

Still room for print

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Cite as: *Can Urol Assoc J* 2015;9(5-6):201.
<http://dx.doi.org/10.5489/cuaj.3042>
 Published online June 15, 2015.

I read each edition of our journal, *CUAJ*, with pride. It truly is an important vehicle for Canadian urologists, researchers and clinicians, as it represents our voice in print. By any measure (impact factor, article submissions or distribution), it continues to increase in importance and plays a vital role in Canadian urology.

It is for those reasons, that I was disappointed with aspects of your recent editorial (April 2015), entitled "Welcome to your digital life: Embracing change in medical publishing."¹

While I may be called by some, old-school or a dinosaur, I still find electronic articles lack the comfort of printed manuscripts and as a consequence, I tend to spend less time reviewing the articles or figures. I find electronic reports less amenable to writing crib notes in the margins and jumping from one article back to a previous one, more difficult. While I appreciate that many advantages of electronic media exist (the putative green benefits, sharing articles among colleagues and rapid publication), I am pleased that we plan to move forward with a hybrid model where the print format will remain an integral part of our publication plan.

To cite Douglas Adams quote that "Lovers of print are simply confusing the plate for the food" is unfair. Those of us who prefer print (I would guess there are many) do so for the ability of the print format to enhance the reading experience of the content. Additionally, I would argue that your statement "Print-only publications would appear to be a thing of the past – increasingly we now see digital/online only journals" will be proven wrong, at least over the next decade.

While I may not be embracing the digital revolution as well as some of my peers, I recognize the value to our readership and membership of having the hybrid model you describe and strongly support that approach.

Competing interests: Dr. Brock is Vice President, Chair of the Office of Education for the Canadian Urological Association. He has received honoraria from Lilly, Coloplast, AMS, GSK, Abbott, Johnson and Johnson, Ferring and Actavis.

Reference

1. Sciortino JE, Siemens DR. Welcome to your digital life: Embracing change in medical publishing. *Can Urol Assoc J* 2015;9:81. <http://dx.doi.org/10.5489/cuaj.2871>

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Still room for print: Editors' response

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<http://dx.doi.org/10.5489/cuaj.3043>
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We thank Dr. Brock for his comments on our editorial from the last issue of the *CUAJ*.¹ This editorial has interestingly garnered many responses on both sides of the ongoing

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discussion around print and digital editions of our medical journals – ranging from calls to drop print versions to those decrying the explosion of digital offerings. We do agree there is, at least at present, a real need and market for both. Online/electronic access to articles, allowing immediate search and reference capabilities, as well as digitally-formatted journals themselves are, or are becoming, pretty standard fare in our profession. However, as Dr. Brock nicely describes, there is likely a significant contingent of readers who prefer to peruse hard-copy journals and find them easier to navigate. Having a print edition land on your desk monthly is likely for many a better reminder to take a breath and review the latest studies and review articles compared to clicking on one of the innumerable email notifications we receive each day.

Many have predicted the "digital revolution" will have by now led to the extinction of the daily newspaper and radio: both seem to have survived and to some degree flourished. Nevertheless, as stated in our editorial, *print-only* journals are indeed becoming uncommon. As far as we are aware there are very few reputable medical journals that haven't completely embraced, and continuously enhance, its digital/online presence. We are excited to be offering a highly readable, shareable digital version of the *CUAJ*: crib notes and all. We do completely concur with Dr. Brock that providing both options to *CUA* members and *CUAJ* subscribers is important as we continuously strive to increase the scope, readability and impact of the journal. We encourage any similar feedback and welcome your suggestions on the publication of your journal.

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