

ASM Publications Committee

Members: E. Anderson, R. E. Barry, B. H. Blake, J. A. Cook, M. J. Hamilton, V. Hayssen, J. G. Kie, L. Marinelli, S. Lariviere, D. M. Leslie, Jr. (Chair), T. J. O'Shea, B. R. Riddle, R. M. Timm, T. E. Tomasi, K. T. Wilkins, M. R. Willig.

General Highlights

This report summarizes activities for the *Journal of Mammalogy*, *Mammalian Species*, and Special Publications. It also includes Action Items requiring ASM Board approval or input and an attached Executive Summary from Angie Pfeifer, our Associate Publisher at Allen Press.

This past year has been productive for all ASM publications, with major accomplishments for each. The period covered includes the 2nd-half of the 1st year and the 1st-half of the 2nd year of our new contract with Allen Press and the results of the 1st fiscal year of that contract. The balance sheet is impressive; projected revenues of \$60K, from basically a break-even operation (i.e., \$0 revenues), actually topped \$119K largely because of decreased production costs due to high-quality editing and only about a 2% loss of institutional subscribers (versus 25% projected).

The Journal Editor (Leslie) took 2 trips to Lawrence, Kansas: the 1st in December 2000 to discuss protocols for selecting, publishing, and promoting Special Publications under our new agreement with Allen Press and the 2nd trip in May to begin the transition to the new Journal Editor and Chair of this Committee (Blake) in June 2001 (pending Board approval).

Personnel.—Chip Leslie is stepping down as Journal Editor and Chair of this Committee; Barbara Blake, Joe Cook, Meredith Hamilton, and Brett Riddle will end their terms as Associate Editors; and Meredith Hamilton, Ken Wilkins, and Mike Willig wish to end their terms as editors for Special Publications, Reviews, and Special Features, respectively. We gratefully acknowledge their dedication and editorial contributions to ASM and the science of mammalogy.

Journal of Mammalogy—1 May 2000–30 April 2001

Volume 81, Nos. 1–4; issued on schedule; 1,208 published pages with no Special Features.

Volume 82, No. 1; issued on schedule, 27 February 2001, 266 published pages.

Volume 82, Nos. 2–4; all issues full and on schedule; 2 Special Features planned in Nos. 3 (marine mammals) and 4 (prairie dogs); 10-year Index to be published (half price for pages beyond our contracted 1,200) as a separate supplement to No. 4.

Volume 83, No. 1; 7 mss. accepted.

Total mss. published in Volume 81 (2000) = **101**

Total mss to be published in Volume 82 (2001) = **98**

Total mss submitted in period = **215** (compared with 260 last year)

Average time from submission to acceptance = **8.4** months (versus 7.4 last year)

Average time from acceptance to publication = **9.3** months (versus 9.5 last year)

Overall time from submission to publication = **17.7** months (versus 16.9 last year)

Number of papers by country: *n* (%)

	<u>Vol. 81</u>	<u>Vol. 82</u>
Canada–Mexico	12 (12)	11 (11)
Other Foreign	28 (28)	12 (12)
United States	61 (60)	75 (77)
Total	101	98

Mammalian Species—21 April 2000–20 April 2001

Total accounts published and to be published = **28**; 148 pages

Fall 2000 (late, 23 January 2001): Nos. 647–660

Spring 2001 (16 June 2001): Nos. 661–674

Time from submission to publication = **2.41** years (range, 1.00–7.24 years)

Total number of new accounts submitted and assigned to associate editor = **29**

Number of new species accounts assigned = **38**

The inventory reduction sale of *Mammalian Species* was a great success resulting in 120 orders and net revenues to ASM of about \$8K. The remaining inventory and online availability of “dated” accounts are action items below.

Special Publications

The Wild Mammals of Montana.—The Publications Committee is pleased to announce the completion of “Special Publication 12” by Kerry Foresman, host of this year’s annual meeting, and edited by Meredith Hamilton, Editor for Special Publications. This special publication was approved by the Board last year and highlights our new partnership with Allen Press. Special Publication 12 represents a different “title” for ASM and seeks to provide area-specific information on mammals to both the lay person and professional. The 1st printing will be 2,000 copies. Pick up a copy during the meeting! As always, feedback welcome.

The Anatomy of the Woodchuck.—Last year, the Board approved this project. Allen Press has agreed to the project if all elements in the volume are submitted in electronic format (including figures) and the authors provided at least \$10K toward its publication. Initial print run is projected at 300 copies. Peer- review is near completion.

Other Proposals.—We received a proposal to consider an edited volume entitled “Mammals of Coniferous Forests of the Pacific Northwest.” The Chair formally informed the editors that they could submit a complete draft to ASM for peer-review and joint consideration by ASM and Allen Press. A proposal for a short monograph on taxonomy of fur seals and sea lions was reviewed and declined due to higher priority activities.

ACTION ITEMS

- 1. New Editors:** The Committee seeks Board approval of nominees to replace editors completing their terms. **Nominees**—Barbara Blake as Journal Editor; Robert Bradley (Texas Tech), William Gannon (University of New Mexico), Ron Gettinger (William Macon), and Edward Miller (Memorial University, Newfoundland) as Associate Editors; Doug Kelt (UC–Davis) as Editor for Reviews; Joe Merritt (Powdermill Biological Station) as Editor for Special Publications; and Chip Leslie as Editor for Special Features.
- 2. Change of Editor titles:** Because ASM now works with a Managing Editor at Allen (Ms. Eleanor Lohmann, former and longstanding assistant of E. Raymond Hall—see *Mammals of North America*, 1981), we seek to rename the position of “Managing Editor of Mammalian Species and Special Publications” with “Editor for Mammalian Species,” retaining “Editor for Special Publications.”
- 3. Mammalian Species PDFs:** We await a bid from Allen Press to provide online PDF files of “dated” *Mammalian Species* accounts. Assuming that the bid is acceptable, the question to the Board is “what constitutes a ‘dated’ account” (i.e., how old do accounts have to be before we offer them free to the general public online)?
- 4. Mammalian Species Inventory:** The cost of maintaining the extant inventory of *Mammalian Species* (post-sale = about 2 pallets) exceeds annual sales. We seek the Board’s advice as to how to dispose of the remaining inventory. Options include recycling or paying to ship, or finding volunteer to transport, to a foreign institution or sister society.

Executive Summary *from Allen Press*

As your associate publisher, I am pleased to report that our first year activities and finances for *JOM* and *Mammalian Species* exceeded our expectations. The outstanding return on our marketing campaigns resulted in higher circulation and revenues than originally projected. We are anticipating another successful year with specific goals and plans to continually increase subscription revenues. The annual publisher’s report reviews the past year’s activities as well as goals and objectives for the upcoming year.

The ASM 2000 revenue consisted of \$42,804 society membership reimbursement, \$20,000 editorial stipend, \$38,083.54 royalty, and \$18,830 life and/or patron membership payments totaling \$119,717.54. ASM received payments on a quarterly basis in the amount of \$15,000. These payments constituted \$5,000 for editorial stipend and \$10,000 for ASM membership reimbursement. The life and/or patron membership reimbursement was paid in one lump sum with one of the quarter payments. The royalty payment was made April 20, 2001 after an audit of the account was completed.

Subscriptions for *JM* totaled \$189,251.05. Subscriptions for *Mammalian Species* totaled \$23,791.00. Expenses for *JM* and *Mammalian Species* totaled \$249,050.02. The 2000 revenue for paid advertising in *JM* equaled \$10,089.91. The advertising revenue contracted for 2001 thus far equals \$7,570.50.

The 2000 marketing activities completed include: *JM* subscription brochure promotion to former subscribers, subscription brochure promotion to institutions, *JM* member recruitment of institutions, two part bind-in subscription cards, subscription advertisements, exchange advertisements, library conference exhibits, *Mammalian Species* special sale, APT Online (table of contents and abstracts online), and including both publications in Buyer’s Guide to Scientific and Scholarly Journals, Buyer’s Guide to Scientific and Environmental Journals, and Online Buyer’s Guide.

The *Mammalian Species* special sale was a one-time offer of collated back issues of the species accounts. Order forms were inserted into *JM* stipulating the options and pricing along with an order deadline. The form explained that orders would be filled in the order received and prompted quick response as many accounts would run out and, thus, be out of print. A total of 120 orders were received generating \$15,910 in revenue.

The 2000 statistics for ASM membership reported 3,211 total members in various categories with 2,303 regular members. The statistics for ASM membership as of May 8, 2001 reported 3,119 total members with 2,162 regular members, a renewal rate of approximately 96%.

Compared to the 2000 year-end circulation of 1,153 subscribers, the total of 2001 subscribers to *JOM* is currently 1,090, a renewal rate of approximately 95%.

The circulation of *Mammalian Species* has increased from 789 total subscribers in 2000 to 838 total subscribers in 2001, an increase of 7%.

Renewals for membership and subscriptions are expected to continue through the summer and early fall.

-Angela Pfeifer, Associate Publisher, Allen Press, Inc. May 8, 2001