

Editorial

British Journal of Orthodontics & Millennium—Drawing to a Close!

At the start of 1996 I edited my first issue of the British Journal of Orthodontics, as 1999 draws to a close I edit my last! As the millennium changes so will the journal with a relaunch in early 2000 as the rebadged 'Journal of Orthodontics'.

This step forms part of a strategy for change previously agreed in the various forums of the British Orthodontic Society. In a series of editorials to inform the readership (Jones, 1996a, 1996b, 1998), of which this is the latest, I have tried to chart the progress of the changes to the journal, whilst relating this process to the overall strategy. It has always been my intention that the achievement of the various objectives should be seen to follow a course of evolution rather than revolution.

In 1995, the previous editor, during his hand over of the journal, referred to the difficulties that any editor of the BJO must face in trying to meet the different aspirations and requirements of the readership of the journal with their different backgrounds and needs. The gradual change in structure and presentation of the journal, since that time, is a reflection of the current editor's attempt at achieving this difficult balancing act. Of course, this is making the assumption that the different needs of hospital, practitioner and academic orthodontist are not mutually exclusive and that the requirements of general practitioners, postgraduates and, increasingly, auxiliaries can all be met by one orthodontic journal!

The more observant of you will have noted that over the last few issues the word 'British' in the title on the cover has gradually shrunk in size. This is no error and is intended to mark the gradual move to a more international journal both in outlook and content. These changes are reflected in a rapid increase in the worldwide readership and author submission base and may be viewed as a helpful development, demonstrating that the journal is both vital and healthy. An increase in the international emphasis is also essential for the long-term development and viability of the journal. The change in title that you will see in the next issue is only recognition of this ongoing process. In any event, the rebadged journal will be formally, and I believe appropriately, launched in Chicago at the World Congress of Orthodontics next year.

On another matter, those that access to the journal via the World Wide Web will have noticed that the presentation has changed recently. This is now in an all colour, better presented, and also, more user-friendly HTML format. To other readers that have not used this method

of access to the online journal I would recommend you to give it a try—you will need your subscription number (on the address label of the journal delivery envelope) for initial access. The location of the journal on the web is as follows: <http://www.oup.co.uk/bortho>

Recently, I have been asked by the publishers to identify 12 to 14 'classic' articles from back issues of the BJO, 1971 to 1997 inclusive. These keynote articles will then form a special 'online' archive issue for the journal.

Immediately I have identified a trap for the unwary editor! I have a short-list of over 50 articles already and it is going to be very difficult to reduce that number by 75% without upsetting somebody . . .

Therefore, in an attempt to spread the blame for the selection, I would be grateful to receive from the readership nominations of papers that you feel should be included. I will then draw up a short-list for the consideration of the editorial board and an archive issue will be placed online early in 2000. In this journal there is a voting slip. Please write down three outstanding, or 'classic' papers from the last 25 years of the journal and post them to this office. The simple format for article identification is shown on the slip. There will be a draw in the New Year and an appropriate prize will be awarded. Alternatively I would be pleased to receive nominations via the letters section of the journal where a justification for the choice may be added.

Perhaps that is enough discussion of the year to come. Before we reach the Millennium there are Xmas and New Year parties to negotiate and a certain 'bug' to overcome . . .

May I wish you all, wherever you are, a Merry Xmas and a Happy New Year!

Malcolm Jones
October 1999

References

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