Marketing & communications for open-access journals

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Why I want to talk about marcomms now
Not “if” open access, but “how” and under what license

(And, e.g., is impact factor the best way to assess quality?)
Announcing a new venue for the most influential advances in life sciences and biomedical research.

Now publishing papers in:
Biochemistry | Biophysics & structural biology | Cell biology | Developmental biology & stem cells
Genes & chromosomes | Genomics & evolutionary biology | Human biology & medicine
Immunology | Microbiology & infectious disease | Neuroscience | Plant biology

THE ELIFE JOURNAL IS NOW ONLINE at elife.elifesciences.org
Marcomms & the OA journal

Or, Launching eLife
Our ambitions

1. Get journal (full of papers and) launched q4 2012
2. Publish only very important works
3. Establish an open-access venue for the very best
4. (Fresh approach to content presentation)
5. (Brand-new editorial process)
6. (Note: not to raise APCs yet)
The hurdle(s)

Prestige
Our methods (so far)

1. Put our people to work
2. Use the media to reinforce our credibility and cast a long shadow
3. Be bold, creative, and responsive
1 People

Keep them close
Include them
Respond
Embrace what’s important to them
The media

Important
Educate
Fresh look at established practices

How does/should being open-access affect how we interact with authors, press officers, and the media ahead of and at publication?
3
Creativity and the rest
Ground-breaking research selected by experts published without delay open for greater influence

eLIFE The new open-access journal

Publish your best work in cancer research.

Editorial leadership includes:

Tony Hunter  
Salk Institute  
Senior editor – Cell signaling & basic cancer biology

Charles Sawyers  
Memorial Sloan Kettering Cancer Center  
Senior editor – Oncology & translational medicine

Fiona Watt  
King’s College London  
Deputy Editor

Randy Schekman  
University of California at Berkeley  
Editor in Chief

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Results (so far)

Good rate of submissions (and publication) by the editors
Good rate of recruitment by editors
Great quality submissions
Solid degree of quality media coverage
Good differentiation and USP
How a Sea Squirt Could Help Limbs

By LEE DIE and WORLD NEWS

How a Sea Squirt Could Help Limbs

A family content in a medical gift, 42 years later

Brandies researcher offers caution and enthusiasm

By Carl Zimmer

Studying Tumors Differently, in Hopes of Outsmarting Them

By Carl Zimmer

Published: June 27, 2013

Bert Vogelstein, a cancer geneticist at Johns Hopkins University, says he is haunted by more 'Matter' Columns

Matter: A Nearly Relevant Mac
Hold Cancer-Fighting Chias, June 9, 2013

Matter: In Glittering Gens, The Practice of a Life

The first shows a man's upper body studded with large melanomas. The second shows what happened when the man took a drug called vemurafenib. Vemurafenib belongs to a relatively new class of drugs, called targeted therapy. Unlike earlier chemotherapy drugs, they attack specific molecules found only in cancer cells. In response to the vemurafenib, the tumors shrink in a matter of weeks, to the point that the man's skin looked smooth and healthy.

The third picture is a case of déjà vu. After 16 weeks of treatment, the melanoma returned. "All the lesions reappeared — every single one," said Dr. Vogelstein. "That struck me as nearly as amazing as the fact that they had disappeared."

The man died several weeks later.
Thanks!

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