AEJMC’s flagship journal, *Journalism & Mass Communication Quarterly*, was the topic of conversation during AEJMC’s third #AejmcChats April 13.

Those offering an open question-and-answer chat included JMCQ Editor Daniela Dimitrova, Iowa State; JMCQ Editorial Assistant Carrie Ann Johnson, Iowa State; Book Reviews Editor Paul D’Angelo, College of New Jersey; and JMCQ Associate Editor Colleen Connolly-Ahern, Penn State. Administrator was Sam Higgins, AEJMC social media manager, @AEJMC; all AEJMC members were invited to join in.

Following is their JMCQ Twitter chat – everything you ever wanted to know about JMCQ! (To read through the original April 13 chat, just search #AejmcChats and #JMCQDemystified on Twitter.)

Welcome to tonight’s #AejmcChats: “What Do Flagship Journals Do? A Conversation with @jmcquarterly Editor-in-Chief @Prof_Dimitrova and Editorial Assistant @CarrieAKJohnson with guests @PDAPRof & @connolly_ahern

Q 1 – What type of articles is JMCQ looking for?

A 1 – @Prof_Dimitrova: We publish original articles and book reviews that are of interest to our community of #journalism and mass #communication scholars and educators. We welcome a diverse set of #researchmethods, #theories and topical areas.

As the flagship journal of @AEJMC, #JMCQ features research pertaining to all divisions and interest groups of #AEJMC. #JMCQ encourages submissions that contribute to theoretical and methodological developments in the field.

As the oldest refereed scholarly journal in mass communication, #JMCQ looks for quality research pieces that offer innovative, new insights and relevance to the field. TIP: Authors can tailor title, abstract and conclusions to demonstrate relevance/position research.

A 1 – @Prof_Dimitrova: TIP: If in doubt, please check the journal website for more information. For example, the aims and scopes can be found here: https://journals.sagepub.com/aims-scope/JMQ
Q 2 – What type of book reviews does JMCQ publish?

A 2 – @PDAprof: #JMCQ publishes book reviews on topics such as international communication, media technologies and society, advertising, public relations, journalism history, media law & policy, management and economics, political comm and health comm.

#JMCQ receives book review submissions online through SAGE Track, powered by ScholarOne's Manuscript Central. Potential book reviewers should register for an account at mc.manuscriptcentral.com/jmcq, where you will create a login ID and password.

Here is the website for JMCQ book reviews: jmcqbookreview.pages.tcnj.edu. It contains reviewer guidelines and the list of books.

Q 3 What happens to my manuscript (MS) once I press “submit”?

A 3 – @CarrieAKJohnson: The first person to look at your MS is JMCQ’s Editorial Asst. (EA), @CarrieAKJohnson.

She opens the cover page, checks for author information, abstract & keywords. We do an online search to ensure the author is not identifiable due to the title.

The EA checks to ensure any prior use of dataset is addressed in the cover letter. Finally, it is checked for author’s accidental self-identification and that authors cite their own work in the same way they cited everyone else.

She checks to make sure there are no tables or figures within the body of the MS, and that it has the right word count. Finally, she checks the reference section. If there are issues, the MS is unsubmitted & the author gets to clarify issues.

A 3 – @CarrieAKJohnson: PRO TIP: If your publication is unsubmitted, make sure to review the publication guidelines closely before you resubmit. https://journals.sagepub.com/author-instructions/JMQ

A 3 – @Prof_Dimitrova: We also have a more flexible policy during the COVID-19 pandemic so you can request additional time, as needed.

Q 4 – What happens to my MS after initial checks?

A 4 – @CarrieAKJohnson: Once your MS has been submitted in the online system (https://mc.manuscriptcentral.com/jmcq) the Editor-in-Chief (EIC) checks for potential conflicts of interest and evaluates the quality of the research design.
A 4 – @Prof_Dimotrova: Next, the EIC assigns the new submission to one of the Associate Editors (AEs) based on focal areas of expertise. That triggers the double-blind peer review process.

As you know, we have an excellent team of AEs! They have different areas of specialization and research expertise across journal focal areas: @connolly_ahern, @PDAprof, @renitac, @SeihillKim, @HongCheng100, and David Atkin.

Q 5 – What is the difference between JMCE and JMCQ?

A 5 – @Prof_Dimotrova: In general, #JMCE focuses on journalism education and pedagogy while #JMCQ looks at the broader field of journalism and mass communication, theory, methods, and research practices both inside education and in professional communication practices.

A 5 – @PDAprof: Note that these journals review different kinds of books.

Q 6 – Can you describe the typical peer review process?

A 6 – @connolly_ahern: Once the reviews are in – it’s decision time. The AE reads the piece and all reviewer comments closely and makes a recommendation: accept, reject, revise & resubmit, or minor revision.

An “accept” indicates that the manuscript will be accepted as is. For a “minor revision” the manuscript may go back to the reviewers, but the AE ensures the minor changes are addressed by the author(s).

A “major revision” indicates that the manuscript needs significant revision for further consideration. Revise and resubmit (R&R) is a typical outcome of the review process. Don’t let it scare you off!

The last option is “reject.” Accepting a manuscript “as is” is rare, and “rejections” are rare as well. The AE makes a recommendation to the Editor-in-Chief with a comment that summarizes and synthesizes the reviewers’ comments.

A 6 – @PDAprof: Note that, for the book review process, the reviewer works directly with me in writing drafts of the review.

Q 7 – What are some tips for being a good reviewer?
A7 – @Prof_Dimotrova: We like to see reviews that are professional in tone and offer constructive feedback. A big thank you to our #JMCQ reviewers – we could not have a journal without you! More tips on peerreview from our publisher @SAGE: https://us.sagepub.com/en-us/nam/how-to-review-articles

We all appreciate good reviewers! Think about what kind of review you would like to get. Substantive, fair, professional, & timely. Here are a few more tips from @COPE: https://publicationethics.org/resources/guidelines-new/cope-ethical-guidelines-peer-reviewers

And a fantastic video resource from @SAGEJournals: https://players.brightcove.net/268012963001/SyDq0KScW_default/index.html?videoid=ref:V906309&secureConnections=true&secureHTMLConnections=true&autoStart=false

Q 8—Can you give some advice for early career scholars?

A 8 – @CarrieAKJohnson: It can feel like an intimidating process but don’t be discouraged! Read through the submission guidelines because it will give you a specific checklist and who doesn’t like that? https://journals.sagepub.com/author-instructions/JMQ

A 8 – @Prof_Dimotrova: Practice make perfect! Journal publishing is like anything else: the more you do it the better you will be. And sign up for email alerts to see our latest articles: https://journals.sagepub.com/connected/JMQ#email-alert

A 8 – @connolly_ahern: Find a good research mentor as you begin the journey. Don’t be afraid to reach out to a scholar you cite often – most people love to discuss their research!

A 8 – @PDAProf: Doing a book review is an ideal way for a young scholar to get visibility with their peers.

Additional Question – @mitchellfriedman: Hi. General question: what’s the typical turnaround time on submissions (that is, from original submission to revise/resubmit or rejection)?

Answer – @Prof_Dimitrova: We try to make a decision 45-60 days after initial submissions. Thanks!

From @jmcquarterly:
Thank you to @AEJMC and #AejmcChats for a wonderful experience. We enjoyed answering questions and sharing information about the publication process at #JMCQ. For more tips and tricks, folks can follow us through the hashtag #JMCQdemystified.