maintaining an affordable model. Also, look for opportunities for donated office space, equipment, and materials, often from your own institution. By reducing costs, you will also be able to maximize your financial independence from external sources of funding.

Once you have a clear plan for reducing production costs, you can begin exploring means of funding. Your own institution may be willing to fund some of your activities, either with direct financial support, or by releasing you from other responsibilities (such as teaching) to dedicate the necessary time toward your journal. Other institutions may also have an interest in financially supporting your publication, whether your own government, non-governmental organizations, or extra-governmental organizations such as the United Nations through one of its many departments. Many of these organizations provide grants for new projects that are able to demonstrate a clear direction and have a plan for future financial independence.

Other sources of funding can include advertising, whether your journal is online or in print. For online journals, other forms of revenue generation include Google AdSense, which embeds context-sensitive advertisements on your web site, or Amazon Associates, which provides payment for linking cited books to their web site. Other text or image-based advertisements are also possible to add to your web site, all of which can provide small, but important sources of income. A variety of membership, author, and reader fees are also possible, as outlined previously.

Lastly, some journals continue to make use of paid subscriptions to fund their production, but lose the many benefits of open access. Some open access journals require a payment from the authors to help offset the cost of making their work universally available. Other open access journals may withhold the current issue of their journal for paid members or subscribers only, providing open access only to their archives.

Making use of one or more of these ideas can help you develop the sustainable financial model that your journal's funders and volunteers alike will be looking for to ensure your long-term success, and to secure their ongoing participation.

## Summary

The future of your journal can be enhanced significantly through the recruitment of effective volunteers to serve on your editorial board, to contribute articles, and to review submissions. Their work ensures a high quality of content that must be at the heart of your successful publication.

A sustainable financial model is also a critical component for any successful journal. Exploring a range of funding opportunities, from the more traditional methods such as institutional support, to more unorthodox methods like Amazon linking, to bring in micro-payments, will demonstrate the long-term viability of your new journal.

# Conclusion

This booklet examined many of the questions anyone starting a scholarly or scientific journal would ask and attempts to provide answers based on the local conditions and realities a new editor will face. Decisions need to be made about the type of journal to publish, whether to publish in print or electronically (or both), whether to make the journal's articles freely available through an open access policy, or to restrict the content to paid subscribers. A new journal must also find its audience, and the booklet outlines some marketing and indexing strategies to consider.

Unlike a book, which is published once, a journal represents an ongoing commitment requiring a continuing base of support, both financially and from the efforts of editors, authors, reviewers, and readers. This booklet provided some suggestions for recruiting people and securing sustainable sources of income, and also examined the Open Journal Systems (OJS) software for managing the publication workflow of a peer-reviewed journal. Publishing management software such as OJS can reduce costs significantly and ease the development and ongoing existence of a journal. Starting a new journal in Africa represents a significant investment of time and resources from any one person or group of people. The benefits, however, are many, with a new journal offering a valuable contribution to the world of knowledge and understanding.

# Resources

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# Useful Links

## *Adobe Acrobat*

<http://www.adobe.com/products/acrobat/>

Commercial software which allows you to convert files, such as Microsoft Word documents into PDF documents. Many online journals provide PDF versions of their articles.

## *Adobe Dreamweaver*

<http://www.adobe.com/products/dreamweaver/>

Commercial software for creating HTML documents. Many online journals publish their articles in HTML.

## *Africana Periodical Literature Bibliographic Database*

<http://www.africabib.org/africa.html>

An English-language African periodical database indexing over 57,000 citations from over 481 journals.

## *African Journals Online*

<http://www.ajol.info/>

A database of African-published journals, publishing in a range of academic disciplines.

## *African Index Medicus*

<http://indexmedicus.afro.who.int/>

An international index to African health literature and information sources from the World Health Organization, in collaboration with the Association for Health Information and Libraries in Africa (AHILA).

## *African Women's Bibliographic Database*

<http://www.africabib.org/women.html>

An English-language African periodical database indexing over 34,000 citations on the subject of African women.

## *Amazon Associates*

<http://associates.amazon.com/gp/associates/join/103-5833691-7023858>

Amazon.com offers web site owners the opportunity to generate revenue via their site.



*Bioline International*

<http://www.bioline.org.br/>

A not-for-profit electronic publishing service committed to providing open access to quality research journals published in developing countries.

*Directory of Open Access Journals*

<http://doaj.org>

A free, online directory of over 2300 scholarly, open access journals, from all disciplines and languages.

*Google AdSense*

<https://www.google.com/adsense/>

Google.com provides website publishers of all sizes the ability to display relevant Google ads on their website's content pages and earn money.

*Google Scholar*

<http://scholar.google.com>

Google's academic search engine, focused on scholarly content.

*Highwire Press*

<http://highwire.stanford.edu/>

The largest repository of free, full-text, peer-reviewed content, with 957 journals and 1,376,671 free, full-text articles online.

*International DOI Foundation*

<http://www.doi.org>

Resources for publishers to learn about the Digital Object Identifier system, and why you might want to use it for your journal.

*ISSN International Centre*

<http://www.issn.org/>

Find out more about ISSNs, including how to obtain one for your journal.

*Nvu*

<http://www.nvu.com/>

Open source software for creating HTML documents. It is freely available from their web site.

*Open Access News*

<http://www.earlham.edu/%7Epeters/fos/fosblog.html>

All the latest news from open access advocate Dr. Peter Suber.

*Open Access Working Group*

<http://www.arl.org/sparc/oa/oawg.html>

A group of like-minded organizations that advocate and work to build a framework in scholarly communication that supports open access to research.

*Open Journal Systems*

<http://pkp.sfu.ca/ojs>

Open source publication management software.

*Open Office*

<http://www.openoffice.org/>

Open source software for creating text documents. It also allows you to convert your text documents into PDF files.

*PDF Creator*

<http://www.pdfcreator.de.vu/>

Open source software that will create PDF files from many document types, including text or Microsoft Word.

*Project Muse*

<http://muse.jhu.edu/>

A collaboration between libraries and publishers providing affordable full-text online access to over 300 high quality humanities, arts, and social sciences journals from 60 scholarly publishers.

*Public Knowledge Project*

<http://pkp.sfu.ca/>

A research initiative seeking to improve the scholarly and public quality of academic research through the development of innovative online environments. PKP has developed free, open source software for the management, publishing, and indexing of journals and conferences, including the Open Journal Systems (OJS).

*Quarterly Index of African Periodical Literature*

<http://leweb2.loc.gov:8081/misc/qshtml/qsihome.html>

An index of over 300 selected periodicals from 29 African countries.

*Scholarly Publishing and Academic Resources Coalition*

<http://www.arl.org/sparc/>

An alliance of universities, research libraries, and organizations providing a constructive response to market dysfunctions in the scholarly communication system.