

Space Weather—discussion with the SW editorial board and further steps:

We all felt that Space Weather is valuable both for the community and AGU. We had some discussions regarding increasing its visibility beyond its current readership. It was agreed that we would arrange another meeting(s) to discuss further some of the issues and come up with a strategy for taking the journal forward.

As part of this, as not everyone was on the call, I'd like to summarize some of the opportunities and challenges a bit more, and provide a bit more data on the current status. Finally, I'd like to propose a few questions that might help the discussions.

With respect to the opportunities: An iPad app will soon be available for Space Weather Journal. This will provide an "anywhere article" HTML view of the content and can be organized by special section and one can browse by issue, or just released articles. It is a mobile anywhere app, which means that once a user syncs it with an institutional account, downloads and reading can happen anywhere for 3 months (that is, you don't have to be in the IP domain of the account holder after that). Currently, SW quarterly is produced as a PDF without underlying HTML; this makes having an app or e-reader just for the quarterly more difficult. But much of the content is already available in SW, just not for free.

Also, we are working on a complete redesign of the AGU journal WWW sites hosted at Wiley. The new features will include a modular design with flexible "widgets" some of which might include features like listing similar articles in other journals as suggestions. The journals will get a WWW site as well as the article.

One main new feature will be a "special collections" feature that can pull and organize any content, not just from each journal but any journal. It will include options for a cover, table of contents where content can be organized in any way, editorial and introduction. These can have guest editors. We should be able to turn these into individual apps or ebook readers. We can also print these on-demand, or have an option to do so.

Some of this development will be available by the fall meeting, and we are expecting the virtual collections to be available early next year.

As noted during the call, we are working with URSI and IEEE for avenues to increase visibility of our related journals (Radio Science and SW mostly). Not completely sure how these will play out—I'm more confident in URSI.

We've gone the current distribution list for SW quarterly, and it needs cleaning up. It is distributed on the Hill, but the current list includes retired and even deceased members and staff. One challenge is that there has been no renewal mechanism. About 1/3 of the 1400 recipients are international. It might be cheaper to email these readers the PDF and have them print it, than mail it as is done now. At the same time, AGU has created a new public affairs position and initiative and there

should be opportunities for more targeted outreach coordinated with these activities.

Space Weather, and the quarterly, have a number of challenges. As noted in the email, because of the production, printing, and mailing of the quarterly, it is our most expensive product. We are doing two layouts for the same content (once for SW, and again for the quarterly). Perhaps because we are providing the quarterly for free, subscriptions to SW are minimal and the fewest of all our journals. This limits, for example, the reach of the iPad app, which is tied to a subscription license. These issues might also explain the low usage of SW and SW quarterly in terms of WWW views and downloads, and perhaps the relatively low citations. We have no information regarding reading preferences—whether some, particularly international users might prefer a eBook version of the quarterly.

We would like to promote SW better, especially on the new platform where we can use perhaps the visibility of e.g., Eos and space physics, but ironically, this risks raising costs further if it results in more subscriptions to SW quarterly.

So here are some questions.

What should the business model for SW be? Should it move to open access with an author fee for the “research” papers? This conversion might be cost effective given the relatively low subscription penetration. It is hard to envision asking authors of commentary pieces to pay as well. If we stay subscription, how do we support that or grow that while giving away some of the content for free in the quarterly (essentially we have a 2-3 month embargo period for some content)? Some of this is certainly better sales, so that’s understood.

How should the editorial scope change, or not? What is the relation to radio science and JGR space physics. How can we create both distinctions between the titles, and use the new opportunities for synergies to increase content awareness and use?

How should the quarterly evolve, or is there a place for it any more? Is a separate composition necessary; why? If so, can we streamline the production further by simplifying it. Can we use the new virtual journals for the quarterly, which might then not be just quarterly, with targeted and more restricted print distribution and e-distribution via alerts, advertising etc? Can/should the content expand to include or highlight related content that has been published in other journals or news that has been in Eos? Why not? As noted, we are working to convert Eos to a more daily news presence with better electronic delivery options. Why hold “news” in this model for a quarterly?

How do we have a sustainable business model for the above product(s), if print is included. If free print distribution is critical to some audience (probably at some point for all AGU content) how do we identify and constrain that? Do we charge for other print subscriptions (currently it would be about \$70/subscription, which

would not be practical) or move to print on demand or sponsored printing? One model might make e-reading free, but print on demand for a fee.

Thanks for thinking about these issues and SW. I'm distributing this to everyone on the initial call, plus a few others that indicated they would like to participate in helping SW—including the current editors of JGR space physics and radio science. We can work to set up a call if that would help (just let me know and we'll proceed as before).

If we can provide any additional thoughts or assistance please let us know.