

EDITORIALS AND ANNOUNCEMENTS
NON-PEER REVIEW SECTION

HERPETOLOGICAL CONSERVATION AND BIOLOGY
CONTINUES TO GROW

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The past eight years have brought many changes to *Herpetological Conservation and Biology*, including launching the journal in late 2006, expanding to three issues per year in 2009, our first Monograph in 2011, our first symposium at the World Congress of Herpetology, and listing by Thomson-Reuters in the Journal Citation Reports. However, how does one assess success of a non-profit, free, publication?

Several journals in the past few years have ceased publication due to financial issues, while many others are still struggling to survive because of declining membership and associated membership dues. At *Herpetological Conservation and Biology*, despite having no members, no publication fees, and no download fees, we are perceived as thriving by the herpetological community. Since our publication model was featured in the *Chronicle of Higher Education* (Howard 2011) and *Campus Technology* (Fredette 2012), numerous organizations have sought out the advice of the Governing Board in launching their own similar, and now successful, efforts.

With the release of Volume 8, Issue 3, one could surmise that *Herpetological Conservation and Biology* is a success because the number of published articles continues to grow (Fig. 1). Our first volume in 2006 contained 19 articles in two issues. As word of the journal's novel publication model spread, the numbers began to increase with a total of 31 articles published in 2008. As manuscript submissions were coming in faster than expected, we expanded to a third issue in 2009. We were a bit nervous about this change, as we did not know

if future submissions would support three issues; in retrospect, we had little to be concerned about.

Current submission rates suggest that a fourth issue per year may be necessary in the near future. In 2013, Volume 8 is comprised of 66 articles and two monographs. This number of articles puts us on par, or exceeds, the number of articles published in some of the longer established herpetology journals, those supported by membership-based societies. With the current issue, *Herpetological Conservation and Biology* breaks through the 300 published articles mark, with papers reporting research from more than 40 countries.

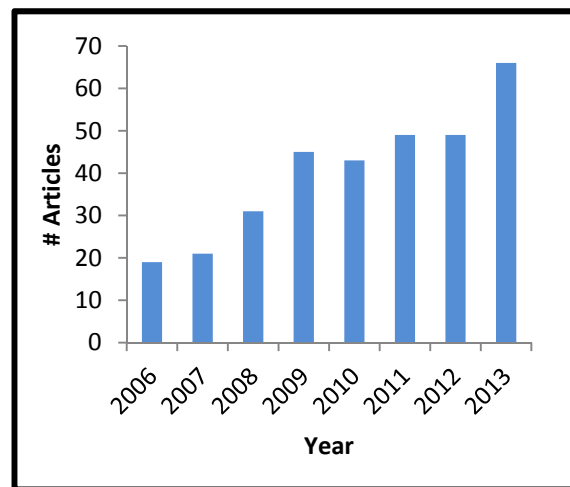


FIGURE 1. Number of articles published per year in *Herpetological Conservation and Biology*. Numbers do not include Announcements, Editorials, Symposia, and Monographs.

Besides the main articles, we have also published two symposia from the World Congress of Herpetology, which included more than 20 additional articles, and four monographs totaling more than 400 pages. Planning is well underway for additional special features in 2014, including another monograph.

As a result of ever increasing submission rates between 2006 and 2013, each year we add more Section Editors, Assistant Editors, and Associate Editors as well as manuscript lay-out and production staff. This year, 2013, has been no exception. Some major re-organization was undertaken to accommodate the large numbers of submissions now being processed.

In late 2012, we added **Amanda Southwood Willard** as a new Sea Turtle Section Editor, along with four editors to support the position: Associate Editors **T. Todd Jones**, **Katherine L. Mansfield**, and **Erin E. Seney** (Bury 2013) and Assistant Editor **Jesse Senko**. Also, previously mentioned additions to the Associate Editor team were **May Boggess** and **Guarino R. Colli** (Governing Board 2013). In response to the large number of manuscripts received by Amphibian Section Editor **David F. Bradford**, we also added **Brian T. Miller** as the Co-Section Editor of Amphibians in 2013. These staffing additions will help us meet the requirements of a seemingly never ending increase in submission rates, while continuing to provide a fast turn-around time for manuscripts.

CHANGES TO EDITING STAFF

For the past three years, **David J. Germano** has functioned as both the Reptile Section Editor and as the Lead Copy Editor. In fact, Dave has been copy editing for the journal since the very first issue. Copy Editors are critical to the professional appearance of *Herpetological Conservation and Biology*, as they must make certain that all of the formatting in the article is correct and that all of the Instructions for Authors have

been followed. This is probably one of the more labor-intensive portions of running a journal. This year, Dave stepped down from the Lead Copy Editing position in order to devote more time to his Section Editor and Governing Board duties at HCB.

As mentioned in the previous issue, we have made additional changes to how manuscripts will be processed (Governing Board 2013). Due to the quantity of manuscripts to be processed, we needed more time for the copy editing to be completed, and for those edits to be reviewed and incorporated by the Section Editors and Authors. With that in mind, we have been working hard to recruit dedicated people to help with copy editing. Copy editors must be meticulous and capable of finding most grammatical, syntax, and formatting errors in a manuscript. We are please to present our new copy editing team:

Andrew D. Walde, has been copy editing for the past five years, is now the Lead Copy Editor.

Ph.D. candidates Andrea Currylow and **Tom Radzio** have been assisting with copy editing since 2012 and will continue to work with us.

Elizabeth M. Walton is joining our team and is an instructor in the School of Geosciences at the University of South Florida in Tampa, Florida, USA.

Janet Jones is also joining the copy edit team and works with the US Forest Service in Tucson, Arizona, USA.

Earlier, she was an Editorial Assistant with USFS in Pacific Northwest.

Christina Davy is helping with the copy editing and layout of manuscripts and is our new Assistant Layout Editor. She is currently a post-doctoral scientist in Canada.

We welcome them to the journal and appreciate their commitment to helping produce the quality product that we have all come to call *HerpConBio*.

Although *Herpetological Conservation and Biology*



FIGURE 2. Age and gender demographics of individuals that are “friends” of *Herpetological Conservation and Biology* as compared to Facebook’s more than 1.1 billion users.

Herpetological Conservation and Biology

has no paid membership, one way to interpret success is by the continued involvement of staff, authors, and readers from over 160 countries. Social media also permits us to explore the demographics of those interested in our journal. Currently, our Facebook page has 2,350 'friends.' Their demographics, as compiled by Facebook, are shown in Fig. 2.

Fifty-five percent (N = 1,292) of our Facebook friends are men between the ages of 18 to 54; whereas 35% (N = 822) are women in the same age classes. Thus, 90% of our Facebook members are between 18–54 y old. Interestingly, 80% (N = 1,880) of our friends are 18 to 44 y old. Although such demographic analyses can be fraught with error, this suggests that *Herpetological Conservation and Biology's* publication model has been embraced by the younger, technologically savvy, generation of herpetologists.

LITERATURE CITED

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