



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 8, No. 1, Spring 2009

Report on PSP Annual Conference, Mayflower Hotel, Washington, DC, February 4-6, 2009

by Myer Kutz, Editor, PSP Bulletin

It's possible to go into hibernation for a full year between PSP Annual Conferences and still be up to speed with important industry trends within just a couple of hours. Not because hardly anything changes from one PSP year to the next. Quite the contrary. But all you have to do to be current with PSP's public issues is attend the first full day's opening two-hour session put together by the Public Issues Task Force (PITF). Such issues as the open

access movement, government publication mandates, relations with the scholarly and library communities, and current legislation affecting publishers – these concerns are always with the PSP membership, but there are continual changes and the PITF session is useful for staying abreast of them.

Change is more pronounced over the long term, of course. As the PITF's Hill Slowinski, who served as moderator for the session, pointed out in his introductory remarks, the top concerns of industry leaders have shifted over the past seven years. In 2002, according to a survey Hill conducted, industry leaders were focused on current problems. The top two issues on their list of concerns were that the full potential of technology was not being realized and that the roles of libraries and librarians were changing, e.g., archiving was seen as shifting from libraries to publishers. This year, according to Hill's survey, industry leaders were focused on longer-term challenges – with the greatest focus being on the movement to create greater access (e.g., institutional repositories) and the trend

(Continued on page 2)

Chairman's Corner

Perhaps some of you remember a very old favorite song of mine, "A Change is Gonna Come" by Sam Cooke. The final line of the song kept recurring to me during our recent and successful 2009 Annual Meeting, "but I know change gonna come, yes it will." Our meeting participants were all spectacular: speakers, panelists, presenters, exhibitors, and guests. But I have the feeling that our next meeting needs to be different. Global publishing seems to be changing as rapidly as the global economy and not just because of technology.

I walked away from the meeting with more questions than answers. Should we change the structure and content of the meeting? Should it be longer or shorter? Should we have more social functions or fewer? Should we continue

(Continued on page 2)

In this issue:

Chairman's Corner	Page 1
Report on PSP Annual Conference.	Page 1
From the PSP Executive Director's Desk	Page 3
PSP Celebrates PROSE Winners	Page 4
Seminar Announcements	Page 5

Report on PSP Annual Conference

(Continued from page 1)

towards true web publishing in which knowledge and information are integrated into users' workflow and delivered in innovative, flexible ways. AAP legal counsel Alan Adler closed the session with a rapid-fire summary of the issues confronting the AAP community and how they relate to PSP. (PowerPoint presentations from the session are available at <http://www.pspcentral.org/rtCommittees/publicIssues/PITF2009Presentations.cfm>.)

The Awards Luncheon, a centerpiece of the annual conference, was a multimedia extravaganza conceived, orchestrated, and hosted by the current awards chair, John Jenkins, of CQ Press. Under his leadership, the competition has been re-branded as the PROSE Awards, as part of an effort to give the awards greater prominence. This year, in addition to the address by the winner of the top prize, the R.R. Hawkins Award, a long-time feature of awards ceremonies, there was a video of judges discussing their evaluation methods and their associations with books. Most notably, several members of the R.R. Hawkins family attended the luncheon. Jenkins' greatest coup was unearthing information about R.R. Hawkins himself, finding family members who are scattered around the country, and bringing them to Washington. The luncheon's high point arrived when one of Hawkins' daughters spoke for a few minutes about her father before the award that bears his name was announced – the 33rd year that the award has been given. (Harvard University Press won for *The Race Between Education & Technology* by Claudia Goldin and Lawrence F. Katz, a widely noted book.) R.R. Hawkins spent his career at the New York Public Library, where he ran the Science and Technology Division, before he took early retirement and moved his family to a farm not far from New York City. So now PSP members have a better sense of R.R. Hawkins, the man. But just why the award was named for him remains a question for further Jenkins' investigation.

Not many years ago, the PSP Annual Conference was primarily devoted to journals publishing issues. And why not? After all, it's no secret that journals are the principal drivers of PSP industry output. But recently, books and other information-delivery formats have received at least equal attention. This year, panelists discussed the full range of research and reference materials, as well as efforts to accommodate publishing to the ways scholars and professionals work in the real world. Speakers stressed the need for

publishers to shed outdated practices and embrace means of meeting users' future needs and, in some cases, current expectations for, as Bill Detmer, of Unbound Medicine, Inc. described it, less idiosyncratic publications in favor of templates, action instead of information, evidence instead of opinion, update frequencies of days rather than years, and XML instead of documentation. His focus was on hand-held devices. Other speakers also focused on ways electronically delivered content is changing and enhancing the ways people work. For example, engineers are now using electronic references at their workstations for materials selection, process improvement, and design improvement. The result is increased productivity, increased speed to market, and innovation enhancement. As the speakers at the sessions chaired by Rolf Janke, of SAGE, and Barbara Lange, of IEEE noted, publishers who are aware of the opportunities provided by the digital world ought to prosper.

(Continued on page 4)

Chairman's Corner

(Continued from page 1)

with the parallel exhibitor section or explore other ways for vendors to meet with us? Can we put more of the book awards energy into other parts of our program? Are we charging the right amount for the conference?

So let me start the process for next year's meeting by posing these questions. We would love to hear from you. You probably have better ideas on how to move forward. Or tell me I am all wrong and the meeting is fine as is. So let your Executive Council members know what you think.

One last item: It is with great regret that I announce the departure of Hill Slowinski as Vice Chair of the PSP Executive Council. Hill has long served the Executive Council in many capacities. We wish him well and thank him for his tireless service. I am pleased that Glen Campbell has accepted our nomination as our new Vice Chair. Glen has always brought energy and insight to the Executive Council and to the committees with which he has worked.

Mike Hays,
PSP Executive Council Chair

From the PSP Executive Director's Desk: PSP Industry Journals Statistics . . . No Pain, No Gain

by **John Tagler**, *PSP Executive Director*

In February, The Association of American Publishers published the Professional and Scholarly Journals section of the AAP 2007 Industry Statistics report. Although the main report was produced and dispatched last fall – a more timely distribution of 2007 industry data – the journals section lagged somewhat behind. Rather than delay circulation of the overall survey results, AAP decided to distribute the main portion of the report and forward the journals data when they became available.

Statistics on professional and scholarly journals have long been difficult to obtain, and after several recent years when response rates seemed to be flagging, PSP was determined to turn things around for 2007. There has long been a paucity of statistical data about our industry, and the consensus within AAP was that PSP needs these data to effectively serve its segment of the publishing industry, particularly at a time when scholarly publishing is experiencing dynamic and rapid changes. So in mid-summer, after most of the other industry data had been collected, AAP/PSP started another round of communications (which included coaxing, cajoling, coercing and being a nuisance overall) with PSP publishers to encourage submission of the 2007 data. The 2007 survey also requested data on the 2005 and 2006 subscription years in order to establish a three-year baseline for gathering useful information and streamlining data submission going forward.

I am happy to report that the second-round efforts proved fruitful and by mid-autumn AAP/PSP had gathered an adequate sample of professional and scholarly journal data to proceed with the analysis and to better understand trends related to journals publishing. Although only 19 publishers responded, they represent a significant portion of the scholarly research journal output – they published 4,094 titles, around 20% of the widely-used estimates (20,000 – 22,000) for the universe of scholarly research journals. However, what struck me as particularly significant is that those 4,094 journals contained 593,926 articles in 2007. Based on estimates of approximately 1.25 million annual research and review article output, the universe in the survey represents approximately 45% of article output for the year. Just to be sure that these estimates were sound, I checked with contacts at Thomson Reuters (Web of Science) and Elsevier (Scopus) to confirm consistency with their data.

Let me share with you some of the interesting observations gathered from the 2007 report:

- The industry has experienced change in the balance between print and electronic formats. The report reveals that the number of journals, articles and pages continued to grow between 2005 and 2007, and while total print circulation fell in 2007, licensing of electronic product grew rapidly. Single-site licenses decreased slightly, but there was growth in multiple-site licenses. Licenses to individuals increased rapidly, and the number of electronic article requests grew by nearly 100,000,000 per year, reaching over 485,173,570 in 2007.
- Total revenue for the 19 reporting publishers was \$3.1 billion in 2007, up 3.6% from \$3.0 billion in 2006.
- Advertising pages expanded at impressive rates with 8.3% growth in 2006 to 50.3% in 2007, but this is an area that will be closely monitored in the next few years.
- Data were collected on Open Access publishing among the 19 publishers reporting. There were 460 titles with some form of OA, which represented 11% of the titles in the survey. The survey does not contain a sufficiently representative cross section of Open Access journals, so AAP/PSP will continue to seek more comprehensive reporting from publishers active in this arena.

A closer look at the report itself provides additional insights into journal production, circulation and sales in 2007. Copies of the report were sent to heads of house at all AAP members as well as correspondents at non-member organizations that submitted 2007 data. I hope you have had an opportunity to review the report and found useful information.

In early April, AAP/PSP begins the process of collecting data on the 2008 subscription year and hopes to move the process forward to be able to publish the results several months earlier than was possible for the 2007 report. During the survey period, AAP/PSP received a number of questions and suggestions about the survey form and the definition of terms. AAP/PSP has reviewed the feedback and will make some adjustments to the 2008 form in order to clarify several points. If you have any further comments, I would welcome hearing from you.

(Continued on page 4)

From the PSP Executive Director's Desk _____

(Continued from page 3)

AAP/PSP is also considering ways to improve the response rate for 2008 survey. Preliminary discussions have been held with the Association of American University Presses to explore whether a subset of data collection on university press respondents could be useful to that community. University presses are an important part of the scholarly publishing fabric and AAP/PSP would like to have more of their data included. Also, a small task force is being convened to review questions and comments received from respondents to the 2007 survey and try to clarify various questions and terminology that proved confusing to some of those completing the survey forms.

I appreciate, of course, the time involved in collecting data for the survey and I recognize that it is a formidable task for every publisher that participates.

However, I hope you agree that AAP/PSP has made significant inroads in gathering statistics about professional and scholarly journals, and I count on your support and cooperation for the 2008 data collection process.

And while I'm discussing surveys, let me make a pitch on behalf of the books survey, which is also currently underway. While books statistics are available for all other AAP divisions, in the past year the sample AAP/PSP has been able to collect was limited and thus didn't fully illustrate the optimal marketplace sample for the professional and scholarly publishers to produce a report in that area. How useful it would be to have a balanced perspective on the full spectrum of the PSP industry's output. It's up to you.

With thanks for your cooperation...past and continuing.

Report on PSP Annual Conference _____

(Continued from page 2)

For the most part, there were three groups of speakers at this year's conference. There were the lawyers, some of whom spoke in favor of the current copyright regime, while others suggested that the digital world calls for wholesale changes in copyright. There were the representatives of not-for-profits (not including not-for-profit publishers or Peter Givler, of the AAUP), many of whom spoke about the proliferation of task forces and study groups whose explicit, or sometimes implied, charge is to save universities and their libraries from budget woes. And there were the publishers and entrepreneurs, who continue to develop products and services designed to entice users and intermediaries to purchase their products. To be sure, a few librarians were present as well. One example was Sue Polanka, of Wright State University, who provided her audience with a realistic appraisal of the her student body and advised publishers that, in her view,

adhering to Digital Rights Management has the effect of walling off their publications from student needs – and student pocketbooks. This year in particular, I noticed the absence of one important group in the publishing process – authors and editors. Even at the Awards Luncheon, as the winners were announced, author and editor names were left out – only publication titles and publishers were mentioned. It seems to me that hearing from authors and editors would have been a valuable addition.

One last highlight was the presence of the estimable copyright lawyer Jon Baumgarten (an old friend and colleague, I admit) who returned to address PSP after some years' hiatus. His combination of erudition, absolute command of his subject and its history, and sly, street-wise delivery held his audience rapt. When he looked up from the lectern to comment, "accoutrements – now that's a word I haven't used for some time," and the audience laughed, the moment, if not the argument, was all his.

PSP Celebrates PROSE Winners at Awards Luncheon _____

by **Kate Kolendo**, *Project Manager, PSP*

More than 35 PROSE Awards were presented February 5, 2009 at an Awards Luncheon during the PSP Annual Conference, held February 4-6, 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, dynamic multimedia presentations, and the long-awaited announcement of the 2008 PROSE winners to a capacity crowd.

The thirty-third annual R.R. Hawkins Award, the top PROSE prize, was presented to Harvard

(Continued on page 5)

PSP Celebrates PROSE Winners at Awards Luncheon

(Continued from page 4)

University Press for *The Race Between Education & Technology* by Claudia Goldin and Lawrence F. Katz. Michael Aronson, editor of *The Race Between Education & Technology*, accepted the Award on behalf of Harvard University Press from special guest Priscilla Hawkins Burns, daughter of award namesake Reginald Robert Hawkins. Joining Ms. Hawkins Burns as honored guests for the first time in PROSE history were several other members of the Hawkins family, including Betty Hawkins, R.R. Hawkins's widow; Daniel Hawkins, his son; and his daughters Dr. Elizabeth Hawkins Jewett and Dr. Phyllis Hawkins.

AAP President & CEO Patricia Schroeder was also on hand to present the top five PROSE Awards, recognizing outstanding works across the Humanities, Social Sciences, Physical Sciences & Mathematics, Biological & Life Sciences, and Reference Works book categories. The presses honored with PROSE Awards were Yale University Press for *Chinese Calligraphy*, Springer Science+Business Media for *Springer Handbook of Robotics*, John Wiley & Sons, Inc. for *Current Protocols in Essential Laboratory Techniques*, and The Johns Hopkins University Press for *French Women Poets of Nine Centuries: The Distaff & the Pen*.

The dynamic multimedia presentations included the

debut of "*The Mind of the Judge*," a short film that gives a glimpse into the backgrounds of the PROSE Awards judges. The brainchild of Chairman Jenkins, "*The Mind of the Judge*" received rave reviews from the audience, as did the vibrancy of this year's luncheon. For Jenkins, who spent the better part of a year revitalizing the awards program with his vision and leadership, the results have been gratifying. "When I signed on last spring as chairman of the PROSE Awards," Jenkins explains, "I told my colleagues on the PSP Executive Council that this year's program would be entirely different from anything they'd ever seen before – so watch out! I wanted to try some new things and bring a new level of excitement and vitality to our renamed awards. Just as important, I wanted to increase their visibility and prestige. And, since I knew this wasn't going to be easy, I also wanted to have some fun while doing it! I guess I'm a pretty lucky guy, because we achieved all of those things – and yes, we did have fun."

It doesn't stop there. Energized by the audience response and the program's momentum, Jenkins is already looking ahead to next year. "What are you going to do for an encore? That's the big question I keep being asked," says Jenkins. "Well, wait and see!"

For a complete list of PROSE winners or to view "*The Mind of the Judge*," please visit www.proseawards.com.

Seminar Announcements

For more information on all seminars and to register visit www.pspcentral.org.

Fundamentals of Copyright for Today's Dynamic Publishing Environment - New York & DC

Wednesday, May 6th, 2009

AAP Offices

71 Fifth Avenue, 2nd Floor, New York

Thursday, May 7th, 2009

AAR Offices

50 F Street, NW, 4th Floor, Washington, DC

11:00am-3:00pm

This session provides an overview of fundamental copyright concepts, with a focus on concerns primary to the publishing industry in today's dynamic, digital environment. This session is intended to provide participants with an understanding of basic copyright principles and enable them to begin to apply that learning to their daily activities.

Presenters (NY):

Dan Kopko, Legal Counsel,

Copyright Clearance Center

Roy Kaufman, Legal Director,

John Wiley & Sons, Inc.

Presenters (DC):

Dan Kopko, Legal Counsel,

Copyright Clearance Center

Eric Slater, Manager, Copyright Permissions &

Licensing, American Chemical Society

Professional, Scholarly & Academic Books:

The Basic Boot Camp

Friday, May 15th, 2009

9:30am-6:00pm

AAP Offices

71 Fifth Avenue, 2nd Floor (@15th Street)

New York, NY 10003-3004

(Continued on page 6)

Seminar Announcements

(Continued from page 5)

If you have less than three years' experience with professional, scholarly, and academic book publishing this course will provide an overview of the industry. Or, if you have spent most of your career working in one aspect of PSP publishing and want to learn about other PSP job functions, you should attend.

If you want answers to the following questions then this is the course for you:

- 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, Marketing Director, The MIT Press

Molly Venezia, Assistant Director and CFO, Rutgers University

Books 2.x Seminar – Making, Selling, Distributing, Discovering and Using E-Books

Wednesday, May 27th, 2009

10:00am-4:00pm

AAP Offices, 71 Fifth Avenue, 2nd Floor
(@ 15th Street) New York, NY 10003-3004

For the first time in the US, attendees are invited to a **day-long seminar addressing the major issues** – current and emerging – **on the topic of eBooks for professional and scholarly/STM markets**. Speakers from leading publishers, as well as from pioneering content aggregators, library service providers, and customers themselves will provide a summary of the state of the art, and address key issues,

lessons learned, and future trends in the way that book content is generally created, managed, packaged, sold, and consumed in electronic forms which are rapidly replacing print formats for large numbers of core customers.

Perspectives from all major elements of the product development cycle – from content development, product management, production, marketing and sales, discoverability, customer and user needs, aggregators, and intermediaries – will be given in an effort to deliver a comprehensive experience.

Moderator:

Michael Forster, VP & Publisher, STM Books, John Wiley & Sons, Inc.

Editorial/Product Development:

Scott Grillo, VP, Group Publisher, McGraw-Hill Medical

Production and Content Management/XML:

Lindy Humphreys, Publishing Technology Specialist, Wiley

Discoverability:

Suzanne Kemperman, Director Publisher Relations, OCLC NetLibrary

Selling eBooks:

Jonathan Bunkell, VP Online Book Sales, Elsevier
Beyond the eBook –

Database and Proprietary Markets:

Meagan Cooke, Director of Content Strategy, knovel

Librarians as Customers and Users:

George Scotti, Director Channel Marketing, Springer

Citation Analysis & Evaluating Research Performance The Impact Factor, h-index and Beyond

Thursday, July 23rd, 2009

11:00am-3:00pm

American Geophysical Union (AGU),

2000 Florida Avenue N.W.,
Washington, DC 20009-1277

Who Should Attend: Anyone involved in journals publishing, marketing, sales or editorial management and strategy; librarians involved in collection management.

The session will look at the current environment where a number of metric tools are available to measure research performance and trends. Starting with ISI's impact factor which has been the cornerstone of citation analysis for decades, we will also look at some newly emerging methodologies – the h-index, Eigenfactor and SCImago Journal Rank – that analyze bibliographic data in different ways. The indicators are used by many people throughout the world of research and scholarship – authors in deciding where to publish; funding agencies in evaluating grantees and new grant proposals;

(Continued on page 7)

Seminar Announcements

(Continued from page 6)

administrators in making hiring, promotion and tenure decisions; publishers in managing journal quality and keeping abreast of new and emerging research trends; librarians in managing journal collections and, finally, the readers who want to know where to find reliable, high-quality information.

The seminar will address the following issues:

Moderator:

John Tagler, Vice President & Executive Director,
Professional & Scholarly Publishing Division,
Association of American Publishers, Inc.

1. The basic metrics of measuring research performance

James Pringle, Vice President,
Product Development, Thomson Reuters
Impact factor, h-index, Eigenfactor,
SCImago Journal Rank
What do these metrics reveal?
How can these be used reliably?

2. How a publisher uses these metrics to manage a publishing program

Christine Rullo, Publishing Director, Elsevier
Assessing a current journal and/or journal program
Case study/example of Monitoring trends (emerging sub-fields, shifting dynamics, geographic trends)
A pulse on the competition

3. Using Metrics in Journals Marketing

Matt Price, Director, Sales & Marketing,
American Chemical Society
Positioning and promoting journals
Case studies on a new and an established journal

4. How does the library community view citation metrics?

Librarian, TBA
Title selection/de-selection and balancing a collection
Monitoring the impact of science
Fostering collaboration and identifying cutting-edge research
Assisting university administrators to understand the value of research

Eleventh Biennial

JOURNALS BOOT CAMP

September 23-26, 2009

The Grand Hyatt Denver,

1750 Welton Street, Denver, CO 80202

WHAT IS IT?

The AAP/PSP Journals Boot Camp is an **intensive four-day course on journals publishing** offered every two years (on every odd calendar year) by the Professional and Scholarly Publishing (AAP/PSP) division of the Association of American Publishers. The purpose of the boot camp is to expose participants to all aspects of journals publishing.

WHO SHOULD PARTICIPATE?

The boot camp is appropriate for **junior to mid level staff** with an interest in **broadening their knowledge of journal publishing** beyond their current job function in all job categories, including acquisitions, finance, production, circulation, sales, and marketing. Though preference may be given to those who work for organizations that belong to AAP/PSP, people from any organization with interest in journals publishing are welcome. Attendance is limited to 60 participants, as experience has shown that the best group dynamics are achieved with a maximum of six teams of ten participants each.

HOW IS IT ORGANIZED?

The attendees are divided into teams. Each team will have an approximately similar makeup of members. The Journals Boot Camp Organizing Committee creates these teams, determining each team's composition based on the CVs supplied by each participant. The competitive and teamwork aspects of the boot camp are designed to simulate the interaction usually found in a real workplace. A real-world scenario is presented in which a society journal is looking for a new publisher. Each team, representing a publishing house, competes to bring the journal in-house by offering acceptable incentives to the society. To differentiate the teams, each team will be designated as Commercial, Non-Profit, Society, etc. These designations help to guide how each team should operate.

THE 2009 FACULTY

Acquisitions

Alison Labbate, Publisher, Wiley-Blackwell

Electronic Publishing

Ted Freeman, Manager of Client Services,
Atypon Systems, Inc.

Finance

Bill Cook, Vice President, Finance/Publications,
American Chemical Society

Spreadsheets

James Costello, Director of Journal
Publishing, Springer Publishing Company

Production/Manufacturing

John Muenning, Development Manager for Electronic
Publishing & Production, University of Chicago Press

Marketing in Multiple Media

Christine Orr, Director, Publication Sales,
The Optical Society

Customer Service/Fulfillment

Jean Fanucci, Director of Fulfillment in Periodicals,
Elsevier

"Making the pitch": Getting Your Message Across

Alma J. Wills, Partner, Kaufman-Wills Group, LLC

Future of Journals Publishing

John Shaw, Director, Publishing Technologies,
SAGE Publications

(Continued on back page)

- Director of New Media Development
- Director of Production & Manufacturing
- Director of Finance
- Director of Human Resources
- Editorial Director
- Sales & Marketing Director

Route to:

Association of American Publishers, Inc.
71 Fifth Avenue
New York, NY 10003-3004

aap

First Class
U.S. Postage
PAID
New York, NY
Permit No. 5335

Seminar Announcements

(Continued from page 7)

Faculty members for acquisitions, electronic publishing, finance, production/manufacturing, marketing, and customer service/fulfillment are drawn from senior staff at various companies, each of whose expertise in his/her field is well known in the industry. An industry consultant speaks about "Making the Pitch;" this lecture is designed to pull ideas from each functional area together, to show the competing teams how to convince the society to go with their respective houses. An expert in journals publishing who notes the current industry state of play and speculates on what the future will hold presents the "Future of Journals Publishing."

WHAT IS THE PROCEDURE?

The Journals Boot Camp Organizing Committee creates a fictitious journal, owned by a society and currently hosted by a third-party publisher. The society is interested in finding a new publisher both because the current journal is not adequately promoted and because the income the society realizes from its publishing arrangement is not high enough. The society is sending out a Request for Proposal (RFP) to six publishers, each of whom the society believes might provide a better home for its journal.

The response to this RFP is what each group of participants, acting as a publisher, will create. All necessary information for the society to use to decide on a new publisher should be included. The document should indicate the advantage(s) of going with that publisher, including how much money the society could expect to get either in guaranteed income or in potential revenue.

To assist with this effort, a detailed spreadsheet that takes into account all operational items, revenues, and costs, is provided. It's important that each participant fully understand the functionality of the spreadsheet (e.g., what are fixed costs and what are variable costs), so that each group can come up with the best possible offer within the

boundaries set by the spreadsheet. The spreadsheet is essential to the boot camp experience, so participants should study it as soon as they receive it. The main chance to clarify spreadsheet questions will be during or immediately after the finance lecture, although faculty will be available throughout the boot camp to answer questions.

The boot camp includes lectures as well as time for group discussion and development of the RFP response. A single-page letter of intent, indicating the publishing house's interest in responding to the RFP, is due on the first evening. A full written presentation must be sent to the faculty by the deadline provided; also required of each group is an oral presentation to the faculty, during which the faculty act as the society's publishing committee. The latter are done with all boot camp participants present so that competing teams can hear one another's presentations. Following the oral presentations, the faculty will select one team as the winner.

WHAT CAN YOU EXPECT?

A lot of work combined with lots of practical learning... and lots of fun! You will receive a certificate of completion from the Association of American Publishers Professional & Scholarly Publishing Division.

The PSP *Bulletin* is published quarterly. All material in the PSP *Bulletin* is protected by copyright, but may be reproduced or quoted with proper credit. This newsletter is provided as a service. AAP does not assume any liability for errors or omissions. Please direct all communication to Sara Pinto, PSP Division, Association of American Publishers, 71 Fifth Avenue, New York, NY 10003, Tel. 212-255-0200, Email: spinto@publishers.org.

Editorial Staff

Myer Kutz, Editor

Editorial Contributors

Kate Kolendo Sara Pinto John Tagler