Intake Conversation with Prospective Editors: 
Talking Points or Proposal Template

I. Journal Title

II. Aims & scope 
   Why is this journal needed, and what do you hope to accomplish with it?

III. Editors (name, title, institution)

IV. Sponsors 
   Who is the university department, center, or off-campus organization (such as a scholarly society) that will act as Sponsor to the journal? 
   What additional help, if any, might be available from the Sponsor?

V. Policies 
   Is the journal open access or subscription-based? Who currently owns or publishes the journal? 
   Will you use a Creative Commons license, allowing authors to retain copyright? Or will you use a copyright transfer agreement?

VI. Existing and possible editorial board members 
   Have they been invited, and have they accepted?

VII. Format and expected content 
   Examples of the types of papers you currently publish or would seek to publish. In addition to research articles, what other sections will the journal include?
VIII. Other journals in the field, and differentiating factors
This is especially important in determining the best fit in the current market, that will give the
journal plenty of room to grow. Depending on the strengths of existing journals, you could
modify the aims & scope to address aspects of the field that currently have no home.

IX. Target audience
Who are the readers you have in mind? In terms of field, interests, university vs. non-academic.

X. Plans for recruiting content
Who are the authors you have in mind, and how do you plan to reach them?

XI. Timing to launch the journal’s first issue

XII. For existing journals: publishing history and availability of back content
- What is the format of the back content, who owns it, and how much is there?
- Is the journal currently included in any databases or indexes?
- Does the journal currently exist in print, and do you plan to keep the print version?