

EDITORIAL

The launch of a new journal - how hard can it be?"



Welcome to the Journal of Marine Animals and Their Ecology (JMATE). As the inaugural Editor-in-Chief I can say with some conviction that the launch of this new initiative has been quite the exercise.

JMATE was created in order to provide a non-bias avenue for publication of ideas, research, views and reviews to a broad-ranging readership. We hope that anyone with an interest in marine animals will browse through our journal and find something of interest and value. A diverse range of articles from research, case studies, innovative techniques for everything from data collection to rehabilitation as well as practical animal care ideas can be found within the covers of JMATE. What is also unique with JMATE is that it is run completely by volunteers resulting in no charges or access fees.

Ultimately the goal is to do this in a timely fashion, though I will apologize up front to all who have been waiting for this issue to appear. The birthing pains were beyond anything I would have ever imagined. The system is now set-up and we will strive for an expeditious turnaround time for all submissions. We currently plan for 2 issues a year (June, December), with a possibility of increasing up to monthly as the volume of submissions warrant. I hope that the marine animal community will embrace this journal and that JMATE can occupy a niche, providing a valuable service to the community.

I want to thank all the individuals who made this possible. This ranges from the volunteers who helped with art design, setting up the journal and its guidelines, proof-reading and web organizing it all. In addition it has been very heartwarming to receive the support and patience of all the authors and reviewers throughout the launch process. The internal and external reviewer's willingness to provide peer review for all the papers submitted is critical as none of these works would be the same without their input and suggestions – you know who you are. A list will be published in the next issue (years end) as recognition for the effort and time spent. I encourage anyone willing to review for us to send me an email, we are creating a database so that no one individual will be singled out too often, and would love to add your name and subject area. A fringe benefit for doing all this hard work is a guaranteed venue through JMATE for you to publish your thoughts or work. With that as an incentive I know you all will want to jump on board!!

Some personal acknowledgements are also in order. First to Mr Michael Belanger for his role in conceiving and then pushing this initiative along making it a reality. Specifically his design of the journal cover, his role as Associate Editor, internal reviewer and stepping in as proof reader. As usual JMATE would still be talk without your broad shoulders that carried this to where it is today. Then my Managing Editor, Dr Karim Bandali for masterfully helping set up the guidelines and reference terms for the journal. Finally Mr Danny Quaglietta, our

volunteer webmaster and e-publication guru - your commitment, great artistic eye in setting up the manuscript templates and hours of hard work at the keyboard are what makes this journal look so good.

We want to be responsive to your needs and so please feel free to email us with your thoughts and ideas. There is always room for improvement! With the first issue finally out we are already processing submissions for the next issue. We encourage everyone to send us, as soon as possible, your articles so that we can get them in for the anticipated fall 2008 issue. Seasonal variations will occur with the length of the review process with field work and meetings interrupting the flow, thus the sooner we receive your article the more time it gives us to work around everyone's tight schedules.

With that said, I leave you to peruse volume 1 issue 1 of JMATE. I hope you find it refreshing and thought-provoking. If you feel passionate about an article, there is always a 'letter to the editor' to express your view. This is how marine animal science and medicine moves ahead and we advance our understanding of these unique creatures. I hope to hear from you, either through your submissions or reviews or ideas you might wish to share. Enjoy eh!

Dr Carin Wittnich
Editor-in-Chief, JMATE

