

2008 JMLA Readership Survey

Results Overview



Date: 12/3/2008 10:02 AM PST

Responses: Completes

Filter: No filter applied

2. Please indicate your work environment:

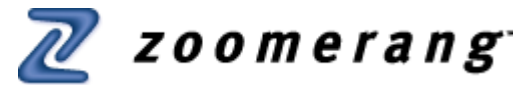
#	Response
1	Federak
2	medical school library
3	Consumer health
4	iSchool faculty
5	public library
6	cancer center library and administration
7	LIS faculty
8	School of Nursing
9	Public library
10	Federal Library
11	long-term care facility
12	Consultant
13	consumer health library
14	Gov't medical
15	Health Care System
16	Library School
17	professor in a library/info science department

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Filter: No filter applied

10. If you selected "other" in question 9 above, please specify:

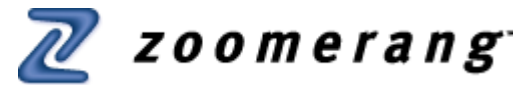
#	Response
1	symposia depends on topic
2	consumer health issues
3	Return on investment, clinical care and financial support, benchmark levels of hospital libraries. Articles that we can share with administrators or supervisors.
4	More Consumer Health Library Information.
5	I'm always interested in articles that deal with education and online resources for DE students.
6	Hard science papers (use of statistical methods)
7	Anything regarding the librarian's role in evidence-based medicine, librarianship, etc.
8	Specific Regional issues and answers, ex. Northeast, South, Mid-West, etc.
9	I especially look for articles about hospital libraries and outreach (I'm an AHEC librarian in a community hospital librarypartnership)
10	I pay very close attention to the more rigorous, higher-level evidence-oriented, applied research articles.
11	How about a section for new med librarians? I can't find ANYTHING on collection development, or getting interest from faculty or outreach to students, etc.
12	For the lack of a better term, I scan every issue in search for solid research "evidence" that I can apply in my workplace. Whenever possible, but rarely do I succeed in JMLA, I try to find higher levels of evidence such as systematic reviews, randomized controlled trials, or cohort studies.

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Results Overview



Date: 12/3/2008 10:04 AM PST

Responses: Completes

Filter: No filter applied

11. In the past 12 months, have you used information contained in the JMLA for any of the following? Please check all that apply:

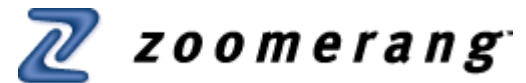
#	Response
1	creating reading assignments for my students
2	Articles too scholarly, not practical
3	Required course readings
4	Searching for the best evidence to apply practical
5	help designing my new library
6	IRP for AHIP
7	Professional decision making

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2008 JMLA Readership Survey

Results Overview



Date: 12/3/2008 10:05 AM PST

Responses: Completes

Filter: No filter applied

20. Additional comments about the JMLA case studies blog:

#	Response
1	I am not interested in reading blogs. There are a sufficient number of MLA communication vehicles already in existence. Please disseminate needed/useful information via Medlib-I, email, JMLA or MLA News.
2	Not sure it existed.
3	I rarely read professional blogs.
4	Didn't know it existed.
5	I don't know what it is.
6	I was totally unaware of it. I also dislike blogs.
7	I miss Scott Plutchak's editorials.
8	Time
9	I didn't know about it.
10	This is the first I've heard of it. I'll have to check it out.
11	haven't taken the time, and blogs were blocked from my work computer because of them blocking "social networking" applications!! I fought it and WON!! Now, I can see blogs (and also post to my library blog!!)
12	I don't have time.
13	blocked by my employer
14	Wasn't aware of it... sorry!
15	Um...I didn't know it existed!
16	No particular reason.
17	Didn't know about it
18	was not aware of it
19	I don't have time to access. I limit blogs to practical applications, not those where people who are full of themselves think the rest of us care what they think. I don't know how this blog fits since I've not looked at it.
20	currently short on time
21	don't care.

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Date: 12/3/2008 10:06 AM PST

Responses: Completes

Filter: No filter applied

25. What journal(s) do you find more valuable than JMLA?	
#	Response
1	MLA News, Section Newsletters
2	MRSQ, LJ, JAMIA
3	Library Journal, Medical References Services Quarterly, Journal of Library Administration and the CILIP Health Libraries Group Newsletter.
4	Journal of Hospital Librarianship.
5	In working with consumers, I read American Libraries, Library Journal, and Public Libraries
6	Information Outlook Informatics JHIM
7	Booklist, Library Journal
8	Hospital library section newsletter.
9	Biomedical Digital Libraries; MRSQ; Online; Library Journal;
10	Journal of Library Management Library Technology Reports
11	Library Journal
12	Journal of Hospital Librarianship Medical Reference Services Quarterly
13	Library Journal, Consumer Health On the Internet
14	MLA News, Louisiana Libraries
15	Library & Information Science Research College & Research Libraries Journal of health information & libraries Journal of Information science' Journal of Medical Internet Research JASIS
16	College and Research Libraries Journal of Academic Librarianship
17	Journal of the History of Medicine and Allied Sciences Oral History Review Bulletin of the History of Medicine Watermark
18	Medicine on the Net, MLA News, Journal of Consumer Health on the Internet
19	The Haworth press journals: ILL & Doc Deliv., Hospital Libraries, etc.
20	National Network: Newsletter of the Hospital Libraries Section of MLA
21	Medicine on the 'Net
22	Journal of Consumer Health on the Internet; Library Journal
23	American Libraries, Library Journal, College & Research Libraries, Information Today, Educause
24	MRSQ, American Libraries
25	Not necessarily *more* valuable, but of equal value: MRQ, Journal of Hospital Librarianship, Journal of the Cdn. Health Library Assoc.
26	MLA News; Journal of Hospital Librarianship; Medical Reference Services Quarterly
27	Medical reference services quarterly, Journal of hospital librarianship
28	Lately I have been reading the journal Evidence Based Library and Information Practice (EBLIP) more regularly than JMLA.
29	Library Journal

30	I'm not sure I'd say MORE valuable, but Information Outlook is right up there.
31	Any of the Haworth Press journals - consumer health on the internet, electronic resources, etc.
32	I don't really have any journals I feel are more valuable - mostly they are of equal value. Journal of Academic Librarianship, Library and Administration Management.
33	Library Journal
34	Network News,
35	Online, Information Outlook, Searcher, Computers in Libraries
36	MEdical Reference Services Quarterly
37	Not MORE valuable, but equal to: JAMIA; MRSQ; Hospital Librarian;
38	Evidence Based Library and Information Practice; EBLIP at: http://ejournals.library.ualberta.ca/index.php/EBLIP
39	Medical Reference Service Quarterly
40	American Libraries, Library Journal
41	Medical reference services quarterly Searcher Behavioral & social sciences librarian
42	Journal of Academic Librarianship College and Research Libraries Library Journal Library Trends Progressive Librarian
43	MLA News
44	American Libraries Library Journal
45	Online, Library Journal,

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2008 JMLA Readership Survey

Results Overview



Date: 12/3/2008 10:08 AM PST

Responses: Completes

Filter: No filter applied

26. Please take a moment to tell us why you find the listed journal(s) more valuable to you than the JMLA:	
#	Response
1	There is usually more of interest to me in these publications. While I read some of the papers in BMLA, they are often too academic in nature to be pertinent to me.
2	JMLA is total research. Health sciences librarianship is a practical, hands on profession for most practicing librarians. JMLA speaks to a very small part of the Association. Only a very small group of the same individuals get published.
3	The articles better inform me of happenings in my field and provide articles that I can use to improve my practice and my job performance.
4	Articles are easier to read and digest and more applicable to my current situation.
5	I work with a consumer focused group so in addition to medical information, I work with the public, rather than health care professionals
6	The listed journals are more forward thinking and current on issues relevant to my work. JMLA is a retrospective journal discussing the past
7	They have relevant book reviews and public-library related articles.
8	It is more apropos to a hospital library than JMLA.
9	JMLA research articles are written in a stuffy style, better as points of reference than as prose. So, I read specific articles looking for specific information rather than as general professional reading.
10	Perhaps "more valuable than JMLA" is too strong. I find these and other journals to be excellent complimentary information to JMLA.
11	It's easier to read and has a broader library point of view.
12	The articles are more pertinent to my job.
13	Relate more to the type of librarianship that I am involved in at my medical center.
14	More practical and straightforward, not written in "research-ese"
15	Journals cover more of the technology side of information services and human behavior
16	I actually don't get much out of any library related journals. I get more practical information on what I should be thinking about and how I should be working by reading journals the majority of faculty read, like Science and Nature.
17	In recent years JMLA has dismal record of publishing relevant history materials. That is the main emphasis of my (former) position and I am still working in that area
18	Information is more pertinent to current position.
19	More case studies, "how I did it," practical & procedural articles.
20	More specific to my needs as a hospital librarian, and more "how to" articles.
21	More topics I am interested in, more in-depth bibliographies on different topics, better graphics
22	More relevant content for consumer health
23	I don't actually find them all "more" valuable. I just need the difference aspects of librarianship mentioned. I think the manner in which somethings are done (programming, ideas) is fresher in these journals. JMLA can be a bit stuffy
24	The articles are immediately applicable to my work. Lengthy articles about topics that don't relate to actual libraries do not interest me at all
25	JMLA occasionally too American and not relevant to those of us in not-for-profit health care and academic environments.
26	While I like the research in JMLA, I prefer the "how I do this in my library" format of the others.
27	I do value to level of scholarship in JMLA and I feel that JMLA is more scholarly than the journals I listed above. I do find, however, that the content in the above journals is more applicable to my everyday work.
28	To be brutally honest, I find a lot of the articles in JMLA to be self-congratulatory "how we done it good in my library" treatises or essays with not a whole lot of valid evidence to back them up. Sometimes these "how I" articles are cleverly disguised as "research" pieces but these would not pass muster in other professional journals (example: case studies with little supporting evidence; I have no issue with case studies, per se, just ones that are prone to multiple biases).
29	Comes out more frequently and provides news that JMLA does not.
30	Not as much research based, but practical advice and discussion of issues in libraries.
31	More real world than research about abstruse ideas.

32	To be a well rounded librarian, I believe you must read in journals other than those dedicated to your specific field. JMLA is an excellent journal. Forcing me to answer yes or no was difficult.
33	JMLA rarely has anything of interest or relevance.
34	Much more practical and useful for hospital based librarians. JMLA is more academic based and very esoteric in its content.
35	It is more practical, less theoretical. I usually find the Brief Communications in JMLA much more useful and interesting than the full length articles, which tend to be theoretical or historical.
36	Provide articles directly related to my specific role as Medical Information Specialist
37	EBLIP seems to be far ahead of JMLA in its dedication to publishing and/or analyzing research evidence that I can actually use in my work. I think that JMLA is slipping behind the times compared to EBLIP. That said, the first three research papers in the October 2008 issue were very good so maybe JMLA is trending more toward the EBLIP model after all.
38	More practical applications
39	come out more frequently, more fun to read
40	You did not give a choice of 'equally valuable' to JMLA. The above are equally valuable to me as compared to JMLA
41	They are not necessarily more valuable professionally (though sometimes the content is), but I simply often find the topics covered more interesting.
42	More practical, no articles that are research articles apparently written only to fulfill a tenure requirement
43	more relevant topics research articles in JMLA are BORING
44	More colorful, not boring

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Responses: Completes

Filter: No filter applied

28. If you have not submitted or considered submitting an article to the JMLA, please tell us why:	
#	Response
1	Time, time, time.
2	no time to write
3	I publish elsewhere.
4	no time
5	More emphasis is placed on evidence based peer review articles, than those that highlight best innovative practices
6	MLA has little interest in medical information services in public libraries.
7	Recent graduate; need additional research experience first
8	Working as a circuit rider librarian leaves me no time for publication.
9	Writing is not my strong suit.
10	the process seems very overwhelming and very little constructive assistance at work
11	I'm a solo librarian without a lot of extra time.
12	Not enough time to write the article and concern it will be rejected because of the peer review process.
13	Getting around to doing it is the main holdup. "It's not you, it's me..."
14	I will send something when I have a paper that is worthy of publication in JMLA.
15	I'm doing my own research and would like to share with others.
16	I submitted one, it needed to be rework and life took me in another direction.
17	Don't have anything to say that other librarians want to read ;-)
18	My work and/or research would probably not be appropriate for the JMLA.
19	There seems to a bias toward peer-reviewed, research articles. I don't have the time to perform the type of research and write it up that the editors would be interested in.
20	Lack of time
21	I work part-time, time constraints for doing research.
22	No time.
23	I don't have a job that allows me time to develop an article of academic quality
24	New to the profession; don't have time to do the research and analysis; not interested in writing articles
25	Mostly time restraints on my end.
26	Didn't think it would be accepted
27	I don't have anything to put into an article.
28	lack of time, inertia
29	It's in my head, but not yet on paper!
30	I haven't identified a topic.
31	oh, that's my fault really -- just have to write the darn thing...
32	I'm new to the profession and have only been in my present job for a year.
33	It's not done yet. =)
34	I actually won the Rittenhouse award a few years ago and wanted to submit my paper but it was formatted in APA. I don't recall what the format is for JMLA, but I remember that it was a style that I'm not familiar with. I didn't have time to figure out the other style and reformat my paper. So I never submitted it.
35	I am not to that point in my career ... maybe later

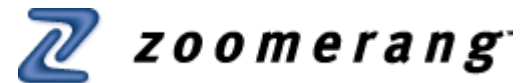
36	Too intellectual and research based.
37	Lack of worthwhile ideas and time to write. do not want to add to the excess of articles that are not all that important
38	Solo librarian and no time.
39	There are very types of articles that can be submitted to JMLA; other journals have more leeway, e.g. to submit an article that is an overview of a specific topic
40	Fear of rejection -- if pressured by boss to submit, and it is rejected, I'll never hear the end of it. So it isn't worth trying to submit an article. If the boss was more supportive, instead of vindictive, I'd definitely submit!
41	way too much work!
42	This journal has the largest readership in my profession.
43	I am actually in the process of writing an article for submission soon.
44	I've never really thought about it, I don't have the time and believe if I do write something i would first want to publish in journals my patrons use.
45	I don't enjoy writing
46	intimidated
47	Too highbrow and academic
48	No time.
49	Do not do research in my day to day job.
50	currently short on time
51	Too new to the profession, plan on doing so in the future
52	Didn't think what I had to say was on the intellectual par of other articles
53	No time.
54	Never finished writing article
55	I am new to the profession and am not clear on publication guidelines and formatting.
56	currently, i am working on different plans & cannot concentrate on submitting & writing

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Filter: No filter applied

30. If you have published in other peer-reviewed journal(s), which ones?

#	Response
1	JAMIA
2	AMIA symposium
3	Medical Reference Services Quarterly, Journal of Electronic Resources in Medical Libraries, others
4	Special Libraries MC: The Journal of Academic Media Librarianship
5	LJ, MRSQ, JCHI.
6	Journal of Hospital Librarianship
7	Library Journal,
8	Journal of Family Practice Journal of Hospital Librarianship
9	Academic Medicine; other medical journals
10	Journal of Hospital Librarianship
11	Various Haworth journals.
12	Medscape
13	Special Libraries; JMIR; MRSQ; Reference Services Review; Library Trends; JELIS
14	Journal of Consumer Health on the Internet, Library Trends
15	JAMA, New England Journal of Medicine, J Am Med Inform Assoc, Am J Public Health, J Urban Health, Methods Inf Med, Stud Health Technol Inform, J Public Health Manag Pract, etc
16	Reference Services Quarterly Journal of Hospital Libraries Academic Medicine Pharos
17	MRSQ
18	SLA
19	Arkansas Libraries
20	The Scientist Evidence Based Library and Information Practice Medical Reference Services Quarterly
21	Medical Reference Services Quarterly
22	j hospital librarianship, SLA publications
23	Canadian Health Care Management Forum, Health Information and Libraries Journal
24	portal: Libraries and the Academy Scientometrics
25	Journal of the American Society for Information Science and Technology (JASIST), College and Research Libraries
26	CIN Library Hi-Tech Biomedical Digital Libraries
27	MRSQ, Journal of Academic Librarianship, Reference & User Services Quarterly
28	Oral History Review Journal of Interlibrary Loan, document delivery and Electronic Reserve (may not be peer reviewed) several other history journals

29	Can't remember
30	Slavic and East European Review
31	MRSQ
32	Not sure if they are peer reviewed: Am J Infect Control and Consumer Health on the Internet
33	Journal of Electronic Resources in Medical Libraries, Medical Reference Services Quarterly
34	Journal of Consumer Health on the Internet
35	Medical Ref Serv Q, College & Research Libraries
36	Journal of Consumer Health on the Internet
37	Journal of Hospital Librarianship, Journal of Electronic Resources in Medical Libraries
38	International Journal of Nursing Terminology Classification
39	Med Ref Serv Quarterly
40	Not sure if it is peer reviewed, actually -- Public Library Quarterly
41	Medical Reference Services Quarterly
42	Too many to list, but some that come to mind are: Library Hi Tech, College & Research Libraries News, Hypothesis, Evidence Based Library and Information Practice (EBLIP), Medical Library Reference Quarterly, BMC Public Health.
43	Journal of Pediatric Hematology/Oncology
44	Medical Reference Services Quarterly, Internet Reference Services Quarterly, The Serials Librarian
45	OCLC Systems and Services Journal of Intelibray Loan and Document Delivery
46	JAMA
47	JAMIA
48	Medical Reference Services Quarterly Journal of Hospital Librarianship Colorado Libraries
49	academic medicine, jamia
50	Med Ref. Serv. Quart. Consumer Health on the Internet Journal of Hospital Lib.
51	Journal of Hospital Librarianship Journal of Consumer Health on the Internet Medical Reference Services Quarterly
52	J Am Pharm Assoc; Nursing outlook; Libr J.
53	BMC Public Health
54	A specialty medical journal
55	many
56	BMJ
57	Medical Reference Services Quarterly, Health Information and Libraries Journal, Evidence Based Library and Information Practice, some public health journals, etc.
58	various medical and library publications (e.g., Library Trends)
59	Journal of Hospital Librarianship
60	JAMIA
61	Hypothesis Medical Reference Services Quarterly Public Health Reports Internet Reference Services Quarterly
62	Academic Psychiatry Behavioral & social sciences librarian
63	JAMIA

64	Tennessee Librarian, Database, Journal of Hospital Librarianship, Technical Services Quarterly, Hypothesis, Health Information and Libraries, American Libraries, MRSQ, E-Streams, Library Journal
65	Journal of Hospital Librarianship Journal of Consumer Health on the Internet
66	Library & Information Science Research Women & Health Journal of Documentation and others
67	Hospital librarianship Medical References sERvices Quarterly
68	Medical Reference Services Quarterly, Reference Services Review
69	Medical Reference Services Quarterly
70	Learned Publishing
71	Journal of Academic Librarianship (article under review)
72	Journal of Family Practice
73	Health Progress

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Filter: No filter applied

#	Response
31.	If you could change just one thing about the JMLA, what would it be?
1	EVERYTHING.
2	Faster turnaround on research articles.
3	have it come more frequently
4	go back to the green and purple!
5	make it less research oriented to provide articles that are more practical and interesting to read
6	I've never thought the covers were graphically appealing. JAMA uses artwork - why couldn't JMLA do something similar?
7	although I prefer print to online - I could see the value of discontinuing the print version - to save paper and space
8	I would like to see the Editorial Board take a more proactive role in encouraging new authors. (See Plutchak TS. The JMLA readership survey. J Med Libr Assoc. 2003 Oct;91(4):389-91. No abstract available. PMID: 14566365)
9	more practical articles for the working librarian
10	Way that online content is indexed by other databases like Web of Knowledge.
12	More relevant articles
13	make it more responsive to hospital librarians, after all, they are the largest group within the organization.
14	Add more historical articles
15	it is not comfortable to hold and read - the pages don't stay open
16	Automatically send a copy of the table of contents to online subscribers whenever a new issue is published
18	Shorten it perhaps.
19	More how to do and improve as a medical librarian. More on best instruction methods for medical students/interns/attendings.
20	More articles on hospital librarianship, not necessarily peer-reviewed; maybe a few how-tos now and then.
21	more evidence based librarianship articles that show how hospital libraries support the clinical care and financial success of hospitals
22	Too scholarly, historical articles of no interest. Case studies don't relate and not very readable.
23	Continue improving rigor and quality of the articles selected; reject articles with poor methodology or limited relevance.
24	That it would be more applicable to my job. Most of the articles seem more academic than practical.
25	More visuals - pictures, graphs where appropriate, etc.
26	The size is a little big, but I like it that way. If I would change it it would be to shave off a quarter of an inch from each side.
27	The inclusion of invited guest editorials on a variety of "general librarianship" issues.
28	More frequent publication (6 or more issues)
29	Improve the manuscript submission method. Sending the manuscript in an email seems odd while other journals have a formal submission method.
30	nothing
31	Inclusion of historical material on a regular basis
32	I'm satisfied with it the way it is.
33	Number of articles written about academic libraries. There is not much subject interest for me; I work in a hospital library.
34	More focus on practical and technology tips, etc.

35	Provide more practical info: Rather providing a book review on XML, provide an article to teach what XML is, how to implement XML, examples of libraries using XML, educational opportunities to learn more about XML. (Substitute "open source," "proxy server," "ILLiad and Ariel," etc. for XML above.)
36	Lessen the "solid block of text" effect--it all looks the same, whatever the article.
37	More articles pertaining to hospital libraries and/or small medical libraries (we don't have the staff & budget to do what the big guys/gals do).
38	the graphics - very dull
39	Relax the research emphasis a bit.
40	I like the printed/digital formats as they are.
41	More consumer health content
42	Publish more "how we did it" articles vs. pure research ones.
43	JMLA could look and act a bit younger/fresher/hipper. Have some spark with ideas/images in a voice that we can understand and want to read.
44	Less scholarly...appeal to more than academics
45	Add more interesting relevant articles
46	Consider more pictures - eg: Estelle Brodman was the Focus Issue for July 2008 issue. there were several very nice articles about her, but not one picture.
47	Provide RSS feed for TOC because I couldn't locate it in PMC. If it has RSS feed, place it in an obvious place.
48	have the address labels on the print version printed on instead of on plastic or glued on so the address label cannot get lost.
49	more articles about hospital library concerns
50	More graphics/pictures (color?) to break up the layout. Part of my problem with reading JMLA is the layout, I can only stand to look at the black and white text so long. It becomes a visually tedious journal to read.
51	The one thing I would change: ask the editor to recruit authors who will publish far more rigorous applied research articles that I can use in my own practice to make important decisions.
52	List the author affiliations on first page, not last
53	More about what librarians are actually doing than soooo much dry research
54	Make it more interesting, somehow!
55	Recognize that JMLA in today's world is more about creating an archive of medical librarianship (all facets) as it's practiced now. Of course the research aspect is perhaps more important than it's ever been. It is not useful in terms of being up-to-date, learning new skills, finding out about what others are doing, etc.
56	frequency--no need for print version, just make it online and published as ready
57	I would like to see more articles for academic (college and university) health science librarians. Practical stuff for nursing libraiians, especially collection development articles. I would really love that!
58	How about a "grade" system for evidence based reports?
59	I would like to see more practical articles in the area of education, with some case scenarios that could be used during library sessions for medical students and residents.
60	More interesting topics
61	keeping the authors information on the first page!!!
62	Less academic based articles and more practical based information. Its very academic/university based and find little of use in this journal now that I am in a community hospital.
63	Thumb print of extra electronic material in print, so could preview before going to electronic.
64	More short articles on what librarians are doing in North America, including professional management strategies (such as are carried in Information Outlook)
65	add more research/evidence based studies and/or literature reviews (such as EBLIP journal)
66	More brief communications, less theoretical or historical articles - especially repeats of presentations from MLA meetings.
67	Larger print!
68	Would be nice to have a more lively, pertinent cover. Either more relevant artwork, e.g. a pic of a scientist with short bio inside or maybe a list of the main articles on the cover.
69	There are many desirable qualities to JMLA. I would request that it become primarily an evidence-based journal that will be related to my actual work needs.

70	Make the citation style for authors a RefWorks style. (In other words, very little).
71	Increase the font size on Tables. This may be an aging issues!
72	The legibility of the PDF copies (it is a bit faint).
73	publish a wider variety of research topics
74	make it more attractive; less dense.
75	More readable
76	Nothing
77	Less fussy, more focused on practical issues, articles more up to date.
78	nothing to recommend
79	Cover design
80	more practical articles. one more article about how some foriegn library uses Medline and I will scream
81	Add color and pictures.
82	Expand the Brief Communications column
83	nothing

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2008 JMLA Readership Survey

Results Overview



Date: 12/3/2008 10:11 AM PST

Responses: Completes

Filter: No filter applied

32. Please provide us with any additional comments that would help us make the JMLA a better publication for you:

#	Response
1	MLA needs to hire a really great graphics design firm to completely redesign JMLA. The covers are awful. The words and charts and graphs go on forever. The font has been the same for what seems like over a decade (switch to sans serif!). Make it less research-oriented so the average librarian can read and understand the articles, and use the information in their day to day work. JMLA is geared to a select few (upper echelon who are engaged in research/Directors) in the profession.
2	please do not become lame like Medical Reference Services Quarterly by introducing program descriptions and how to articles. Keep the research focus and quality high.
3	I recently realized that I no longer receive the print version...I must have checked that off on renewal...I find that I do not read the online as it isn't in front of me and I don't get reminded by receiving it in the mail...I am contemplating submitting an article so I have looked at the online JMLA recently...I like access to both, actually.
4	I would like more 'how to' articles and more non-hospital/non-academic articles. There is lots of us medical librarians who don't work in hospitals/medical schools
5	As you pull off content to be digital, ensure that it is still covered by indexers and used to calculate impact and h factors.
6	Make it a forward thinking 21st century journal, not a quasi-research magazine
7	I'm in favor of the electronic version of JMLA, but in reality I never got to it and therefore I've stopped reading it.
8	I like it; I just need more time to read it!
9	Generally, I like it very much. Great work done by and for librarians. Unfortunately, many of the authors are "specialists" in academic settings who do not address meaningful service or benchmark measures hospital libraries need to publish.
11	Actually I like the the publication as is and find it hard to criticize it.
12	JMLA is the only high-quality U.S. venue dedicated to health sciences librarianship research and practice, so I get concerned when past readership survey results say that the journal is "too research heavy" or "not relevant".
13	Include articles from the practical side of library land as well as the research articles.
14	don't let it get too theoretical, unless the purpose is to explain the theory.
15	Continue the option of having a print copy.
16	Thanks for asking for feedback and for all the hard work that goes into JMLA!
17	I appreciate that JMLA is peer reviewed and offers valuable content. I just think a redesign of all aspects (except the high quality research articles, etc) could help retain my interest.
18	I've enjoyed something in each issue I've read over the past 10 years. I especially appreciate articles about technology that aren't too technical! I also very much appreciate having access to online archives, so I can seek expertise at any tiem!
19	Thank you for this opportunity to provide feedback.
20	Your publication is great.
21	Promote writing for JMLA, perhaps by some past authors (this was done by the Books Panel in MLA News to encourage people to submit book proposals)
22	It is a wonderful publication. Thank you for all your efforts!
23	I am very interested in core collections/opening day collections since I am new to the field. WOuld be nice to have a "newbie" column!
24	Whoever thought of scanning all back issues of BMLA and making them available via PubMed Central was a genius! Over the past few years I have accessed probably 20-30 classic and not-so-well-known articles. Thank you!
25	Biggest problem in utilizing JMLA is time - as for everyone - I see articles of interest and often don't have time to go back and read them.
26	Some articles could be briefer. Too much commentary sometimes.
28	None

29	I find the entire journal very boring with it's articles. Spice it up a little with pictures, colors, etc. Always seems geared to big academic institutions.
30	Do not stop offering the print format; I carry it around
31	maybe the table of contents alert into my inbox would help me more in planning my readings

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