



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

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2010 PSP Annual Conference

by Myer Kutz, Editor, PSP Bulletin

To be sure, the organizers of the 2010 PSP Annual Conference (at the Renaissance Mayflower in Washington, DC, February 3rd - 5th) listened to PSP members and recognized the changed economic climate. To streamline costs and encourage wider attendance through lower registration fees, gone this year were two conference mainstays: the second-night dinner with a speaker and the opening night reception at a hallowed Washington institution where red wine is verboten lest a drop stain any venerable furnishings. Which isn't to say that those events weren't great fun; they were. But if conference attendees missed having either event on the program, it wasn't evident from buzz at the meeting - perhaps because the conference wasn't lacking for

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From the Executive Director's Desk

by John Tagler, PSP Executive Director

As this issue of the Bulletin goes to press, 2008 AAP Industry Statistics for Professional and Scholarly Publishing is ready for distribution. The data collection process is a long and, at times, frustrating exercise - evidenced by the fact that 2008 publishing data are just being issued in 2010.

The focus on journals publishing is warranted since journals are the major thrust of PSP output - especially in science, technology and medicine. If one looks at the responding publishers list and assesses their journals, the STM component is dominant. As the report also reveals, the lion's share of revenue comes from institutional subscriptions where, in the sciences, academic and research libraries spend the vast majority of their budgets on journal content.

In looking at the data and what they indicate about PSP overall, I must admit to having some reservations about what the report reveals about the industry today. Does it provide a comprehensive perspective on the industry?

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Chairman's Corner

This is my final Chairman's Corner, which gives me the opportunity to reflect over tremendous changes in the past two years. First, both AAP and PSP have new executive leadership. Tom Allen became President and CEO in 2009. His energy and vision are most welcome. John Tagler joined PSP as Executive Director in 2008. I was very pleased to be involved in his selection. He has spent many hours networking with existing and potential members at conferences and

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Chairman's Corner

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meetings. John's outward looking focus is vital to maintaining a strong membership. John has also developed new forms of communications. Like me, you have probably used *PSP...Links*. John is already up to number 33 in the series.

I am very proud of changes in our educational programs and I count our annual conferences as educational sessions in that we learn best when we learn alongside our peers. Conference expense were reduced and multiple registration options were offered. Thanks to Lynne Rienner for leading the charge on these efforts. Another dramatic change was in conference format. A first-ever Oxford-style debate on copyright generated a lot of interest. Additionally, there were more cutting edge sessions than ever before, such as Social Marketing 101 and Content Enrichment. Session planners and moderators did an outstanding job.

AAP/PSP staff, Sara Pinto and Kate Kolendo, work so hard and are so essential to successful annual conferences. They deserve a big round of applause. My co-chairs over the past two years, Hill Slowinski and Glen Campbell, were invaluable at annual conferences. I will never forget that when the 2008 dinner speaker became ill and withdrew on the day of his speech, Hill, Glen and I scrambled, and, as luck would have it, ended up with an interesting talk from Dan Pink. So a special thanks to Sara, Kate, Hill, and Glen.

I would be remiss not to mention the PROSE awards as a significant achievement in the past two years. The revitalization of the Hawkins Award, the thoughtful videos, and the engaging awards session are a tribute to the judges and our ExCo colleague, John Jenkins.

The annual conference is a result of collaborative planning. The 2010 plan began in March 2009 with a critical assessment of attendee comments from the 2009 meeting. A team then went into action to start the process of identifying themes and topics. The planning team consisted of Thane Kerner, Pat Kelly, Glen Campbell, Richard Kobel, Lynne Rienner, John Tagler, Sara Pinto and me. Once

topics were set, ExCo members stepped up to take responsibility for individual panels.

I would also like to spotlight hard working Committee chairs. Monthly agendas have become forums as well as business meetings and I encourage members to check them out. Each committee has ramped up educational efforts in the past two years. The Electronic Information Committee once again set a new benchmark for success in its pre-meeting conference, *The Culture of Free*. They have delivered new innovative programs throughout the past two years. The Book Committee finds an engaging speaker for every meeting. I attended the RFID session recently, and I can't believe how much I learned. Everywhere I look I see our committees stepping up and engaging our membership.

It has also been very exciting over the past two years to participate in the great debates of our industry: How will information be shared and valued? Will information be free for all? Some? Many? What is the impact of new "competitors" from government and the software industry? What does it mean to be an "American" society in a global information age? Will scholarly and professional publishers face the same digital dilemmas already experienced by newspapers, magazines, and music? By working together on issues and by maintaining quality standards, we publishers will succeed in our individual businesses and in our mission to advance educational learning outcomes and global academic research.

I would like to close with a personal thanks to my colleagues on the Executive Council. You gave so much of your time and effort. I started out feeling good about giving back to my industry. I ended up receiving so much in return. And finally, I want to thank every member for your involvement. I am honored to have represented you.

Michael Hays, McGraw-Hill
Chair, PSP Executive Council

2010 PSP Annual Conference

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entertainment and diversion otherwise. The Awards Luncheon (more about it later in this report) and the evening reception in the exhibitor area, which had been thoughtfully redesigned to be more open and visitor friendly, were held as usual. And there was the excitement brought by Snowmageddon, which cut down conference attendance Friday as airlines called, texted and rebooked passengers on earlier flights in order to get their planes out of Washington airports before the storm buried the runways.

Conference organizers, of course, were not accountable for headline-making global-climate-change-induced weather. But they were responsible for a new and enjoyable plenary session that enlivened this year's program – an Oxford-style debate on the proposition: "Current US Copyright Law Excessively Restrains the Development of Intellectual Property." Such debates feature two sides of speakers and a moderator (in this case, Thane Kerner of Silverchair), of course, but after opening statements, there is Q&A between debaters and questions from members of the audience, then short closing statements conclude. Debaters "for" the proposition were Richard Baraniuk, an electrical engineering professor at Rice, who runs a collaborative that creates teaching materials combined from multiple sources and asserts that US copyright system inefficiencies dampen such efforts, and Lawrence Lessig, the Harvard law professor well known as a copyright gadfly, who argued that intellectual property protections are "excessive", "insanely complex", "don't work in the digital world", and "stop people unnecessarily." Two lawyers, both bearded, as opposed to their clean shaven opponents, comprised the "against" team: William Strong, an intellectual property lawyer in private practice, who contended that the current system enhances democracy and disrupting it for any particular class of materials would invite vast unintended consequences, and AAP VP of Legal and Government Affairs, Allan Adler, who denied that Congressional actions are preventing further creativity using copyrighted works and showed that the numbers of people in US creative industries continue to grow. The audience was polled on whether they were for or against the debate proposition in real time (via mobile texting) before the debate and as it was concluding. Professor Lessig, is forceful, amusing, and quick on his feet, and while he may appeal ultimately to the notion that the current US copyright regime is restraining teenagers from creatively remixing copyright music and film, he hardly appears to favor scrapping copyright protections altogether. Perhaps as a result of this heady combination, he seemed to win the day, as his side, which trailed badly

in polling before the debate, appeared to pull well ahead by the end. Were minds changed for the long term? I spoke with two esteemed copyright veterans after the debate. One conceded that Lessig may have a point that current copyright law may not be completely relevant in the digital age, while the other barked, "He's a snake oil salesman!"

A highlight of PSP conferences is the PROSE Awards Luncheon, which, for the second year, was a multimedia extravaganza, directed and hosted by PROSE chair John Jenkins (CQ Press), who gives every impression of having been born to the role. The show may have a great many moving parts, including, this year, a film with publishers discussing their participation in the awards program, but Jenkins and his able crew (including AAP staffer Kate Kolendo, whose report appears elsewhere in this issue) bring the whole thing off flawlessly, with no sweat evident. The invited guest this year was Dan Hawkins, from the second, lengthy marriage of R.R. Hawkins, the librarian after whom the top PROSE award is named, who lived to the ripe old age of 97, we learned from his confident, relaxed son, who appeared to have had a rather distant relationship with his father. For the presentation of awards, Messrs. Hawkins and Jenkins were joined onstage by AAP President and CEO Tom Allen, whose ingenuous broad smile as he posed for photos with award winners testified to his experience as a Maine Congressman in his prior-to-AAP life. The program ended with brief speeches by the two Hawkins Award winners – Garrett Kiely, of The University of Chicago Press, for *Plato's Philosophers: The Coherence of the Dialogues*, and Sean Pidgeon, of John Wiley & Sons, for *Wiley Interdisciplinary Reviews (WIREs)*. This wasn't the first time the Hawkins Award was shared. Several years ago, there was a tie vote among judges for two distinctly different reference works – one an authoritative, staunchly opinionated multi-volume history of music, the other an intricately illustrated, expensive-to-produce atlas of human anatomy – and the judges decided that proceeding with further votes wouldn't be fair to either work. This year's conundrum was of a different sort, as the contest came down to a choice between a book of great classical scholarship that had been years in the writing and a ground breaking interdisciplinary electronic scientific information service. This was the first time an electronic product was among Hawkins Award finalists. The judges were torn between recognizing value not only in traditional, but also in innovative publishing, and ultimately decided to award the top prize to both works because they achieve excellence in very different realms.

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2010 PSP Annual Conference

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Overall, the conference amply fulfilled the promise of its title, *The New Reality: Disruption, Innovation, Relevance*, by hitting the hot-button issues, in addition to copyright, in PSP's world: public access, content enrichment, new communication devices and software platforms that PSP and other publishing sector customers will be using increasingly for finding, accessing and managing content. Add to that new content development and management systems and delivery platforms that publishers themselves are using now and will use in the future, and ways professional and scholarly publishers can exploit niche social networking to benefit their customers. Presentations that stood out for me included Fred Dylla's (American Institute of Physics and PSP Executive Council member) carefully considered explication of the workings and report of the Scholarly Publishing Roundtable, formed recently to find consensus on public access among stakeholders and indicative of positive change in the public access debate in the past year. The roundtable report recommends public access to government funded published information after some embargo period. The report also concedes that roundtable participants expect their recommendations to have a limited shelf life of not more than a few years because of rapid changes underway in electronic communication. I was interested in the parade, in the session adroitly moderated by Evan Schnittman (Oxford University Press), of new lightweight, small-screen devices, as well as new platforms, some with catchy names like QUE and SKIFF (the latter presented by a fellow alliteratively named Cliff). For PSP, the important subtext here is that scientists, scholars and other PSP customers are increasingly gaining the ability to integrate publications and information services into their daily work, which makes PSP's output more useful and valuable. And I was

glad to hear the description by Tim Ingoldsbey (AIP), who's been at the forefront of so many electronic initiatives over the years, of AIP's new social network for physicists, which was entered in the PROSE Awards competition and attracted strong positive comment from a number of judges.

Cumulatively, ratings on conference evaluation forms (exhaustively compiled by PSP's Sara Pinto) were decidedly positive -- 38% "excellent" and 44% "good", compared to only 13% "fair" and just 4% "poor." The preconference seminar, entitled *The Culture of Free: Publishing in an Era of Changing Expectations*, which was ably summed up on the fly by Kent Anderson (The Journal of Bone & Joint Surgery), got even better grades: 70% "excellent", 27% "good" and just 3% "fair". The conference keynote speaker, Georgetown University provost James J. O'Donnell, was well chosen, not just because he is so comfortable behind a lectern. (For the record: 54% "excellent", 40% "good" and 6% "fair".) For in addition to being a member of the Scholarly Publishing Roundtable that Fred Dylla spoke about, Dr. O'Donnell is what one might call "a worldly classicist." He's concerned not only with challenges to the higher education business model, but also, as an officer of the American Philological Association, with the future of scholarly publishing. He offered that "we know what to publish, but we don't know what scholarly publishing really means" nor "who will pay for what." Yet, when he concluded that marketing success will accrue, "as it always has, when it comes to monetizing information," he was sounding a note of optimism, as I suspect most conference attendees would have done if you'd asked them about PSP's future after the conference concluded, no matter where they were when the snow that was to shut Washington down was falling in earnest.

PSP Celebrates PROSE Winners at Awards Luncheon

by Kate Kolendo, AAP/PSP Staff

More than 40 PROSE Awards were announced February 4, 2010 at an Awards Luncheon during the PSP Annual Conference, held at the Renaissance Mayflower Hotel in Washington, D.C. Hosted by John A. Jenkins, President and Publisher of CQ Press and PROSE Awards Chairman, the Luncheon delivered special guests, the debut of dynamic multimedia presentations and the long-awaited announcement of the 2009 PROSE winners to a capacity crowd.

The 34th annual R.R. Hawkins Award, the top PROSE prize, was presented to two publishers: The University of Chicago Press for *Plato's Philosophers: The Coherence of*

the Dialogues and John Wiley & Sons for *Wiley Interdisciplinary Reviews (WIREs)*. While this isn't the first time the Hawkins has been awarded to two presses since the PSP Awards program launched in 1976, this is the first time an eProduct has taken home the Hawkins prize. Garrett Kiely, Director of The University of Chicago Press, and Sean Pidgeon, VP & Publisher, Review & Reference Content, John Wiley & Sons, accepted their awards from special guest Daniel Hawkins, son of the Award namesake Reginald Robert Hawkins.

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PSP Celebrates PROSE Winners at Awards Luncheon

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AAP President & CEO Tom Allen was also on hand to present the top five PROSE Awards for Excellence, recognizing outstanding works across the Humanities, Social Sciences, Physical Sciences & Mathematics, Biological & Life Sciences, and Reference Works categories. Honored with PROSE Awards for Excellence were The University of Chicago Press for *Plato's Philosophers: The Coherence of the Dialogues* (Excellence in Humanities), Academic Press/Elsevier for *Neuroeconomics: Decision Making and the Brain* (Excellence in Social Sciences), John Wiley & Sons for *Therapeutic Monoclonal Antibodies: From Bench to Clinic* (Excellence in Physical Sciences & Mathematics), McGraw-Hill for *Dermatology for Skin of Color* (Excellence in Biology & Life Sciences) and John Wiley & Sons for *Wiley Interdisciplinary Reviews (WIRES)* (Excellence in Reference Works).

The Luncheon additionally featured multimedia presentations, including the premiere of *PROSE 2009: Publishers...on Publishing*, a short film that takes

viewers inside the thought process of some of the publishers and editors who've submitted titles to the PROSE Awards, which received rave reviews from the audience, as did the overall vibrancy of this year's luncheon program. For the PROSE Planning Committee and Chairman Jenkins, the results have been satisfying. "It was just unbelievably gratifying for me to see and hear the meeting's reaction to our PROSE Awards program." He explains, "We wanted to put on a show that was as exciting as the books we were honoring. When the winners are as noteworthy as those receiving awards this year, the event can't be anything except outstanding."

Energized by the audience response and the program's momentum, Jenkins is already looking ahead to the 2010 PROSE Awards. "Am I looking forward to next year?" asks Jenkins. "You bet!"

For a complete list of PROSE winners or to view *PROSE 2009: Publishers...on Publishing* please visit www.proseawards.com.

From the Executive Director's Desk

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Certainly not. But the report does provide a window to some activities, trends and shifts. Many of the largest scholarly publishers – who produce some of the most widely-used and prestigious journals – are included in the report. So the importance of trends revealed in the report and the influence that participating publishers have on developments in the industry likely have an impact beyond what the aggregate numbers might suggest.

Information was confidentially submitted by 25 Professional and Scholarly Journals Publishers for calendar years 2006 through 2008. Data cover:

- Production in units
- Sales in thousands of dollars
- Circulation in units

Scope of the Report

The report on 2008 journals publishing saw a significant increase in number of publishers submitting and number of journals included in the analysis. Twenty-five publishers submitted data for 2008 whereas 19 publishers submitted for the 2007 report (an increase of 31%). Nine publishers that had not submitted during the previous year contributed to the 2008 data collection effort while three publishers that submitted in 2007 did not do so in 2008. Although more publishers submitted data for the 2008 report, the total number of journals included in the study – 5400 – was influenced not only by the larger number of submitting

publishers but by acquisitions in more than one publishing house.

For 2008, 25 reporting companies published:

- 5,400 journals compared with 4091 titles analyzed in the 2007 report, an increase of 32%.
- In the 2008 report, 675,751 articles were published by 25 reporting publishers, compared with 593,926 articles in 2007, a 13.8% increase.

Influence of Reporting Titles

A key consideration in interpreting these data involves the influence of the publishers and journals covered in the report. 2008 data cover approximately 50% of research and review article output, based on estimates received from Thomson Reuters (Web of Science) and Elsevier (Scopus). In the 2007 report, the data (593,926 articles) covered an estimated 45% of the scholarly article output. Most estimates indicate that somewhere between 1.25 and 1.3 million scholarly research articles are currently published annually.

Sales and Revenue

Total 2008 revenue for 25 reporting publishers was \$6,312,814. Because these publishers did not report on revenues for the same list of titles over the three-year span, it is impossible to draw conclusions about revenues on a year-to-year basis. So year-to-year revenue growth

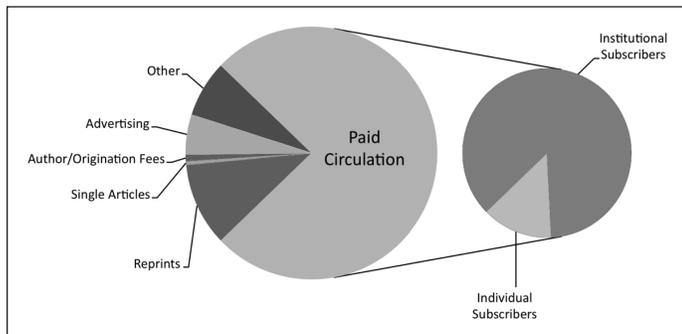
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in this report is not a reliable indicator of industry growth patterns. However, in looking at the breakdown of income sources as a percentage of revenue over the three years reported, there are some interesting revelations and subtle shifts in the revenue stream.

By far the largest source of revenue has been and remains paid circulation and the largest source of paid circulation is from institutional subscribers as the following chart for 2008 illustrates:



- Revenue from paid circulation made up 66.1% of sales in 2008, compared with 66.4% in 2007 and 61.8% in 2006.
- Looking only at revenue derived from paid circulation, there has been a gradual increase in the percentage derived from institutions – 82.2% in 2006 to 84.9% in 2007 and 86.4% in 2008.
- Not surprisingly, individual subscription revenue has declined as a percentage of total paid circulation – 17.8% in 2006 to 15.1% in 2007 to 13.6% in 2008. Presumably, the effects of institutional electronic licensing are responsible.
- Much of the shift toward paid circulation appears to have resulted from a decline in reprint sales, which constituted 13.1% of total income in 2006, declined to 10% in 2007 and, slightly further, to 9.4% in 2008. With the pharmaceutical industry representing the largest portion of the reprints market, this decline may reflect changes that have echoed throughout that industry and warrant close observation going forward with regard to the impact of those changes on journals publishing, particularly in medical and health-related fields.
- Despite growth in different electronic delivery options, e-reprint sales have remained insubstantial (significantly less than 1%) for all three reporting years.
- Advertising revenue contribution held steady at 4.5% of total revenue in 2008, 4.6% in 2007 and 4.5% in 2006.

- The impact of electronic advertising has remained relatively insignificant for reporting publishers. Electronic advertising revenues accounted for 0.7% of total advertising revenues in 2006 and 2007 and inched up to just 0.8% in 2008.
- Single article sales make up less than 1% of all journal revenue.
- Author and other origination fees yield only about 0.7% of total revenues in 2008 and this has remained constant over the three years reported – 0.8% in 2007 and 0.7% in 2006.

Print vs. Electronic Subscriptions

The vast majority of titles (5086 of 5400) offered print and electronic delivery, with 295 (5.5%) titles available in e-only, a sizable increase in e-only options popularity, notably for newly-launched titles. Compare 2008 data with 2007 and 2006 when the e-only option applied to only 2.2% of titles. Print-only has remained constant – around 1% – for all three years.

In an industry so heavily dominated by the institutional market, the distribution of print and electronic subscriptions and shifts in that balance are crucial. There has been a steady swing from print to electronic during the past three years:

	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2006	40.7%	28.3%	30.9%
2007	40.8%	24.1%	35.1%
2008	46.2%	17.6%	36.1%

Even among individual subscribers, in 2008 there is strong preference for electronic delivery with more than 2,340,000 individual subscribers receiving journals in print + electronic (85.0%) or e-only (6.1%), while only 8.9% were receiving print only.

Total electronic article requests showed consistent and dramatic growth over the three years – from 513 million in 2006 to 601 million in 2007 to 712 million in 2008. Even considering growth in the number of journals included in the report, annual growth of 100 million article requests for the industry overall is not trivial.

Open Access

Drawing conclusions about open access publishing (i.e., an author-pays model) is difficult because the two largest open access publishers did not submit data. That said, many of responding publishers offer some form of open access option and have for several years. Hence trends may be observed within the community that continues to explore this alternative economic model:

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- 634 journals offered some form of open access – 11.7% of the titles in the report. In 2007, 9.3% of reporting titles offered open access in some form compared with 8.6% in 2006, thus showing slight but tangible percentage growth over the three years.
- ‘Pure’ open access titles (i.e., available at no charge upon publication) remained constant over the three-year span - less than 1% of the titles in the open access category.
- Among articles, 21,495 were open access – either upon publication or with a delayed period. This was 3.2% of total journal output in 2008. In 2007 open access represented 5.0% of article output, slightly more than 4.8% in 2006 from the same publishers.

University Presses

An effort was made to encourage more input from the university press community because this group represents a significant PSP sector, and while there is some scientific publishing in this community, there is stronger representation in the social sciences and humanities. All university presses with journals publishing programs were approached with the proviso that a separate analysis of university press journals would be generated if a sufficiently large sampling of titles was obtained. Results were modest and while there was insufficient response to produce separate data tables, 6 university presses with a total of 160 journals provided data.

Perhaps the greatest value in looking at this sector is in comparing trends for university presses relative to larger publisher data. Here are some observations of note:

- In 2008, 68.5% of revenues for university press titles came from paid circulation, and that has remained constant over the three years, fluctuating less than 1%. This is consistent with the report overall.
- As with the overall titles list, the vast majority of circulation revenue is from the institutional market, with a total of 90% in 2008.
- Reprints represent an incalculably small revenue stream for university presses, not surprising inasmuch as the heavy purchasers of reprints are pharmaceutical companies whose interests are not captured in most university press journals.
- Advertising represents about 5.8% of total revenues for university presses and has remained constant

for the three years in the report. As with all other journals, e-advertising revenue continues to remain an incalculably small and flat revenue alternative.

- The mix of electronic and print subscriptions leans significantly more toward a combined print + electronic preference rather than a more even division between print + electronic and e-only as one finds with the report overall. As with the larger list, the print-only percentages are dropping quickly.

	<u>Print + electronic</u>	<u>Print-only</u>	<u>Electronic-only</u>
2006	79.5%	16.1%	4.5%
2007	81.0%	14.1%	4.9%
2008	88.4%	8.3%	3.3%

- Among individual subscribers in 2008, the vast majority chose print + electronic (94%) while 4.4% chose print only and 1.4% chose e-only.
- Only 5.8% of titles offered open access alternatives – either hybrid/partial or delayed access - in 2008 and the number has remained constant during the three years of the report. No publisher reported offering an open access option immediately upon publication.

The Way Forward

Each year, just as the report is ready for distribution, yet another round of data collection is imminent. In the past year there have been significant increases in submission levels, in terms of both organizations reporting and journals covered. But expanding and improving the report is challenging. Some major scholarly publishers are not represented. I will continue to encourage (badger?) them to participate. As noted above, more information from those publishers heavily devoted to open access would be welcome. Also, AAP is assembling a task force to review the type of data collected and determine if simplifying data collection will encourage more submissions – perhaps dividing submission forms into a need-to-know and nice-to-know hierarchy. Many contacted publishers indicated an interest and willingness to participate but also indicated a lack of staff resources to devote to this type of data collection effort. But I will persevere and rely on the kindness of publishing staff. And while the statistics may not provide all that publishers want to know about their industry, they provide useful insights into prevailing patterns.

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From the PSP Executive Director's Desk

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Distribution of the Report

Copies of the report have been distributed to heads of house at all AAP member organizations as well as correspondents at non-member organizations that submitted 2008 data. Anyone who may have received a report and has not should contact jtagler@publishers.org.

And a special thank you...to everyone who worked so hard to gather and submit the data. We recognize that it's a time-consuming and seemingly thankless task. But it is important to build a better understanding about our industry.



Spotlight On... AccessText Network and Professional and Scholarly Publishers

by Robert Martinengo, *Publisher Services Manager, AccessText Network*

Accessibility a Growing Concern for Academic Publishers

People in all walks of life who have disabilities that prevent or impair their ability to read printed materials are asserting their legal right not to be discriminated against. Advocacy groups for the disabled have successfully challenged the adoption of ebook devices to deliver college coursework if those devices are not accessible to students with disabilities. Colleges and universities across the country must provide 'reasonable accommodations' to the disabled, and the US Office for Civil Rights has ruled that it is reasonable for a disabled student to have their textbooks made accessible to them in an alternative format and in a timely manner if the student cannot read standard print.

For many years the responsibility for converting printed textbooks in to accessible formats such as braille and audio has fallen upon non-profit and government agencies. These groups, such as Recording for the Blind & Dyslexic, benefit from an exemption in US copyright law that allows them to reproduce protected works without first obtaining permission from publishers. However, with the rise and spread of digital technologies that incorporate accessible features (such as text-to-speech in the Kindle), it is becoming increasingly clear that publishers themselves will be called upon to make their products directly available to consumers with disabilities in formats they can use, or else be faced with potential charges of discrimination. This is especially significant in the educational market, where demand for accessible materials has outstripped the ability of existing agencies to keep up.

How the Publishing Industry is Responding to the Need

The Association of American Publishers (AAP) has long been involved with accessibility developments in K-12 and college publishing. In the K-12 sector, the federal government has mandated a specific file format (the National Instructional Materials Accessibility Standard, or NIMAS)

that publishers must submit to a central repository known as the National Instructional Materials Access Center (NIMAC), which has been in operation since 2006 and currently houses over 18,000 file sets from 86 different publishers (source: NIMAC Presentation to OSEP, October 19, 2009).

Regarding the post-secondary market, the AAP's Critical Issues Task Force (CITF) launched the Alternative Formats Solutions Initiative (AFSI) in March, 2006, "to identify ways to provide print-disabled postsecondary students with specially-formatted course materials on a timely basis." The CITF commissioned a study of the issues, including the practice of colleges and universities requesting electronic files directly from publishers for use by students with disabilities. Based on the results CITF first created the Publisher Look-up Service, which gathers publisher contact information into one easy to use portal. The second, more ambitious project undertaken by the CITF is known as the AccessText Network.

How the AccessText Network Benefits Publishers

AccessText Network (www.accesstext.org) is a web-based portal designed to streamline interactions between publishers and college Disability Service Professionals (DSP) and is operated by the Alternative Media Access Center (AMAC) in Athens, Georgia, in conjunction with AAP's Higher Education Division. Initial funding for AccessText was provided by the publishers Pearson, Cengage, McGraw-Hill, Wiley, Bedford, Freeman & Worth, WW Norton, Elsevier, and CQ Press. All of these publishers, except Bedford, Freeman, and Worth, are actively receiving and fulfilling requests through the Network.

College DSP's log on to the system and submit requests to member publishers for electronic files and permissions to scan books or redistribute files. Publishers fulfill

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AccessText Network and Professional and Scholarly Publishers

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requests using the file transfer system provided or use their own method. The system keeps track of all requests and provides a secure and trusted environment that greatly simplifies the entire process. Currently over 800 colleges have become members, and the system has processed over 10,000 requests since going live on August 24, 2009. Colleges will pay an annual membership fee of less than \$500 to support continuing operation of the Network.

Publishers benefit from their free membership in many ways. AccessText:

- Ensures that requests come from legitimate sources (over 800 schools verified so far)
- Provides fast, efficient communications channels for providing permissions and files
- Allows for easy tracking and reporting of requests

- Requires no special software (requests can be processed using a web-browser)
- Provides an optional easy to use file transfer system
- Offers optional file “warehousing” to reduce duplication of fulfillment effort

For more information on becoming a member publishers can email publisher@accesstext.org.

Summary

Accessibility for persons with disabilities is an issue that will continue to gain prominence as digital technology revolutionizes all types of academic publishing. AccessText Network is a proactive measure to ensure that publishers are guiding the process and avoiding potentially restrictive legislation that could stifle opportunity and innovation in this critical area.

Announcements

Semantic Publishing: An Introduction

Thursday, May 13th, 2010 10:00am-4:00pm
AAP Offices

71 Fifth Avenue, 2nd Floor (@ 15th Street)
New York, NY 10003

Learn about the importance and opportunities offered by emerging semantic technologies and how to leverage them to benefit your organization’s publishing program.

What Is Semantic Publishing? A primer – definitions, taxonomies, semantic tagging, and more...and why this emerging capability is important to publishers [Jabin White, Wolters Kluwer Health]

Semantic Applications in Health Care [Michael Crumsho, McGraw-Hill]

Semantic Applications in Science [Darrell Gunter, Collexis]

Positioning for the Future: The Benefits and Criticality of Smart Content [Thane Kerner, Silverchair Science+ Communications Inc.]

Professional, Scholarly & Academic Books: The Basic Boot Camp

Friday, May 21st, 2010 9:00am-5:00pm
AAP Offices

71 Fifth Avenue, 2nd Floor (@15th Street)
New York, NY 10003

- What is Professional & Scholarly Publishing (PSP) and how does it differ from Trade, Higher Ed and School publishing? Are there similarities?

- Who finds the authors? Who manages the authors? Where do the ideas come from? How does one determine quality? What is the reviewing process?
- How does the manuscript become a bound book? What are the processes that take place? PP&B and all that it means!
- Where do the marketing \$\$\$\$ come from? How to create a marketing plan? Who is the customer? What are the different customer types? What are the customer needs? How do you reach customers?
- What are the primary sales channels? What are the sales patterns of these books? What are rights and translations?
- P&L, ROI, Expenses, Costs, Financial Reports, Budgets...What does all this mean?

Moderated by:

Beth Schacht, Director of Marketing, McGraw-Hill

Speakers:

Gregory M. Britton, Publisher, Getty Publications

Matt Conmy, Sales Director, Books, Americas, Springer

Cathy Felgar, Production Director, Academic & Professional, Cambridge University Press

John A. Jenkins, President and Publisher, CQ Press

Gita Manaktala, Editorial Director, The MIT Press

Molly Venezia, Director of Finance, Rutgers University Business School

For more information visit www.pspcentral.org or email Sara Pinto at spinto@publishers.org

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Presented to: The University of Chicago Press
 For: Plato's Philosophers:
 The Coherence of the Dialogues
 By: Catherine H. Zuckert

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 The Coherence of the Dialogues
 By: Catherine H. Zuckert

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 Fictions of Gender, Race, and History
 By: J.E. Smyth

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 By: Amiri Baraka

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 By: Christopher I. Beckwith

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 By: Cathy Gere

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 For: Higher Learning, Greater Good:
 The Private and Social Benefits of Higher
 Education
 By: Walter W. McMahon

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The 2009 PROSE Award Winners

(Continued from page 10)

Government & Politics

Presented to: Oxford University Press
 For: The Accidental Guerrilla: Fighting Small Wars in the Midst of a Big One
 By: David Kilcullen

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 By: Cass R. Sunstein

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 By: Ellen Dunham-Jones and June Williamson

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 By: Diego Gambetta

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 For: Boulevard of Broken Dreams
 By: Josh Lerner

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 Editors: Paul W. Glimcher, Colin F. Camerer, Ernst Fehr and Russell A. Poldrack

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Mathematics

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 Editor: Philip Rousseau

Single Volume Reference/Science

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 Editors: Vardit Ravitsky, Autumn Fiester and
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Editorial Staff

Myer Kutz, Editor

Editorial Contributors

Kate Kolendo, Sara Pinto, John Tagler