

The Purdue Publisher's Pragmatic Perspective

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PUP Open Access Journals

- CLC Web: Comparative Literature & Culture
- First Opinions, Second Reactions
- The Interdisciplinary Journal of Problem-based Learning
- The Journal of Problem Solving
- The Journal of Terrestrial Observation
- **Your journal title here**



Where does OA work well?

- In **hybrid** fields where many potential readers are outside the academy.
- In **international** fields where many readers are in developing countries.
- In **interdisciplinary** areas where potential readers are in many different disciplines.



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First Opinions Second Reactions

First Opinions—Second Reactions (FOSR) fills a void by publishing book reviews that meet the needs of K-12 teachers of Language Arts, parents and children, and public and school librarians. FOSR invites submissions, but also commissions particular scholars and writers to prepare articles for each issue.

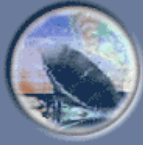
Advisory Board: FOSR has an advisory board of individuals who have been selected for their international and multicultural perspectives on the subject. In addition, these board members have held positions on awards committees, have consulted with governments on the subject of children's reading habits, have received Fulbright awards to travel and study in the United States or overseas, have presented at international conferences for teachers and librarians, and have written various form of literature for children. Members of the advisory board review each issue prior to publication.

First Opinions—Second Reactions is posted three times each year.

Current Issue: Volume 2, Issue 1 (2009)

Articles

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-  [PDF](#) A Note from the Editors: Coming of Age Through Biography
Janet Alsup
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Journal of Terrestrial Observation

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Articles

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Marion F. Baumgardner
-  [PDF](#) A Review of NEXRAD Level II: Data, Distribution, and Applications
Matthew Huber and Jeff Trapp
-  [PDF](#) Application of Geo-informatics to Transboundary Biodiversity Conservation across Thailand, Lao PDR, and Cambodia
Yongyut Trisurat
-  [PDF](#) Earth Observations in Social Science Research for Management of Natural Resources and the Environment: Identifying the Landsat Contribution
Molly K. Macauley
-  [PDF](#) A Community-Based Information Technology Services Determination of GIS User Information Needs
Barrett S. Caldwell
-  [PDF](#) Remote Sensing and Geographic Information Systems in Developing Countries: Case of the United Arab Emirates (UAE)
M. M. Yagoub and Bernard Engel



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Articles

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Michael Janis
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Alexei Lalo
- [PDF](#) The Gay Artist as Tragic Hero in The Picture of Dorian Gray
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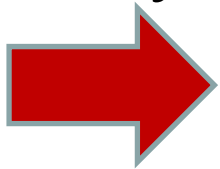
Three Particular Challenges

- Focus
- Credibility
- Sustainability



Focus

- Who are the audience?
- What is the competition?
- Where is the niche?
- How is this journal different?
- Why should readers care?

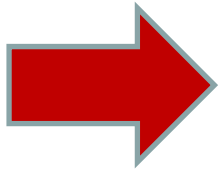


We need to bring the discipline of the market to Open Access projects.



Credibility

- Robust peer review procedure
- Healthy submission thus rejection rates
- Indexed in the places it matters
- Appearance (copyediting/typesetting)
- Usage measured in standard way

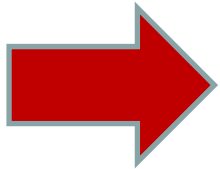


Those little signals of respectability are even more important.



Sustainability

- What are the true costs of publication?
- How are these costs met?
- What is the preservation strategy?
- Who is responsible for the journal?
- Where is the journal housed?



Sustainability is not just about money.



Where next at Purdue UP?

- Each journal needs a Managing Editor; part cheerleader, part police officer.
- Press offers a suite of services, each with transparent costs.
- Align journals with institutional ambitions, so that they become imbedded, and are not tied to charismatic founders.



Thank you

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