

New features in *JEM* reflect readers' needs

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Connecting readers with the science-based information they need has always been a goal of *JEM*. Our new “Adding Value” feature is designed to link readers to relevant information in other publications, enhancing the context for knowledge shared through *JEM* and promoting integration of information from disparate sources. We invite readers to submit abstracts and links to publications that complement *JEM*'s mandate of supporting science-based innovation and decision making in natural resource management. Please forward your suggestions via email to: jem@forrex.org

Innovation relies on continuous learning, the layering of new information on the foundation of core competency. Another new feature in this issue of the journal aims to support natural resource professionals in maintaining and enhancing their knowledge base: *JEM*'s “Test Your Knowledge” tool provides a tangible way to test your comprehension of messages in each *JEM* paper. Self-assessment questions relating to articles in *JEM* 6(1) are provided at the end of each on-line article, and on page 81 of the print issue. How will you score? We look forward to reader feedback on this feature, and hope that it too adds value to *JEM* by actively engaging you.

The evolving skills and knowledge of practitioners are acknowledged by the province's Chief Forester as cornerstones of good stewardship. We are grateful to Jim Snetsinger for sharing, through the preceding Guest Editorial, insights into the government's stewardship policy framework, stewardship-related priorities, and the decision-making process underlying allowable annual cut determinations. Jim reinforces the need for reliable, science-based information, and we are encouraged that *JEM* is seen as a vehicle for meeting this need.

Our annual *JEM* reader survey, conducted in early March 2005, once again gives the overall impression that the journal is valued. Fifty-six respondents shared their views.

- 79% of respondents are now aware that Extension Notes, Research Reports, and Discussion Papers in *JEM* are peer reviewed (compared to 68% in 2004)—we see this awareness as the foundation for readers' trust in information presented in *JEM*
- 95% agreed or strongly agreed that *JEM* improves their access to science-based information on natural resource management—a key short-term outcome identified in FORREX's Strategic Plan
- 90% agreed or strongly agreed that information in *JEM* improves their understanding of the context in which they work, while 53% agreed or strongly agreed that *JEM* articles have led them to make or renew contacts with colleagues in the natural resource management community—these responses suggest that *JEM* is supporting collaborative, cross-sectoral problem-solving, another short-term strategic outcome
- 53% agreed or strongly agreed that information in *JEM* has been helpful to them in making decisions in the past 6 months—this indicates progress towards improved science and knowledge-based decision making, one of FORREX's long-term outcome objectives
- 46% of respondents gained access to *JEM* via listserv postings, while 38% received print issues and 32% visited the *JEM* Web site regularly—we're encouraged that *JEM* is reaching readers in both its print and on-line formats

- in the last 6 months, 76% of these respondents also read our newsletter *LINK*, 66% visited www.forrex.org, 38% read *Streamline Watershed Management Bulletin*, 34% accessed FORREX Series or File Reports, and 12% contacted extension specialists—this gives a picture of an aware readership that seeks out complementary extension products and services in addition to *JEM*
- 34% of this subset of readers was affiliated with the provincial government, 27% each with the industry, private consulting, and research communities, and 16% with the federal government; 14% were landowners, 9% were with regional/municipal government, 7% were members of the public, and 5% each were with First Nations or non-governmental organizations—as was the case in 2004, we see a fairly even distribution across sectors confirming *JEM*'s relevance to a broad audience
- primary area of focus was fairly evenly distributed among research (48%), management (46%), and planning (41%), followed by policy (25%), extension/education (25%), and operations (23%)—the innovation continuum can be best supported if science-based information reaches practitioners across the full spectrum of related activities

Suggestions for improvement included taking a more proactive approach in soliciting content, including editorials; encouraging multi-disciplinary submissions; maintaining a broad range of topics; striving to achieve a consistently high standard of peer review; and continuing to emphasize application of findings and concepts. We will continue to act on your suggestions while encouraging you to shape *JEM* by submitting articles and responses. We will also meet regularly with our Working Group members whose input, combined with that of our valued peer reviewers, helps ensure quality in our products and our processes. We thank these volunteers for their time and expertise!

According to our 2005 survey respondents, and to our 2004–2005 Web statistics indicating that 12 000 unique visitors downloaded *JEM* articles 55 000 times, we are contributing to the achievement of our strategic goal of providing quality, timely, useful, and efficient information and extension products and services.