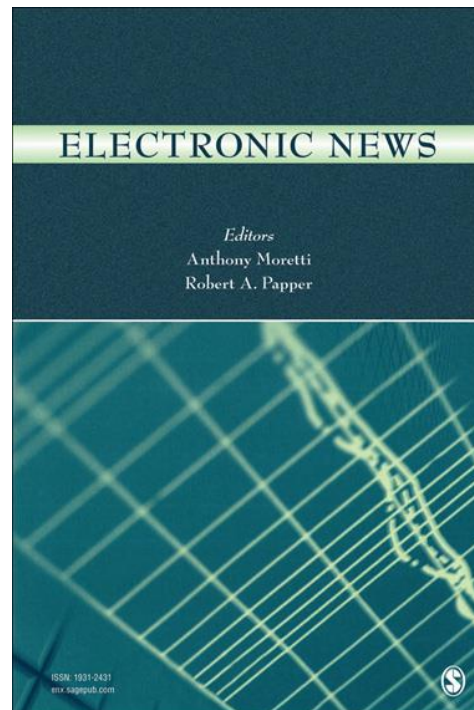




Annual Publisher's Report



7/6/16

Electronic News

Submitted to the *EN* Editorial Board and Office

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Believing passionately that engaged scholarship lies at the heart of any healthy society and the education is intrinsically valuable, SAGE aims to be the world's leading academic and professional publisher. This means playing a creative role in society by disseminating teaching and research on a global scale, the cornerstones of which are good, long-term relationships, a focus on our markets, and an ability to combine quality and innovation.



the natural home
for authors, editors & societies



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Annual Publisher's Report

ELECTRONIC NEWS

EXECUTIVE SUMMARY

This report summarizes *ENews's* 2015 performance and provides an overview of SAGE's 2016 initiatives. Below is a snapshot of the journal's key performance metrics. Following those metrics is a quick summary of the latest developments at SAGE.

Performance metrics

Circulation	<ul style="list-style-type: none">• 2015 total circulation of 7,897<ul style="list-style-type: none">○ 139 members, 7,758 organizations• 2016 YTD circulation of 7,582<ul style="list-style-type: none">○ 122 members, 7,460 organizations
Online usage	<ul style="list-style-type: none">• 2015 full-text downloads totaled 13,918<ul style="list-style-type: none">○ 2016 YTD full-text downloads total 6,887• 2015 eTOC alert registrants totaled 808<ul style="list-style-type: none">○ 2016 YTD eTOC alert registrants total 384
SAGE Track	<ul style="list-style-type: none">• 2015 manuscripts submissions totaled 31, a -22.5% decrease from 2014<ul style="list-style-type: none">○ 2016 YTD submissions total 13• 2015 acceptance rate of 54.55%<ul style="list-style-type: none">○ 2016 YTD acceptance rate of 31.82%• 2015 average time to first decision of 57.09 days<ul style="list-style-type: none">○ 2016 YTD average time to first decision of 68.5 days
Content published	<ul style="list-style-type: none">• In 2015, the journal published 4 issues totaling 270 pages<ul style="list-style-type: none">○ <i>EN</i> has published 140 pages so far in 2016• The average time from transmittal to Production to OnlineFirst publication was 25 days in 2015 and 15 in 2016 YTD
Marketing	<ul style="list-style-type: none">• Promoted the journal via our Media & Communications social media channel, that now has 3,272 Twitter followers• Started an "author care" email campaign where published authors are sent a series messages to keep them engaged with the journal and provide tips on promoting their article(s)

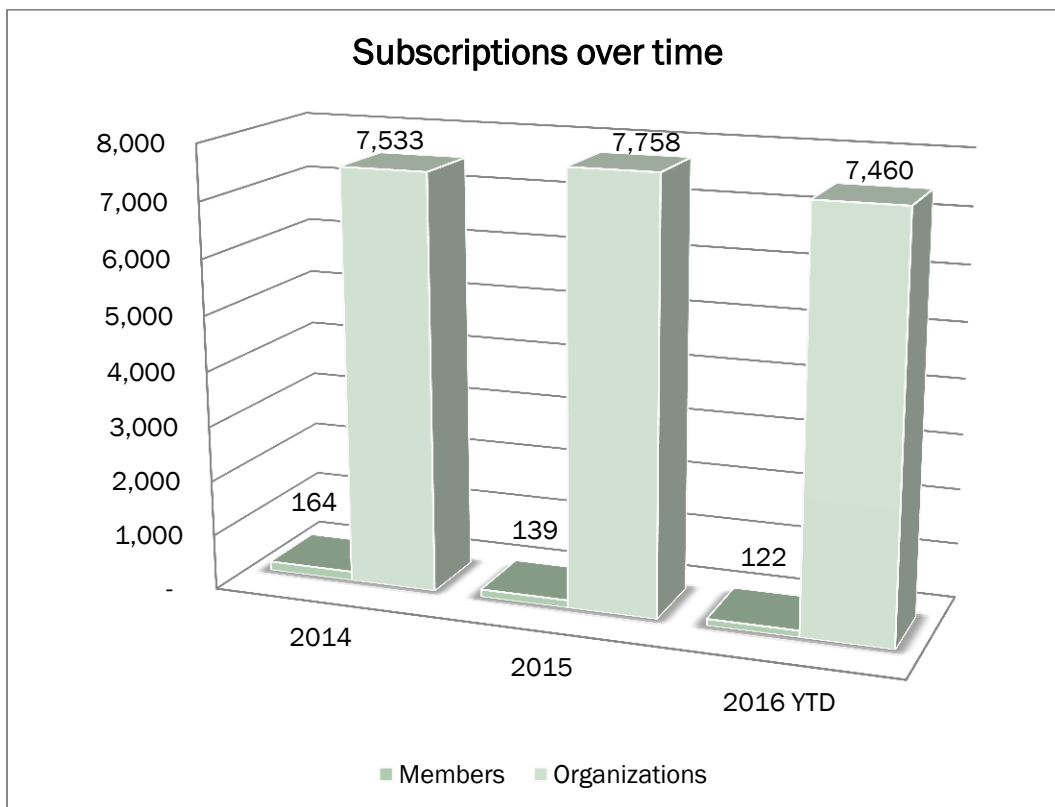
Latest developments

Editorial	<ul style="list-style-type: none">• We expanded and updated our journal author, reviewer, and editor gateway to include valuable tips and information on SAGE’s ethical guidelines and policies. Please visit www.sagepub.com/journalgateway• We made SAGE’s author posting policy more permissive, allowing authors to post their final accepted manuscript without an embargo.• As more readers use Google or open-Web searches rather than specialized or subject-specific abstracting and indexing services or databases, we examined how article changes to abstracts and keywords can improve search discoverability. Following our study, we recommend that authors include a mix of both subject-specific and more general keywords that would be used by discipline experts and readers in other disciplines.
Production	<ul style="list-style-type: none">• We’ve reduced our average time from submission of accepted articles to publication by 36% since 2010.• We’re developing an automated email that’ll provide authors a toll-free access link to their published articles upon publication.
Marketing	<ul style="list-style-type: none">• Published authors now receive a series of four “author care” emails. In order, these emails include: tips to increase article citations or downloads; ways to stay up to date with <i>ENews</i> by registering for alerts and instructions to sign up for citation alerts; a list of the most cited and read papers in the journal; and a message encouraging authors to submit again.• As the volume of research output increases, it’s more important than ever for authors to promote their own work. SAGE partners with Kudos, a third party service which provides authors with the tools and support needed to maximize the visibility and impact of their research. We’ve also expanded our use of social media to promote <i>ENews</i> and individual articles, which continues to be the most effective way to market the journal and drive more traffic to <i>ENews</i>’s SAGE Journals site.
Open access	<ul style="list-style-type: none">• SAGE Open celebrates its fifth anniversary in 2016. From launch through March 2016, the journal published 1,421 articles and received over 7,000 submissions. SAGE currently publishes more than 65 open access journals.• In 2016, SAGE plans on launching new open access (OA) journals in numerous STM (science, technical, and medical) and HSS disciplines. We’re making this significant investment because we believe OA will be a complementary publishing model to traditional or subscription-based books and journals. There has also been a marked increase in the amount of scholarly OA content published as well as funding to support or offset APCs.• Please see the open access section of this report for more information.
Advocacy	<ul style="list-style-type: none">• SAGE launched a major initiative to advocate for federal social and behavioral science (SBS) funding. We’ve partnered with the Consortium of Social Science Associations (COSSA), the Federation of Associations in the Behavioral and Brain Sciences (FABBS), and several of our society partners in this effort. Our immediate goal is to protect fiscal year 2016 SBS funding and then to build a coalition of supporters, should SBS funding be threatened in the future.

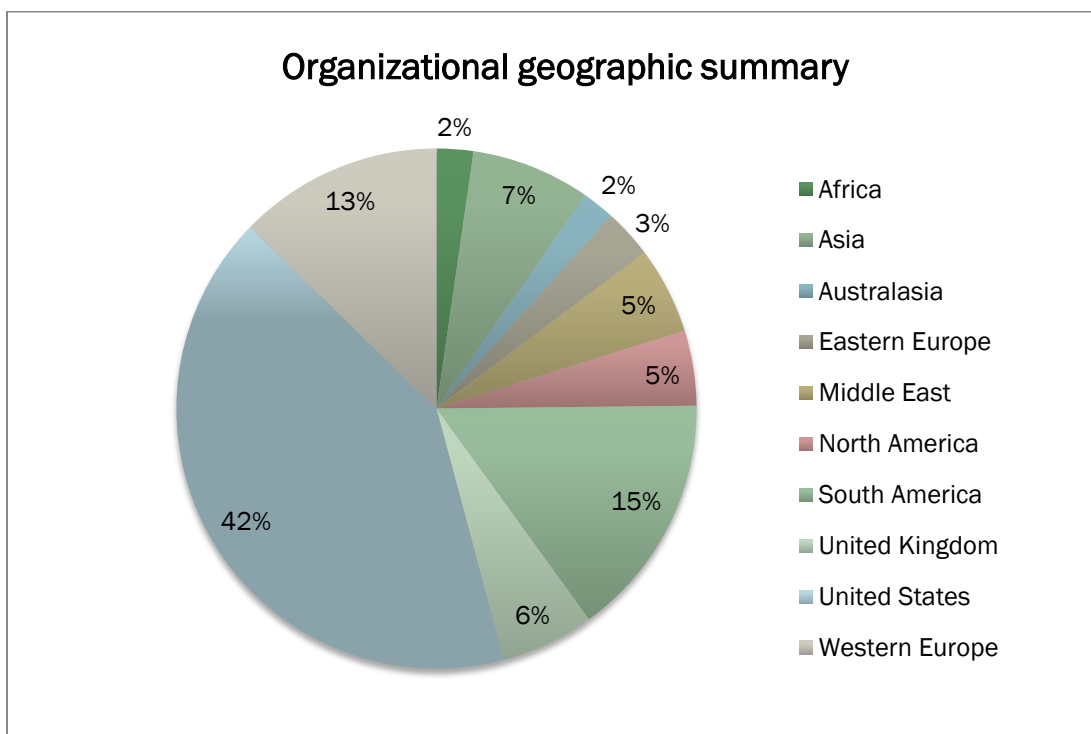
MARKET REACH AND COMMUNITY IMPACT

Circulation

Average number of subscriptions 2014-2016 YTD				
Type	2014	2015	2016	% change 2014-2015
Individuals	0	0	0	-
Members	164	139	122	-15.24%
<i>Organizations, traditional</i>	9	9	6	0.00%
<i>Organizations, bundled</i>	4	5	7	25.00%
<i>Organizations, consortia</i>	2,574	2,697	2,400	4.78%
<i>Organizations, developing world</i>	4,946	5,047	5,047	2.04%
Organizations, total	7,533	7,758	7,460	2.99%
Total subscriptions	7,697	7,897	7,582	2.60%



The following pie chart provides a geographic snapshot of *ENews*'s organizational subscribers by region in YTD 2016, excluding the developing world distribution:



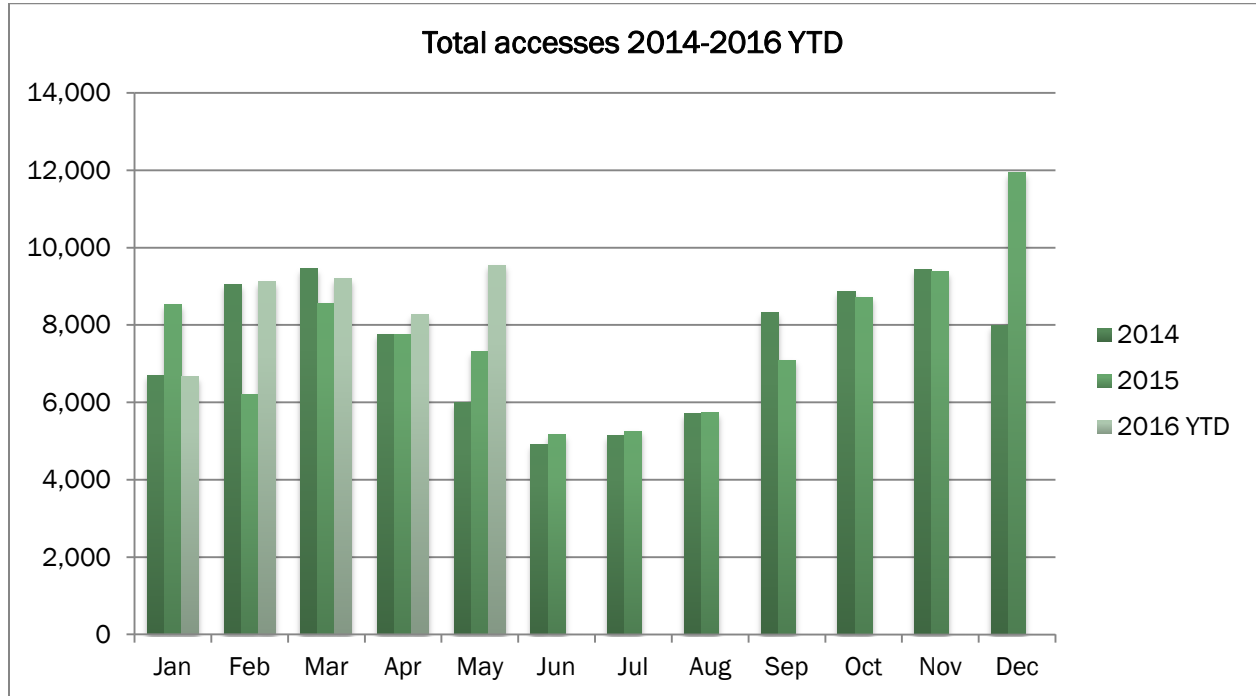
Usage data

A summary of *ENews*'s online usage by month is provided in the following table. Please note that the figures for April are skewed by SAGE's annual platform-wide free access trials.

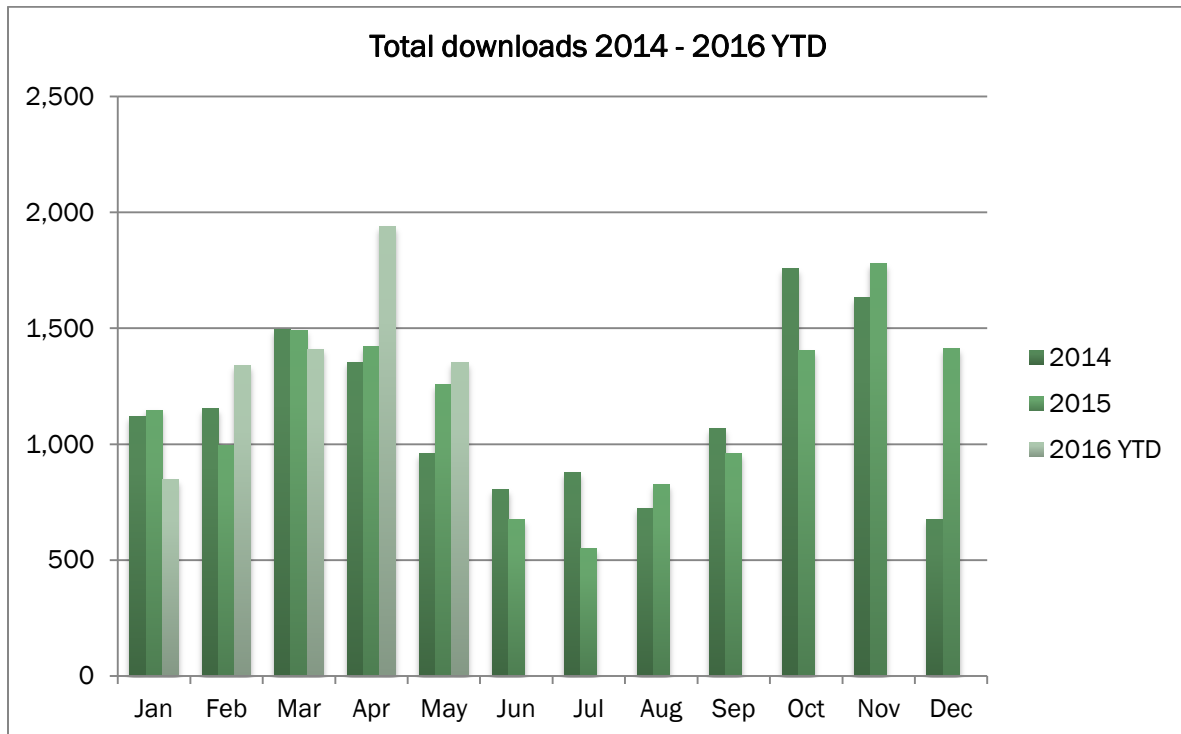
Online usage statistics					
2014	Full-text downloads*	2015	Full-text downloads*	2016 YTD	Full-text downloads*
Jan	1,121	Jan	1,147	Jan	848
Feb	1,155	Feb	995	Feb	1,338
Mar	1,495	Mar	1,492	Mar	1,410
Apr	1,354	Apr	1,421	Apr	1,938
May	959	May	1,257	May	1,353
Jun	803	Jun	676	Jun	
Jul	879	Jul	550	Jul	
Aug	724	Aug	827	Aug	
Sep	1,066	Sep	961	Sep	
Oct	1,756	Oct	1,402	Oct	
Nov	1,631	Nov	1,779	Nov	
Dec	675	Dec	1,411	Dec	
Total	13,618	Total	13,918	Total	6,887

* Full-text downloads include both HTML and PDF article usage

The following chart shows the total number of accesses to *E*News per month since 2014.



The chart below shows the number of article downloads per month since 2014.



The following table shows the ten most accessed articles from January 2015 through December 2015 on the SAGE Journals platform.

ENews's top ten most accessed articles, January 2015 to December 2015

Total accesses	Article
1,425	Dana Rosengard, Mary Tucker-McLaughlin, Tim Brown Students and Social News: How College Students Share News Through Social Media 41791.41667
618	Sherice Gearhart, Seok Kang Social Media in Television News: The Effects of Twitter and Facebook Comments on Journalism 41974.50208
602	Ed Madison News Narratives, Classified Secrets, Privacy, and Edward Snowden 41699.38333
474	Ran Wei, Guy Golan Political Advertising on Social Media in the 2012 Presidential Election: Exploring the Perceptual and Behavioral Components of the Third-Person Effect 41609.44653
360	Anthony C. Adornato A Digital Juggling Act: New Media's Impact on the Responsibilities of Local Television Reporters 41699.33542
303	Cory L. Armstrong, Fangfang Gao Now Tweet This: How News Organizations Use Twitter 40513.31806
302	Dean Cummings The DNA of a Television News Story: Technological Influences on TV News Production 41883.47083
282	Andrew C. Billings, Brittany D. Young Comparing Flagship News Programs: Women's Sport Coverage in ESPN's SportsCenter and FOX Sports 1's FOX Sports Live 42064.37708
229	Kelly K. Davis, C.A. Tuggle A Gender Analysis of NBC's Coverage of the 2008 Summer Olympics 41061.28542
216	Deb Wenger, Lynn C. Owens An Examination of Job Skills Required by Top U.S. Broadcast News Companies and Potential Impact on Journalism Curricula 41334.30694

Below you'll find a breakdown of Altmetric scores for articles published in volume year 2015.

ENews's highest scoring Altmetric articles, January 2015 to December 2015

News and Blog Outlets	Social Media Mentions	Mendeley Readers	Altmetric Score	Article
1	7	3	16	"Truthiness" and Second-Level Agenda Setting Satire News and Its Influence on Perceptions of Television News Credibility
1	1	1	13	Comparing Flagship News Programs Women's Sport Coverage in ESPN's SportsCenter and FOX Sports 1's FOX Sports Live
0	6	1	5	The Fast and the Erroneous Journalism's Reaction to CNN's Misreporting of a SCOTUS Decision
0	4	4	3	Using Social Media to Analyze Candidate Performance During Televised Political Debates
0	4	7	3	Tweets on Television News The Nature and Effects of Campaign Coverage of Twitter
0	2	7	2	Trust Me, I Am Your News Channel Media Credibility Across News Platforms in the United States and South Korea
0	2	8	2	News Engagement Versus News Consumption Does Online News Use Promote Civic Engagement?
0	1	2	1	Missing White Woman Syndrome How Media Framing Affects Viewers' Emotions
0	1	6	1	More or Less? Multimedia Effects on Perceptions of News Websites
0	1	0	1	Murder Incorporated Market Orientation and Coverage of the Annie Le Investigation
0	1	6	1	News on the Move Predictors of Mobile News Consumption and Engagement Among Chinese Mobile Phone Users
0	1	5	1	Co-Viewing, Tweeting, and Facebooking the 2012 Presidential Debates

Top 20 organizations accessing ENews

The following table shows the organizations that accessed ENews most frequently from January 2015 through December 2015.

Top 20 accessing organizations			
1	Queens University	11	Ryerson University
2	Cairo University	12	Syracuse University
3	Davidson College	13	University Of Missouri-Columbia
4	IAE Paris	14	Liberty University
5	MARA University of Technology	15	University Of Leicester
6	University Of Technology Sydney	16	University of New South Wales
7	Indian Institute of Management, Kozhikode	17	Arizona State University
8	George Washington University	18	Pennsylvania State University
9	Carleton University	19	University Of The West Of England
10	University of Utara, Malaysia	20	University of Queensland

Google Analytics data

Google Analytics is a robust reporting tool that provides us with a variety of data on how *ENews's* SAGE Journal site is used. We can use these analytics to learn about the journal's users, including: how they reached the journal; where they're located; and, the device or operating system they're using. We've captured some of the more useful information in the following tables for January 2015 to December 2015.

Top referring traffic sources					
	Source	Visits		Source	Visits
1	scholar.google.com	1,024	11	scholar.google.ca	89
2	online.sagepub.com	897	12	contentproxy.phoenix.edu	80
3	crx.sagepub.com	262	13	nms.sagepub.com	78
4	jss.sagepub.com	198	14	scholar.google.com.au	78
5	poq.oxfordjournals.org	181	15	t.co	77
6	jou.sagepub.com	162	16	scholar.google.nl	68
7	com.sagepub.com	136	17	rx9vh3hy4r.search.serialssolutions.com	66
8	irs.sagepub.com	135	18	sagepub.com	64
9	scholar.google.co.uk	131	19	ssc.sagepub.com	64
10	hij.sagepub.com	100	20	eu.alma.exlibrisgroup.com	58

Geographic location of visitors					
	Country/territory	Visits		Country/territory	Visits
1	United States	9,610	11	Philippines	312
2	Canada	2,036	12	Hong Kong	268
3	United Kingdom	1,915	13	Indonesia	261
4	Australia	1,324	14	New Zealand	216
5	India	646	15	South Africa	177
6	Germany	557	16	Austria	176
7	Malaysia	515	17	Iran	174
8	China	512	18	Singapore	169
9	Netherlands	482	19	Pakistan	168
10	Egypt	353	20	South Korea	167

Mobile distribution of usage

	Device type	Visits
1	Apple iPhone	490
2	Apple iPad	383
3	(not set)	331
4	Microsoft Windows RT Tablet	45
5	Apple iPod	14
6	Samsung SM-G900A Galaxy S5	11
7	Opera Opera Mini for S60	10
8	Samsung SM-G900V Galaxy S5	10
9	Google Nexus 5	8
10	Huawei Y511-U30 Ascend	8

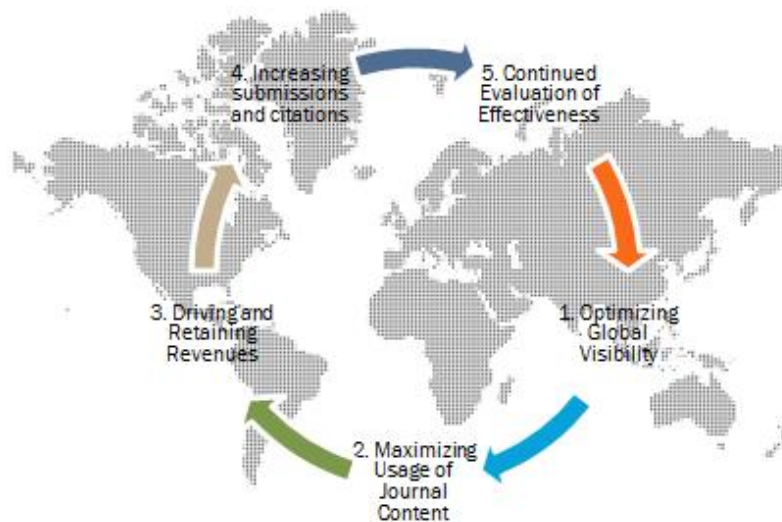
MARKETING STRATEGY

In 2015 and 2016 YTD, we focused on online discoverability and search engine optimization, providing flexible content offerings for the global library community who are under increasing financial constraints. We employed social media tools in particular, such as Twitter, Facebook, and blogs, to facilitate these objectives and connect with authors and readers.

Marketing objectives

Our chief objective is to increase *ENews*'s worldwide visibility, reach, and readership, including subscribers. We use an integrative approach that merges multiple marketing channels with input from our colleagues in SAGE's sales, marketing, and production departments.

The graphic below breaks down our top-level objective into actionable strategies that we'll expand upon shortly.



Optimizing discoverability and visibility

Our marketing activities are designed to make the journal and articles more discoverable on the open Web and visible within the scholarly community. We use social media and targeted media promotions to reach the widest possible audience for *ENews*; this distribution helps support the journal's usage and revenue growth.

USING SOCIAL MEDIA FOR PROMOTION

SAGE regularly promotes *ENews* content via our Media & Communications social media channel. This channel currently has 3,272 Twitter followers and grew 4.5% in the last three months. We have recently featured the following tweets:

Recent *ENews* social media promotions

Plat.	Date	Message	Plat.	Date	Message
Twitter	4/17/16	Examine representations of #LatinoIdentity and #Latinocommunities in #Salinasnews. http://ow.ly/10SlIX	Twitter	2/23/16	The March issue of Electronic News is here! Table of contents here: http://ow.ly/Yxz9C
Twitter	3/16/16	Examine news outlets' coverage of #globalwarming in this month's issue of Electronic News - http://ow.ly/ZdHjQ	Twitter	12/4/15	New research-Tweets on Television News: The Nature & Effects of #Campaign Coverage of #Twitter http://ow.ly/UU6FQ
Twitter	11/5/15	Help Wanted: #Mobile #Journalism Skills Required by Top U.S. #News Companies. Find out if you have the skills: http://ow.ly/U3SYo	Twitter	10/28/15	Using #SocialMedia to Analyze Candidate Performance During Televised Political #Debates http://ow.ly/TmAGt

Podcasts remain a valuable tool to promote journal content. They're a great way to connect with a wider audience and extend the ideas presented in an article. SAGE and *ENews* podcasts are readily available to students and scholars on our SAGE iTunes channel, libsyn and on the journal's website. Recording podcasts is very easy—all it takes is a 10-15 Skype call, and your SAGE team will take care of the rest. For more information about podcasts, or if you'd like to schedule a recording session, please contact your SAGE Editor, Martha Avtandilian.

Please see Appendix II for our tips on how you can help promote *ENews* using social media.

TARGETED MEDIA PROMOTIONS

SAGE regularly promotes topical articles to the media through a focused press release program and by direct contact with journalists. SAGE has also launched a Twitter channel ([@SAGE_News](https://twitter.com/SAGE_News)) for journalists to follow the latest research from all of our disciplines. We also use SAGE Insight, our topical research blog, to promote the journal and articles. Bookmark the blog: <http://connection.sagepub.com/insight/>

We've published over 300 posts on the blog which receives over 5,000 monthly visits. The most-viewed featured article received more than 2,000 hits.



Maximizing journal usage

Our focus on usage is a way of concentrating on *ENews's* most important customers: libraries and authors. Librarians increasingly rely on usage data to make subscription purchase or renewal decisions. Authors assess a journal's total impact—reputation, timeliness, services, and Impact Factor—before submitting a manuscript.

To help build *ENews's* usage, which should lead to more citations, we:

- Conduct usage campaigns
- Promote articles through discipline newsletters and social media
- Place banner or Web ads to promote the journal
- Promote the journal at select conferences
- Provide authors helpful tips for promoting their own articles
- Hold SAGE Journals platform-wide and discipline specific free trials where anyone who registers can access *ENews*

BANNER ADS

Banner advertisements have become one of our most powerful marketing tools given the great volume of traffic on SAGE Journals. Placing banner ads on *ENews's* homepage is an effective way to reach the journal's authors and readers, and to promote initiatives or events. Some examples are below.



EMAIL CAMPAIGNS

ENews is featured in discipline email campaigns throughout the year. We also feature news about journals (new editors, frequency changes, etc.) in editions of the SAGE Librarian Newsletter. The journal currently has 834 readers signed up to receive email alerts, including table of contents email alerts.

CONFERENCE PROMOTION

Conferences undoubtedly remain very important in terms of providing an opportunity for editors to network, acquire papers and evaluate new research, and we'll do what we can to support these activities.

We evaluate our conference attendance and budgets annually, and continue to exhibit at the major conferences in Communication to promote the journal.

We also create journal business cards for our editors to take and distribute at various events. While simple, these cards are an effective tool to solicit papers, raise awareness of the journal, and drive traffic to the journal site.

Driving and retaining journal revenues

Growth in ENews's revenues will likely come from increased consortia and special sales. SAGE has sales offices in Los Angeles, London, New Delhi, Singapore, and Washington DC with sales representatives in the field globally, bringing in new organizational customers. We're seeing rapid consortia sales growth in the Middle East, Southeast Asia, and South America.



While SAGE Premier, the database of all of SAGE's journals, is the primary product sold to new consortia customers, our sales representatives regularly feature *ENews* as a way of demonstrating the database's value to patrons. Please contact your Publishing Editor, Martha Avtandilian, if you'd like to know more.

Increasing submissions and citations

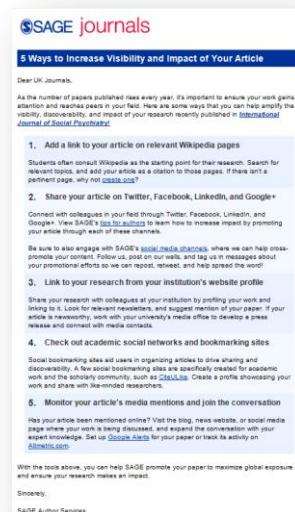
We have a variety of marketing efforts designed to get authors to submit manuscripts to and cite *ENews*. These efforts include our new "author care" emails mentioned earlier, Impact Factor promotions, and "curated" promotions. Below is more information on the author care emails and curated promotions.

AUTHOR ENGAGEMENT

As authors already have an established relationship with your journal, they are a prime market segment for us to target in order to achieve our marketing objectives. They are also the best advocates for their own work, well-positioned to drive usage and dissemination of their article. To maximize engagement with authors, as well as give them the support they need to actively promote their article, SAGE sends a series of email campaigns providing tips and resources. When an author publishes a paper, they will receive the following emails:

- Maximize impact: Expert tips and advice on how to increase their article's usage and citations.
- Sign up for alerts: Email alerts help authors stay up to date on the latest content from their journals, and citation alerts notify authors when their articles are cited on the *SAGE Journals* platform.
- See what's trending with peers by visiting the most-read and most-cited feeds on the journal's website.
- Submit again or recommend the journal to colleagues.

Authors receive one email per quarter across the span of a year.



PARTNERING WITH KUDOS TO INCREASE IMPACT

SAGE is committed to supporting authors and providing them with an exceptional level of service. This commitment extends beyond the production process and into post-publication.

As the volume of research output increases, it's more important than ever for researchers to promote their own work. Many want to do this, but don't know where to start. SAGE partners with Kudos, a third party service which provides authors with the tools and support to enable them to maximize the visibility and impact of their research.

As a result of our partnership, authors of *ENews* can benefit from this innovative service. Kudos allows authors to explain, enrich, and share their article, as well as measure the impact of their actions. In the initial pilot study conducted in late 2013, authors using the Kudos sharing tools saw a 19% increase in downloads for their published work. For more information, see www.growkudos.com

By registering on Kudos, authors can:

- ✓ Add a lay summary to explain their article for a broader audience
- ✓ Add supplementary data such as podcasts and videos to enrich their article
- ✓ Share their paper directly on Twitter, Facebook, LinkedIn and by email
- ✓ Measure impact through seeing citations and Altmetric scores for their work

Upon publication of their article online, authors will receive a personalized email inviting them to register on Kudos and start using this free service.

So far in 2016 YTD, *ENews's* Kudos activity is as follows:

Kudos activity						
Publications on Kudos	Publications linked to a registered user	Publications Explained	Publications Shared	Kudos Views	Clicks on Shared Links	Clicks from Kudos to the DOI
23	6	2	1	35	13	0

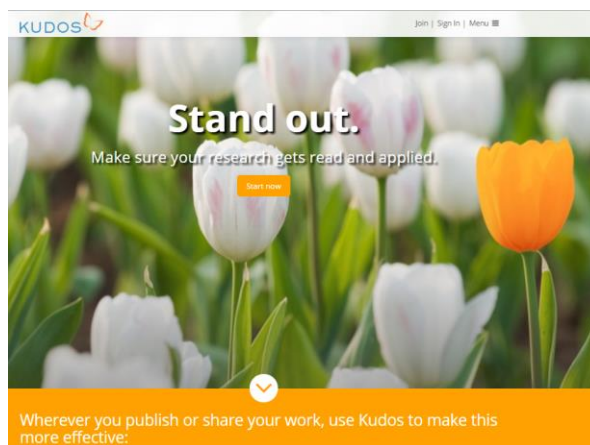
CURATED PROMOTIONS

We've found that recommended reading lists or virtual special issues or article collections are valuable tools for incorporating *ENews* in the classroom or reaching a specific or topical audience.

For recommended reading lists, work with the editorial team to create topical collections that can be used in the classroom or in discussion groups. Members of the editorial board are asked to write an introduction to the collection and each article. These are available on *ENews's* homepage and are beneficial to new professors or students looking for additional reading. For an example, visit *Gender and Society in the Classroom* here:

<http://gas.sagepub.com/site/misc/Index/Classroom.xhtml>

Virtual special issues or curations are collections of recently published articles that highlight an important topic in the field, often with an introduction. These curations are excellent vehicles for broadening the reach of the journal among students, colleagues, or a specific audience who may not regularly visit *ENews*. For an example, visit the *Urban Studies Virtual Special Issues* here: <http://usi.sagepub.com/site/edchoice/intro.xhtml>



EDITORIAL CONTENT AND BIBLIOMETRICS

Articles and pages published

The following table summarizes the number of articles, issues, and pages published in the current and past two volume years.

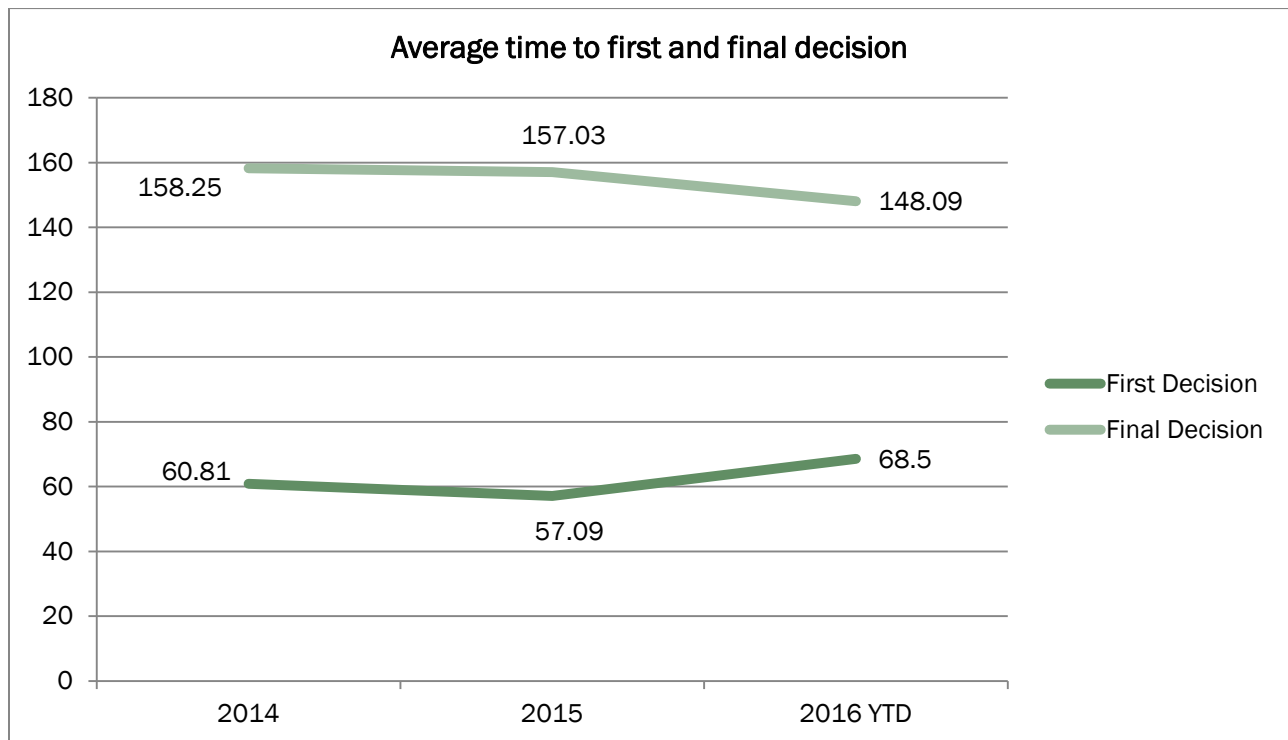
2016 YTD					
Volume	Issue	Cover date	Articles published	Pages published	Page budget
10	1	March		68	65
10	2	June		72	65
10	3	September		awaiting	65
10	4	December		awaiting	65

2015					
Volume	Issue	Cover date	Articles published	Pages published	Page budget
9	1	March		71	65
9	2	June		68	65
9	3	September		78	65
9	4	December		53	65

2014					
Volume	Issue	Cover date	Articles published	Pages published	Page budget
8	1	March		79	65
8	2	June		73	65
8	3	September		83	65
8	4	December		69	65

Time to first decision

The following chart shows *ENews*'s time from submission to first decision and final decision.



Editorial office and SAGE Track data

In 2015, *ENews's* SAGE Track site received 31 new manuscript submissions, a -22.5% decrease over the 40 new submissions received in 2014. In 2016 YTD, we received 13 submissions. *ENews's* rejection rate was 45.45% in 2015 and 68.18% in 2016 YTD. This rejection rate represents research article manuscript decisions committed in cited years, but does not account for all manuscripts submitted in this date range. These statistics may vary from those kept by the editorial office due to how manuscript and rejection rates are calculated. The tables below provide more details on manuscripts submitted.

Manuscript submissions 2015						
Manuscript submissions received			Manuscripts accepted			
Country	# received	Percentage of total	Accept	Reject	Total	Accept ratio
United States	29	93.5%	18	14	32	56.25%
Canada	2	6.5%	0	1	1	0.00%
Total	31	1	18	15	33	54.55%

Manuscript submissions 2016 YTD						
Manuscript submissions received			Manuscripts accepted			
Country	# received	Percentage of total	Accept	Reject	Total	Accept ratio
United States	11	84.6%	7	12	19	36.84%
Germany	1	7.7%	0	1	1	0.00%
Pakistan	1	7.7%	0	1	1	0.00%
Canada	0	0.00%	0	1	1	0.00%
Total	13	100.0%	7	15	22	31.82%

OPEN ACCESS

Overview

Open access is a publishing model whereby research articles are made freely available online and licensed so as to permit relatively uninhibited reuse. There are two specific open access models: Green and Gold. Green open access is an archiving policy where the author accepted version of the article (post-peer review but pre-copyediting and formatting) is deposited in a repository or posted on a website and is freely available to all. Gold open access refers to articles that are completely free and available online, without subscriptions or paywalls. Hybrid open access is a version of Gold that allows authors to publish in traditional subscription journals, but make their individual article open for a fee.

SAGE provides Green, Gold, and Hybrid open access options. Our Green policy allows authors to post their accepted manuscript on their website or in their institution’s repository immediately upon acceptance. Posting in other repositories-such as PubMed Central (PMC)-is permitted after a 12-month embargo. Alternatively, authors can pay to make their article immediately available through our Hybrid program, SAGE Choice. Eligible SAGE Choice articles are automatically deposited into PMC on the author’s behalf. SAGE also has a growing portfolio of Gold open access journals. The timeline below shows the evolution of OA and highlights several recent developments, including the White House’s directive for most federally funded research, either in the form of the final peer-reviewed manuscript or the final published article, to be made freely available to the public no later than 12 months after publication. This policy change, in concert with a similar policy enacted by the United Kingdom and the European Commission, may have profound effects on scholarly publishing and journals like *Electronic News*.

Open access timeline	Milestone / SAGE development
2000 20,700 OA articles published p/yr	<ul style="list-style-type: none"> BioMed Central, the first major OA journal publisher, incorporates.
2002	<ul style="list-style-type: none"> The Budapest Open Access Declaration, a defining event in the OA movement, is signed.
2003	<ul style="list-style-type: none"> PLOS, or the Public Library of Science, launches PLOS Biology.
2006	<ul style="list-style-type: none"> PLOS launches <i>PLOS One</i>, the first open access “mega journal.”
2007	<ul style="list-style-type: none"> SAGE partners with HINDAWI to start an open access publishing program and experiment with business models.
2008	<ul style="list-style-type: none"> NIH Public Access Act becomes law and requires that NIH funded papers must be freely accessible within 12 months of publication. SAGE helps form the Open Access Scholarly Publishers Association (OASPA), an industry group dedicated to promoting OA best practices.
2009	<ul style="list-style-type: none"> The Compact for Open Access Equity (COPE), a declaration of US research universities and their libraries, forms and calls for institutions to set aside funds to pay author fees.
2010	<ul style="list-style-type: none"> Harvard University announces its open access policy mandating OA publishing for its faculty authors, the first such policy at a major US institution. SAGE launches <i>SAGE Open</i>, the first OA mega-journal for the humanities and social sciences.
2011 340,000 articles 6,713 OA journals	<ul style="list-style-type: none"> <i>PLOS One</i> becomes world’s largest journal, publishing 14,000 a year.
2012	<ul style="list-style-type: none"> UK adopts the Finch Report, requiring any publically funded research to be made freely available no more than six months after publication, to be implemented by 2016. <i>SAGE Open Medicine, SAGE Open Engineering, and SAGE Open Medical Case Reports</i> launch.
2013 9,804 OA journals 2,250 OA repositories 240 institutions with OA mandates	<ul style="list-style-type: none"> The White House Office of Science and Technology Policy (OSTP) announces a goal of making any research funded by a federal agency with an R&D budget of over \$100M freely accessible to the public no later than 12-months after publication. Also, the European Commission announces its support of the UK OA policy and sets goal that 60% of funded research will be freely available by 2016. SAGE reduces its SAGE Choice/Gold OA fee for many of its humanities and social science journals to make OA publishing more accessible for authors.
2014	<ul style="list-style-type: none"> The Higher Education Funding Council of England (HEFCE) announces their OA policy, stipulating that to be eligible for consideration for the next Research Excellence Framework (REF) all research articles must be made open access at the point of acceptance. The Gates Foundation announces its OA policy that all research founded by it must be made open access with no embargo period. A two-year transition period will allow for a 12-month embargo. SAGE invests in PeerJ

Latest developments

SAGE is making a significant investment in OA publishing. We believe that OA journals will complement our existing journals program, providing an alternative route to publication for authors who are required to pursue, or are simply interested in, an open access option.

Gold open access is now an established business model. The success of journals like *PLOS One* and publishers like *BioMed Central* show that open access publishing is commercially viable. Further, open access supports high-quality scholarly work and is not vanity publication. SAGE firmly believes OA journals can and must be held to the same standards for ethics, research integrity, and methodological soundness as other journals. As we expand our OA program scholarly contribution and quality are our first considerations.

As noted in the timeline, there's been tremendous growth in OA publishing and both SAGE and *Electronic News* must position ourselves for the future. We must weigh the benefits of OA against the threats it poses for existing journals and subscription revenues. Our general approach is to evaluate the impact of OA through judicious experimentation that minimizes business risk. We encourage our partners to adopt a similar approach.

What does this all mean for SAGE and journals like *Electronic News*?

In the short term (2-3 years):

- The editorial office is likely to receive more queries about the journal's open access policies and offerings
- There may be pressure from authors to reduce decision and publication times as OA journals often have shorter review cycles and publish papers faster
- As more institutions and funding agencies set aside funds to cover APCs, the number of authors opting into the SAGE Choice program is likely to increase
- With more OA journals launching, there may be greater competition for manuscript submissions
- The value of established journals as gatekeepers, or validators of quality research, is likely to increase
- Most journals' circulation and finances will be unaffected by the wider adoption of OA
- SAGE will continue to develop its OA policies, APC structure, and will report back regularly
- We'll continue to experiment and pay close attention to the market
- With so many OA policies under consideration at both the institutional and governmental level, it's imperative to stay informed and advocate for deliberate and sensible OA policies that work for the entire scholarly community

In the long term (>3 years):

- The future is uncertain. While our experience shows that adoption of Green OA has not affected subscription revenues we do not have conclusive data on how Gold OA may affect revenues in the future. Gold OA mandates, like those recently enacted in the UK, and particularly mandates with short embargo periods, may create financial pressures on journals and our society partners
- We expect the rapid growth of OA to continue. Some predictive models, like those by Laakso and Bjork, show that the number of OA articles published per year will exceed the number published in subscription-based journals by 2017. As such, small journals, especially those that aren't well established, may face acute challenges to maintain their paper flows and subscription bases

While we don't intend to be alarmist, we do want to convey both the rapid pace of change and our long-term uncertainty. SAGE was founded to support the wide dissemination of scholarly literature. We have offered OA publishing options for numerous years and will continue to experiment with and support OA publishing in the future. We're committed to working with authors, editors, and society partners, keeping you informed, and advocating for OA models and policies that support the entire community.

Please contact your Publishing Editor, Martha Avtandilian, if you'd like more information or if you have any questions.

ADVOCACY

With measures such as the Coburn Amendment of 2013, FIRST Act of 2014, and now the [America COMPETES Reauthorization Act of 2015](http://www.socialsciencespace.com/2015/05/competes-bill-that-halves-social-science-budget-passes-house/) (<http://www.socialsciencespace.com/2015/05/competes-bill-that-halves-social-science-budget-passes-house/>), the value of social and behavioral science (SBS) has been called into question with alarming frequency in recent years. Through these bills and others, certain U.S. legislators have attempted to cut federal funding for SBS research by as much as 45%, put political restraints on individual disciplines, and undermine the independent review processes of expert bodies such as the National Science Foundation. These actions threaten not only social and behavioral scientists, but the entire science community, and minimize the potentially life-improving impact of SBS for society at large.

SAGE takes these threats very seriously. For some time, we have supported initiatives from key umbrella social science groups such as the National Research Council's Division of Behavioral and Social Science and Education (DBASSE), the Consortium of Social Science Associations (COSSA), and the Federation of Associations in Behavioral and Brain Sciences (FABBS) to promote and protect SBS research. Since the summer of 2013, we have worked with COSSA, FABBS, the Council of Professional Associations on Federal Statistics (COPAFS), the American Association for the Advancement of Science (AAAS), the American Association of Universities (AAU), and a range of associations and universities on a wide campaign to make the case for SBS in Congress.

Together, we have participated in more than 100 meetings with lawmakers or their staffs to educate them on the unique, positive impact that SBS research makes on individual lives and society as a whole and to oppose bills such as the House of Representatives' version of the COMPETES Act (H.R. 1806; see a statement from SAGE [here](http://www.sagepub.com/press/2015/april/7.sp): <http://www.sagepub.com/press/2015/april/7.sp>). Regardless of the outcome of bills such as these, building supportive relationships with members of Congress and demonstrating that supporters of SBS are active, diverse, and willing to persevere, will benefit our important cause.

In addition to our Capitol Hill [visits](http://www.sagepub.com/press/2015/june/23.sp) (<http://www.sagepub.com/press/2015/june/23.sp>), we write and sign on to letters to our policymakers in support of our sciences (read a recent letter [here](http://www.sagepub.com/press/2015/june/23.sp): <http://www.sagepub.com/press/2015/june/23.sp>), and support, sponsor, and organize Capitol Hill briefings and events in which we enable researchers to explain the impact of their work themselves (read about a recent event we organized [here](http://connection.sagepub.com/blog/sage-connection/2015/05/07/age-celebrates-50-years-with-esteemed-authors-and-alan-alda-part-i/): <http://connection.sagepub.com/blog/sage-connection/2015/05/07/age-celebrates-50-years-with-esteemed-authors-and-alan-alda-part-i/>). We are also helping to coordinate longer-term plans with the SBS community to strengthen the voice of the social and behavioral sciences. We are confident that fostering dialogue about the value of social and behavioral science research will lead to new opportunities for funding of SBS research. Furthermore, through our sponsorship of [Social Science Space](http://www.socialsciencespace.com/) (<http://www.socialsciencespace.com/>), we are dedicated to keeping the public updated on these issues.

While we recognize that a great challenge lies ahead, SBS research rests at the heart of our publishing program, and we will continue to passionately advocate for it for many years to come.

CONCLUSION AND ACTION ITEMS

We hope that you've found this annual report on *ENews* to be useful. We welcome your feedback on our report and we encourage you to contact your SAGE Editor, Martha Avtandilian, with any questions. As with previous years, we'd like to end this report with a few suggestions.

In 2013, a SAGE team studied editorial board performance and peer-review practices to see how journals can decrease time to publication and become more efficient. We gathered a variety of data on the journals we published and surveyed over 170 journal editors. The study resulted in the best practice recommendations shared below. While *ENews* may already follow many of these practices, we encourage you to discuss any new practices below with your editorial board and/or society leadership.

Best practices

Peer-review

- Triage a greater number of manuscripts and consider allowing associate or action editors to make triage decisions as well. Triage will greatly reduce reviewer burnout and most authors are thankful since their papers won't be tied up in review for months with little chance of acceptance. The average triage rate for SAGE published journals is near 30%.
- Reduce the expected review turnaround time to three weeks and send frequent reminders. You can always grant extensions as needed.
- The average time to first decision for SAGE published journals is 47 days. The average time to final decision is 66 days. Aim to reduce your times to first and final decision to 45 and 60 days respectively.
- Don't send revised manuscripts out for another round of external reviews unless necessary. If necessary, send the manuscript out to the initial set of reviewers unless there are extenuating circumstances.

Editorial board management

- Increase the size of your editorial board. In doing so consider:
 - The geographic diversity of the board and adding more international scholars
 - Making sure the breadth of the field/research domain is covered
 - That the board has the necessary expertise or specialists to handle unique manuscripts
- Set performance expectations for board members and replace those who fail to meet expectations. 55% of the journals we surveyed required members to complete at least three reviews a year. We also recommend appointing members to the board for a fixed term to prompt periodic reviews.



APPENDIX I

ENews's SAGE team

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APPENDIX II

Using social media to promote *E*News

- 1. Contribute to Wikipedia** – We recognize that many students use Wikipedia as the starting point for their research. If there are pages that relate to themes, subjects or research that your journal covers, add your journal as a reference, with a link to it on SAGE Journals. We have now also created a basic page for *E*News which, by adding additional content to, will increase the discoverability of your page.
- 2. Join Facebook or LinkedIn** – Setting up a **Facebook** page for your journal is a simple way of engaging with readers outside the journal itself. SAGE can provide you with guidelines on how to make the most of the opportunity. **LinkedIn** is a network of professionals worldwide, with more than 55 million members. When setting up your profile remember to include mention of your journal. You can also use the site to connect with authors you would like to publish or set up a group for your journal.
- 3. Upload videos and audio** – User-generated and multimedia content – e.g. podcasts and YouTube videos – are an increasingly important research resource, especially for students. If you already have video content relevant to your journal or to specific articles please let us know and we will add it to the SAGE YouTube channel. If you are interested in exploring multimedia content for your journal further, please speak to your SAGE Editor.

- 4. Join Twitter** – Twitter is a micro-blogging service that enables its users to send and read short text-based messages known as tweets. Twitter allows you to set up search terms so you can monitor what is being talked about in your areas of interest – you can then comment on the relevant conversations. The more you engage, the more people will follow you to listen to your comments and recommendations. As followers come to you, rather than you approaching them, Twitter is an ideal way to reach new audiences. SAGE has guidelines to support setting up and using Twitter. Should you have an existing twitter account, please let us know and we will endeavour to re-tweet your content.
- 5. Join academic social networking sites** – Academics, researchers and students use online social communities as a way of meeting and exchanging ideas with people who share the same research interests. These sites offer an immediate way to monitor what other people are looking at in your field or as a way to commission papers around online conversations. If there aren't any groups talking about your research interests – set one up. Take a look at Academia.edu, Mendeley.com or ResearchGate.net.

- 6. Start blogging** – Linking journals to blogs is an excellent way of enhancing discoverability. Search engines such as Google rate blogs highly when determining page rankings. There are various ways in which you can get involved.
 - Start a blog dedicated to your journal to provide an interactive forum for discussing articles, features and developments. This could be a great way of encouraging the wider community to engage with what the journal is publishing. SAGE can provide a blogging template and guidelines – please get in touch if you would like further information.
 - Create your own personal blog. Wondering what to write about? What about developments in your area of research:
 - Papers that you have published – and/or other related papers in your field of research?
 - Conferences and training events that you're due to speak at?
 - Any interesting questions that came up at the last conference you attended?
 - What you think of any recent press coverage of your subject area?
 - Identify any bloggers in your field and participate in discussions by posting comments – don't forget to link to your journal!

7. **Engage with other websites** – Which websites do you visit regularly? Do you participate in online discussions or are you a member of any groups that send you email newsletters or updates? Your journal (or specific articles) could feature on these – why not post a message to your discussion group with a link to your journal, or ask the editor of the email newsletter to include a mention of your latest issue if it is relevant to an online discussion?

