



Members of the Professional/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. 5, Summer 2008

### Publishing Excellence Has a New Name: The PROSE Awards

Each year, PSP publishers from across the country compete for more than 35 top prizes. As the awards program formerly known as the PSP Awards for Excellence enters its 33rd year, it is taking on a new face - and a new name.

For 2008, PSP is re-launching the awards program as the American Publishers Awards for Professional and Scholarly Excellence ("PROSE"), in conjunction with a re-branding effort to increase and enhance the visibility, recognition and stature of

the awards, and make them the premier awards for outstanding professional and scholarly publishing in the United States. The prestigious R.R. Hawkins Award, created in 1976, will continue to be given for the most outstanding professional, reference or scholarly work among all the year's award winners.

Increased online presence, extended publicity and marketing campaigns, and expansion of the awards luncheon to include a multimedia component, are some of the other changes being introduced by the awards committee and its new chairman, John A. Jenkins, President and Publisher of CQ Press, PSP Executive Council member and PSP Books Committee co-chairman.

Publishers will benefit from changes that not only raise the prestige of the awards but also the chances of taking home a prize. The 2008 awards committee has set no limit on the number of submissions per publisher in any category and is allowing judges more flexibility relative to categorizing electronic submissions. Eligibility has been expanded to include Association of American University Presses members. The committee is also encourag-

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#### Chairman's Corner

Pass the word! PSP committees are delivering on one of PSP's key goals - to support professional development throughout PSP's membership. PSP's books and journals committees are providing a solid line-up of mid-day seminars at modest cost. Recently, the Journals committee sponsored Web Presence, and the Books committee sponsored *The Basics of E-Marketing*. Both received rave reviews from attendees. Here are two typical comments:

- "I told my boss that this was the best seven hours I've spent in the last two years."
- "All speakers were full of energy, extremely informative with practical advice and real life examples. This seminar provided a huge resource of information."

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## Publishing Excellence Has a New Name: The PROSE Awards

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ing publishers to submit both print and electronic products through award categories that reflect the changing nature and formats of professional and scholarly publishing. Additionally, the Call for Entries will be issued earlier than usual (it will be available online in August with a submission deadline of November 3, 2008), thereby allowing publishers more time to prepare their entries.

All these improvements, according to Jenkins, are designed to create an awards program worthy of the works that have been entered into competition. "Every year, PSP honors the very best work in professional and scholarly publishing - a part of the publishing industry that is bigger than any other," Jenkins explains. "With the PROSE Awards, we will have a program that matches the growth and vitality of the professional and scholarly publishing world."

The introduction of this new approach to recognizing publishing excellence will culminate in the presentation of the 2008 PROSE Awards at a special Awards Luncheon on Thursday, February 5, 2009, at the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, DC.

## From the PSP Executive Director's Desk

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Dear PSP Members,

It is a privilege to be writing to you in my new role as Executive Director of the AAP's PSP Division. I am fortunate to be coming into an organization that has a distinguished history and looks to a future that holds many exciting opportunities and several unique challenges.

Perhaps it is fortuitous that the deadline for this article is three months after I joined PSP, as it has given me time to settle in and assess the landscape. I have had the chance to meet and work with PSP's Executive Council and committees, and with my 35 years' experience in scientific, technical and medical publishing, I feel very much at home

My first order of business has been to review and help refine the draft PSP strategic plan. I'm fortunate in that PSP conducted a preliminary planning meeting in July 2007 among PSP Executive Council members, committee chairs and staff. The work done by that group has laid a

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## Chairman's Corner

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Our extremely popular seminar, *Professional, Scholarly & Academic Books: The Basic Boot Camp* is back again this fall and will be held for the first time in Chicago on November 14th.

I would like to extend a very special thank you to hard-working volunteer members and PSP staff who put together these programs. It's great to see that the efforts are appreciated.

Other recent PSP committee initiatives have been exciting. A lot of energy has gone into engaging members by hosting dynamic and sometimes controversial speakers at committee meetings. I encourage everyone to participate in one of PSP's groups and to circulate information about upcoming programs of interest.

I would like to welcome **John Tagler** as Vice

President and Executive Director of PSP. John comes to AAP after a long career in publishing at *Elsevier*. Already he has made a tremendous difference in reaching out to collaborate with other industry groups. John has actively worked on PSP's strategic plan and will be a great asset in increasing communication within the membership.

I would also like to welcome a new member to our Executive Council - **Garrett Kiely**, Director of the University of Chicago Press. Garrett has a tremendous background in academic publishing that will really help shape PSP's future programs.

**Michael Hays,**  
McGraw-Hill  
PSP Chair

## From the PSP Executive Director's Desk

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solid foundation and framework for gathering suggestions and prioritizing initiatives that will guide PSP for 2008 - 2010.

The top three priorities that emerged from the summer 2007 planning sessions are probably not surprising to anyone familiar with PSP: membership, education and outreach/advocacy. It's not that PSP has not been engaging in these activities, but that it will strive to be more purposeful and think more expansively. Let me briefly share some of my thoughts on each activity.

Membership is at the core of any professional society or trade association. The past decade has seen considerable consolidation among commercial publishers, resulting in a decline in the number of potential PSP members from the commercial publishing sector. Not only has the number of companies decreased but also the number of people involved in various publishing activities, since there is likely to be one consolidated sales, marketing or production department where formerly there may have been four or five parallel structures in different organizations. Additionally, with globalization it may well be that some of these functions have minimal or no staff located in the U.S. So not only has the number of potential PSP members declined, but so too have the sizes of their staffs available to serve on committees or attend our conferences and seminars.

So PSP needs to look more broadly toward our traditional publishing communities to recruit new members. While the actual number of commercial publishers has shrunk, there has been growth in the involvement of smaller scholarly publishers – university presses and smaller professional societies – that are now addressing an expanding list of concerns, such as rapidly developing technology and changing distribution models.

There are also many new participants in the world of scholarly publishing – technology

providers, consulting groups and content aggregators, as well as those who are entering the publishing arena for the first time, such as libraries, academic institutions and researchers themselves, plus other organizations newly engaged in publishing services in non-traditional ways. PSP wishes to welcome these groups into our community and enter into a dialogue. They have much to teach publishers, and publishers can share their experience and knowledge as well. If PSP can recruit a more broad-based membership and involve a wider spectrum of the scholarly communication community, our organization can become an even more valuable forum for the exchange of information and learning.

This leads to the second strategic objective – education and training. PSP has a long and solid reputation for training members of the scholarly publishing community about both the print and electronic publishing worlds. But technology and policy developments are moving very quickly and becoming more complex, so PSP is taking steps to continue to expand its services to publishing colleagues in regard not only to the topics covered, but also to the ways services are provided. PSP recently experimented with its first webinar (on Electronic Health Records) that was well received and reached a sizable and geographically diverse audience. So PSP is looking to expand the webinars program in 2009. Also, many PSP training programs have been held in New York, and committees have started to plan and schedule more educational sessions in other cities around the country. There are also opportunities to partner with sister associations and other organizations that are similarly committed to educational programs. With them, PSP will work to expand the scope of its educational offerings while at the same time being efficient with financial resources and limiting the risks associated with expanding services to our profession.

In the process, PSP is looking beyond its tradition of educating and training people in member

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## From the PSP Executive

### Director's Desk

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organizations and will reach out to other constituencies that interact with the world of scholarly communication, including library associations, academic administrators, researchers and the business world. The principles and practices of professional and scholarly publishing are not widely or well understood outside the PSP community, so PSP will work to develop different types of programs to educate these other communities about the unique world of scholarly publishing.

And that leads me to PSP's third priority – outreach and advocacy. PSP members' business models are at a critical juncture. Serious challenges are ahead. Scholarly and research communities, and the publishing enterprises that serve them, are facing unprecedented change. With the rate of research output continuing to grow exponentially, with research processes speeding up to produce more results in shorter time periods, and with interest in electronic delivery of large datasets and metadata that could never even have been contemplated in the print environment, publishers need more and increasingly diverse outlets to distribute and archive the research record as it rapidly expands beyond the confines of the traditional research article published in the print environment.

Despite rapid changes in technology and distribution models, the fundamental component in the continuity of the scholarly record is support of copyright – or conversely, one might say, refuting the growing perception in some quarters that copyright is obsolete and unessential. The issue is bifurcated. First is the concern about growing online piracy, which increasingly threatens and undermines the sustainability of the publishing infrastructure that advances the public record of research progress. Second is the question about the integrity and reliability of information. In a world where fact and opinion may be blurred and where bloggers often assume the persona of a credible, qualified authority,

the dangers are very real. In a free-for-all environment, who is really the guardian of the content and what are the standards, requirements or even incentives for maintaining an accurate record? Publishers have traditionally borne the responsibility for the integrity of the formal document of record and, in the digital environment, for its continued accessibility. In scholarly publishing, the standards and expectations for reliable content have been relatively high, with peer review and the reputation of publishers and their editorial teams as key contributors to supporting reliability.

In the coming years, the PSP division hopes to expand not only in the number and diversity of its members, but also in the level of involvement and enthusiasm shown by people in member organizations. This mindset needs to start at the top in organizations and trickle down. PSP strongly encourages and invites you to get involved on a committee and participate in educational and outreach programs. PSP needs volunteers at all levels. But another critical value of membership and benefit to individuals and to participating companies is gaining a better understanding of scholarly publishing and being an articulate, well-informed spokesperson for the PSP industry.

These are some of my thoughts. I welcome hearing from PSP members about the division's direction, the specific initiatives the Executive Council feels are achievable, the increased level of support that the PSP staff and I can provide to you, and, most importantly, the ways you feel you can participate.

Thank you,

### **John Tagler**

Vice President & Executive Director  
*Professional and Scholarly Publishing  
Association of American Publishers*

## SAVE THE DATE

**February 4-6, 2009**

### **PSP 2009 Annual Conference, *Focus on the User: Localization, Customization, Personalization* Mayflower Hotel, Washington, DC**

To see the line-up of sessions and speakers as they become available visit [www.pspcentral.org](http://www.pspcentral.org).

The Renaissance Mayflower Hotel, 1127 Connecticut Avenue NW, Washington, DC, 20036 has reserved a block of rooms at a special rate of \$240.00 per night before Tuesday, January 13, 2009. Make sure to ask for the Association of American Publishers rate. To make a reservation please call (800) 468-3571 or (202) 347-3000.

#### **Exhibiting at the 2009 PSP Annual Conference:**

We invite you to exhibit at the AAP's Professional/Scholarly Publishing (PSP) Division's 2009 Annual Conference. Mark your calendar for February 4-6, 2009 at the Renaissance Mayflower Hotel in Washington, DC.

If you've exhibited before, we want to see you again in 2009. If not, this priority notice of the 2009 Conference is your opportunity to be the first to reserve booth space.

#### ***Only 25 Exhibitor Spaces Available...***

In 2009:

- Each registration includes booth space and two exhibitor passes, which can be used for all sessions and meal events
- All exhibitors will be situated in the Mayflower's Grand Ballroom
- Attendee traffic generated by daily continental breakfasts, coffee breaks, reception and raffle in the Exhibit Area
- Refreshments will be available in the exhibit area at all times
- Description of your company posted on the PSP web site ([www.pspcentral.org](http://www.pspcentral.org))
- Free Promotional flyer distributed to attendees
- Exclusive attendee list for those exhibiting
- A professional decorating company will be hired to assist with exhibitor set-up

Exhibiting at PSP 2009 will be a fabulous marketing opportunity for your organization to meet over 250 senior executives from more than 125 companies. We look forward to seeing you there.

For more information please visit [www.pspcentral.org](http://www.pspcentral.org) or contact **Sara Firestone** at 212-255-0200, ext 257 or [sfirestone@publishers.org](mailto:sfirestone@publishers.org).

#### **Sponsorship Opportunities at the PSP Annual Conference:**

Sponsorship of meeting events can provide you with the opportunity to make your services known to the industry leaders who attend our conference. We expect over 250 decision makers in professional and scholarly publishing to attend and event sponsors can benefit through signage and special recognition.

If you would like to take advantage of this chance to display your name discreetly in front of those who make the buying decisions, please contact me in our New York office at 212-255-0200, ext. 257 or [sfirestone@publishers.org](mailto:sfirestone@publishers.org)

#### ***Sponsorship Opportunities Include:***

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#### **General Sponsorship:**

- |   |         |
|---|---------|
| • Tote Bags for conference attendees - with your company name                                     | \$6,000 |
| • Lanyards with your company name   | \$3,500 |
| • Your company name and logo (in black and white) on the front of the conference attendee binders | \$5,000 |

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## Announcements

### *PSP... Links* Launched

In mid-August, PSP launched the first issue of *PSP... Links*, an online alerting service to individuals at AAP/PSP member organizations. It offers an opportunity to dispatch information on a quick-turnaround basis. According to **John Tagler**, PSP Executive Director, "There is so much useful and important information circling about that pertains to scholarly and research communication, but PSP has had no channel for getting this into the hands of a broad audience rapidly. In some cases, it's just practical information about seminars and educational programs (for PSP as well as other organizations) or the always-popular new jobs postings. But what I hope will be most valuable aspect is the *Suggested Reading* section that will gather information from a variety of sources and try to give our readers an overview of what's topical. At this time we don't plan to cover blogs, but we probably can't ignore these entirely."

The objective is to provide a quick overview of current developments with a minimal amount of descriptive information for the reader to decide whether to look further and click on a link. The service is not intended to be a newsletter or bulletin that synthesizes the information but rather will point people to interesting and relevant sites. In many cases, readers may have seen or been aware of many of the references but at a quick glance readers should be able to spot an article they may have missed or a new posting that seems interesting.

The plan is to dispatch the service on a semi-monthly basis but be flexible enough to accommodate the ebb and flow of relevant information. Readers are also welcome to submit links to interesting sites and postings to PSP Project Manager, **Kate Kolendo** ([kkolendo@publishers.org](mailto:kkolendo@publishers.org)). The categories covered include: (1) What's New on the PSP Web Site, (2) PSP Education and Training Programs, (3) Other Programs of Interest, (4) New Job Postings, (5) Bulletin Board: People and Topics of Interest and (6) Suggested Reading.

Anyone who has not received an issue of *PSP... Links* and would like to be added to the distribution list may contact **Sara Firestone**, Director, PSP ([sfirestone@publishers.org](mailto:sfirestone@publishers.org)).

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