

EDITOR'S PAGE

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1995 Reader Survey Results and Summary

We received 324 responses to the reader survey that was enclosed in the September 1995 issue of the *Journal of Nuclear Medicine Technology*. You suggested many useful ideas for additional features for *JNMT*. I hope many of you will see your ideas take shape in the pages of the journal over the coming months.

Thirty-two percent of respondents said that they read each issue of the journal from cover to cover and 66% read selected articles. You rated the following topics as most important to you:

1. Cardiovascular
2. Education
3. Radiopharmaceuticals
4. Radiation safety
5. Oncology
6. Management
7. Quality control/improvement
8. Computer science
9. Instrumentation
10. Skeletal

Brenda McSherry has joined the editorial staff as an associate editor beginning with this issue. With her help *JNMT* can offer at least one cardiovascular paper in each issue. Brenda has special expertise in cardiovascular procedures. She is a member of the Technologist Section and the American Society of Nuclear Cardiology. Associate Editor Karen Blondeau has been working with the Academic Affairs Committee to ensure articles of interest to educators appear in the journal.

We asked which one thing you would change about *JNMT*. The two major themes identified were requests to publish the journal more frequently (32% of respondents) and to publish more continuing education articles (20% of respondents). When asked what features you would like added to *JNMT*, 29% said more continuing education articles. Your suggestions for CE articles were categorized and passed on to the Continuing Education Committee at the mid-winter meeting. We appreciate those individuals who write CE articles and help us meet our production schedule. Authoring a CE article is an excellent way to serve the membership.

In order to publish *JNMT* more fre-

quently, our members must increase the number of manuscripts they submit. We usually receive the minimum 72 editorial pages required to perfect bind each issue, without much to spare. We could increase the number of issues from four to six if submissions increased by an additional 25 manuscripts per year. Increasing the number of issues would also mean that we would have to plan for an increase in our production and mailing costs. The first step is for you to produce 75 manuscripts per year regularly.

You mentioned several other additions that you would like to see in *JNMT*. Two of these ideas are making their debut in this issue. First is an "Ask the Expert" column, which Dr. Frank Papatheofanis will coordinate for each issue. Please submit questions to ensure this feature will be ongoing. Second, we are trying to increase the international information available to our readers and encourage communication among technologists around the world. Ms. Iku Burns and Mr. Keisuke Kanao are developing a new section featuring abstracts from Japan. We hope to develop an active exchange with the *Japanese*

Journal of Nuclear Medicine Technology over the coming months.

There were only 17 responses to the question concerning what readers wanted to drop from *JNMT* and no trends were identifiable. Seventy-two percent of you request information on products advertised in *JNMT* at least once a year. This is helpful information for our marketing staff and provides valuable information to advertisers. Eighty-seven percent of you rated *JNMT* a good value and a benefit of membership in the Technologist Section.

Readers were asked to rank the elements of the journal in order of value with one being the highest rating. The results were:

1. Continuing education articles
2. Imaging articles
3. Instrumentation articles
4. Radiation safety articles
5. Quality improvement articles
6. Nuclear pharmacy articles
7. Case reports
8. Administration articles
9. Commentary
10. "In This Issue"

During 1995 the *Journal of Nuclear Medicine Technology* published a total of 50 scientific articles. Forty-four were from the U.S., two each were from Canada and the United Kingdom, and one each from Australia and the United Arab Emirates. There were six continuing education articles. Ten articles were invited, including the six papers that appeared in the *Anniversary Supplement*. The average time between initial receipt of a manuscript and publication was eight months.

There were 278 manuscript pages during 1995 and a total of 384 editorial pages. These figures include the *Anniversary Supplement*. This information will help us evaluate the results of the reader survey and plan for future *JNMTs*.

I would like to thank each of you who returned the reader survey. I have read each of your responses and have shared them with the Publications Committee, the Continuing Education Committee and others working with *JNMT*. We appreciate your ideas and opinions and we will use them to guide our planning.