LETTER TO THE EDITOR
Quenchable Neuroscience: Why *JUNE* Needs to Focus on Getting Indexed in PubMed

Stefan R. Pulver
Janelia Farm Research Campus, Howard Hughes Medical Institute, Ashburn, VA 20147.

I am writing in response to William Grisham's recent editorial in the *Journal of Undergraduate Neuroscience Education (JUNE)* entitled 'Unquenchable Neuroscience' (Fall 2011, 10(1):E1-E1). In his piece, Grisham discusses challenges on the horizon, but fails to identify what I think is the biggest challenge facing *JUNE* and the journal's readers: *JUNE's* continuing absence on the search engine PubMed.

In his essay, Grisham writes about how Santiago Ramon y Cajal initially did not receive the recognition he deserved because he wasn't publishing in the *lingua franca* of neuroscientists in his time. Like it or not, PubMed is now part of the common neuroscience language of our time. Asking neuroscientists to submit work to a journal that is not indexed in PubMed is like asking them to deliberately publish work in a language that none of their peers read.

At this point, the National Institutes of Mental Health and many academic departments only consider neuroscience publications to be valid if they have PubMed identifications. Many people simply can't afford to invest time in creating manuscripts for *JUNE* if the end result doesn't show up on PubMed. And if people do submit to *JUNE*, they may hold back their best work, because they will not want to 'burn' their best results in a non-PubMed indexed journal.   Simply put, remaining unindexed promotes other journals at the expense of *JUNE*.

Grisham points out that it is the responsibility of both the readers and the editorial board to 'maintain the value of *JUNE* as a resource for educators.' He also calls for increased submissions to the journal and declares that '*JUNE* is here to help.' In my view, the simplest and most effective way to maintain the value of *JUNE*, increase submissions, and help readers is for the journal to get indexed in PubMed as quickly as possible. And I think that both readers and editors would be wise to focus all of our energies on solving this problem *before* we begin creating and supporting new types of articles in the journal (e.g., 'Hot and Cool News'; Grisham, 2011).

It is fair for the editors of *JUNE* to ask readers for continued support and submissions. But I think it is also fair for readers to ask the editors of *JUNE* for a clearly articulated strategy and time-line for getting *JUNE* indexed in the dominant neuroscience search engine. What are the requirements for indexing in PubMed? What is the journal doing to meet these requirements? How long will it take? As a reader, I would appreciate knowing the answers to these questions. I would also like to know what our community, the readers of *JUNE*, might be able to do to help. After all, everyone who reads and has published in *JUNE* has a vested interest in solving this problem.