Dear Dr. X

We are interested to publish the layman's summary of your research article: 'Prevalence of Staphylococcus, including Methicillin-Resistant Staphylococcus aureus, in a Physical Therapy Education Facility.' on our website.

The new project 'Atlas of Science' started from 1st October 2015. It is made by scientists for scientists and the aim of the project will be publishing layman's abstracts of research articles to highlight research to a broader audience.

Scientific articles are often difficult to fathom for journalists, due to the scientific jargon. Although journalists like to assess the news value quickly, that is by no means simple with most research articles. Writing a short, understandable layman's summary is a good means to reach this goal.

**Why is press attention important?**

Reaching the press is of great importance for yourself as well as for others.

- Through media exposure you attract the attention of potential employers, financiers and other people who may benefit you.
- It is an extra reward for your work. It is fun for yourself as well as for family and friends to read in newspapers what you have realized.

**What should your layman’s summary look like?**

Your text should be understandable for a layman. The more accessible your text is, the bigger the chance of media attention. The text (600 words at most) should be in English. Figures are allowed (2 figures at most).

The illustrations (figures/images/graphs) can add attraction to article. If there is any possibility we will recommend you to supplement your submission with illustration (although this is optional and will not affect the publication)

Title should be short and catchy.

Some other tips: Ask the questions:

1. How would I explain my thesis in a couple of minutes to:

   - Someone at an average IQ;
   - To my grandmother (provided she is not a nuclear physicist or the equivalent in your discipline!); or
   - To a reporter for a mainstream publication.

2. What difference will or could your research make to the world?
Remember that you are preparing this for a general audience. Keep the language as simple and jargon-free as possible.

Submit

• Submit your summary within 2 months directly from this page http://atlasofscience.org/for-authors/#submit

What do we do with your layman's summary?

• We check the text, and in consultation with you we dot the i's and cross the t's.
• Your text will be available on the Atlas of Science website. We will actively promote this site to the press.

Please, let us know if you are interested and do not hesitate to contact us if you have any question (simply reply to this email).

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Thank you,

Research Dept.
Atlas of Science

Results of librarian research on this title-

Response

I did a search to see what I could find out about it.
I came up with this blog post from a librarian who works in medical sciences area-
http://www.kraftylibrarian.com/tag/predatory-journals/

The article is a bit long but, probably worth it for you to read since she explains her process in figuring out that this operation is shady, at best. Like lots of these schemes now, they use the name of something legit to start with.