



Editorial

Video manuscripts: a new way to share your work!

Dear readers,

How we consume information has dramatically changed with the continuing evolution of digital media platforms. Instagram and TikTok in particular enable a vast global audience to share short-form videos, mostly featuring music, dancing, and funny incidents.

For professional and scientific communication, we wanted to develop a space within your journals for articles that are centered around a clinical video but also include the hallmarks of a scientific paper, such as an abstract, references, and study objectives.

Videos can serve a unique purpose beyond the usual ultrasound clip that is presently incorporated into scientific manuscripts and published as supplementary material. They can clearly demonstrate the reproducibility of a study's methods. As a clinician, I've often read peer-reviewed articles on a novel technique and wished for an easier way to visualize the information presented. I want to make sure I am performing the new technique correctly. Video manuscripts, which we're branding as "Technical/Tutorial Videos," are the answer, and *JAVMA* and *AJVR* are excited to offer you, as an author, the opportunity to submit one. Here's an example of a *JAVMA* Technical/Tutorial Video: <https://doi.org/10.2460/javma.23.05.0282>.



The link features a digital object identifier, or DOI, which is the universal means by which articles can be accessed on the internet. This article "counts" for the authors' professional bibliography. It can be cited, downloaded, shared, and promoted using social media. We think it will become a standard feature of clinical and research journals that serve the ongoing educational needs of professionals. We're proud to be pioneers in this expansion of what a "publication" can mean in the digital age.

These manuscripts are peer-reviewed, fully citable using the aforementioned DOI, and discoverable in PubMed. The goal of these manuscripts is to provide a unique and effective teaching tool. We've partnered with Cadmore, a video-hosting platform, to ensure that the videos

are glitch-free and user-friendly on the journal website. Our team is here to answer any questions you may have as you create your video article. We believe these articles will be particularly useful for students, new graduates, midcareer veterinarians, and anyone working in veterinary medicine with novel techniques and modalities.

These Technical/Tutorial Videos are embraced by leadership as scholarly activity. Dr. Ruby Perry, Dean of the Tuskegee University College of Veterinary Medicine and President and Board Chair of the American Association of Veterinary Medical Colleges, said, "These Technical/Tutorial Videos offer novel scholarly activities for veterinarians in academia, private practice, or industry while providing peer-reviewed how-tos for clinicians," and Dr. Bonnie Rush, the Hodes Family Dean at Kansas State University College of Veterinary Medicine, added, "The *JAVMA* Technical/Tutorial Video manuscript supports our mission to advance the practice of clinical medicine by broadly sharing innovation in clinical techniques. These publications will be considered with the same lens as traditional peer-reviewed manuscripts in the promotion process."

To incentivize submissions, we will waive the open access fee (\$1,250) for the next 50 Technical/Tutorial Video manuscripts that are accepted. Complete author instructions as well as details on what you need to include in your Technical/Tutorial Video are here: <https://avmajournals.avma.org/page/Technical-Tutorial-Video>.



We look forward to your feedback—and to receiving *your* submission in this brand-new, exciting category of publication.

Respectfully,

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