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**Professional/
Scholarly
Publishing
Bulletin**

Volume 11, No. 3, Summer/Fall 2012

Digital Licenses Replace Print Prices as Accurate Reflection of Real Journal Costs

by Paula Gantz, Paula Gantz Publishing Consultancy

Library Journal's Annual Periodical Price Surveys¹ show a more than six-fold increase in journal prices since 1990. In its most recent analysis, the average increase in list prices from 2011 to 2012 is estimated at 5.3% to 5.5%.² Yet using list prices of print subscriptions to calculate the real increase in serials expenditures is a misleading and inaccurate method for tracking how libraries are spending their serials budgets and fails to recognize the increased value they are receiving from the print-to-digital transition.

Since 1990, libraries' spending on periodicals has increased three-fold while their collections have tripled in size through new acquisitions and through expanded content in existing holdings.³ As a result, the average actual cost per journal in 2010 is similar to that of 20-plus years earlier. So how can we actually analyze the changes that are occurring in library usage and expenditures?

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THE ASSOCIATION OF AMERICAN PUBLISHERS

Professional/Scholarly Publishing (PSP) Division

2013 PSP Annual Conference

The (R)evolution of Value:

Building Collaboration, Innovation and Sustainability

February 6th-8th, 2013

Ritz Carlton Hotel, Washington, DC

Program

WEDNESDAY, FEBRUARY 6, 2013

3:30pm-4:00pm

Opening Speaker:

Race for Relevance

Higher member expectations, unprecedented competition, rapid advances in technology and changing generational values are converging to create a new normal for professional societies.

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Digital Licenses Replace Print Prices

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The answers to this question highlight the effective ways that librarians and publishers have been able to resolve the many challenges created by bursts in research and published information over the past 20-odd years. They also highlight the shifting purchasing habits of institutional libraries and the shift in focus to licensing digital content as opposed to subscribing to print serials at list prices.

To enable a clear picture to emerge, let's look at the facts.

Shift to Digital Usage

Librarians have substantially shifted their purchasing patterns from print to digital holdings. On a global level, 37% of research library purchases were digital-only in 2010; another 19% were print + digital, according to a recent Association of American Publishers' report.⁴ These percentages would likely increase significantly if the data were to reflect only U.S. institutions. A recent EBSCO study showed that 68% of publishers reported decreases in print subscriptions, and 52% reported drops in print + electronic in 2012.⁵ Patrons, especially in the academic arena, are using digital content almost exclusively. In fact, academics rarely visit the library for current information. Most researchers' needs can be met online through digital editions of periodicals, books and databases available through institutions and other large information providers.

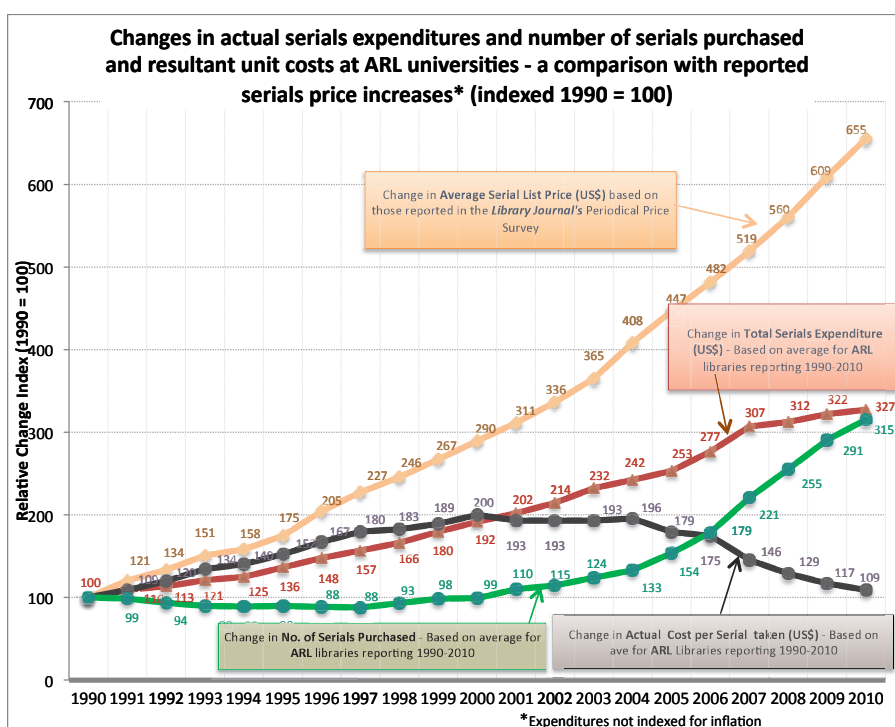
A recent OCLC survey reports that most academic librarians are focusing on the development of their digital collections.⁶ Librarians also believe that digital collections' use will increase over the next two years, while physical library visits will not. Surprisingly 41% of U.S. research librarians also predict that there will be a new national digital library for faculty and students within the next five years.

Digitization of archival information, original manuscripts and other primary sources has also become a priority for institutions and other funding bodies. Publishers have joined them by digitizing vast holdings of books, journals and other archival collections. In 2010, there were 40 million journal articles available digitally, some dating back to the 1800s.⁷ Content previously stored in remote warehouses or accessible to onsite users only is being digitized. Examples include the Einstein Papers, the Cairo Geniza and the Dead Sea Scrolls.

Purchasing Patterns

Instead of purchasing subscriptions to individual journals, librarians are pursuing licensing agreements that provide perpetual digital access to a body of content. For major institutions with research needs across multiple disciplines, this means purchasing journal bundles or packages. At one end of the spectrum is the so-called "Big Deal" (i.e., licensing all the journal content a publisher distributes digitally). For smaller institutions, bundles allow licensing for collections of titles, based on particular subject concentrations or interest profiles. As a rule, these institutional commitments span a several-year period providing modest price increases based on anticipated inflation and content growth, but usually below the increases reflected in individual print subscription prices.

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Digital Licenses Replace Print Prices

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This shift, even for institutions not participating in bundling or the Big Deal, has expanded institutions' serials access, while spending on content has been maintained or increased only slightly. Much of the expansion in holdings has come while print journal subscriptions are rapidly being dropped, and through the formation of library consortia – or bargaining bodies – that license as a group.

Price per Journal

Because of both content growth and the expansion in the number of journals included in an average institutional licensing agreement, the effective price of an average journal in 2010 is only 9% higher than in 1990. (See chart.) In 1990, the average journal price was \$138.24; in 2010 the price was \$150.78.⁸ In addition, 1990 prices in this study have not been adjusted for a whopping inflation rate of 66.8% in the U.S. from 1990 to 2010.⁹ Although this per-serial price was on an upward trend in the 1990s, until it had doubled in 2000, it has steadily decreased since then. In the U.K., the price per journal accessed has actually gone down since 2004 by 11%.¹⁰ This suggests that publishers and institutions had come to a negotiated compromise that served both parties' needs.

Cost per Article Download

The 2010 AAP Industry Journal Statistics study estimated the cost per download *globally* to be \$2.63, based on the responses from publishers of some 5,794 journals offering digital access that reported 1.1 billion downloads for the year. In the Research Information Network study of 113 U.K. libraries, the cost per article download in 2008 was £ 0.70. This is down from £ 1.19 in 2004 (normalized to 2008 currency) due to the rapid growth in usage which actually exceeds the worldwide growth in the number of articles published each year.¹¹

Growth in Content

Thomson Reuters calculates that published article output has increased on average between 3% and 3.5% per year from 1990 to the present, thereby more than doubling over the period. In some disciplines like chemistry and earth sciences, annual growth is between 4% and 5%. A 2010 International STM study estimated the number of article submissions worldwide at 3 million annually, half of which were published.¹² Ten million pages are printed and 500 new journals are launched each year.¹³ According to Ulrich's, there were approximately 16,000 academic journals in 1990 and 26,000 in 2010. The explosion in the

number of journals from China and other previously under-represented areas is a contributing factor.

Research output growth results not only in the launch of new journals but also in the expansion of existing journals. The American College of Cardiology's publishing program is a typical example. In 1990 it published one print journal consisting of 14 issues and 3,472 editorial pages. By 2010, its original journal, *Journal of the American College of Cardiology*, included 4,962 editorial pages in 50 issues. Together with its two new journals introduced in 2008, the ACC published a total of 74 issues and 7,687 editorial pages in 2010. The ACC is planning yet another journal launch for 2013.

The American Society of Biochemistry and Molecular Biology published two journals in 1990 for a total of 24,561 editorial pages in 48 issues. In 2010, it published three journals totaling 48,570 editorial pages in 77 issues. Also noteworthy: The 2010 editorial page figures do not include supplemental data, videos and other digital enrichment that are also available online only. These supplemental sources greatly enhance researchers' academic understanding.

The American Academy for the Advancement of Science's publishing program has tripled from 1990 to 2010 with the publication of two new journals, *Science Translational Medicine* and *Science Signaling*, to complement its flagship, *Science*, bringing the total number of issues published per year from 51 to 153.

Growth in Research

Growth in published content has been fueled by increased research funding and output. Growth in research spending has been increasing by approximately 3 % to 4 % per year. In the U.S., spending on scientific research has increased more than two and one-half times from 1990 (\$152 billion) to 2009 (\$400.5 billion), according to the National Science Foundation. Globally R&D spending in 2009 is estimated at \$1,276 billion, up from \$641 billion in 1999. (These expenditures are expressed in current dollars; foreign expenditures are converted to U.S. dollars using purchasing power parities.) The U.S. is the biggest contributor at 31% of the spending; China is #2 with 12% of the spending; Japan is #3 with 11% of the spending. The EU countries contributed 25% to global R&D.¹⁴ The 2010 International STM study estimated the total number of researchers worldwide at 12 million. They are based in 4,500-plus institutions in 180 countries.¹⁵

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There are some data from Research Information Network to suggest that, at least in the U.K., there is a strong positive correlation between the number of article downloads in a given institution and research output, PhD awards, articles published, citation impact and research grants and funding.¹⁶

Growth in Usage

Librarians have continued to include ever-expanding content in their collections, and usage has increased exponentially at all institutions. The 2010 AAP Industry Statistics for Professional and Scholarly Journals reports over 1 billion article downloads for 5,794 titles reporting.¹⁷ Article downloads more than doubled between 2004 and 2008 at the 113 major institutions in the United Kingdom surveyed by the Research Information Network. Article downloads per institution went from an average of 432,693 in 2004 to 1,134,165 in 2008. The number of journals accessed per institution during that same time period increased by 7 % per year, from an average of 8,391 to an average of 11,058.¹⁸

Researchers are reading more and citing more, too. The 2011 Research Information Network report found that the number of cited references per article in major scientific disciplines had gone up by one-third to one-half from 1990 to 2007. In addition, these references included a wider range of sources.¹⁹

The recent EBSCO survey found that 98% of responding librarians listed usage as the most important variable in content acquisition or retention decisions; 87 % of publishers rank increasing usage as their goal, second only to sales.²⁰

Possible Actions/Recommendations

While many publishers and librarians have made significant headway in resolving some of the following issues, the following are some thoughts on how to ease the budget concerns facing our library systems.

From the Publishers' Side:

- Be aware that journal prices may be analyzed in different ways. The list price for print subscriptions may not represent the complete picture.
- Be clear about pricing models, especially how author-pays and open access models are factored into license agreements.
- Explore licensing deals that make sense for public libraries and other non-academic or research institutions so that content can be available to a much wider

audience. This would go a long way toward public access to all interested individuals.

- Increase transparency to clearly articulate the role and cost of article production charges on journal sustainability pricing and licenses for hybrid models.

From the Librarians' Side:

- Keep track of the usage metrics at your institution and their impact and be ready to make a case for budget retention.
- Consider the mix of print and digital holdings, not only saving on the cost of content, but also in staff, space and processing inherent in maintaining a print collection.
- Consider the balance of author-pays publishing models to library budgets and control of your collection relative to overall serials spending.
- Weigh the total future costs of author-pays publishing relative to journal licensing costs. Calculate total projected published article costs, even at a low article cost, carefully. Consider the implications of a structural shift in libraries' traditional mission.

A more reasoned and transparent approach to evaluating a library's investment in its serials collection will lead both librarians and publishers to achieve their common goals and objectives: providing users of academic content with more functionality, broader access and increased knowledge. Together they can work to fine-tune the process by which content users mine the ever growing corpus of knowledge at a manageable cost in a digital-centric environment.

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Paula Gantz is a publishing consultant focusing on strategic planning, marketing and business development issues for academic, scientific and medical societies, as well as publishers working in these spaces. She has over 20 years experience in STM publishing, having worked for Elsevier Science and Springer STM. Prior to that, Paula worked for Hearst Magazines and the New York Times in marketing and financial planning roles. She has an M.B.A. from The Wharton School and a B.S. from Cornell University. Her website is: www.paulagantz.com.

2013 PSP Annual Conference

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Harrison Coerver proposes the radical changes from his bestselling book "Race for Relevance: 5 Radical Changes for Associations" that professional societies must make to maintain their value and vitality.

Harrison Coerver, President, Harrison Coerver & Associates

4:00pm–5:15pm

Plenary #1:

The Future of Value in the Professional Association:

What is Your Value in the Internet Age, What Services Will You Provide in 2018?

The definition, perceived value, and function of the professional association are evolving in response to societal and technological change. The methods by which NGO's realize their mission—to advance a discipline and its practitioners through networking, knowledge sharing, and advocacy for the profession—have been substantially enhanced and impacted by new technologies. Societies have expanded their social functions to embrace social networking technologies yet now compete with broader networks and services that reach beyond a scientific discipline and its practitioners, particularly

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among younger professionals. How will the society continue to attract the participation of scientists and professionals in a changed cultural and professional landscape? Can the association evolve its raison d'être in the face of political, economic, and technological challenges to remain relevant and vibrant?

Moderator:

Harrison Coerver, President, Harrison Coerver & Associates and author of
Race for Relevance: 5 Radical Changes for Associations

Speakers:

H. Frederick Dylla, Executive Director & CEO, American Institute of Physics
Madeleine Jacobs, Executive Director & CEO, American Chemical Society
James Prendergast, Executive Director and Chief Operating Officer, IEEE

5:15pm-6:30pm

Plenary #2:

The Value Proposition of Commercial Publishing: Where Will Your Business be in 2018?

Large commercial publishers have absorbed and integrated an unprecedented array of content assets and are now delivering them globally in multiple formats, increasingly under new business models. Contemporaneous with the explosion of content availability and consumption in the internet age, publishers face rising challenges related to copyright and asset control, piracy, and even their fundamental relevance to pedagogy. How will corporate publishers evolve and grow over the next 5 years? What fundamental changes to product development and rollout should publishers consider? Where will commercial publishers situate themselves in the content value chain of 2018?

Join a line-up of top executives from the publishing world for an interactive session of remarks, conversations, and Q&A about their vision of the industry on a 5-year horizon.

Moderator:

David Worlock, Chief Research Fellow, Outsell Inc

Speakers:

Youngsuk "Y.S." Chi, Chairman, Elsevier
Blaise Simqu, President and CEO, SAGE Publications, Inc.
Steve Smith, President & CEO, Wiley

6:30pm-8:00pm

Cocktail Reception

(Dinner on Your Own)

THURSDAY, FEBRUARY 7, 2013

7:30am-8:30am

Continental Breakfast

8:30am-10:00am

Plenary #3: Legislators Panel

Speakers: TBA

10:00am-10:45am

Break

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2013 PSP Annual Conference

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10:00am-10:45am

PSP Business Meeting (PSP Member Companies Only)

PSP Budget, Goals, and Plans for FY 2013–2014

Presentation of New Executive Council Officers for 2013-2014

10:45am-12:00pm

Symposium topic #1:

Living the Present, Building the Future- Options for Publishers as Copyright Evolves

Professional and scholarly publishers are all too aware that copyright is under attack. The drumbeat of customers, public interest groups, technology “experts” – and even sometimes government – is that “copyright is dead”...or should be. Even if copyright law survives intact, what are the implications to publishing of the availability of articles and monographs in repositories and websites, either as a result of mandates or, increasingly, in violation of publishing agreements and outside of mandates? Will open access co-exist with copyright? Will it destroy copyright, or elevate it? A panel of policy and business representatives will explore the changing perceptions of copyright and how they are affecting the options that publishers can use to help ensure they can continue producing high quality content.

Moderator:

Roy Kaufman, Managing Director, New Ventures, Copyright Clearance Center

Speakers:

Sarah Tegen, Director, Editorial Office Operations, American Chemical Society

Keith Webster, VP and Director, Academic Relations and Strategy, John Wiley and Sons

Additional Speakers: TBA

10:45am-12:00pm

Symposium topic #1:

The Professional Book: Past Its Sell-By Date?

What are the fundamental pedagogical purposes of professional, reference, and educational books, and are they still relevant in the network age? Books appear an increasingly archaic information format in the face of networked digital information tools for professionals and learners. Consider the new tools: integrated workflow agents, decision support technologies, learning management systems, and massive-scale content management and linking. Indeed, the entire web can be considered “a book,” and technologies for classification and discovery are rendering it ever more functional for learning and working.

With the exception of the book as long-form argument or essay (AKA the “monograph”), is the rest of the book ecosystem poised for an overhaul, or even extinction? What are the products and services that threaten the book most? And what might be the role of the book author and editor in this future pedagogical landscape?

Moderator:

Scott Grillo, Vice President & Group Publisher, McGraw-Hill Education

Speakers:

Matt MacInnis, CEO, Inkling

James F. Shanahan, Editor-in-Chief and Associate Publisher, McGraw-Hill Professional

Dr. Richard Usatine, Professor, Family & Community Medicine, The University of Texas Health Science Center San Antonio; Co-president, Usatine Media, an app development company; Editor-in-chief, Family Medicine Digital Resources Library

12:00pm-1:30pm

PROSE Awards Luncheon

1:30pm-2:15pm

Break

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2013 PSP Annual Conference

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2:15pm-3:45pm

Symposium topic #2:

Executive Summary Series

There are new announcements every day regarding technology and product development that affect scholarly and professional publishers. Most of us start our day with various feeds to keep us informed on these initiatives. Imagine if those feeds were curated by four experts in their respective areas. We've chosen four important topics and invited four "big heads" to address us at a high-level on what we need to know and what's on the horizon in these critical areas. After the executive overviews there will be ample time for questions and discussion from the audience.

Moderator:

Audrey Melkin, Director of Business Development, Atypion Systems, Inc.

Speakers:

1.) *Semantic*

Mills Davis, Founder & Managing Director, Project 10x

2.) *Mobile Technology & Models*

Steve Leicht, CEO, 52 Apps

3.) *Big Data*

Janice McCallum, Managing Director, Health Content Advisors, InfoCommerce Group, Inc.

4.) *User Analytics*

Michael J. Kurtz, Senior Astronomer and Computer Scientist; Project Scientist, Astrophysics Data System, Harvard-Smithsonian Center for Astrophysics

2:15pm-3:45pm

Symposium topic #2:

Does Social Science Research Matter?

The U.S. House of Representatives recently voted to eliminate funding for political science research through the National Science Foundation which has fueled the debate as to whether social science research really matters. The debate, albeit very opinionated, does create alarm about the future value of social science research outside the academic community. Publishers of the social sciences can't ignore this issue. What are their expectations? Are they in line with the academic community? This session will be a lively discussion and call to action by leading social scientists and social science publishers.

Moderator:

Rolf Janke, VP/Publisher SAGE and CQ Reference

Speakers:

Susan Fiske, Eugene Higgins Professor, Psychology and Public Affairs, Princeton University

John Sides, Associate Professor, Department of Political Science, George Washington University

Maria Streshinsky, Editor-in-Chief, Pacific Standard Magazine

Additional Speaker TBA

3:30pm-4:15pm

Break

4:15pm-5:30pm

Plenary #4: Defining Future Value: Journal Editors' Perspectives

Journal Editors are using new tools, content types, and practices to answer the rapid technological changes shaping the publishing revolution. Readers and authors around the globe are embracing new content types providing information beyond the article and experimenting with social media forums for interacting with editors. Technology savvy young professionals have high expectations for immediacy, and are taking a keener look at established and alternate metrics to set value. To keep their journals germane to these growing demands, editors are adapting. How are editors positioning journals to remain current to readers and attract the best submissions from key authors? Where are editors allocating resources to achieve the most impact for their journals? How are they addressing challenges of globalization? What changes will position their journals to achieve even greater relevance in 2018?

Moderator:

Susan King, PhD, Senior Vice President, Journals Publishing Group, ACS Publications Division, American Chemical Society

Speakers:

Howard Bauchner, MD, Editor-in-Chief, JAMA and The JAMA Network, AMA

Katrina Kelner, Editor, Science Translational Medicine, Managing Editor, Science Research Journals, AAAS

Randy Schekman, Editor-in-Chief, eLife

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2013 PSP Annual Conference*(Continued from page 8)***6:00pm-7:30pm – Cocktail Reception****(Dinner on Your Own)****FRIDAY, FEBRUARY 8, 2013****7:30am-8:30am – Continental Breakfast****8:30am-10:15am****Plenary #5: *Oxford style debate***

“Resolved: Post-publication peer review will achieve better scientific results than pre-publication peer review, while reducing costs for researchers and funders”

Speakers: TBA**10:15am-10:45am – Break****10:45am-12:00pm****Symposium topic #3:*****The Innovators***

The PSP industry is besieged with many new technological developments, and our user communities are demanding more effective access to content germane to their research. Our Innovators panel will explore forging into new frontiers in their respective domains. They will also suggest how their respective applications, techniques may be applied to the PSP industry as a whole.

What is the critical path of our customer? How will this critical path be enhanced by recent and future innovations?

Attendees will be wowed by the innovation case studies and will come away with sound ideas that they can implement for their respective publication.

Moderator:**Darrell Gunter**, President & CEO, Gunter Media Group**Speakers:****Thomas Chandy**, CEO, VeoMed**Brian Erwin**, CEO, Slicebooks**Benjamin Shaw**, Global and China Director, Edanz Group, Ltd.**Patrick F. Sullivan**, Strategic Partner Development Manager, Google**10:45am-12:00pm****Symposium topic #3:*****E-Journal Discovery Research Paper Workshop***

This session will feature two speakers. One will give an overview of the findings of the E-Journal Discovery Research Paper and the second speaker (an interaction designer or product development specialist) will address practical implications of the findings.

Speakers: TBA**Adjournment****Early bird registration rates valid until December 31st****REGISTER NOW****www.psp2013conference.com**

THE ASSOCIATION OF AMERICAN PUBLISHERS

Professional & Scholarly Publishing (PSP) Division

2013 PSP/EIC Pre-Conference

Convergence:

Managing Content and Media in a Socially Connected Environment

Wednesday, February 6th, 2013

Ritz Carlton Hotel

Washington, DC

Program

Publishers have become accustomed to thinking of the multiplicity of user devices for accessing content as disparate distribution channels and planning and producing content for them separately. But to users, all those different devices – phones, tablets, laptops, computers, and TVs – are just different screens in a continuum of content and media consumption for work, study, and play. A different approach to this emerging paradigm is to instead think of this as a process of content convergence, an environment where content must not only be available on any of these screens in a user-friendly manner, but must increasingly be ready to play well with others by being shared and meshing with other content.

This seminar will explore the content convergence through presentations and panel discussions from the initial decision-making process – what content is appropriate to go multi-platform and why – to issues of licensing, author engagement, and changing your content culture. We will also examine developments in semantic technology, emerging devices, as well as looking at how social media is changing the way users utilize, interact with, and share your content and what it means for your business.

9:00am-9:30am

Vision for the Day

9:30am-10:20am

The Decision

The panel will discuss when they decide to apply more content than just an e-book. The speakers will give case studies of how they decide to create a platform, add tagging and additional media.

Speakers:

Michael Crumsho, Sponsoring Editor, Online Medical, McGraw-Hill

Nicholas Smith, President, Macmillan Labs for Higher Education

10:20am-10:35am

Coffee Break

10:35am-11:25am

Semantic Technology

Semantic Technology helping with the convergence of information and technology. It has been quite some time since the emergence of semantic technology in the STM industry. Now with the new mobile applications what role will semantic technology play in the delivery of scientific literature to our ever demanding user community. Join us as our panel of experts share with us their latest developments and discuss the prospects for the future.

Moderator:

Darrell Gunter, CEO, Gunter Media Group

Speakers:

Michael Clarke, Executive Vice President for Product and Market Development, Silverchair

Daniel Mayer, VP of Corporate Marketing, TEMIS

Steve Nathan, CEO, Parity Computing

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11:25am-12:15pm

Devices / Technology

Smart Phones, SmartTV, tablets of all sizes, what are we to make of these emerging devices and how will our information be utilized on these devices? Join us as our panel of experts share with us their experiences and best practices in creating and transforming content for this new era of mobile devices. During this session you will certainly come away with an understanding of how these new devices and their resident technology is changing how our user community accesses and digests our content.

Moderator:

Penelope Lewis, Assistant Director, Editorial Development, American Chemical Society

Speakers:

Gurvinder Batra, Founder & CTO, KiwiTech**Jeffrey Lang, Sr.**, Product Manager, Web Editions, American Chemical Society**Sinae Pitts**, CEO, Amphetamobile

12:15pm-12:30pm

General Q&A

12:30pm-1:15pm

Lunch

1:15pm-2:05pm

Making Social Media Work for Your Community!

Much has been written about the success and failure of social media sites. Friendster, My Space, Facebook, Research Gate are just a few of the many social networks in play. While some have risen and some have fallen from their lofty perch, one thing is for sure and that is social media is here to stay with us. The question is how will it help our communities to be more effective? How will social media help advance scientific research? How do you incorporate social media into your workflow?

Join us as our panel of experts share their best practices and lessons learned about social media.

Speakers:

Kathleen Fitzpatrick, Director of Scholarly Communication, MLA**Rodney B. Spady**, Senior Director, Digital Marketing and Corporate Communications, IEEE

2:05pm-2:30pm

General Q&A

2:30pm-3:00pm

Closing Speaker**Gregory St. John**, Vice President, Web Publishing Technology, John Wiley & Sons, Inc.**Adjournment**

REGISTER NOW
www.psp2013conference.com

2013 Professional Development Committee Pre-Conference***Communicating the Value of Publishing:
Strategies for a Volatile World*****Wednesday, February 6th, 2013****9:00am-3:00pm****Ritz Carlton Hotel, Washington, DC**

This seminar provides insights and tools to help publishers build and refine a communications strategy in the rapidly changing world of scholarly communication. Topics will include techniques for delivering clear, concise messages and articulating the value of the publishing industry to the communities it serves. Experts will share their approaches to dealing with myriad audience sectors – researchers, authors, readers, librarians and association members – along with techniques for building good relationships with policymakers, government officials and the press.

Moderator: **Christine Lamb**, Director of Marketing, The New England Journal of Medicine

9:00am-9:30am **Key Strategies for Winning the Message Wars**

What are the fundamental tenets for managing a communications plan? Learn how a large global publisher manages to serve many different constituents and address diverse audiences. You'll hear about the importance of a consistent message as well as an ongoing commitment to maintaining an open communications strategy – and choosing when to speak and when to remain silent.

David Ruth, Senior Vice President, Global Communications, Elsevier

9:30am-10:30am **Getting Closer to Our Communities**

Open Access publishing is becoming a requirement for researchers in some disciplines and is beginning to enter the awareness of researchers in many others. How can publishers help their audiences navigate this new paradigm? Will the open access model bring publishers closer to their communities with new workflows and metrics to meet their needs? This session discusses ways for publishers to leverage existing brands to produce outcomes that are beneficial for them and the communities they serve.

Rachel Burley, Vice President and Director, Open Access, Wiley
Additional Speaker TBA

10:30am-11:00am **Break**

11:00am-12:00pm **Balancing Sustainability and Expanding Access**

Professional societies and libraries face unique challenges in balancing the need to support their current activities while responding to the expressed wishes of their constituents. How does the not-for-profit association manage to sustain its publishing programs while responding to escalating member demands on many different fronts?

Diane Scott-Lichter, Publisher, AACR

How do libraries sustain collections in the midst of declining budgets, increasing user demands and expanding information output? Librarians are using new methodologies to evaluate their collections and taking new approaches to communicate with faculty about the changing information landscape.

Scott Plutchak, Director, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham

12:00pm-1:00pm **Lunch**

1:00pm-1:45pm **Getting Policymakers on Your Side**

This session will review the basics of and the importance of an ongoing commitment for dealing with legislators and government agencies. Learn the importance of a consistent and proactive strategy to

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2013 PDC Pre-Conference

(Continued from page 12)

engage, educate and influence policymakers in a challenging political environment. Learn about PSP's strategy for dealing with this sector and explore the layers of engagement that publishers can use to solidify AAP's public affairs efforts.

David Weinreich, Principal, Weinreich Strategic Group

1:45pm-2:45pm **Going Public: Dealing with the Press and Social Media**

Learn how to prepare for interviews with reporters and how to stay on message. You'll learn the importance of combating widespread misunderstandings about the publishing industry by communicating the value of publishers. You'll learn how we can communicate better as an industry. The session will also discuss the AAP's communications strategy and explore how the Association has responded in recent instances.

Andi Sporkin, Vice President for Communications, AAP

Learn about combining traditional communications techniques with emerging technology to use social media as a positive communications channel to monitor the buzz and build good relationships.

Todd Carpenter, Executive Director of the National Information Standards Organization (NISO)

2:45pm-3:00pm **General Q&A**

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New Capability Available to PSP Member Organizations

It may be the case that even small PSP member companies hold patents that can be monetized.

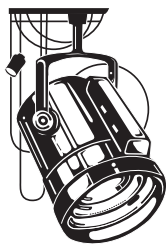
TAEUS International Corporation, founded in 1992 as the world's first engineering company dedicated exclusively to helping patent owners receive optimum value for their intellectual property, and a new PSP affiliate member, has the capability of performing patent surveys for PSP member organizations. Surveys would use the TAEUS search engine, which combines publicly available and proprietary software products with proprietary TAEUS databases.

In some cases, the AAP member might actually be the patent assignee, while in other cases, as would be expected, the assignee will be an institution, senior manager, researcher, or someone else involved in submitting a journal article or book to the member publisher. Some members' patents will be in the areas of publishing, workflow, and internet technology. Others will be in fields, such as physics, chemistry, etc., covered by a member when it is a profes-

sional association. Many of these patents may have been filed years ago and may yield money.

Sellers and buyers can benefit from working closely with a patent survey firm for a number of reasons. These include: knowing who is buying patents and why they are buying; enhancing the perceived value of the patents by highlighting the technical and financial merits of owning them; who else might be using the patents; proving the use of patents by others via reverse engineering or technical analysis; making financial projections for licensing the patents; avoiding lawsuits; gaining market advantages by delaying the launch of competitors products via a patent infringement lawsuit

The goal of a patent discovery process is to identify patents of value and then generating cash flow from those patents by selling, licensing, or trading them. The ideal outcome, of course, is finding a buyer willing to pay the highest amount of money for rights to a patent.



Spotlight On...

Peer Review: The Nuts and Bolts

Julia Wilson, Development Manager, Sense About Science

Sense About Science is a UK charity that equips people to make sense of science and evidence

Members of the Voice of Young Science (VoYS) network of early career researchers – an active group of early career researchers who stand up for science in public debates about science and inspire their peers to do the same – wanted to know how the peer review system works, how to get involved and what was being done to address some of the criticisms of peer review, such as bias from reviewers. Using a collection of concerns raised by their peers, a team of early career researchers set off to interview scientists, journal editors, grant bodies' representatives, patient group workers and journalists in the UK and around the world. The end result is *Peer review: the nuts and bolts*, a guide for early career researchers. It was launched at the EuroScience Open Forum (ESOF) in Dublin this July.

The early career researchers have not avoided criticisms of the peer review process in this guide but rather entered into the debate, asking journal editors and reviewers some challenging questions about scientific fraud and plagiarism going undetected; issues of trust and bias; ground-breaking research taking years to publish and the system benefiting a closed group of scientists.

Reviewing papers is something all researchers do and it is fundamental to sharing scientific findings and ensuring that research funding is targeted to scientifically credible and worthwhile proposals. A couple of years ago, Sense About Science conducted one of the largest surveys of international authors and reviewers, which highlighted how dedicated the scientific community is to peer review. Ninety percent of respondents review articles because they like playing their part as a member of the academic community; 85% enjoy seeing papers and being able to improve them; and 91% believe their own last paper was improved through the peer review process.

Just as a washing machine has a quality mark, peer review is a kind of quality mark for science. It tells you that the research has been conducted and presented to a standard that other scientists accept. At the same time peer review is not saying that the research is perfect (nor that a washing machine will never break down). I'm surprised that such an integral and valuable contribution from scientists is often given little recognition in academia or training in how to do it for early career researchers.

What became clear during the production of the nuts and bolts guide was that early career researchers are frustrated by the lack of formal recognition for reviewing. With so many pressures to secure grant funding and publish research, there is a risk reviewing will become marginalised and inevitably inconsistent and shoddy. Members of the VoYS network decided to do something about this and wrote an open letter to Sir Alan Langlands, the chief executive of the Higher Education Funding Council of England, calling for formal recognition of reviewing in the Research Excellence Framework (REF), the new system for the allocation of funding to higher education institutes in the UK. In the letter the early career researchers told Sir Alan: "Recognising reviewing as part of the REF would ensure that it is prioritised and safeguarded by university departments, [...] and approached professionally and seriously, enabling senior researchers to spend time mentoring early career researchers like ourselves in these activities." A copy of their letter can be found on the Sense About Science website.

We hope the nuts and bolts guide helps answer the questions that many researchers have and also shows how vital peer review is when it comes to people making decisions that matter to society. *Peer review: the nuts and bolts* is available to download from the Sense About Science website. For hard copies, please send requests to publications@senseaboutscience.org.

Forthcoming Publications of Interest

Four PSP veterans – Sally Morris, Ed Barnas, Doug LaFrenier, and Margaret Reich – have collaborated on *The Handbook of Journal Publishing*, due from Cambridge University Press on March 31, 2013. The handbook covers all aspects of journal publishing, both online and in print. It offers a guide to the journal publishing process, from editing and production through marketing, sales, and fulfillment, with chapters on management, finances, metrics, copyright, and ethical issues. Practical tools include checklists, sample documents, worked examples, alternative scenarios, and extensive lists of resources, which readers can use in their day-to-day work. The handbook can be pre-ordered on Amazon.

COUNTER at 10

COUNTER (Counting Online Usage of NeTworked Electronic Resources) is a multi-agency international initiative whose objective is to develop a set of internationally accepted, extendible Codes of Practice that allows the usage of online information products and services to be measured more accurately and consistently.

2012 marks COUNTER's 10th anniversary. Over the last decade COUNTER has worked to improve the reliability and usability of online vendor usage statistics and continues to do so, with the active support of librarians and vendors worldwide. There are now over 150 vendors compliant with the COUNTER Codes of Practice, providing online usage statistics for over 15,000 full text journals and hundreds of thousands of books, as well as databases.

The number of COUNTER compliant vendors has continued to grow during 2012; recent additions include the **American Accounting Association, the American Mathematical Society and the Faculty of 1000 (F1000)**.

Release 4 of the COUNTER Code of Practice

A major milestone this year has been the publication of Release 4 of the COUNTER Code of Practice. This Release is a single, integrated Code of Practice for e-Resources, covering journals, databases and books, as well as multimedia

content. As such it will supersede both Release 3 of the Code of Practice for Journals and Databases and Release 1 of the Code of Practice for Books and Reference Works. Release 4 was published on the COUNTER website (http://www.projectcounter.org/code_practice.html) in April 2012 and the deadline for its implementation is 31 December 2013.

Usage Factor

COUNTER also co-operates with other organizations on the development of usage-related research and services. Over the last 4 years COUNTER has worked with the UK Serials Group and a group of leading publishers to develop a statistically robust Usage Factor metric- a usage-based alternative to the citation-based Journal Impact Factor. Earlier this year the draft Code of Practice for Usage Factors was published on the COUNTER website at: http://www.projectcounter.org/usage_factor.html. It specifies the protocols that vendors must follow to calculate and report COUNTER-approved journal Usage Factors. This Code of Practice is currently being refined and the final, definitive version will be published in 2013.

For more information, please contact:

Peter Shepherd, Director - COUNTER
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PROSE Awards Colleagues Pen Books

They guide the prestigious program and judge the exceptional entries, and now, this fall, PROSE Chairman John Jenkins and PROSE Judge Myer Kutz are celebrating the publication of their own books.

The first full biography of its subject, *The Partisan: The Life of William Rehnquist*, by John A. Jenkins, explores the roots of Rehnquist's political and judicial convictions, and traces Rehnquist's path from a brilliantly instinctive jurist to a Chief Justice who created the ethos of the modern Supreme Court.

Jenkins has a history with Rehnquist. "I first interviewed Rehnquist in 1984, on assignment for the *New York Times Magazine*," Jenkins, President and Publisher Emeritus, CQ Press, explains. "What struck me immediately was his self confidence. He was comfortable in his own skin and he really knew his mind: very self assured, extremely articulate in his conservative-libertarian views. But he was also very cagey in terms of answering questions about himself."

An uncooperative subject, Rehnquist made an effort during his lifetime to ensure that journalists would have scant materials to work with and left behind no memoir. "Rehnquist had the equivalent of a "Do Not Enter" sign out in front of his life," Jenkins notes. "For a journalist, that is a challenge to be met. I wanted to get past that sign. When his papers opened up at Stanford, I dug in. This is the book that resulted."

Myer Kutz's novel, *In the Grip*, is a psychological thriller about love, obsession, death and professional and scholarly publishing. Not unlike the author, who has a long history in STM publishing and is now President of Myer Kutz & Associates, Inc., Mordecai Bornstein, the novel's main character, is a successful writer and editor of engineering books. He's also found passion with the wife he worships, an alluring and ambitious museum director. But nothing good lasts forever, and Mordecai finds himself drawn into a mystery involving murder, obsessive games and crimes of passion.

With the career similarities between the author and main character, and some of the novel's action unfolding at locations familiar to those in the publishing industry, such as the PSP annual conference and Frankfurt Book Fair, one can't help but wonder if the novel is based on people and events that many professional and scholarly publishers may know. But Kutz sets the record straight. "Some places and locations are real, some are made up. Some little bits actually happened, but all the publishing characters and companies are fictional. Trying to identify anyone is a fool's errand. In short, I lived a lot of the stuff in the book, but it's still fiction." Kutz confirms, "I know of no hanky-panky at the (PSP) annual conference."

In the Grip and *The Partisan* are available for purchase online at Amazon and Barnes & Noble.

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PROSE Film *Mapping the Slave Trade* Makes Festival Circuit Debut

The 2011 PROSE-produced original short film, *Mapping the Slave Trade*, enjoyed a screening at the 2012 UNSPOKEN Human Rights Film Festival, which took place on October 18th-21st in Utica, NY.

The film documents the creation from inception to publication by Yale University Press of *Atlas of the Transatlantic Slave Trade*, the winner of the 2010 R.R. Hawkins Award, the top PROSE prize.

UNSPOKEN is an annual human rights forum that combines film, art, music, and a conference into one festival that seeks to give a voice to human rights violations from around the globe and to offer practical solutions in order to shape a better tomorrow.

"The Unspoken Human Rights Film Festival screening committee was happy to select *Mapping the Slave Trade* as a featured film for the 2012 Unspoken Film Festival," said Michael Patrei, Director of the UNSPOKEN Film Festival. "This short film and accompanying atlas gives a unique perspective into a topic that many citizens are not fully aware of, but all can relate to. The committee felt that this film would open the eyes of many audience members to delve deeper into our roots as a country and as individual citizens along with opening the door for further investigations into our past."

Directed by New York filmmaker Mary Rose Synek, *Mapping the Slave Trade* was filmed in Fall 2011 in New Haven, New York, and Washington, and features interviews with Director of Yale University Press John Donatich and Yale University Press editor Chris Rogers; Atlas co-authors David Eltis and David Richardson; Nadina Gardner and Joel Wurl of the National Endowment for the Humanities;

historian David Brion Davis; and mapping specialist Don Larson.

"It is such an honor for our short film to be recognized in this way," said Synek. "The fact that our work is being screened with such powerful documentaries says much about the enduring importance of our subject. *Mapping the Slave Trade* is so much more than just a film about a book. It is the poignant story of two authors who had a passion for telling a story that deeply affects every one of us."

Mapping the Slave Trade premiered live at the 2011 PROSE Awards Luncheon and via webcast on Thursday, February 2, 2012, as a part of the Association of American Publishers Professional and Scholarly Publishing Division Annual Conference at the Renaissance Mayflower Hotel in Washington, DC. *Mapping the Slave Trade* is available for viewing on www.proseawards.com and on YouTube.

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