

Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf, and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference.

**Professional
Scholarly
Publishing
Bulletin**

Volume 7, No. 6, Winter 2008

Pat Schroeder Is a Plenary Speaker at the Charleston Conference

AAP President and CEO Pat Schroeder was one of the opening plenary speakers at the 28th Annual Charleston Conference on Book and Serial Acquisition Issues on November 6. The theme of the conference was "The Best of Times . . . The Worst of Times."

Addressing some 1,200 librarians and publishers, Mrs. Schroeder took her cue from the Dickens' theme, setting the stage with observations about the current environment for scholarly communication

in which the Internet has fostered a multitude of new possibilities in the delivery of information while at the same time blurring distinctions about the origins, integrity and quality of much of that information.

Invited to speak about 'News from the Publishing World,' Mrs. Schroeder underlined the common goals shared by librarians and publishers, stressing that "we need to work together to create a structure for information that is reliable and makes sense." To illustrate her point, she shared an anecdote about an elementary school student who was asked to prepare a report on Magellan and turned in a paper on the fund management group, not the explorer. "In a world where change is coming so fast," she commented, "we need to assess what are reliable, durable tools to get to content, determine what is and is not essential material to retain, and then develop a strategy for preserving it going forward."

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Chairman's Corner

I am really excited about the 2009 PSP Annual Conference, February 4-6 in Washington, DC. I think PSP has organized an outstanding program with a diverse and engaging group of speakers and experts from all areas of the industry. With the guiding theme "Focus on the User: Localization, Customization, and Personalization," conference attendees will be able to look at ways in which content is being reshaped by and for PSP customers.

There are two excellent pre-conference meetings this year. The first, the always-popular Digital Pre-Conference, was organized under the guidance of Mark Licker and the PSP Electronic Information Committee. The team has come up with an entirely fresh approach by focusing on the digital development process with an emphasis

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Pat Schroeder Is a Plenary Speaker at the Charleston Conference

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Mrs. Schroeder discussed the publishing issue most on the minds of her audience: the landmark settlement reached by AAP, the Authors Guild and Google that had been announced just a week prior to the conference. Reviewing key provisions of the agreement, she focused particular attention on those applicable to libraries, including wider access to out-of-print books, additional ways to purchase copyrighted books, and a provision for institutional subscriptions to millions of books online, underscoring

the fact that the smallest U.S. public library can now have access to great library collections.

Mrs. Schroeder conveyed the significance of the new Book Rights Registry as a component of the rights management infrastructure, but it was evident as she began to answer detailed questions from the audience that many complexities and issues remain to be resolved. Most importantly, as she communicated in wrapping up her 45-minute session, after three years of discussion and negotiation, the Google settlement provides “a model for going forward but there’s still a lot of work to be done.”

Chairman's Corner

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on listening to the professional and scholarly end-user.

Our second Pre-Conference program, entitled “MashUp at the Library,” is sponsored by the PSP American Medical Publishers Committee in conjunction with the NLM. Jack Farrell and Dianne McCutcheon will introduce the full-day session, which brings together university and medical librarians, together with scholars, to discuss the changing needs of users.

The Annual Conference kicks off with a keynote by Don Waters, the Program Officer for the Mellon Foundation and followed by a social reception at the Cosmos Club.

The rest of the meeting schedule consists of two exciting plenary sessions and a return of the 3x3 panel sessions wherein attendees can choose from any of three simultaneous sessions. Each session has been organized by Executive Council members in order to represent the broad diversity and interests of PSP’s membership. I think you will find much of interest, including new developments in copyright, new innovative delivery models, new content authority measures, and new and emerging needs of the reference content user. If you look at the number of times I said “new,” you will realize that the sessions will be on the front edge of contemporary publishing. If you scan the names of panelists, I think you will agree with me that there is a lot of breadth and depth to the conference content.

Alex Jones from Harvard’s John F. Kennedy School of Government is this year’s dinner speaker. Alex is an expert in media and public policy, the author of many books and is the host of Media Matters and On the Media.

Last, but by no means least, will be the revamped awards program, now entitled the PROSE Awards. There have always been awards to recognize the best in professional and scholarly publishing but conference veterans will hardly recognize the re-branded program this year. I believe you will really enjoy it. There was a record-setting number of submissions and competition for awards is awesome. I want to extend special thanks to John Jenkins for his tireless work in bringing new excitement to the awards program.

All-in-all the conference program promises to be great. I am really proud of all the hard work by the Executive Council, PSP Committees, panel moderators, and participants. I am thankful for the willingness of many volunteers to give back to the PSP industry. Of course, I am also very appreciative of the professionalism of AAP/PSP Staff. I look forward to seeing you in DC.

Michael Hays,
McGraw-Hill
PSP Chair

Washington Update

by John Tagler, Vice President & Executive Director, PSP

This fall has seen two significant legislative developments for AAP and its members. Both have been well documented on the AAP and PSP web sites and there has been considerable discussion and debate in the press as well. At this stage, there is probably little new information that can be imparted but I want to highlight the critical issues and provide you with a status report on where matters currently stand. In both cases there is extensive information on the PSP web site, with links to other sites containing more in-depth information and different perspectives.

The Fair Copyright in Research Works Act

On September 11th, the House Judiciary Subcommittee for Intellectual Property introduced the Fair Copyright in Research Works Act. The bipartisan bill (H.R. 6845) would prohibit government agencies from conditioning research funding on the limitation of the rights of journal publishers who acquire copyright of scholarly research articles from the funded authors after providing substantial added value by putting the manuscripts through significant quality assurance processes, such as peer review.

The legislation was introduced in response to the recent mandate by Congress directing the National Institutes of Health to require funded researchers to submit their final peer-reviewed manuscripts to the agency, upon acceptance for publication by a scientific journal, for worldwide online distribution by NIH within 12 months after publication in the journal.

Four witnesses spoke at the September 11th hearing: Dr. Elias Zerhouni (NIH), Heather Joseph (ARL/SPARC), Dr. Martin Frank (American Physiological Society and Coordinator of the DC Principles Coalition) and Ralph Oman (George Washington University Law School).

The bill will not reach the floor of the House this year, but it will likely be reintroduced in the new Congress in 2009. There has also been a newly-announced change in the House Judiciary Committee structure for intellectual property issues starting in 2009, with the disbanding of the IP Subcommittee and placement of intellectual property issues under the direct control of the full Committee.

For further information visit:

AAP press release announcing new House legislation to safeguard copyright in research works:

<http://www.pspcentral.org/PublishersPraiseNewLegislationtoSafeguardCopyrightinResearchWorks.cfm>

Joint publishers' letter to members of the IP Subcommittee from The American Physiological Society: http://www.pspcentral.org/documents/JointPublisherLetter9-10-08_002.pdf

and *Statement from Copyright Alliance Re: Introduction of HR-6845:*

<http://www.copyrightalliance.org/news.php?id=46>

Authors, Publishers and Google Reach Landmark Settlement

The AAP and Authors Guild settlement with Google, after more than two years of negotiation, was announced on October 28th.

The agreement promises to benefit readers and researchers, and enhance the ability of authors and publishers to distribute their content in digital form, by significantly expanding online access to books through Google Book Search. The agreement acknowledges the rights and interests of copyright owners, provides an efficient means for them to control how their intellectual property is accessed online, and in some cases enables them to receive compensation for online access to their works.

It is still subject to court approval, which is expected to take approximately six months and occur sometime in late spring.

There are five key elements to the agreement:

- More access to out-of-print books that remain in copyright.
- Additional ways to purchase copyrighted books via online access. Various preview options for viewing in-copyright books will allow users different levels of preview access for in-print and out-of-print books, depending on rightsholders' decisions.
- Institutional subscriptions to millions of books

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Washington Update

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that have been culled from some of the world's most renown library collections available online to US colleges, universities and other organizations.

- Free access from US libraries for online viewing of millions of out-of-print books at designated computers in US public and academic libraries.
- Compensation to authors and publishers earned from online access provided by Google and other potential providers through a newly-created independent, not-for-profit Books Rights Registry.

Google will make payments totaling \$125 million, with the money used to pay claims to Rightsholders and to establish the Books Rights Registry. Holders of US copyrights can register their works with the Registry and receive compensation from institutional subscriptions, book sales, ad revenues and other possible revenue models, as well as a cash payment if their works have already been digitized.

According to Allan Adler, AAP Vice President for Government and Legal Affairs, "A great deal of information about the settlement can be found in the settlement agreement and its attachments. Few people will read these documents cover-to-cover but publishing people can gain a lot of basic information by perusing the table of contents in the agreement to familiarize themselves with the scope of coverage and then focus on those areas that are of interest and concern to them. Then they must remember that there are still myriad questions to be answered and issues to be resolved. It's still a long process ahead." Details can be found online in the settlement agreement which may be accessed through the AAP web site: <http://www.publishers.org/main/Copyright/Google/documents/05cv8136-BoniDeclaration.pdf>.

For further information about the Google settlement, check the Key Issues page on the AAP web site http://www.publishers.org/main/Copyright/CopyKey/copyKey_01_03.htm.

2008 PROSE Awards Achieves Record Level of Participation

by Kate Kolendo, Project Manager, Professional & Scholarly Publishing Division

The American Publishers Awards for Professional and Scholarly Excellence (PROSE) is reaching new heights, with more Awards entries than ever before in its 33-year history. Newly renamed and rebranded, the 2008 PROSE Awards is generating enthusiasm from both long-time PSP member companies and newly-invited participants, Association of American University Press (AAUP) members. 438 entries have been received – over 100 more than in 2007 – from 60 professional and scholarly publishers across the country.

Submissions growth is a reflection of a revitalization effort by the Awards Committee and its new Chairman, John A. Jenkins, President and Publisher of CQ Press, PSP Executive Council member and Co-Chairman of the PSP Books Committee. "The record number of submissions is an affirmation of a decision to rebrand the awards program and take it in a whole new direction: new name, expanded eligibility and exciting new web and multimedia elements that will highlight winners and drive orders to them," Jenkins contends. "I'm truly

gratified by the response."

In addition to expanding eligibility to AAUP members, the 2008 Awards sets no limit on the number of submissions per publisher in any category and encourages publishers to submit both print and electronic products through awards categories that reflect the changing nature and formats of professional and scholarly publishing. An increased online presence, extended publicity and marketing campaigns and a dynamic multimedia presentation at the Awards Luncheon are also planned to place the PROSE Awards securely on the road to being the premier awards for outstanding professional and scholarly publishing in the United States.

More than 35 PROSE Awards will be presented at a special Awards Luncheon on Thursday, February 5, 2009 at the PSP Annual Conference, held February 4-6, 2009, at the Renaissance Mayflower Hotel in Washington, DC.

Electronic Information Committee Launches Seminar Series in 2009

The PSP Electronic Information Committee (EIC) *will introduce the Seminar Series on Selected Topics in Electronic Publishing* in 2009 – starting with four programs in the spring and four more in the fall. The programs will be targeted to staff new to electronic publishing at member organizations and address the transition underway from print to the electronic side of scholarly and professional publishing.

EIC members are affiliated with organizations with a breadth of experience in digital innovation, cutting across many subject disciplines and publication formats. The Committee, which holds education as fundamental to its mission, feels that this program will reach out to engage new members of the PSP community and share some of the Committee members' expertise and insights through a succession of programs dealing with different topics in electronic publishing.

To facilitate discussion and interaction, the number of attendees will be limited to 20, and participants will be asked to commit to the full series of four sessions – either in the spring or fall. Participation will first be offered to individuals from organizations active in the EIC and Executive Council, and any remaining spots will be offered on a first-come, first-served basis to other PSP members. A small fee (\$100 for each four-part series) will be charged to ensure commitment on the part of participants. PSP will provide a certificate to participants after completion of a series.

According to Committee member Bernard Rous, of the Association of Computing Machinery, "For many years, the EIC has organized a highly acclaimed pre-conference in conjunction with the PSP Annual Conference. We are excited that this educational Seminar Series builds on that tradition and will provide participants the opportunity to explore each topic in greater depth in a more interactive learning environment."

Each 90-minute session, focusing on an important current issue in electronic publishing, will offer a 45-minute presentation followed by a 45-minute Q&A with discussion. All sessions will run from 12:00 – 1:30 PM, and a light lunch will be provided. According to Mark Licker, of McGraw-Hill Professional and chairperson of the EIC, "We're taking small steps initially, but if we get a positive

reaction to this program, we will consider other means of outreach – perhaps through webinars or an EIC seminar series road show. There are numerous possibilities in the topics we can cover and we want to think expansively in how we can reach as wide an audience as possible."

The current roster for dates and programs in 2009 is as follows:

Spring Semester

Thursday, February 26th: Cultivating Innovation and Agility in a Customer-focused Culture

Convener: Kent R. Anderson, New England Journal of Medicine

Tuesday, March 31st: Electronic Publishing Project Organization and Management

Convener: Caroline Rothaug, John Wiley & Sons, Inc.

Tuesday, May 12th: New & Emerging Technologies

Conveners: Terry Hulbert, American Institute of Physics and Barbara Lange, IEEE, Inc.

Tuesday, June 30th: Managing Content: The Why

and How of Managing Digitally Captured Assets

Convener: Mark Licker, McGraw-Hill Professional and Stephen Sterns, Columbia University Press

Fall Semester

Friday, September 18th: Case Study – Author

Profiles and Publication Metrics

Convener: Bernard Rous, Association for Computing Machinery

Wednesday, October 21st: Accessibility: Meeting the Needs of Readers with Disabilities

Convener: Natalie Hilzen, and Frederick Bowes, American Foundation for the Blind

Tuesday, November 10th: Indexes – Aggregated Content Online

Convener: Barbara Chen, MLA International Bibliography

Tuesday, December 15th: Open Access and Institutional Repositories

Convener: Tony Sanfilippo, Penn State Press & Jack Ochs, American Chemical Society

For additional information, please contact Sara Pinto, sprinto@publishers.org, 212 255-0200 x257

Get Involved!

TIn 2009 PSP will be launching two new committees focusing on membership and education, and you're invited to join. In the Strategic Plan outlining PSP's goals and objectives through 2010, high priority is placed on expanding the division's outreach programs.

PSP looks to offer more educational programs covering a broader range of topics than ever before. As professional and scholarly publishing becomes increasingly complex in the digital world and as developments occur with unprecedented speed, keeping apace of change is a great challenge. PSP plans to expand its education programs in 2009 by:

- addressing newly emerging topics
- experimenting with new formats (webinars, podcasts)
- bringing our onsite training programs to new cities

At the same time, the players in the scholarly communications process are growing and changing. The definition of a publisher continues to be reinvented and PSP seeks to engage many of the new – and heretofore untraditional – entrants to publishing. Share your ideas to help expand and diversify PSP membership.

But PSP can't accomplish this without members' help.

This is your chance to become involved. PSP wants your suggestions and welcomes people who think creatively and expansively. This is a chance to experiment with new approaches – in how PSP can better meet current member needs and engage new participants.

If you haven't been involved in a PSP committee before, this is the perfect opportunity to test the waters. If you're looking for new perspectives, here is the chance to share your knowledge with others while learning about new developments and innovations. And in the process you'll get to network with other motivated industry peers.

For more information about joining PSP's new **Education Committee** and **Membership Committee**, please contact:

John Tagler, Executive Director
AAP/Professional and Scholarly Publishing
jtagler@publishers.org
212 255-0200 x223

New 'Research4Life' Umbrella Brand Launched

by Shira Tabachnikoff, Corporate Communications, Elsevier

The HINARI, AGORA and OARE cooperative public-private partnerships (PPPs) between UN agencies, STM publishers, universities and university libraries, philanthropic foundations and technology partners enjoy well-established reputations among some specific target audiences, including institutes, librarians and users. Partners have launched a new umbrella brand dubbed 'Research4Life' to embrace the three key United Nations-led initiatives which offer research for free or at little cost to developing nations.

However, those involved with promoting these programs often encounter difficulties when trying to explain them effectively. While there are distinct messages and goals for the individual programs, there is also a great deal of cross-over. The Research4Life umbrella brand is designed to enable partners to promote the three

programs to audiences who may not be completely familiar with them, including local and international media, governments, funding bodies and new partners.

Just as nonprofit organizations often seek to unite diverse local chapter needs with a headquarters operation, by allowing room for chapters to share a brand identity while demonstrating brand relevancy to their own specific audiences, Research4Life seeks to unite the UN-led programs with a single message to make the shared overarching goals of the three programs easier to communicate and understand.

The term Research4Life encapsulates perfectly what the UN-led programs are about and it was greeted enthusiastically by the annual HINARI-AGORA-OARE General Partners Meeting, hosted

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New 'Research4Life' Umbrella Brand Launched

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by the National Academy of Sciences in Washington recently.

As part of this new branding initiative, the PR team, comprised of communications representatives from the partner companies including Shira Tabachnikoff at Elsevier, Eric Merkel-Sobotta at Springer, Emily Gillingham at Wiley-Blackwell, Kimberly Parker at WHO, Claudia Toth at Microsoft, Mohamed Atani at OARE, and Maurice Long at STM, has developed messaging, PR and marketing tools to help all participants involved with the programs to communicate about these successful partnerships in a clear, unified and effective manner.

Research4Life is also launching an online platform (www.research4life.org), with the support of Microsoft, for the media, funding bodies and potential new partners, as well as a community where all those interested can share and collaborate about the programs.

Feedback from researchers and academics in the developing world ranked lack of access to subscription-based journals as one of their most pressing problems. And until recently, many institutions in the developing world have been relying on 20 or 30 year-old books for

their research and teaching and have little or no experience of using the internet.

Research4Life's scientific resources advance economic development and human welfare in developing nations by providing over 1,300 institutions in developing countries with access to global scientific, technical and medical research information for free or very low cost. An impact analysis, conducted by Elsevier, has shown that researchers in the countries benefiting from the health program have begun to publish their findings in international peer-reviewed journals at a rate that is well in excess of the increase seen in the rest of the world – 63 percent growth compared to 38 percent in the developed world.

For further information, case studies and photos, visit [pspcentral](http://www.pspcentral.org/commPublicAffairs/ResArch4Life.cfm).

Research4Life intro article:

<http://www.pspcentral.org/commPublicAffairs/ResArch4Life.cfm>

Case Studies:

<http://www.pspcentral.org/commPublicAffairs/documents/Research4LifeCaseStudies.doc>

Medical Publishers Donate Books to Aid First OB/GYN Residency in Afghanistan

by Jack Farrell, Chair, AMPC Philanthropy Committee

When physicians Kathy and Scott Deasy of HOPE Worldwide (www.hopewww.org) – an international charity that brings medical care to the world's poor, sick and suffering – sought help in establishing the first Ob/Gyn residency in Afghanistan, medical publishers answered the call.

Brian Scanlan, President of Thieme Publishers learned of the Deasy's efforts and alerted the Association of American Publishers (AAP). In quick order, a core collection of over 300 medical books was donated by leading publishers in Ob/Gyn – Elsevier, McGraw-Hill, Thieme and Wolters Kluwer – and shipped to Afghanistan so that each of the 18 Ob/Gyn fellows entering their study at Malalai Hospital, Kabul University Medical School now has a world-class library of books to guide them through their years of training and into clinical practice.

"The medical publishing community is always very generous when it comes to sharing their content with those in need," says Jack Farrell, Chair of Philanthropy for the American Medical Publishers' Committee of the AAP. "Medical information by its nature is global, and publishers understand the very positive impact their content can make."

The Deasy's are Ob/Gyn physicians dedicated to improving the state of women's health in Afghanistan which has the world's second highest maternal mortality rate. They recognized the acute need for a formal training as a first step in improving the care of women across the country. In conjunction with the **Center for Disaster and Humanitarian Assistance Medicine (CDHAM) (www.cdham.org)** and the **Henry M. Jackson Foundation**

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Medical Publishers Donate Books to Aid First OB/GYN Residency in Afghanistan

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(www.hmjackson.org) the Deasy's started this inaugural Ob/Gyn training in early 2008.

Recently, when the shipment arrived, Dr. Deasy shared pictures of beaming physicians cradling their new books and noted, "Afghans do not smile for the camera – unless their joy simply cannot be suppressed. A picture can tell it all! " (see pictures at http://www.publishers.org/main/PressCenter/Press_Issues/press_Issue.htm#PSP)

Anyone interested in tracking the success of this inaugural Ob/Gyn residency can visit www.afghanDoctors.org. In addition, the Philanthropy Committee of the AAP welcomes any suggestions as it continues to spread the salve of good medicine around the world via the generous contributions from the medical publishing community. Interested parties should contact Sara Pinto, Director of the Professional and Scholarly Division of the AAP (spito@publishers.org).

From the PSP Executive Director's Desk

John Tagler

On the road . . . a look at two other publishing conferences this fall

As an association director, I have frequent opportunity to attend industry conferences. I always approach them with an interest in keeping abreast of current developments, with the expectation of hearing some provocative speakers and a natural curiosity about what the "competition" is doing.

This fall I attended two conferences, the SSP Top Management Roundtable, in Philadelphia, September 4th – 5th and STM's 40th Anniversary Conference, in Frankfurt, Germany, October 14th. SSP's theme was "Constant Content and Autonomous Authors: The New Role of Publishers in the Era of Empowered Authors," while STM's was, "Forward from Forty: STM in its Fifth Decade."

Highlights from the SSP Top Management Roundtable

With a focus on the changing dynamics between authors and publishers, many of the SSP sessions dealt with service providers and publishers that are experimenting with new models to meet changing user demands and habits. According to a recent Outsell survey, 31% of searches do not deliver desired results. Respondents also indicated the amount of time they spend each week gathering and using information, with the following results over the 2001 – 2007 time span.

Gathering information: 2001 – 44% of the time; 2007 – 54% of the time. There is increasingly more information readily available but it is taking longer to locate it.

Registration helps site operators better know and understand users and respond to their demands. There is still uncertainty about the degree to which the blog information will be integrated into or complement the mainstream content, as there is great caution about integrating peer reviewed and unvetted content.

Brands can benefit from the vibrancy of discussions on social networking sites and the visibility gained. The brands, in return, provide a natural locus for a community to gather and in cases where there is a standard for high quality there is a better likelihood of attracting more serious bloggers and readers. The perception is often that bloggers are amateurs or hacks but many are experienced people. In the world of social networking, the traditional six degrees of separation have now been reduced to three.

There are two ways to become a famous blogger – become famous first and then blog or the reverse. The level of entry and maintenance can be high with regard to hardware and software investment, Web access options, tools and personal time commitment.

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From the PSP Executive Director's Desk

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Podcasting has seen exponential growth in the past five years. The equipment and skills necessary for entry into podcasting are modest, and the key is not money or slickness but to identify a topic that is interesting and a speaker who is compelling.

Highlights of the STM Conference

According to a report (<http://www.rin.ac.uk/costs-funding-flows>) published by the Research Information Network (RIN) in May 2008, the estimated costs for research in the UK are £175 billion annually and are allocated as follows:

- 66.3% for the research process [£116 billion]
- 3.7% for publishing and distribution [£6.4 billion]
- 1.1% for access [£2 billion]
- 9.4% for user search and downloading [£16.4 billion]
- 19.5% for reading [£34 billion]

Breaking this down a bit further, of the £6.4 billion for publishing and distribution, £1.8 billion is for direct fixed costs from manuscript submission to first-copy cost. Additional components for the \$6.4 billion include distribution and database infrastructure plus the cost of subscriptions to libraries. Library overheads and providing access are covered in the £2 billion access provision. This illustrates an interesting apportionment of financial resources – with the researcher sitting at the two ends of the process {# 1, 4 and 5] accounting for more than 95% of the cost involved in supporting the research process. Based on observations of recent trends:

- Research funding and article output are likely to grow between 1.5% – 2% annually during the next 10 years.
- This will primarily increase the burdens on peer reviewers and the HE libraries.
- E-only publication will save about 5% in distribution costs; the real savings will be for the libraries which can reduce their handling costs by 36%.

- Excluded from the study were the costs of building and sustaining institutional repositories, which looms large for potential new costs and would require additional study.

The scholarly publishing process is not generally understood outside the industry, and there needs to be better awareness about the criteria that authenticate the version of record. The perception is that the publisher's role is done upon publication, which was the case in the print world, but now the publisher continues to be responsible for the copy of record which includes errata, corrections and electronic archiving. Two recent CrossRef initiatives address these issues. First is CrossCheck, launched in 2008, which provides a means of detecting scholarly and professional plagiarism. The second initiative, CrossMark, is scheduled to be available in 2009. It provides a seal of approval that CrossRef-member publishers can affix to the official version of record, indicating that a particular document is an authenticated version (having passed peer review when promised by a journal) and maintained on the publisher site with updates, errata and links that are rigorously maintained.

The STM Conference concluded with what was the most highly anticipated and controversial session, “A Conversation with Harold Varmus.” In an interview conducted by David Worlock, Chief Research Fellow, Outsell, Inc., Varmus shared his views on scholarly communication in general with a specific focus on Open Access. Varmus consistently pulled the discussion back to his views on the changes in scholarly communication and how to make the scholarly record publicly available.

Varmus asserted that the subscription model will disappear within five years. He indicated that the PLoS operation is on track to break even in its publishing operations within the coming year and is committed to expanding its services. Among new innovations are article summaries in the flagship journals (PLoS Biology and PLoS Medicine), written by

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2009 PSP Annual Conference

Focus on the User: Localization, Customization, Personalization

February 4th-6th, 2009
Renaissance Mayflower Hotel
Washington, DC

REGISTER BY JANUARY 12 TO QUALIFY FOR BIG DISCOUNTS!

WEDNESDAY, FEBRUARY 4, 2009

9:00am-3:30pm

Concurrent Pre-Conference Programs (*separate registration fee for each*)

- **The Development Cycle for Digitally-Enabled Publishing:**
Technology, Intelligence, and Listening to Your Users
- **MashUp at the Library:**
Managing Colliding User Needs, Technologies, and the Ability to Deliver

ANNUAL CONFERENCE BEGINS

4:00pm-5:00pm **Keynote Opening Address, Donald Waters, Mellon Foundation**

7:00pm-9:00pm **Evening Reception at Cosmos Club**

THURSDAY, FEBRUARY 5, 2009

9:00am-11:00am **Plenary #1: Public Policy is Everyone's Concern: Developments in Access Policies, Turning the New Page in Copyright Policies, and the Look Ahead**

11:00am-11:30am **PSP Business Meeting**

12:00pm-1:30pm **Luncheon: 2008 PSP PROSE Awards,**
Master of Ceremonies: John Jenkins, CQ Press; Address by R.R. Hawkins Winner

2:15pm-3:45pm **Plenary #2: The Devil Is In The Devices**

4:00pm-5:15pm

Concurrent sessions:

- **Mediating Authority in the Digital Age**
- **Institutional Repositories and Open Access in the Humanities and Social Sciences: Where Are we heading?**
- **Evaluating Research Performance: What Publishers Should Know Today**

7:30pm-9:30pm **Dinner**

Keynote Dinner Address: **Alex Jones, Director of the Joan Shorenstein Center**

FRIDAY, FEBRUARY 6, 2009

9:00am-10:15am

Concurrent sessions:

- **Online Advertising**
- **No Longer an Open Book: Expectations from the new users of reference content**
- **Custom Publishing**

10:45am-12:00pm

Concurrent sessions:

- **China and India: The Rise of the Asian Megamarkets and What it Means for Professional Publishers**
- **How "E" is Changing the Way People Work**
- **Publishing E-Books in the Social Sciences and Humanities: Meeting the Needs of the Market**



REGISTRATION FEES
(after January 12th, 2009, full conference rates apply)

	AAP Member & Librarians	Non-Member
<input type="checkbox"/> Pre-Conference on 2/4/09 Only <i>(Please check which session you plan to attend)</i>	\$295	\$425
<input type="checkbox"/> The Development Cycle Pre-Conference		
<input type="checkbox"/> MashUp at the Library Pre-Conference		

EARLYBIRD REGISTRATION PACKAGES

(please check appropriate boxes)

	AAP Member & Librarians	Non-Member
<input type="checkbox"/> Registration Package 1 Includes PSP Annual Conference	\$1,200	\$1,845
<input type="checkbox"/> Registration Package 2 Includes PSP Annual Conference Pre-Conference Seminar	\$1,495	\$2,270
<input type="checkbox"/> Registration Package 3 <i>(New attendees – or if you haven't attended since 2005)</i> Includes PSP Annual Conference	\$850	\$1,300
<input type="checkbox"/> Registration Package 4 <i>(New attendees – or if you haven't attended since 2005)</i> Includes PSP Annual Conference Pre Conference Seminar	\$1,145	\$1,725

CONTACT DETAILS – PLEASE PRINT CLEARLY:

Name	Business Title
Company	
Address	
City, Zip, State	
Telephone	E-mail

PAYMENT METHOD:

- Check (Payable to *Association of American Publishers, Inc.*)
 Visa MasterCard American Express

Card No. _____ Exp. Date _____

Name of Cardholder _____ Signature _____

Total amount to be charged - \$ _____

MAIL OR FAX PAYMENT TO:

Association of American Publishers
 Attn: Sara Pinto
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From the PSP Executive Director's Desk

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paid science writers, to make the content accessible to laymen. PLoS may also consider accepting paid advertising, with restrictions, as an added source of revenue. There are also plans to create hub sites in scientific communities as well as with other experiments. He also noted PLoSONE, which adheres to a different review model, augmented by a commentary and feedback mechanism.

The recent sale of BioMedCentral to Springer Science & Business Media is, according to Varmus, a mark of the viability of this new model and an endorsement of its success. It also sends a message that there is a demand among authors for speed.

Institutional repositories are a fundamental component of the Open Access movement, and Varmus feels that search engines are not yet sufficiently good to locate data on myriad individual sites. PubMedCentral and its international peers, by contrast, provide central sources for trustworthiness and locatability. While these public access repositories have begun to address storage issues for the current literature, Varmus is concerned about the backfile literature, citing the need for a minimum of 30 – 40 (and preferably more) years of medical literature to be publicly available. He feels that teachers now may not use older literature because it is too hard to access. For an estimated \$100 million, he feels it would be possible

to digitize the past four decades of medical literature and make it publicly accessible.

In a brief question period, the focus shifted back to the economic practicalities of Open Access. Varmus reiterated two points that were in keeping with his long-standing positions. First, he would like publishers to explore how the transition to Open Access is going to work. It's not so much a question of whether or not but when and how. Second, Open Access puts the cost burden on authors rather than readers, but Varmus envisions philanthropic groups being willing to support those without funds to publish.

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