Overview:

- Consider each paper in terms of career development or professional portfolio
- Review the content of each manuscript and decide what part of your professional portfolio it belongs to: your current area of interest, a stand alone paper, or the start of a new research area
- Manuscript content should help you decide which journal to send it to
- Writing the abstract first, rather than making figures, will allow you to focus on the key elements, solutions, interpretations, and impact of your paper
- An abstract can also help you decide if you have too much data for one story
- Publishing is a social interaction within the academic community
  - Get to know your editors/editorial boards, as they can offer guidance
  - Join professional societies and review articles when asked
  - If and when your paper gets rejected, wait a day before responding
  - Treat your editors and reviewers with respect, your interaction is part of your career development

Choosing a journal:

- Read the aims, scopes, and instructions before you write the paper
- Look at recent issues of the journal to see if papers in your area have been published there
- Make sure that your paper fits in with the type of articles previously published
- Decide who your audience is and how urgently you need to publish
- Understand the role of the editor within the different types of journals
  - in editor-managed journal, the editor decides whether to send out for review but a board decides collectively to accept or reject
  - in society journal, editors can make final decisions
  - the focus of society journals may change with the editors
- If you submit a previously rejected paper to a new journal, look at previous reviews, however re-write in the context of the new journal

Cover letter:

- Do not underestimate the importance of a cover letter
  - It should be persuasive and clearly written to pique the interest of the editor-you want the editor and reviewers on your team (team building)
  - Convince the editor of the novelty and significance of the findings in a clear and succinct manner (the editor may not be an expert in your field)
- Let your co-authors read and critique the cover letter
- Identify potential reviewers (with contact information) with a one sentence explanation why this expert should review.- Editors often take these suggestions
• Identify people who should not review it (…request that X not be given paper to review…)