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

2010 PSP Annual Conference

The New Reality:
Disruption, Innovation, Relevance

February 3rd-5th, 2010
Renaissance Mayflower Hotel, Washington, DC

The PSP '10 Annual Conference Planning Committee (PSP Executive Council Chair, **Michael Hays**, McGraw-Hill; PSP Executive Council Vice-Chair, **Glen Campbell**, Elsevier; **Dan Duncan**, McGraw-Hill; **Patrick J. Kelly**, Wiley; **Thane Kerner**, Silverchair, and **Sara Pinto** and **John Tagler**, AAP) has put together the following thought-provoking program.

<u>WEDNESDAY, FEBRUARY 3, 2010</u>

PSP Pre-Conference (Separate Registration Fee)
9:00am-3:30pm

The Culture of Free: Publishing in an Era of Changing Expectations

This seminar will present speakers and panels from both inside and outside our industry to explore the general question of "how do we compete with free" by examining such issues as:

- The challenges of competing with "free" and obstacles to embracing "free"
- What are user expectations in this new culture and what are some ways publishers are trying to meet them
- Cost versus value of scholarly content: who bears the freight
- Will free content that is "good enough" diminish markets for more high-quality content?
- How might the culture of free affect broad business models and how might those models change in response?

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2010 PSP Annual Conference _____

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WEDNESDAY, FEBRUARY 3, 2010

4:00pm–6:00pm   **Plenary #1: Policy and Market Challenges – Critical Issues for 21st Century Publishers**
Produced by the Public Issues Task Force (PITF)

This session will bring together a number of policy experts from the publishing industry to outline the major issues facing content owners today and discuss the business implications of these proposals, should they become law.

THURSDAY, FEBRUARY 4, 2010

9:00am-10:00am   **Opening Keynote Speaker: James J. O'Donnell**, Provost, Georgetown University

10:30am-12:00pm   Symposium topic #1: **What Riches to be Gained from Enriching Content?**

This session will provide examples of real life business cases of the benefits to be had from meta-data tagging.

10:30am-12:00pm   Symposium topic #1: **Hardware and Platforms and Software, Oh My! Consumer and Retail Now Lead the Digital Way**

This interactive session will explore initiatives by new device makers as well companies that have created software and platforms to serve all forms of content including professional. Staying on top of the consumer side of the business will enable professional and scholarly publishers to consider adding new approaches to their current selling portfolios.

Noon: **The 2009 PROSE Awards Luncheon**

2:15pm-3:30pm   **Plenary #2:** Oxford-style debate of the proposition: **"Current US Copyright Law Excessively Restrains the Development of Intellectual Property."**

Oxford debating consists of two sides with 3 debaters for a total of 6 participants and a moderator. Each participant presents an opening statement of 7 minutes; this is followed by a Q&A session between the debaters, and including audience questions; then each presenter gives a 2-minute conclusion.
The audience will be polled in advance and upon completion to determine which team has prevailed.

4:15pm-5:30pm   Symposium topic #2: **Social Marketing 101**

Worried that u have only 12 followers on #Twitter? This panel will discuss how, y & if scholarly pubs r using socl media 2 grow the business

4:15pm-5:30pm   Symposium topic #2: **Publishing Model Innovation: The Author Pays Model**

This session takes a measured approach to appraising and discussing what lessons learned to date, as well as the positive, negative, and unintended consequences of this model.

FRIDAY, FEBRUARY 5, 2010

9:00am-10:15am   Symposium topic #3: **How Technology Is Influencing Traditional Publishing**

How is technology transforming peer review? How is the web changing peer review? What impact is the web having on scholarly information and dissemination of information? These and other questions will be answered in this session.

9:00am-10:15am   Symposium topic #3: **The Services Report: What's Available to Publishers Now and What the Future Holds**

A panel of industry experts will discuss the innovative solutions they are currently offering their publisher clients as well as give us a sneak peek into what they plan to offer in the near term and an idea of what the next cutting edge offerings might look like.

10:45am-12:00pm   **Plenary #3 Social Media and Scientific Research**

This session will explore the benefits of social media for researchers, the elements needed to engage communities and the implications and challenges for publishers.

For registration, hotel accommodations and other information,
visit the PSP website at **www.pspcentral.org** or email Sara Pinto at **spinto@publishers.org**.

From the PSP Executive Director's Desk: The Chicago Collaborative _____

by **John Tagler**, *AAP*

Stakeholders in scholarly communication have long commonly held an ultimate goal – creating, sharing and disseminating relevant and appropriate information. With this goal in mind, the Chicago Collaborative, which I recently was invited to join as an active participant, was formed in spring 2008.

The Chicago Collaborative is a working group that brings together representatives from biomedical associations of publishers, editors and librarians to facilitate conversations and learning regarding key issues facing scholarly publishing and communication in the 21st century. With more than a year's work already under its belt and having made encouraging strides toward implementing some of its goals, I thought this an appropriate time to share information about the Collaborative with PSP members.

With a shared conviction that scholarly communication is at a turning point, the Collaborative was developed to generate better understanding of scholarly and scientific communication issues by addressing current challenges and opportunities and exploring ways to clarify common perceptions. The group also seeks to dispel some myths or misunderstandings about the partners in this process, and to avoid the usual discussions in the traditional buyer-seller paradigm, thereby focusing on such higher-level issues as education, preservation and archiving, effective STM authorship, peer review and quality assurance and branding of STM content. By focusing on broad views that may transcend individual library, publisher, editor or author perspectives, the Collaborative intends that each group will become better informed before making decisions that may have unexpected effects on the STM academic communities.

The Collaborative grew out of extensive discussions of scholarly communications concepts and issues first initiated and presented to the Association of Academic Health Sciences Libraries (AAHSL) Board by Scott Plutchak. In response, AAHSL's President, Elaine Martin, and Board of Directors established a Joint AAHSL/Publisher Task Force which recommended a summit meeting to gauge the interest of, and begin discussions with, key scholarly community stakeholders.

As a preliminary step, AAHSL identified associations representing components of the scholarly communication chain rather than individual publishers, publications and libraries. Because inviting all possible players might be overwhelming to the process of building trust and communication, AAHSL decided that the area of focus would be scientific, technical and medical (STM) associations for publishers and editors as well as academic health sciences libraries which AAHSL already represents. Association representatives were asked to participate on behalf of their sponsoring associations rather than a specific publisher or library employer, an approach that distinguishes the Chicago Collaborative from most existing groups and, it was felt, would help focus discussion on high-level scientific communications issues.

Each invited association identified one or two representatives to attend the first meeting in May 2008 which was held in Chicago – hence the name which reflects the location of the first meeting and the spirit of the new organization. The consensus at the launch meeting was the need to establish a working group of representatives from publishing and editorial organizations and AAHSL, with AAHSL as administrative sponsor. It was also clear that the stakeholders needed to learn more about each other and the scholarly communications process in order to work together more effectively.

Chicago Collaborative founding members, in addition to AAHSL and AAP/PSP, are Association of American Medical Colleges; Council of Academic Societies; Association of Learned and Professional Society Publishers; Federation of American Societies for Experimental Biology/DC Principles; International Association of Scientific, Technical & Medical Publishers; International Committee of Medical Journal Editors and Society for Scholarly Publishing.

After creating and releasing documents to explain the derivation of the new group, its membership, guiding principles and relationship to sponsoring organizations (framework document), to address common questions about the new group (FAQ document) and its mission (statement of purpose) and to announce its creation (press release), all posted on the organization's newly-launched web site *(http://www.chicago-collaborative.org)*, the Collaborative quickly moved forward with a couple of key projects.

From the PSP Executive Director's Desk____
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Having established that librarians, publishers and editors need to learn more about each others worlds, the Collaborative is creating a series of educational modules with talking points to be used both online and in real-time to inform both industries at meetings and conferences. Among the educational initiatives it plans to pursue are: educating authors about scholarly communications, creating a "Biomedical Publishing 101" curriculum for librarians and, conversely, developing a "Libraries 101" curriculum for publishers.

I am currently working with other Collaborative publishing members to prepare the Biomedical Publishing 101 presentation, which will be used to help librarians understand STM publishing. The presentation will provide an overview of the publishing and editorial process and address the pressures and challenges within the industry. With work well underway, the program is expected to be available in spring 2010.

To spread the word about the group's existence and the availability of training sessions in 2010, Collaborative members have attended several conferences to explain the group's plans and encourage feedback and involvement. In the library community, presentations have been made at AAHSL, MLA and NASIG meetings as well as the Charleston Conference. Publishing executives were given an overview of the Collaborative's plans at the STM Conference in Frankfurt in October, and another session is planned for the spring SSP conference. While the publishing curriculum is well underway, planning for the "Libraries 101" program will begin early next year.

Beyond the basic educational projects, other expected Collaborative outcomes are consensus papers and statements on issues as well as dialogues with experts and broader constituents. A more lofty aspiration is for the Collaborative to become a sustainable mechanism for conversations and actions, and a trusted venue for scholarly communication discussions.

Among topics the Collaborative will explore are the shift in responsibility for preserving content from libraries to publishers; digital storage and the migration of digital content as new operating systems and technologies emerge; ensuring effective authorship of STM content by examining major issues such as conflict of interest, scientific misconduct and plagiarism; stakeholders roles, including peer review; and the future containers of scholarly content. Looking further ahead, the group hopes to consider the future of journals, what other scholarly communication formats might exist in 2025, and how to integrate and accommodate large amounts of research data.

The Collaborative has decided to remain small and focused for now in order to build a strong bond among its members, have open conversations and deliver preliminary results. In the near term other groups and experts may be invited to give presentations and help the Collaborative sort through specific issues.

The Collaborative's central belief is that trust, candor and a spirit of collaboration among all stakeholders are essential to its success. Less may depend on specific opportunities and challenges than on approaches taken. As a representative of the publishing community, I hope others in our industry share my optimism that the Chicago Collaborative offers a different approach to generating better communication. As plans progress I may be calling on my publishing colleagues to share their expertise, participate in the dialogue and help open doors to opportunities where the dialogue can be continued.

AAP Online Piracy Working Group Promoting Best Practices for Sites to Prevent Illegal File Sharing _____

The Online Piracy Working Group (OPWG) is an AAP member forum for discussing and collaborating on strategies to combat online piracy of books, journals and other products via digital transmission. The group's current membership includes representatives from more than 25 trade, educational and professional publishing houses of various sizes.

A Track Record of Vigilance

Over the past several years the OPWG has periodically hired technology vendors to locate instances of online book piracy, and to send takedown notices to sites hosting or listing infringements. At any given time, the OPWG has found thousands

AAP Online Piracy Working Group_____

of digital infringements of books freely available through various online sources, including hosting sites that let user community members upload files, file search sites and publicly-available peer-to-peer net-works. Last year, the OPWG worked with the law firm Covington & Burling – which has a technical team providing piracy monitoring services – to crawl the Internet for five consecutive months to find book infringements from 15 participating OPWG member publishing houses. Over the course of the project, close to 16,000 infringements were found. Covington was successful in getting approximately 85% of the infringe-ments blocked or removed from the Internet. Subsequent spot checking turned up numerous infringements of jour-nals and other literary works on the same sites where large numbers of book infringements were found.

Copyright Infringement Portal
Available to AAP Members

More recently, AAP has entered into an arrangement with the UK Publishers Association to enable members to use the Copyright Infringement Portal service that the PA created to help publishers serve takedown notices and keep track of compliance. Publishers who subscribe to the service can enter URLs where they have located infringements, and the portal automatically generates takedown notices to the applicable Internet Service Providers (ISPs), addressed to the agents assigned by the ISPs to receive infringement notices. After sending the notice, the publisher can also use the portal to check back to see whether the ISP has complied by taking down the material.

Subscriptions are available to AAP member publishers at reduced rates ranging from $395-$2,395 annually, based either on the revenues of the company or whether it is an affiliate of a PA member. The AAP member gateway to the portal, including more details about the service, is located at *http://www.aap.copyrightinfringementportal.com/*.

Recommendations for Best Practices

In addition to the takedown efforts, AAP's working group earlier this year looked at other potential ways to help coordinate efforts to combat digital piracy, and concluded that the best next step would be to try to engage file-sharing services to be more proactive to

prevent infringements – not only to take down materials in response to notices from AAP members, which is a critical piece of any antipiracy program, but also to take steps voluntarily to discourage and prevent users of the services from uploading infringements in the first place. Last month, the OPWG completed a draft set of Principles and Best Practices for File-Sharing Websites and Services. The document was announced at the Frankfurt Book Fair on October 16, and publishers internationally were invited to participate in reviewing and refining it through their respective trade associations.

Once the collaborative international effort among publishers is completed, AAP will approach the sites themselves to encourage them to adopt all of the provisions. Among the key points the draft Principles and Best Practices recommend are for sites and services to:

- Eliminate or seriously marginalize piracy, ensur-ing that their services are used primarily for legal, non-infringing purposes.

- Use technical filters to block infringing uploads.

- Send warning notices to the infringing users, notifying them that their actions violate copyright law and, furthermore, may result in termination of the person's use of the site.

- Maintain and implement strict termination policies against repeat infringers.

- Post copyright protection policies in brief, plain language in conspicuous places on the site, and require users to sign click-through agreements to abide by these policies each time they seek to upload documents.

- Provide publishers with access to titles-based reports on the number of blocked or removed infringements, as well as on the volume of warn-ing notices sent to users.

- Give publishers the ability to market legal alternatives to purchase their content, such as through the placement of links to retail pages.

OPWG membership is open to all AAP publisher members. For more information please contact Ed McCoyd, AAP's Executive Director for Digital, Environmental & Accessibility Affairs, at *emccoyd@publishers.org*.
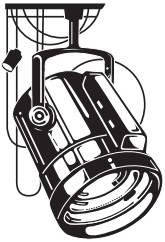
Spotlight On...CrossRef

CrossCheck Helps Publishers Protect Against Plagiarism

by **Carol Anne Meyer**, *Cross Ref*

CrossRef, best known for its citation reference linking service, is expanding into new areas to help publishers provide authoritative, trustworthy content to their readers.

Plagiarism: A Growing Problem?

Search engines can uncover relevant material in almost any field, and it is very easy to cut and paste from one source to another. The result? As submissions to scholarly publications from worldwide authors are growing, plagiarism is on the rise.

A recent study of PubMed abstracts uncovered "high levels of citation similarity" among articles with different authors, and hundreds of potentially plagiarized articles. The study has resulted in the launch of more than 80 plagiarism investigations.

These disturbing findings have serious repercussions for researchers, authors, individual journals and publishers. The process of science and other scholarship relies on the integrity and validity of published research. The more publishers can do to insure its trustworthiness, the more they contribute to the scholarly process.

Allegations of plagiarism are nothing new, but as one publisher recently noted, "if tools are readily available to guard against it, it is simply due diligence on our part to employ them and avoid embarrassment, expense and ruined reputations."

Plagiarism is not only copying work, but also passing it off as one's own without proper attribution; it implies a dishonest intention. This last point is an important one, because whereas computers are very good at detecting duplication, they are not good at discovering intention. There may be legitimate explanations for duplication and there may be errors and omissions that may be bad practice but don't necessarily rise to the level of plagiarism.

Scanning Documents for Plagiarism with CrossCheck

The CrossCheck plagiarism scanning service for scholarly publishers has been available since 2008. CrossCheck contains two ingredients to make your efforts at eliminating plagiarism a success. The first is a proven technology, powered by iThenticate from the makers of TurnItIn, which scans documents and provides overlap reports. The second is a database of highly relevant scholarly publications from other CrossCheck participants against which to check submissions and production manuscripts. CrossCheck is the only plagiarism screening or detection service that provides this customized database, which currently holds over 24 million documents. In addition, CrossCheck member publishers have access to a community of users who are dealing with similar issues, and support through a listserv, email updates, webinars and web demos. Finally, and perhaps most significantly, CrossCheck provides a way to signal authors that manuscripts will be reviewed for duplication, providing a powerful deterrent to unethical behavior, and reassurance that authors' original works will be protected.

Scanning, not Detection

CrossCheck is one important component in the fight against plagiarism, but it isn't the only thing that is necessary. Publishers committed to ensuring originality must also formulate and abide by a set of practices and procedures for dealing with allegations of plagiarism and highly suspicious overlap reports from the system. Publishers must also decide where in the publication process to check for duplication and who among the set of manuscript editors, peer reviewers, editorial board members or even authors themselves, will be responsible for checking the documents.

CrossCheck serves publishers in two ways: by protecting their reputations as the stewards of trustworthy content and by adding value to the publishing process in identifying truly original research. Sixty-five publishers have signed up with CrossCheck so far. The CrossCheck plagiarism screening service is one example of how CrossRef's methods of collaboration, technology and trustworthy content can help publishers do what they do well.

For more information about CrossCheck
Visit *http://www.crossref.org/crosscheck.html*
Contact crosscheck_info@crossref.org
Call +1 781 295 0072

2009 PROSE Awards Hits New Heights with Record Submission Numbers

by **Kate Kolendo**, *AAP*

American Publishers Awards for Professional and Scholarly Excellence (PROSE) has done it again. For the second year running, the PROSE Awards received a record-breaking number of submissions – 441 entries from 60 professional and scholarly publishers across the country.

Presented since 1976 and re-launched last year, the 2009 PROSE Awards is generating enthusiasm from both long-time PSP member companies and first-time program participants, including members of the Association of American University Presses (AAUP), enjoying its second year of eligibility in the program.

Submissions growth is a reflection of the sustained revitalization efforts by the Awards Committee and its Chairman, John A. Jenkins, President and Publisher of CQ Press, PSP Executive Council member and Co-Chairman of the PSP Books Committee. "We're already in production on this year's PROSE video and we're really looking forward to screening it at the PROSE luncheon in February," an enthusiastic Jenkins explains. "We're just elated that the program is so successful. In times like these, it's more important than ever for publishers to find ways to differentiate themselves and their titles, and we're delighted so many publishers see PROSE as a way of doing that."

The 2009 PROSE Awards features an increased online presence at *www.proseawards.com*, with more promotion and publicity pre- and post- Awards. The 2009 awards program also offers publishers an increased chance of winning a prize, by setting no limit on the number of submissions per publisher in any category, expanding the categories to encourage publishers to submit both print and electronic products, and adding more electronic product categories than ever before.

More than 40 PROSE Awards will be presented at the Awards Luncheon on Thursday, February 4, 2010 at the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, DC. The Awards Luncheon will feature the debut of another new, specially produced film, like last year's The Mind of the Judge, as well as several multimedia presentations and new special guests. Again, PROSE will post these presentations online at *www.proseawards.com* and on YouTube, which means invaluable exposure for submitting publishers.

For more information about the PROSE Awards please visit *www.proseawards.com* or contact Kate Kolendo at 212.255.0200 x 226.

Journals Boot Camp – An Attendee's Perspective

by **Maureen Hunter**, *Elsevier*

I was glad to be invited to write about my experience at the AAP/PSP Journals Boot Camp in Denver, Colorado, September 23 – 26, 2009. As a strategic marketing manager at a large publishing company, I found this experience educational and extremely beneficial. Journals Boot Camp was my first true opportunity to be exposed to all aspects of journals publishing and to gain a real understanding of the industry.

Journals Boot Camp is an intensive three-and-a-half day course with two main components – classroom presentations by senior staff at leading publishing companies and attendee group work. Senior staff presentations covered all areas of publishing. Attendees learned about production, fulfillment, marketing, technology, financials and much more. Informative presentations gave us an opportunity to learn about areas of journals publishing

Journals Boot Camp

outside of our current responsibilities. I particularly enjoyed the speakers on technology in journals publishing and the future of journals publishing as it moves further into the digital world.

For the group work, the Journal Boot Camp attendees were assigned to teams of about 7 or 8 and were tasked with responding to an RFP case study by creating a written team proposal and an oral presentation to be evaluated by the Journals Boot Camp staff. Working in an intense environment with colleagues from other publishing companies could have been difficult and challenging; however, I found working in my group a completely positive experience. In three short days, we responded to the RFP by creating a financial offer, a 30-page proposal and a 20-minute oral presentation. We created the financial offer as a team, then divided into smaller groups based on our current strengths to develop the proposal and oral presentation. After all the hard work in such a short time, we were quite proud of the proposal and oral presentation.

The real life experience of responding to an RFP and being evaluated by seasoned professionals was a unique opportunity. Participating in the entire process helped me better understand the different departments within journals publishing and how in-depth and comprehensive the proposal process must be.

I would recommend Journals Boot Camp to any junior publishing staff member. There aren't many chances for junior publishing staff to learn directly from leading industry experts or to meet and work with colleagues from other companies. Exposure to new areas, ideas and people was an excellent takeaway that I was able to apply immediately to my current position.