Innovated with the Development and Publication of New Peer-Reviewed Journals

During 2012 ACS Publications undertook the first full calendar year of publication of two new titles: ACS Macro Letters and ACS Synthetic Biology and engaged in an early editorial and marketing introduction of ACS Sustainable Chemistry & Engineering prior to its subscription-based availability in 2013. The Division also secured Governing Board approval for a new journal, ACS Photonics and Optoelectronics, planned for publication in 2014.

ACS Macro Letters, under the leadership of Tim Lodge (Editor-in-Chief) and Stuart Rowan (Deputy Editor), is tracking ahead of expectations for manuscript submissions and published articles. Letters submissions to ACS Macro Letters have doubled the prior submissions of short format articles to Macromolecules, prior to the launch of the new journal.

ACS Synthetic Biology, under the editorship of Chris Voigt, is tracking ahead of expectations for manuscript submissions and published articles. The journal has published 12 issues this year with extensive coverage of the field, including four, timely thematic issues on “Engineered Microbes for Therapeutic Applications,” “Synthetic Biology for Strain Development,” “Research Perspectives from China” and “Biodesign Automation”.

David T. Allen (University of Texas at Austin) was appointed as Editor of ACS Sustainable Chemistry & Engineering by the ACS Board of Directors in April 2012. Professor Allen is the recipient of numerous awards and honors, including most recently the American Institute of Chemical Engineers Sustainable Engineering Forum Award and the American Institute of Chemical Engineers Cecil Award for Contributions to Environmental Engineering. He has published more than 200 research articles, and authored the textbook, Green Engineering: Environmentally Conscious Design of Chemical Processes. Professor Allen serves as Gertz Regents Professor and Chair in Chemical Engineering at the Cockrell School of Engineering and as the Director for the Center for Energy and Environmental Resources at the University of Texas at Austin. His research is focused on urban air quality, spanning atmospheric chemistry and physics, laboratory studies and field measurements, computational modeling, and policy-relevant science. EPA recently appointed David Allen to their Lead Science Advisory Board.

ACS Sustainable Chemistry & Engineering launched its submission site in June, is tracking ahead of expectations in terms of manuscript submissions, and on target to publish its first issue in January 2013.
Strengthened Key Journals through Editorial Succession
Two leading scientists were selected by separate Editor Search committees convened in accordance with ACS bylaws, and confirmed by the Board of Directors and contracted by ACS Publications management:

- Professor Stephen Hecht (University of Minnesota) *Chemical Research in Toxicology*, and
- Professor William Tolman (University of Minnesota) *Inorganic Chemistry*.

Professors Hecht and Tolman will commence their respective editorial tenures effective January 2013. *Goal 1 - Be the most authoritative, comprehensive, and indispensable provider of chemistry-related information.*

Professor Hecht was inducted as an ACS Fellow in 2009 and has received numerous other awards, including the ACS Division of Chemical Toxicology Founders’ Award in 2009. He has published more than 700 book chapters, articles and reviews. He serves as the Wallin Land Grant Professor of Cancer Prevention and a Professor in the Department of Laboratory Medicine and Pathology of the University of Minnesota. His research interests are in elucidating the mechanisms of chemical carcinogenesis in humans, including those related to tobacco-induced cancer.

Professor Tolman is the recipient of numerous awards and honors, including the Charles E. Bowers Teaching Award, the Alexander von Humboldt Foundation Research Award and the Buck-Whitney Medal. He is a Fellow of the American Chemical Society and a Fellow of the American Association for the Advancement of Science. He has published more than 160 articles in journals, and has served as an ACS Petroleum Research Fund Advisory Board Member since 2010. Dr. Tolman's research focuses on gaining a fundamental structural, spectroscopic and mechanistic understanding of metalloprotein active sites of biological importance using synthesis, characterization and reactivity studies to examine model complexes.

Successfully Introduced ACS Member Benefit Program
Working in close collaboration with MS&A, ACS Publications had introduced this program in Q4 2011 as a significant expansion in ACS journal subscription options for ACS Members. This program, made effective in 2012, included options ranging from offering all members a limited number article and chapter downloads from ACS Publications journals, archives and book collections, to new “Passport” collections that duplicated access rights previously limited to institutional libraries. By October 2012, participation in the program had jumped significantly – from 5% to 20% of ACS members. In a joint survey of members conducted by MS&A six months after the introduction of the program, over 54% of respondents said that the recent introduction of this program made them more likely to renew their ACS Membership in future years.

Process Innovation: Exceeded Targeted Operating Efficiencies in Journal Production and Manufacturing Operations
The ACS Journals Automated Composition system sped up the publication of accepted scientific research articles by at least two days, advancing the Society’s strategic goal to “be the indispensable global professional and information resource for members and other chemistry-related practitioners.”
Process Innovation: Optimized Display of Journal Article Graphics

This project improved the quality of our publications, reduced the cost of publication, reduced the time to publication, and increased authors’ satisfaction with the publication process. The project modified the production process so that graphics submitted in the RGB color space could maintain that color space throughout the publication process and only be changed to CMYK for producing the print product. Benefits from the initiative include:

- Reduced to zero the number of author requests for the manual creation of web graphics due to color deficiencies. Prior to this change, specific requests were made weekly by authors to modify the color in their graphics.
- Increased productivity rate for Graphics Processors from 24 graphics/hour to 28 graphics/hour resulting in an additional 2,000 hours/year being available for increased manuscript volume, books, book covers, and other small projects.
- Increased the overall graphics output from 342,906 in 2010 to an estimated 413,091 in 2012 – a 20.4% increase.
- Reduced production risk by removing reliance on vendor software to convert graphics for use in the Web Editions product – the production system now directly supplies the graphics.
- Graphics file size was reduced by an average of 25%.
- Two conversion steps were eliminated during the graphic processing improving speed and efficiency.
The figure below compares three images that illustrate the enhanced graphics output as a result of the RGB Workflow Initiative.

<table>
<thead>
<tr>
<th>Author provided image</th>
<th>CMYK production image</th>
<th>RGB production image</th>
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**Infrastructure Enhancements: DOTS Upgrade for Enhanced Editorial Workflow and Data Management**

ACS Journal Production & Manufacturing Operations (JPMO) partnered with the Columbus-based ACS Publications IT unit to develop and install an upgrade to the Documentum system (known as DOTS), which runs the production content and workflow management platform. DOTS was installed in 2003, and after 10 years as the production workflow system for the world’s premier chemical research content, the underlying infrastructure needed to be upgraded. Upgrading Documentum allows our IT team greater effectiveness and efficiency in support, maintenance, and future development of the production system and supports the CAS/Publications Unified Architecture initiative. The upgrade will also provide greater stability and performance to the production staff, which use the system to published ~39,000 research articles and 30 books in 2012. ACS Publications IT collaborated with technical colleagues at CAS to install the infrastructure and server environment for Documentum. CAS also has maintained an instance of Documentum, and as recommended by the CAS/Publications Unified Architecture initiative, both the JPMO and CAS editorial production systems are now on a common platform.


ACS Journal Production & Manufacturing Operations (JPMO), using the process designed for the ACS Symposium Series, produced PDF content and XML metadata files for the *ACS Style Guide (3rd edition)* for publication on the ACS Web Editions platform in December 2012. In response to customer demand for this information, all institutions that subscribe to the *ACS All Publications Package* or the *ACS Academic Core+*
**Improved Peer Review Capacity and Pursued Efficiencies in Editorial Office Operations**

ACS Editorial Office Operations oversaw the addition of 40 new or replacement Editors for ACS Journals, a net increase of 27 Editors, through October 2012. These new editors represent the global nature of the chemical research enterprise with 43% of the new Editors residing outside of North America. The addition of these editorial resources expands the capacity to oversee ~10,000 additional article submissions per year.

The new Editors are being supported by ACS Managed Support, with 90% opting for non-local means of administrative assistance. ACS Managed Support provides consistent, expert editorial support through a network of ACS staff members and vendors. An ACS Managed Support resource typically provides support for 2-3x more editors and/or manuscripts than a local assistant, at a defined and predictable cost. As of 2012, 100 editors, or 27% of all Editors, are now supported by ACS Managed Support. This innovation enables ACS Publications to invest more heavily in strategic development of resources for peer review rather than administrative resources.

Editorial Office Operations also implemented a centralized manuscript check-in resource, responsible for ensuring that a manuscript is acceptable for peer-review. Items checked include proper completion of a Journal Publishing Agreement, adherence to journal style, and provision of any required supporting documentation/information. 25% of submitted articles are now checked by this cloud-based service. The goals for administrative check-in are to speed the manuscript evaluation process, ensure the integrity of submitted manuscripts, and free personnel in the offices of ACS Editors-in-Chief offices to work on other, higher-value projects including author outreach, special issues management, and oversight of decision-making tied to peer review.

The centralized manuscript check-in resource also is responsible for the administration of CrossCheck anti-plagiarism software within ACS Publications. After a successful pilot implementation of CrossCheck, a decision was made to screen automatically all revised manuscripts for plagiarism. Careful analysis of pilot data revealed that the similarity tolerance will be set initially to 30%. All manuscripts that fail this test will be screened by Editorial offices. Deposit of published article content in the CrossCheck database is proceeding for all ACS journals, with a target date to expand manuscript screening across the program in January, 2013.
Editorial Outreach to India

In October, editors of a dozen ACS journals and key ACS Publications staff completed a two-week editorial outreach visit to India, where they met with more than 3,000 scientists and students to discuss emerging trends in chemical science and the publication of scientific research in ACS journals. In recognition of India’s leadership in science, ACS editors visited 13 academic and research institutions spanning 7 cities in India: Mumbai, Bangalore, Delhi, Kanpur, Hyderabad, Pune and Kolkata. Editors and staff participated in interactive question and answer sessions, scientific symposia, roundtable discussions, poster presentations, laboratory visits, and high-level discussions with key researchers, administrators and students in India’s premier institutions.

Two highly-successful ACS on Campus events were held during the visit at National Chemical Laboratory in Pune and at the Indian Association for the Cultivation of Sciences in Kolkata. The two events, with more than 600 and more than 500 registrants, respectively were the most attended ACS on Campus events to date. More details on the visit can be found at the ACS Communications office press release http://bit.ly/VzK1bt and at the blog created for the visit http://acspublications.wordpress.com/.

Goal 1 - Be the most authoritative, comprehensive, and indispensable provider of chemistry-related information.

Expanded Program of Lectureships Awarded Jointly by ACS Journals and ACS Divisions

ACS Journals and Technical Divisions agreed this year to a further 8 inaugural lectureships to be held at the 2013 ACS National Meetings.

- *Macromolecules*, *Biomacromolecules*, and *ACS Macro Letters* entered into an agreement with the ACS Division of Polymer Chemistry for 2 lectureships recognizing young investigators.
The *Journal of Physical Chemistry* and the ACS Division of Physical Chemistry have joined to cosponsor a series of 3 lectureships recognizing young investigators.

*Inorganic Chemistry* entered into agreement with the ACS Division of Inorganic Chemistry for a lectureship recognizing a young investigator.

Each award consists of $3000, an award plaque, and travel expenses up to $1500, in keeping with established lectureships between other ACS journals and technical divisions held in conjunction with National Meetings, specifically: *ACS Catalysis* (Catalysis Science & Technology Division); *ACS Chemical Biology* (Division of Biological Chemistry); *Biochemistry* (Division of Biological Chemistry); *Chemical Research in Toxicology* (Toxicology Division); *Journal of Medicinal Chemistry* (Division of Medicinal Chemistry); *Langmuir* and *Nano Letters* (both with Division of Colloid and Surface Chemistry) and the sponsorship by *Environmental Science & Technology* and the Division of Environmental Science of the established ACS Award for Creative Advances in Environmental Science and Technology.

In addition, certain ACS journals cosponsored lectureships outside ACS National Meetings to further their geographic and topical reach. In 2012, *ACS Nano* cosponsored 3 lectureships with the European Materials Research Society to recognize scientists from around the world and will cosponsor 3 additional Lectureships with ChinaNano in 2013. In 2012, *Analytical Chemistry* sponsored the Young Innovator award with the Chemical and Biological Microsystems Society.

**New Web Editions Platform Features Introduced**

ACS Publications’ Digital Strategy team, in close association with both Washington IT and CAS, developed several enhancements to our award-winning digital publishing platform. These include:

- **ACS Reference QuickView**: This allows authenticated users to quickly access cited references without leaving the ACS journal article, and allows users to retrieve citations, review abstracts and link to full text content from other publishers, enabled by CAS and SciFinder, from within the ACS journal environment.

- **ACS ActiveView PDF**: An interactive reader that seeks to blend the convenience and portability of PDF – our users’ preferred article display format – with the power and interactivity of web native documents. This project will be publicly available in Q1 2013, and allows users to highlight, annotate and share articles with colleagues and workgroups, to use advanced features such as ACS Reference QuickView, and to store and sync their personal ACS Library on *ACS ChemWorks*.

- **Enhanced Author and Keyword Searching**: This feature added a search link for each author name listed in abstract views, creating a one-click path for performing a search on a given author name or keyword. Introduced in August 2012, over 80,000 lateral searches have now been recorded using this intuitive new search path.

- **Digital Post Cancellation Access**: Designed to allay institutional librarians’ mounting concerns over long-term access to previously subscribed material, this program now offered access to full text articles in either PDF or HTML formats. It replaces a previous program using now obsolete CD’s.

- **Enhanced content in ACS Legacy Archives**: In order to curate and preserve the scientific record as well as enhance discoverability through web based search, ACS Publications made the significant investment to digitize and load the supplementary information associated with the ACS Legacy Archive – a collection of 450,000 original articles published by ACS between 1879 and 1995. This material had only been previously available in microform – a media rapidly disappearing from today’s libraries.

**Record Web Usage and Discoverability Achieved**

The ACS Web Editions platform is on track to deliver over 80 million full text article downloads in 2012 – up 6% from the previous year. Illustrating both the increased discovery as well as global demand for high quality peer reviewed research content, the platform now hosts over 125,000 free abstract views a year to over 20M unique visitors. Over 200,000 researchers have chosen to register with ACS and receive subject specific email alerts to new material posted on the ACS Web Editions within hours of publication. The ACS Mobile app – available on both Android and iOS devices – more than tripled its installed base in 2012, to over 40,000 active users who will download over 1M abstracts this year. This is the result of moving this app into the “freeware” category as well as the meteoric increase in web-capable smartphones and iPad devices in 2012.
ACS Awarded the American Association of Publishers’ Professional and Scholarly Excellence (PROSE) award for Best eProduct in Physical Sciences & Mathematics

The free C&EN Mobile app was recognized for its innovative capabilities that provide access to daily news updates from C&EN Online, analysis and commentary from the CENtral Science blog network, and the latest chemistry job postings.

With the introduction of additional features, the application (“app”) was made available in the Apple Newsstand interface. Published issues automatically update to the user's device regardless of whether or not they are running the application. The C&EN covers in Newsstand will update to the latest cover issue and a new sash will appear notifying users the issue is new to read. In addition we have added a yearly subscription model for non-ACS members for a price of $149.99 per year. Improvements to the look and feel and the addition of a YouTube channel were also made. Also prepared for release to the Android market is version 2.2.0 of Android C&EN Mobile. This release improves upon features in previous versions and is associated with the latest changes in the Android operating system.

ACS Journals Continued Their Preeminence in Citations and Impact Factors

The 2011 Journal Citation Reports® were released by Thomson Reuters in June, 2012. The ACS journal portfolio continued to perform extremely well, receiving more than 2 million total annual citations and posting a #1 ranking in either Impact Factor and/or Total Citations in 16 categories. Sixteen ACS journals had an Impact Factor of 5 or greater. The Division undertook a highly visible and coordinate marketing campaign to elevate ACS brand recognition in connection with this editorial excellence. E-alerts were sent to all subscribers and JCR announcements posted to all journal homepages. Updates were also made for all journals in the “About the Journal” pages and the JCR Landing Page (http://pubs.acs.org/page/jcr/index.html). Notable individual journal achievements included:

- **ACS Medicinal Chemistry Letters** debut Impact Factor (3.355) places it ahead of competing letters journals in medicinal chemistry
- **Journal of Physical Chemistry Letters**’ debut Impact Factor (6.213) places it #1 in the “Physics, Atomic, Molecular & Chemical” category
- **Journal of the American Chemical Society** Impact Factor increased to 9.907
- **Nano Letters** and **ACS Nano** and increased their impact factors to 13.198 and 10.774 respectively
- **Chemical Reviews** Impact Factor increased to 40.197 – its highest than ever. The journal continues to hold the #1 position in the “Chemistry, Multidisciplinary” category
The *Journal of the American Chemical Society* published two of the top 50 most cited articles in the sciences in 2011 – see [http://sciencewatch.com/newsletter/2012/201203/hottest_research_2012/](http://sciencewatch.com/newsletter/2012/201203/hottest_research_2012/). Both papers were on research innovations related to solar cells.

**Enhanced International Presence**

ACS Publications continues to expand its presence and that of the Society in Asia. As a market, Asia represents over 27% of our institutional web based revenue – and 46% of our web journal article usage – with a concentration in Japan, China/Taiwan and Korea. In 2012 we hired a Manager, Editorial Business Development, and a Regional Sales Director for Asia based in Singapore to concentrate on this market, and also worked closely with CAS on planning related to the establishment of a Beijing-based office presence for the ACS. Our activities and outreach in 2012 included a strong exhibit presence at the 28th Chinese Chemical Society Congress at Sichuan University in Chengdu, ACS on Campus events at Peking University and the Shanghai Institute of Organic Chemistry, a *Journal of the American Chemical Society* (JACS) Editorial Advisory Board (EAB) meeting, and a special JACS-sponsored symposium on biochemistry. Highlights of these activities included the following:

- **Chinese Chemical Society Congress**: The ACS booth was shared with CAS, staffed by local representatives from our partner iGroup, and attracted more than one thousand visitors. Given the JACS EAB held at the meeting, special emphasis was given to promoting the journal. A revised version of the ACS Challenge iPad app was a popular attraction. When shown ACS Mobile, most students downloaded the application to their iPhones on the spot. The most popular giveaway was “Top 10 secrets for successful article submissions” and a special booth event with President-Elect Dr. Marinda Wu that drew a large crowd seeking autographs and photos with her.

- **JACS Editorial Advisory Board (EAB) meeting and biochemistry symposium**: In conjunction with the 28th Chinese Chemical Society Congress, JACS held a full day EAB meeting and half-day day JACS-sponsored biochemistry symposium. The EAB meeting focused on strategic development of JACS and included a presentation from Dr. Chun-Li Bai (JACS Editorial Advisory Board member and Executive Director of the Chinese Academy of Sciences), regarding the Chinese government’s goals for chemistry research and technology in China. The JACS-sponsored symposium was standing room only and attracted over 200 people. JACS editors also participated in ACS on Campus events at Peking University and the Shanghai Institute of Organic Chemistry.
As part of the Division’s global marketing efforts an ad was placed on the China-based science virtual community and blog www.Sciencenet.cn. ScienceNet.cn was launched by Science Times Media Group (STMG) and is supported by the Chinese Academy of Sciences, the Chinese Academy of Engineering and the National Natural Science Foundation of China. It is considered by many to be the biggest blogging platform in China's scientific circles. The Division’s ad links to a Chinese language page (http://pubs.acs.org/page/pr/sciencenet.html) with information about most-accessed articles published by Chinese authors, JACS Spotlights, and the Publishing Your Research 101 video series.

To further support our international marketing activities, we trialed translated, geo-targeted ads (in Chinese, Korean, and Japanese – as well as a number of Western languages) promoting ACS products and services: overall these campaigns generated 3 times the response rate that we have traditionally seen from English language promotions.

ACS Publications exhibited at the annual Japanese Chemistry Society annual meeting, and was the only international society represented.

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**Successful Expansion of the ACS on Campus Initiative**

This outreach and skills development program, launched by ACS Publications to meet the needs of the research and author community in 2010, was expanded to a successful cross-divisional initiative in 2012, in cooperation with CAS, MS&A, Education, PRF and OPA. This resulted in a near doubling of events, with 11 sessions held on US campuses, and a further 12 held internationally, in Europe, Asia, and South America. Nearly 75% of the attendees are now registered within the ACS Network and will receive journal and new content alerts via email. The revamped initiative included new curricula and modular courses, a dedicated web site, and a new branding...
campaign designed to broaden the program’s awareness and appeal. Key metrics established for evaluating this program’s success as an organizational-level objective were met or exceeded.

The new *ACS on Campus* web site was launched to make this program more easily discoverable by its target community and independent from the web journals platform. The website is the home for upcoming events and *ACS on Campus* courses. The Division’s Web Strategy & Innovations (WSI) unit worked with several ACS divisions to coordinate strategy, development, content migration/management, template and visual design, and launch efforts for this high-profile project. See [http://acsoncampus.acs.org/](http://acsoncampus.acs.org/)

**Leadership Change at C&EN**

Editor-in-Chief Rudy Baum retired from that post on Sept. 14. At the recommendation of an Editorial Search Committee convened by the ACS Publications Division President, the ACS Board of Directors approved the appointment of Dr. A. Maureen Rouhi as Editor-in-Chief, effective on Sept. 17. Joshua Fischman succeeded Rouhi as C&EN’s Deputy Editor-in-Chief in November.

**C&EN Editorial Content Highlights**

Among C&EN stories written in 2012, the following are especially noteworthy:

- “Forensic Science & The Innocence Project,” Sept. 10, 2012, [http://cen.acs.org/articles/90/i37/Forensic-Science-Innocence-Project.html](http://cen.acs.org/articles/90/i37/Forensic-Science-Innocence-Project.html). This package brings the tragic human element to bear on an exploration of what is wrong with the forensic sciences and how they might be fixed.

- “Pfizer’s Academic Experiment,” Oct. 1, 2012, [http://cen.acs.org/articles/90/i40/Pfizers-Academic-Experiment.html](http://cen.acs.org/articles/90/i40/Pfizers-Academic-Experiment.html). The story vividly describes how one of the world’s largest drug companies is radically revamping the way it conducts R&D.

- “Science in the Election,” Oct. 8, 2012, [http://cen.acs.org/articles/90/i41/Science-Election.html](http://cen.acs.org/articles/90/i41/Science-Election.html). The Q&A with U.S. presidential candidates shows C&EN’s influence and ability to get federal players’ attention. C&EN got responses from both presidential candidates and provided readers with the most comprehensive coverage of the presidential candidates’ positions on science and technology issues.

- “Fighting Fires,” Oct. 29, 2012, [http://cen.acs.org/articles/90/i44/Fighting-Fires.html](http://cen.acs.org/articles/90/i44/Fighting-Fires.html). The story package demonstrates the complex issues around the safety and efficacy of fire retardants, complicated by passionate activists advocating the removal of the compounds from consumer
products and questionable counter tactics by manufacturers. It includes efforts by EPA and states to regulate compounds deemed unsafe and by manufacturers to design safer and more efficacious products.

- “For Hire,” Nov. 5, 2012, [http://cen.acs.org/articles/90/i45/Hire.html](http://cen.acs.org/articles/90/i45/Hire.html). The story was one of most commented on C&EN Online and often discussed on Twitter. The package blends statistics and human interest stories to convey to readers what it’s like to lose a job or to fight to remain employed.

**External Recognition of C&EN Staff**

Two C&EN reporters received recognition for outstanding work:

- Britt Erickson was a finalist in Folio Magazine’s 2012 editorial awards program. Her December 2011 story “Cleaning the Chesapeake,” won the Bronze Award in the category Association/Non-Profit, B-to-B, Single Article.
- Sarah Everts has been named keynote speaker at the 2013 annual meeting of the American Institute of Conservation, to be held in May in Indianapolis. Her selection was based on her “truly excellent” work on the CENtral Science blog “Artful Science.”

**Implementation of C&EN Production Automation Program (CPAP 2.0)**

C&EN completed in collaboration with IT the second phase of this initiative in 2012, including the following:

- Migrated four more years of C&EN Online content from the legacy site to the new Web platform
- Established a mechanism for nonmembers to pay $20 to access C&EN Online content for 30 days
- Used the new ad server to implement rich media and mobile ads, providing more revenue opportunities
- Enhanced the automatic publishing workflow from the upstream K4 production system to the downstream ODS online system and C&EN mobile system
- Collaborated on three post-launch enhancement phases for the website, including several redesigned Web pages, new features and functionalities such as allowing third-party site widgets onto C&EN articles and improved page-loading performance
- Enhanced C&EN Mobile, now with more than 14,000 downloads since its launch in 2011, to include search and bookmarking capabilities and to be part of Apple’s Newsstand, which has led to increased issue purchases by nonmembers.

**C&EN SCENEs, CENtral Science, and Use of Social Media**

C&EN’s Journal News & Community unit introduced the Nano SCENE. With the Environmental, Analytical, Biological, and Materials SCENEs, as well as JACS Research in C&EN, C&EN now provides syndicated material to 32 ACS journal homepages. In 2012, C&EN also introduced weekly newsletters to alert readers to new content from each of the SCENEs. The five newsletters have more than 2,500 subscribers.

CENtral Science, the magazine’s blog network, introduced two new blogs this year: Fine Line, which covers the fine chemicals industry, and Grand CENtral, a home for weekly summaries and announcements of the network. Almost all of the blogs saw an increase in page views from 2011. CENtral Science also hosted another blog carnival timed to Thanksgiving, this time on the topic of food and chemistry. The carnival received about 17 submissions. Rachel Pepling was invited to speak about CENtral Science during a panel session at the CESSE annual meeting in July. C&EN also continues to expand its presence online through engagement in social media. Social media, which now account for 9% of C&EN Online’s referral traffic, enable C&EN content to be shared and discussed by prominent outlets like the New York Times, Scientific American, and the Atlantic.

In the social media arena, several highlights are noteworthy:

- C&EN’s twitter feed (@cenmag) doubled its number of followers; as of 12/5/12, more than 7,100 followers read, share, and interact with C&EN via this channel. C&EN reporters on Twitter had their stories linked to and praised by prominent journalists, such as Carl Zimmer of The New York Times ([https://twitter.com/carlzimmer/status/223107966625255424](https://twitter.com/carlzimmer/status/223107966625255424)). Scientific
American retweeted to its 463,000 followers a Twitter post by Lila Guterman from the ACS National Meeting in Philadelphia.

- C&EN’s Facebook page ([http://facebook.com/cenews](http://facebook.com/cenews)) “likes” increased by about 50%, bringing the total to 4,200.
- C&EN’s YouTube Channel: C&EN-produced videos ([http://www.youtube.com/cenonline](http://www.youtube.com/cenonline)) have received more than 385,000 views, and the channel has 400 subscribers. Several C&EN’s YouTube videos have been shared by other websites and media outlets. Notably, a February video about a drug R&D firm in China was featured in *The Atlantic* ([http://www.theatlantic.com/technology/archive/2012/02/for-a-chinese-drugmaker-team-building-means-military-style-drills/253650/](http://www.theatlantic.com/technology/archive/2012/02/for-a-chinese-drugmaker-team-building-means-military-style-drills/253650/)).
- C&EN’s Tumblr site: C&EN launched a site that fosters sharing of photos, videos, C&EN articles, and social media posts from ACS National Meetings ([http://cenatacs.tumblr.com/](http://cenatacs.tumblr.com/)). A post from the ACS national meeting in San Diego was shared by the editor of *Scientific American*’s blog network.