

The **MARS** Journal

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What is The **MARS** Journal?

- Peer-reviewed scholarly journal for Mars science, technology and policy
- Mars community-based, open access publication, distributed free over the internet
- Officially launched this week at <http://themarsjournal.org>

Why a **MARS** Journal? Why now?

Opportunities:

- Spectacular results from recent Mars missions are revolutionizing our view of the planet and its history
- Plans for even more broad Mars exploration programs during the next decades, including sample return and human exploration
- Growing international Mars community
- Strong public interest and support for Mars exploration activities
- Emergence of new technologies for rapid creation and dissemination of scholarly publications and data

Why a **MARS** Journal? Why now?

Challenges:

See MEPAG White Paper on Growing and Strengthening the Mars Science Community: <http://mepag.jpl.nasa.gov/reports>

- Rapid digestion of information from ongoing and past missions is required for planning of future missions
- Maintaining and growing a strong Mars community
 - To develop new mission concepts and instrumentation
 - To analyze existing datasets
 - To assimilate experts from related fields into the Mars community
 - To attract and educate the best and brightest students
- Integrating science, technology and policy in future planning
- Increasing sharing of information:
 - Rapid dissemination of new science results
 - Increased sharing of tools and technology
 - Improved access to Mars program results

Why a **MARS** Journal? Why now?

Peer-reviewed journals:

- Primary means of establishing scientific facts
- Critical for career development in academia
- Current options for the publication of scholarly Mars papers have one or more limitations:
 - speed of publication (faster is better)
 - manuscript length (hinders reproducibility of results)
 - selectivity (high-profile multi-disciplinary journals have limited space for Mars papers)
 - scope (most scholarly journals don't publish technology and policy papers)
 - gag rules and embargoes (interference with scientific meetings)
 - Mars focus (editing by Mars experts is better)
 - Public access (open access is best for readers, authors, funding agencies and public)

In the current publishing landscape, there is room for an open access scholarly Mars journal optimized for the needs of the Mars community....

MARS Journal Concept

- Mars-focused peer-reviewed scholarly journal
- Publishes papers on Mars science, technology and policy
- Free online open access
- Established with NASA funding
- Managed and operated by the Mars community

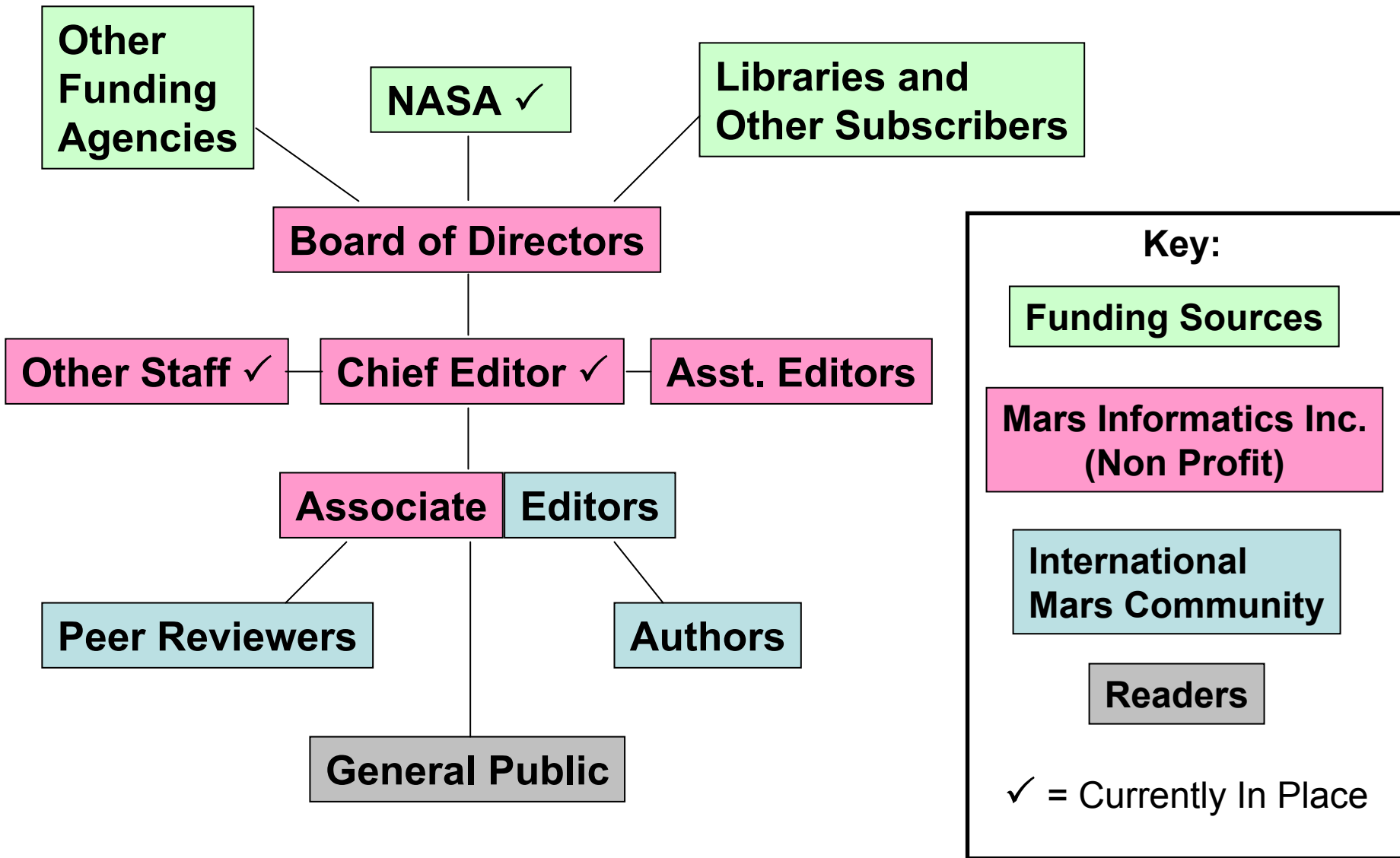
MARS Journal Chronology

- May 2003 Unsolicited proposal to NASA to initiate open access Mars Journal
- July 2003 Mars Journal Position Paper circulated at 6th Intl. Mars Conference, Pasadena, CA to get community feedback
- Oct 2003-
Feb 2005- Mars Journal web site developed and tested
Full NASA funding (3 years) for the establishment of the Mars Journal as part of “Growing The Community” initiative
- Feb 2005 Mars Journal Launched at MEPAG meeting, Arlington, VA
- Mar 2005 Mars Journal begins accepting manuscripts

MARS Journal: Key Advantages to Authors

- Online Open Access (widest dissemination of results)
- Rapid Publication
 - Manuscript preparation by authors from Microsoft Word template
 - Streamlined web-based submission and review process
 - Online publication upon acceptance
- No page limits
- No gag rules
- Capability for sharing of results and data through publication of peer-reviewed online datasets
- Editing by Mars experts, clear publication standards, and open incentivized review process (reviewers' names and comments are published with each paper)
- Free publication

Mars Journal Organization



Conclusion

- The Mars Journal represents a major new resource for the Mars community
- Participation is solicited at all levels:
 - Authors
 - Reviewers
 - Associate Editors
 - Board of Directors

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