



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 10, No. 4, Fall 2011

2012 PSP Annual Conference

Prospering with Digital: Making Investments Pay

February 1-3, 2012

Renaissance Mayflower Hotel, Washington, DC

PROGRAM

WEDNESDAY, FEBRUARY 1, 2012

4:00pm-6:00pm

Plenary #1:

Organized by Thane Kerner (Silverchair) & Glen Campbell (Elsevier) Oxford Style Debate of the Proposition

“Privacy is Obsolete in the Digital World”

Business on the web – ergo, and eventually, business, period – relies on data about individual users. Derived from individuals’ activities in the networked environment, these data are collected at ever-increasing dimensions of specificity and granularity. The models of the archetypal (and most successful) web businesses – Google, Facebook, Amazon, eBay – rely fundamentally on observing, collecting and using individual activity data. These models have so insinuated themselves in the daily lives of internet users that they are irreversible. They enable optimization of the user experience and the commercial yield that results.

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From the Executive Director’s Desk

by John Tagler, PSP Executive Director

In recent months I attended two distinctly different library conferences. In late summer, the IFLA (International Federation of Library Associations), which is held about twice a decade in North America, made a stop this year in San Juan, Puerto Rico, August 13th – 18th. In contrast, the Charleston Conference (SC) on Issues in Book and Serial

Acquisition – was held in the same time, same place as it has been for over 30 years.

IFLA – Libraries beyond libraries: Integration, Innovation and Information for All

Because the 2011 IFLA Conference was held in Puerto Rico it was easy to justify in terms of time and cost. It was a pleasant surprise that sessions and speakers were more dynamic than in many previous years, and there were more issues relevant to the PSP community – such as accessibility, open/public access,

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2012 PSP Annual Conference

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The scale of personal data tracking continues to grow by step factors every few years. Today's database technology enables volumes of collection and analysis that were infeasible in the early generations of the web, and these tools and processes are on a trajectory to support a virtually unlimited understanding of individual behavior. These technologies support diverse, imaginative, proliferating commercial opportunities, because web interactions are progressively more interwoven with daily life.

Policies that purport to arrest or reverse the tide of individual data collection are not only futile but counter-productive. Personalized services and ultra-customized information flow are demanded by users. Delivering those services requires data collection. Society must come to terms with a post-privacy world in which the systemic exposure of individual activity is a worthwhile (and inevitable) trade-off in return for optimization of information flow.

Speakers:

David Brin, Ph.D.

Author

“The Transparent Society”

Jeff Jarvis

Associate Professor; Director – Interactive Program; Director – Tow-Knight Center for Entrepreneurial Journalism
City College of New York

THURSDAY, FEBRUARY 2, 2012

9:00am-10:00am

Keynote Speaker:

Dr. Latanya Sweeney

Director & Founder, Data Privacy Lab
Harvard University

10:45am-12:00pm

Symposium topic #1:

Moderator:

Susan J.A. Harris

Senior Director, APA Journals

American Psychological Association

“Forward Thinking” Session: Creating Value in the Publishing Process through Semantics and Trust

This session examines use of semantic data about authors to create new tools that enhance the overall process of science, presents examples of semantic analytic engines that expose human resources and information reliability, and provides instructions for creating a trust framework based on trust attributes minted by Publishers.

Speakers:

Griffin Weber, MD, PhD

CTO

Harvard Medical School

Jennifer Golbeck, PhD

Director, Human-Computer Interaction Lab

University of Maryland

Hal Warren

Director of Publishing Innovation - American Psychological Association; President – OpenID Society

10:45am-12:00pm

Symposium topic #1:

Organized by Tom Easley (NEJM)

Thriving on Disruption:

Lessons for Scholarly Publishing from Consumer Content

From Napster to the Kindle, Google to the iPad, producers and distributors of consumer content have faced staggering changes in user behavior and enabling technology over the past decade. As Scientific, Technical, Medical and Scholarly publishing continues its march away from historic user behavioral norms driven by digital innovation, what lessons can we derive from adjacent industries developing and delivering content? This session will explore three distinct viewpoints – from the [specifics to come*] industries – offering STMS publishers insights and strategies to navigate existing and forthcoming market opportunities.

* Preferred preliminary organization types to approach could include consumer books, newspapers, magazines or music.

2012 PSP Annual Conference

12:00pm-1:30pm

PROSE Awards Luncheon:
(State Room)

2:15pm-3:30pm

Plenary #2:

Moderator:

Dan DuncanSr. Director, Government Affairs
McGraw-Hill Companies**Copyright Policies: The Nexus Between U.S. and Foreign Laws**

Just as our businesses have grown to serve international markets, so have the debates about copyright law expanded far beyond any one country's borders. Consistency and predictability in the law provide the best frameworks for business stability and growth. Effective policy engagement requires an understanding of the international landscape, sensitivity to "local" traditions and cultures, and engaging in policy debates both in the U.S. and abroad. A panel of seasoned copyright policy professionals will discuss issues such as Internet piracy, serving students with disabilities and setting parameters for use of "orphan works", and bring perspectives on why it is important for publishers – regardless of where they are headquartered – to understand and influence policy debates on a global basis.

Speakers:

Allan AdlerVice President for Legal & Government Affairs
Association of American Publishers**Barbara Cohen**General Counsel
Oxford University Press, Inc.**Steve Metalitz**Counsel to the International Intellectual Property Alliance
Partner
Mitchell Silberberg & Knupp, LLP

4:15pm-5:30pm

Symposium topic #2:

Moderator:

H. Frederick DyllaExecutive Director & CEO
American Institute of Physics**The Development of Public Access Policies
for Publications and Data**

The America COMPETES Reauthorization Act of 2010 requires the US federal agencies that fund scientific research to develop policies for access to and interoperability among databases, and archiving for data and publications that are derived from public funding. Our two panelists have been leading the policy development efforts for these important topics for their respective agencies which collectively provide funding for more than \$10 billion of basic and applied research in the physical, biological, social sciences and engineering. The STM community is engaging with

4:15pm-5:30pm

Symposium topic #2:

Moderators:

William DeluiseExecutive Editor, Education and Content Development,
Health Sciences • Wiley-Blackwell
John Wiley & Sons, Inc.**Audrey D. Melkin**Director of Business Development
Atypon Systems, Inc.**The Game-Changers? Four Organizations that
Could Revolutionize Scholarly Publishing**

Across Scientific, Technical, Medical and Scholarly publishing, new players are opening up untapped content distribution channels, innovating around established business models, and enhancing the end-user experience - and none of them would characterize themselves as STMS publishers. This fast-paced, interactive session introduces the

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2012 PSP Pre-Conference

Smart Content, Smart Delivery, Smart Business

Wednesday, February 1, 2011
 Renaissance Mayflower Hotel
 Washington, DC

PROGRAM

The changes to our industry in the face of ongoing technological advancement present evolutionary – even disruptive – challenges for scholarly and professional publishing; challenges that are being driven not just by new platforms and devices, but also by how users are choosing to interact with and consume content. Dealing with a multiplicity of content formats, devices and platforms, and changing user behavior requires an intelligent response that focuses on efficiently adapting to rapid alterations in the technological and user landscape without having to reinvent the wheel every quarter.

This seminar will explore strategies and practical approaches to marrying content and delivery systems that allow information to be segmentable and shareable, and that can be delivered in a user-driven, device agnostic, interactive environment anytime and anywhere to nimbly meet changing market demands. Sessions during the day will address issues of how user-centric preferences drive new delivery and business models, as well as shaping content to this new environment. We will also highlight case studies exploring real-world examples of meeting user demands in differing markets with differing revenue plans.

9:00am-9:15am <i>Welcome & Introduction</i> Kevin McKean Vice President and Editor Consumer Reports	12:50pm-1:40pm <i>Cloud Computing</i> Bobby Fishkin ReframeIt.com
9:15am-10:05am <i>Smart Content</i> Bradley Allen Elsevier	1:40pm-2:30pm <i>Business Models/Initiatives</i> Heidi McGregor JSTOR
10:20am-11:10am <i>Digital Rental</i> Michael Johnson	2:30pm-3:00pm General Q&A
11:10am-12:00pm <i>Open Access</i> Barbara Klein-Pope	3:00pm-3:30pm <i>Wrap Up</i> Kevin McKean Vice President and Editor Consumer Reports
12:00pm-12:50pm Lunch	<i>Adjournment</i>

What in the World Is Happening to Copyright?

by **Dan Duncan**

Dan Duncan is Sr. Director for Government Affairs at The McGraw-Hill Companies and has worked in policy areas affecting publishers for over 20 years. The views expressed are his own and do not represent those of McGraw-Hill or the Association of American Publishers.

Slowly, over the past several years, a few copyright protection issues in the digital global marketplace have come to the forefront. Developments, including the Google Book case here in the United States, the three-strikes law in France, the U.S. government's WTO cases against China, continued consternation (and endless studies and proposals) over orphan works legislation here and in Europe, and an evolving emerging markets' agenda at the World Intellectual Property Organization (WIPO), have captured the attention of copyright policy wonks. As things continue to evolve, however, it is time for business executives to understand copyright protection issues better

There certainly have been dramatic changes in publishers' business operations and practices, but those have come less from new legal requirements than from necessary adjustments in marketing, distribution and sales of digital products to a global audience. (The glaring exception, of course, being open access policies targeted at STM journal publishers.)

Despite the fact that only a few significant changes in copyright protections have been adopted in the last decade, what I like to refer to as the "copy-wrong" community has continued to complain loudly that copyright law *must* be "adjusted" to meet the needs of the Internet Age. The loudest voices are those heard from businesses – search engines, Internet service providers and some hardware manufacturers – willing to invest money toward influencing policies. Many of those businesses have already devoted significant efforts toward lobbying, providing campaign contributions and other support for elected officials, joining trade associations to influence their policies, and grooming a bevy of academics, public interest groups and journalists to support their agenda.

What few will say openly in the confines of polite political debate is that the slowly simmering battle over copyright is about economics and competing business interests. Those who profit from the transfer and use of information want as few encumbrances on their core activities as possible – and those core services make a lot of money, as anyone who looks at cable or broadband bills knows. As one commentator recently noted: "In sum, Google most strongly opposes anti-piracy legislation for several reasons. Its mission is all about promoting free and easy access to information. Its business model is inherently anti-IP as Google assumes content has no value until it is requested, found and clicked on."¹ Keep in mind, Google is just one business that is out to eat publishers' lunches.

There can be little doubt that the copyright industries sector – books and journals included – is suffering. Are publishers still profitable? Yes, for the most part. Are profit margins generally shrinking? Yes. Are current and future profits threatened because "evil-doers" have no compunction about using any means possible – including stealing and reselling others' property – in order to achieve success in the global, 21st Century economy that relies on information and knowledge to foster competition, growth, social progress and innovation? Absolutely!

So what is on the horizon?

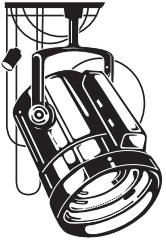
First, some good news. The U.S. government is still generally supportive of enforcing current copyright regimes and establishing new copyright rules that will help rights owners stop the most egregious cases of Internet piracy. There are certainly dissenters within government, including some crucial agencies and congressional committees that write and implement policies. However, due to sustained efforts of many leading publishers and the hard-working, experienced staff at AAP and PSP, key officials in Congress and the Administration continue to support laws and treaties that will slow down, if not stop, Internet piracy, including thievery that occurs outside U.S. borders where copyright owners and the U.S. government currently have little reach.

The bad news is that copyright debates and proposals are beginning to move at a faster pace on many fronts and copy-wrong advocates are becoming fiercer, meaning that publishers are going to have to remain diligent, informed and engaged. If not, then we can complain to no one but ourselves if various new laws and international agreements now open for debate do not result in effective means of stopping piracy.

Let's start with the United States and some positive developments. Two Internet anti-piracy bills are now pending in Congress: the PROTECT-IP Act (S. 968) and the Stop Online Piracy Act (SOPA, H.R. 3261). They share the same goal, namely to give new powers to the Department of Justice and rights owners to get the assistance of "Internet intermediaries" (ISPs, search engines, advertising networks and payment processors) to stop practices that support the delivery of infringing materials from so-called "rogue websites" to U.S. citizens. How the bills would achieve that objective differs in some important ways, however, and generally the House legislation would be more effective for

¹ Cleland, Scott, "Google's Piracy Liability," *Forbes* (online edition), November 9, 2011. (<http://www.forbes.com/sites/scottcleland/2011/11/09/googles-piracy-liability/>)

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Spotlight On...

CrossMark Version Identification Service Nears Launch

by Carol Anne Meyer



Gone are the days when a scholar's only research choice was to consult a journal. Researchers' sources now include subject and institutional repositories, aggregated databases, author and departmental web sites, individualized paper and reference management systems, and files on the scholar's own local hard drive. In many cases, articles in these sources are legitimate copies of publisher versions available through self-archiving policies publishers grant to authors.

But what happens when some critical change affecting interpretation of a scholarly document happens after publication? Scholarly retractions are getting a lot of attention in the mainstream media and blogs (notably *Retraction Watch*: <http://retractionwatch.wordpress.com>), from organizations like the Council of Science Editors (CSE) and the Committee on Publication Ethics (COPE), as well as in the research literature itself.

According to research that consultant Phil Davis presented at the CrossRef Annual Meeting in Cambridge in November (<http://www.slideshare.net/CrossRef/retracted-articles-studyphiladavis>), proliferation scholarly information channels has resulted in worrying numbers of copies of scholarly articles that have been retracted but are still available on the web without any indication of the retractions. In fact, 12% of the 1779 articles marked by PubMed as retracted from 1973 through 2010 are available openly on the web (excluding publisher's websites), and 29 of those were found in more than one location. Most of the copies found (90%) were actually the publishers' versions. (Full disclosure: CrossRef funded this research.)

The danger, of course, is that those retracted articles continue to be cited by mistake. The scientific and scholarly literature, which is meant to be self-correcting, may thus continue to pass down misleading or invalid scholarship.

As dramatic and damaging as they can be, retractions are not the only updates to the published scholarly literature that need to be communicated. Errors can occur in authoring and publishing processes. Responsible publishers have policies for correcting these errors, whether by issuing corrigenda or errata, or by publishing related studies or

updated protocols, or through other mechanisms to help readers properly interpret research. Unfortunately, the ways publishers communicate these changes vary widely.

The CrossMark version identification service provides a standard way for readers to (1) recognize that they are looking at a document that a publisher has committed to maintaining (wherever the reader happens to find it) and (2) find out if the version they are reading is up to date. The mechanism is simple. Participating publishers attach a clickable CrossMark logo to the response page of their content. Readers click on it. They quickly learn if the content is current or if an update is available. If so, the Digital Object Identifier (DOI) link for the update is available, the reader clicks on it and accesses the change.

Readers can also access additional valuable publication record information through CrossMark. This record information is optional, and may vary from publisher to publisher. It may include publication history, funding information, location of related data sets or clinical trial registrations.

CrossMark logos will be clickable both on HTML pages and in PDFs, even after they have been downloaded, uploaded or stored in a place other than a publisher's site. This function means that a reader can find the subsequent story of a document long after he or she has stored it away. The primary incentive for a researcher to click on a CrossMark logo is to keep from making a serious mistake in citing out-of-date information.

CrossMark logos will only be displayed on publishers' versions of record (whether or not they use that terminology), they will not appear on pre-acceptance versions, and they will be just as helpful on books, book chapters and conference proceedings papers as on journal articles.

Publishers use the same process for depositing CrossMark metadata as they do for creating CrossRef DOIs. CrossRef has also provided tools for incorporating the clickable logo in HTML and PDF files.

A challenge for the publisher, and one at the heart of the success of the service, is the intellectual process of

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The Driving Force Behind the PROSE Awards...

JOHN JENKINS interviewed by Hill Slowinski

PSP Books Committee Co-Chair 2005- ; PROSE Awards Chair 2008-

PSP References: PROSE Awards website, www.proseawards.com; PROSE section on the PSP Website, www.pspcentral.org.

Q. What have been some of the recent highlights in your background in professional and scholarly publishing?

A. I'm the author of two books, working on a third; I've been a regular contributor to *The New York Times Magazine*; and I still consider myself to be a working journalist. I've been at CQ Press for almost a decade and a half, I've seen it through the sale to SAGE, and just recently completed the move of our text book and reference publishing operations to SAGE. Now I'm President and Publisher of *First Street* by CQ Press, which is a revolutionary new internet platform that allows lobbyists and the media – and, of course, average citizens – to track money and influence in Washington. In one way or another I've been involved in writing or publishing in the political realm for my entire professional life.

Q. What interested you in assuming a major role with the Books Committee?

A. What I liked was that we could define books pretty liberally, including electronic products. I joined the Books Committee as co-chair in 2005 at the invitation of Lynne Reiner (Lynne Reiner Publishers). Mike Hays (McGraw-Hill), then Chair of the PSP Executive Committee, joined the first meeting where only a handful of members actually showed up and declared that if we did not meet regularly in person the Committee would die. My first co-chair, Michael Forster (Wiley) and I set a schedule and agenda, and with my current co-Chair, Cathy Felgar (Cambridge University Press), we have stuck to this goal. Beyond just meeting, we aim to share in a learning experience that brings speakers in to discuss a wide variety of areas in the book publishing world. We've had specialists explore topics like government relations, e-books, interactive books, XML coding and the Caravan project to fund university e-books. We now have a two-hour meeting nine times a year with the speaker as the primary agenda item.

Q. What are the major activities and interests of PSP's Books Committee?

A. Well, we have the PROSE Awards – that's huge. Another ongoing activity is a successful series of seminars and twice yearly Basic Boot Camps for book publishing. We also track and engage what we see as challenges to our business, including maintaining viability and profitability in a rapidly changing environment, pricing challenges, activism, advancing the value that publishers bring to content, changes in policy and technology, and the stresses that come with the shortening timeline in bringing a book to market.

Q. Speaking of the PROSE Awards, you've really invigorated the R.R. Hawkins Award, which is announced annually at the PSP Annual Meeting. For the last three years it seems to have taken on new life. What did you do?

A. In 2007, I had been co-Chair of the Books Committee for two years. James Jordan (Columbia) boosted participation in the judging and streamlined the awards ceremony from its previous format of several dozen categories. When Jim's term ended, I came in. I wanted to do something new that would put the Awards program on the map. The first thing was to rename it. I wanted to call it the American Publishers Awards for Professional and Scholarly Excellence. Then, Mark Brodsky (AIP) came up with acronym "PROSE" for **Professional and Scholarly Excellence** – get it? The acronym was perfect! Perhaps most importantly we wanted to make the presentation into a real production – our Oscars or Grammys of publishing. We wanted to make it into a really big event for the annual meeting, complete with a specially produced video as part of the program. We knew it would cost money, so we pitched our plan to the Executive Committee and they agreed to support our proposals. We've been setting records with the number of entries every year since.

Q. With all the ideas you tossed around, where did you start?

A. The first task was to try to recover the history of the Hawkins Award. When did it start? Who were past winners? Why is it called the Hawkins Award? Most of all, who was R.R. Hawkins? I wanted to recreate the institutional memory of R.R. Hawkins and find out why he was so important to our industry. There had to be some story there. I'm a journalist after all and I wanted to get to the bottom of it. We brought on a new staff member, Kate Kolendo, and she immediately got us organized. Meanwhile, I used my reporter's grit and started following up on a number of leads: the New York Public Library; the Social Security Administration; various probate courts. Ultimately, we were able to track down R.R. Hawkins' family and invited them to attend the new PROSE Awards in 2008.

Q. And, why was the award named for him?

A. Well, he was just such an important person in the reference world for much of the 20th century. Hawkins started his career as a reference assistant at the New York Public Library in 1926, and worked up to Chief of the Science and Technology Division before retiring in 1957. Of his many activities, one of the most significant contributions to our

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The 2011 PROSE Awards Breaks Submissions Record – Again!

The American Publishers Awards for Professional and Scholarly Excellence (PROSE) has done it yet again. For the fourth year in a row, the PROSE Awards received a record-breaking number of submissions – 511 entries from 65 publishers across the country.

PROSE generated enthusiasm from both long-time and first-time participating PSP member companies. Additionally, not only were members of the Association of American University Presses (AAUP) enjoying their fourth year of program eligibility, PROSE also extended eligibility to all AAP members for the first time in the awards' 36-year history.

The steady increase in submissions reflects the commitment of the Awards Committee and its Chairman, John A. Jenkins, President and Publisher of First Street by CQ Press, PSP Executive Council member and Co-Chairman of the PSP Books Committee. "The PROSE Awards keep getting bigger and better," explains Jenkins. Not only did we surpass last year's number of entries, this year we received more entries from more PSP and AAUP members than ever before, and more than 30 entries from first-time submitting AAP members. Including professional and scholarly works from non-PSP members of the AAP is a natural next step. "Honoring the very best works in the entire publishing community truly makes this program live up to its name, the American Publishers Awards for Professional and Scholarly Excellence. And we're going to keep on growing!"

PROSE is bringing back elements of the awards program that have been highly successful over the past few years. The Awards Luncheon will again feature the debut of another new, specially produced film. This year's film, shot over the past few months in New Haven, New York and Washington, will feature *Atlas of the Transatlantic Slave Trade*, the 2010 R.R. Hawkins Award winner from Yale University Press. The film includes interviews with John Donatich, Director of Yale University Press; David Brion Davis, noted historian and author of the *Atlas's* Foreword; *Atlas* co-authors David Eltis and David Richardson; and representatives from the National Endowment for the Humanities. The Luncheon will also feature several multimedia presentations highlighting this year's entries, that, again, PROSE will post online at www.proseawards.com and on YouTube. In another PROSE first, the Luncheon will be webcast live so that more participants than ever before can hear announcements of winners in real time.

PROSE will announce the 2011 winners in 50 categories at the Awards Luncheon on Thursday, February 2, 2012 at the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, DC. For more information about the PROSE Awards, please visit www.proseawards.com or contact Kate Kolendo at 212.255.0326.

PSP Executive Council Endorses British Library Framework for Global Document Delivery Service

The PSP Executive Council recently endorsed a new cross-border licensed document delivery service for educational uses developed by the British Library. Launching January 1, 2012, the International Non-Commercial Document Supply Service (INCD) represents a three-way agreement between the British Library, publishers who choose to contract with the service and qualifying, authorized not-for-profit libraries. The framework will enable these publishers and libraries to cooperatively provide copyrighted journal articles to the libraries' users, such as students, faculty and researchers, for non-commercial research or private study.

"We are in the midst of rapid technological change that is challenging many established protocols while opening up many exciting possibilities, and U.S. publishers are exploring many new models for delivering greater resources to professionals and scholars worldwide," said John Tagler, Executive Director, PSP Division. "INCD is an example of the British Library's responding to the needs of the research community while providing publishers with a voice in how these demands are met. We encourage our publisher members to consider participating in this new and innovative opportunity."

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David E. Weinreich To Support PSP and STM as Public Affairs Consultant

The PSP Division of the AAP and the International Association of STM Publishers announce the appointment of David E. Weinreich as a Public Affairs Consultant, effective November 1, 2011. He will provide public affairs guidance regarding public policies, regulations, legislation and government activities in support of scientific and scholarly publishers' interests.

Dr. Weinreich holds B.S. and M.S. degrees in mathematics from Emory University and a Ph.D. in mathematics from the University of Memphis. He was an AAAS/NSF Science Policy Fellow with the National Science Foundation in mathematics and in environmental research and education in 2004-2005. He then served as an AAAS/AMS Congressional Fellow in 2005-2006, in the office of Rep. Robert Andrews (NJ). Subsequently, he has served as Legislative Director in the office of Rep. Bob Etheridge (NC) from 2007-2010 and Rep. Hansen Clarke (MI) in 2011.

Dr. Weinreich also has a distinguished career in academia, having been a Mathematics Instructor at the University of Memphis and Assistant Professor of Mathematics at

University of Wisconsin/La Crosse and Gettysburg College. He has published six papers in prestigious peer-reviewed journals, including two in the *Journal of Combinatorial Theory, Series B*. He has presented 11 major talks at domestic and international scientific meetings, most recently at the 2008 World Science Forum in Budapest, Hungary. He has been invited to give dozens of seminars and colloquium presentations around the country.

He also co-founded and served as Director of CERES (Community Education and Research for Environmental Solutions) in Washington, DC, established in response to local need for education resources for teachers and citizens concerned about the environment.

Please join PSP and STM in welcoming David to our team.

Anyone wishing for further information may contact either John Tagler (jtagler@publishers.org) or Michael Mabe (mabe@stm-assoc.org).

PSP Executive Council Endorses British Library Framework for Global Document Delivery Service

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“For 50 years, the British Library Document Supply Service has supported publishers in making their content accessible to audiences they have traditionally found it more difficult to reach,” said Barry Smith, Head of Commercial Services at the British Library. “We believe that INCD will help us redefine our service proposition to researchers in the digital age, and we are very pleased to receive the support of such respected bodies as PSP and AAP.”

The INCD agreement was developed by the British Library in cooperation with the International Association of Scientific, Technical and Medical Publishers (STM) and the U.K. Publishers Association (PA). Articles will be available at a fee below the normal commercial rate and

accessible globally on a rapid basis. The British Library will monitor, maintain compliance for and govern the supply of journal article copies licensed by end users globally. The agreement specifies an annual cap in the number of items: nine articles from a journal's annual volume(s) or nine items published in the same book or work – that may be delivered to the same institution. This new service is distinct from publishers' and the British Library's commercial document delivery activities.

Publishers interested in more information may contact John Tagler, AAP, jtagler@publishers.org and/or Matthew Bailey, Licensing Manager, The British Library, matthew.bailey@bl.uk.

What in the World Is Happening to Copyright?

(Continued from page 5)

copyright owners. The copy-wrong folks have been howling about the Senate bill since it was introduced, and their voices have grown louder and more strident against the stronger SOPA bill.

Of course the news is not all good here at home. As many in the PSP community are aware, the White House Office of Science and Technology Policy (OSTP) recently released two Requests for Information (RFI) “soliciting public input on long term preservation of and public access to the results of federally funded research, including digital data and peer-reviewed scholarly publications.” The requests come as the result of a mandate contained in the *American COMPETES Reauthorization Act of 2010*. If you have not done so, the RFIs are well worth reading and you can submit comments. Briefly, the OSTP is suggesting a program for the government to take many more types of publications in many more forms and formats, on the premise that they contain work done under government research contracts. Directly a copyright issue? Some have argued not, but those publishers who incorporate the work of government researchers in their journals, books and data feeds may feel otherwise if their property becomes freely accessible and without restriction to the world at large, including customers and competitors.

While legislative debate heats up in Congress, discussions continue at the international level. Congress recently passed the Korea Free Trade Agreement, a bilateral trading instrument that contains some of the strongest requirements for intellectual property rules and enforcement in years, including provisions designed to address the needs of rights owners in today’s digital economy.

Shortly before Congress approved the Korean agreement, U.S. negotiators, joined by their counterparts in Australia, Canada, Korea, Japan, New Zealand, Morocco and Singapore, completed negotiations on the Anti-Counterfeiting Trade Agreement (ACTA), the first major plurilateral trade agreement in many years. The European Union, Mexico and Switzerland are expected to join over the next few months. The Agreement focuses on effective enforcement measures for intellectual property owners and guarantees that signatory nations establish certain minimum standards related to evidence, damages and various types of judicial relief – all of which are modeled on longstanding practices under U.S. law. Not only will ACTA require signatory nations to establish new standards and procedures, but copyright owners can also expect that as those nations enter into bilateral or pluri-

lateral agreements with their other trading partners – including emerging markets – those accords will contain similar requirements.

As with developments in the United States, all is not good news on the international front. Perhaps the biggest potential threat facing U.S. publishers is an attempt by some nations at WIPO to negotiate a treaty that would allow certain “trusted authorities” in each nation to make available to their counterparts in any other nation learning materials specially formatted for the blind and visually impaired. While publishers have long done what they can to help serve the disabled, proposals on the table are fraught with danger.

The threshold matter is whether a treaty is required. So far, the U.S. government has resisted that idea, recognizing that establishing treaties that “codify” exceptions to copyright opens wide a door to eventual diminution or elimination of the fundamental rights copyright owners have long enjoyed and that have encouraged the proliferation of quality, vetted information sources. However, some – even in U.S. government circles – are suggesting a type of Memorandum of Understanding (MOU) that would be binding on all signatory nations. Regardless of the form such an agreement may take (and certainly an MOU would be preferable), there are substantial, unresolved questions that must be addressed. For example, what will constitute a “trusted authority”? Will governments have a role in certifying such entities and overseeing their practices? Who will decide when it is appropriate or legal to send a reformatted text across national borders, and what restrictions on further use of that altered work will be in place and enforceable? WIPO is scheduled to debate this matter by the end of November. Fortunately, AAP and many content owners and other trade groups are fully engaged.

So what in the world is going on with copyright? In sum, we are again at a crucial juncture in what seems to be a never-ending battle to ensure that laws and treaties do not undermine publishers’ ability to innovate, employ, and help foster knowledge and social progress. It’s time to pay attention, publishers, time to become informed and engaged. While many of your counterparts in the industry, and AAP in particular, are fighting the good fight, the threats are real, and those publishers who do not devote time and resources to assist in any and every way possible can blame no one but themselves if things go awry.

Spotlight On

(Continued from page 6)

formalizing a corrections policy and determining where the data to populate CrossMark comes from. A requirement for publishers participating in CrossMark is to create a policy page that outlines corrections policies and how they will be implemented in CrossMark. Putting up a page is straightforward; formulating policies may take publishers some time. Evan Owens, CIO for Publishing at the American Institute of Physics, has noted that articulating a clear policy is a necessary prerequisite to designing a process that will create the proper CrossMark metadata on relevant content (<http://www.slideshare.net/CrossRef/implementing-cross-markevanowens>).

For these reasons, participants (Elsevier, IEEE, the Royal Society, the Institute of Physics [IOP], Oxford University Press [OUP], Springer, Vilnius Gediminas Technical University [VGTU] and Wiley-Blackwell) in a pilot of CrossMark have taken longer than originally expected to implement live CrossMark logos on selected journals. According to CrossMark Product Manager Kirsty Meddings, however, no major technical obstacles in the CrossMark software or processes have been uncovered during the pilot. VGTU, a small Lithuanian publisher, was the first (in June 2011) to implement CrossMark live on their journal *Business: Theory and Practice*. (See this recently published article for a demonstration of how CrossMark works: <http://dx.doi.org/10.3846/btp.2011.21>). The Royal Society has more recently implemented CrossMark on current journal articles from *Proceedings B* (See <http://dx.doi.org/10.1098/rspb.2011.0300> for an example), and other pilot publishers are preparing to do the same. We anticipate that CrossMark will go live beyond the initial pilot participants in early 2012.

Publishers interested in indicating their commitment to maintaining the scholarly record through the CrossMark version identification service can find out more at <http://www.crossref.org/crossmark>.

The Driving Force Behind the PROSE Awards...

(Continued from page 7)

industry was a bibliography that he published in 1946, *Scientific, Medical, and Technical Books Published in the U.S., 1930-1944*. This reference work helped to reestablish and rehabilitate libraries in Europe after the war by identifying the books that were important to have in their collections under the Marshall Plan. He also wrote self-help and technical books - he really was a resource for his patrons.

Q. *The PROSE Committee also produced videos for the Awards program. What are they about?*

A. There have been three, and we've had the same documentary team for all, led by producer Mary Rose Synek of New York. The first year we produced a video called "The Mind of the Judge," illustrating the judging process. This was important because it seemed to be a mystery that received little exposure, with some publishers suggesting that the process was rigged in favor of specific organizations. We learned that all the judges are uniformly dedicated, they take their roles seriously, they are independent and they are passionate about books. I am so glad we were able to have Henry Tom participate in that video and to capture his comments. Henry died earlier this year, right after completing the 2010 judging. The second year we produced "Publishers on Publishing," an examination of how a publisher decides

what to produce. Our colleagues spoke about what was important to them in the industry, what they looked for in manuscripts and why they published those books. And finally, last year we produced a video on Hawkins: "R.R. Hawkins: Past...Present...Future". This was spurred by an email from a long-lost son of R.R. Hawkins that we received in 2009. With more research, we found that there was an unknown yet common thread that tied generations of Hawkinses together – beyond just being related – they are each involved in the technical field and are all inventors.

Q. *What do you have planned for next year?*

A. Last year's Hawkins award went to an incredible book: *Atlas of the TransAtlantic Slave Trade*. We decided to interview the people who made it happen to show how a great book is made. It promises to be really interesting. We will show how this book came together with the support of the National Endowment for the Humanities and Yale University and its History Department. The maps in the Atlas are incredible, and we are interviewing the map maker who will show how they were conceived, designed and coordinated. We'll also invite comments on African and African-American studies from Prof. Henry Louis Gates of Harvard. It will be outstanding!

From the Executive Director's Desk

(Continued from page 1)

academic library acquisitions practices, preservation and the changing role of sci/tech libraries – than in previous years. Unfortunately, attendance was considerably below previous levels, with 2200 registrants (including exhibitors) compared with 3500+ attendees in many past years. Despite the meeting's proximity to the U.S. mainland, only a few hundred American librarians were registered; another surprise. There were many good sessions and a lot of ideas – some insightful and others a bit crazy – but let me comment on some of the more provocative speakers.

In the opening plenary, moderated by Winston Tabb, Dean of Libraries at Johns Hopkins University and Chair of the IFLA Copyright and Other Legal Matters Committee, Trevor Clarke, Assistant Director General at WIPO, emphasized that WIPO represents all copyright industries on the international forum and scholarly publishing/academic library issues are only part of the picture. Contention between librarians and WIPO often involves exceptions and limitations to copyright in educational and research institutions, along with the ongoing debate on copyright vs. public rights. WIPO represents the views of its member states, but there is often disagreement among them and the challenges of balancing a wide range of interests is exacerbated by rapid technological changes. Both Tabb and Clarke acknowledged the need to compromise and negotiate, and perhaps Clarke summed up most effectively in saying, “If everyone is feeling equally unhappy, then perhaps you have found the right balance.”

Another plenary session, “Can the New Book Economy Guarantee Freedom of Access to Information?” opened with two distinguished speakers offering perspectives on information access issues. The session was moderated (or one might say prodded) by Kenneth Crews, Director of the Columbia University Copyright Advisory Office. The first speaker, Peter Brantley, Director of the Internet Archive, identified several themes: (1) moving into e-books stretches the understanding of IP protection and international access to these resources exacerbates the difficulty in dealing with rights; (2) digital books are finding an enthusiastic uptake but libraries continue to be under financial stress; and (3) new revenue models and a re-conceptualization of the book as something beyond a mere digital representation of what is in print are needed. The second panelist, YS Chi, IPA President and Chairman, Elsevier Management Committee, said that the book is about to undergo the biggest transformation in 400 years and we are now in chapter 1 of that transformation. He stressed the need for a dialogue rather than knee-jerk reactions. He feels that the real transformation will come when authors have new creation tools, and while publishers are nurturing that process, the real innovation in ideas needs to originate with authors. Chi also stressed that the community should try as many pilots as possible: “To flourish you need to try many things.” The session was then opened up with three invited panelists: Magdalena Vinent, President of IFFRO; Elidio La Torre Lagares, a Puerto Rican author; and Steve Potash, CEO of

OverDrive, a global provider for e-book services. The best part of this session was the balance of the practical with the visionary.

Many of the concurrent sessions, which offered large rosters of speakers – often between four and seven – were of mixed quality, with some interesting and insightful speakers, while others were just plain bad. On the plus side, James O'Donnell, Provost at Georgetown University, spoke about changing models for libraries and librarianship. Libraries can offer users judgment about quality selection from the proliferating mass of information on the Web. With library needs evolving, librarians have to market their services – after better defining and articulating what those services are. Derek Law, University of Strathclyde, Glasgow, asserted that no university seems to have a comprehensive policy for born-digital materials. There are strategies for print and print + electronic but not for born-digital materials. Two librarians from St. John's University in New York provided a case study on “Unbundling the Big Deal.” It was an interesting topic, but while a great deal of data was provided, there were omissions about some key points that, had they been addressed, would have made the data more useful. Something of a missed opportunity.

Past IFLA conferences have always seemed somewhat like a mini-UN summit meeting, allowing time and deference to representatives from around the globe. While there was ample global balance this year, there was also the sense that program organizers were more attuned than ever before to issues impacting the world of scholarly and research publishing.

The Charleston Conference: Something's Gotta Give

A stronghold among library conferences for over 30 years, this year's Charleston Conference had its largest turnout ever, with more than 1400 registrants. While I applaud Katina Strauch's achievement in building stronger attendance each year – especially in an era when many conferences are experiencing declining attendance – success is accompanied by frustration as sessions have become extremely crowded and networking, one of the benefits of this particular conference, is increasingly difficult in increasingly crowded meeting rooms and hallways.

There are myriad sessions to select from and with more than a dozen concurrent sessions offered in multiple time slots, as well as an equal number of lively lunch discussions, it becomes impossible to select the right breakout. Is there too much choice and of varying quality? Yes – and one invariably hears about another session that was somehow better than the one you attended.

But highlights from this year's plenary sessions made the trip worthwhile, as the program planners achieved a high standard, indeed.

Michael Keller, the opening speaker, spoke about “The Semantic Web for Publishers and Libraries.” As University

From the Executive Director's Desk

Librarian at Stanford University, as well as Founder and Publisher of High-Wire Press, and Publisher of Stanford University Press, he wears enough different hats to see the current landscape from several perspectives. Publishers and libraries exist in silos and move too slowly to enable wider discoverability. In the current research environment, there is too little precision with inadequate recall and even effective sites don't work across silos. The limiting factors are ambiguity in the meaning of words, instance-based metadata and syntax that is too far removed from Web protocols.

Keller described a move from the current linked-data phase to the semantic Web of data that embed machine readable identifiers to make content visible. The fundamental building blocks involve employment of RDF triples (Resource Description Frameworks) that define syntax for representing information on the Web in combination with URIs (Uniform Resource Identifiers) that provide a string of characters used to identify a name or resource on the Web. Librarians and publishers should each do their share in adopting the emerging protocols with the former pointing users to enriched Web resources and the latter tagging and structuring their content to enhance discoverability.

Kudos to Keller for finessing an errant question that arose during the discussion following his presentation. When a misguided audience member thanked the speaker for his "compelling argument in support of open access publishing," Keller made it clear that his presentation was not an open access endorsement, stating "I'm not advocating disassembling publishing, I'm advocating more discoverability and open metadata." Keller's presentation provided a strong message to librarians and publishers that there's a lot of work ahead to fully utilize the power of the Web to better serve the needs of the research community – something that's more achievable by being cooperative rather than divisive.

The following speaker, MacKenzie Smith, Research Director, MIT Libraries, built on Keller's view but with a twist. While we're all familiar with traditional research results documented in traditional journal articles, there's a large – and often diffuse – network of research information that exists outside the parameters of the scholarly journal article. According to her description, data papers expose and describe data rather than analyze and examine conclusions as in traditional research articles.

According to Smith, data sharing has long been a goal of funding agencies, and she cited the recent National Science Foundation data management plan calling for a provision for accessing and sharing data. The results have been sporadic. Why hasn't data sharing expanded more rapidly? Reasons include privacy issues, concerns about the use and attribution, confidentiality among commercial companies and even universities, as well as the complexities of gathering, structuring and making the data accessible. Beyond that, data is often discipline specific and interdependent with software. Smith

cited the growing need to combine data across disciplines – integrating information on global climate change, government regulations, and compliance and population studies, for example. Data without structure is generally worthless and to render it usable requires: (1) structure; (2) standards for formatting; (3) archiving provisions, rendering the data fundable and citable; and, finally, (4) allowing unrestricted or clearly defined requirements for re-use. Formidable challenges to say the least.

Smith described a Data Publishing Infrastructure in which researchers and their institutions ensure compliance and support of the overall concept. Then there is need for Web identifiers. Some inroads have been made (e.g., CrossRef and ORCID), but further progress is needed on standards and Web visualization tools. Next, publishers need to buy into the continuum by publishing data journals and, as a general rule, requiring that authors deposit data into approved repositories (e.g., the GenBank). Publishers also need to integrate peer reviewed content with the data information framework, representing a mix of copyrighted material (scholarly journals) with the non-copyrightable data reports. Finally, issues of data curation and archiving need to be addressed – requiring cooperation from the full spectrum of parties involved.

The systems described by Keller and Smith form a very appealing infrastructure of rich and accessible information, something that has great appeal but also poses challenges for cooperation, technology development and financial support.

The morning plenaries wrapped up with Robert Darnton who looked back to look forward with his vision of the Digital Public Library of America (DPLA). He recounted his October 2010 article in *The New York Review of Books* where he outlined the DPLA. The first stage is to digitize all books in the public domain (i.e., up to 1923). Darnton noted that many have already been digitized as part of the Google book scan project. He envisions moving beyond the public domain, but "Unfortunately copyright law prevents the DPLA from extending beyond 1923 unless change takes place." One solution is extended collective licenses, an established concept in the Scandinavian countries but is little known in the U.S. Next frontiers would be digitizing orphan works and out-of-print (or out-of-commerce) titles, although it was not clear that the DPLA does not have designs on an even broader swath of copyrighted works. He suggested exclusion of all works published within the last 5 or 10 years with a moving wall of time. The goal of an April 2013 first-stage launch is achievable with an investment of \$75 - \$100 million to cover the first year's costs, and a number of prestigious institutions have committed funds to the project. Darnton expressed confidence that donations will increase when it becomes apparent how well this concept can work.

The plenary sessions on day two were equally stimulating. The morning opened with a conversation with Frederick Dylla, Executive Director and CEO, American Institute of

From the Executive Director's Desk

Physics and Paul Courant, Dean of Libraries, University of Michigan, about the increasingly amorphous boundaries dividing the worlds of scholarly publishing and research libraries. Scott Plutchak, Director, Health Sciences Library, University of Alabama, Birmingham, moderated. All three participants had served on the Scholarly Publishing Roundtable that published its report in January 2010. The synergy and mutual respect established during that group's months of discussion and planning were visible as the participants exchanged views. The discursive nature of the session makes reporting a bit difficult but the three participants addressed a number of pertinent topics:

- PC noted that one useful outcome of the Roundtable report is greater awareness of the heterogeneity in the ways that material is published and used across disciplines, and the realization that a one-size-fits-all approach is not workable.
- FD added that the report changed the tone of discussions on open access and some of its principles are reflected in the 2011 America COMPETES Act, which requires grant funding agencies to engage with stakeholders in developing strategies for providing access to research information.
- SP raised questions about the Version of Record (VoR) in the digital environment, which is clearly more vulnerable than in print. PC said that there really is no VoR in digital, as the file is multilayered, interactive and never stable. Librarians are of mixed mind on this as it requires re-interpretation of the library's traditional perception of archiving and preservation. FD cited the high-energy physics community as having over 30 years of experience working with two eco-systems where pre-prints represent a long refinement process and the published article become the VoR. Economics has a similar system for discovery and documentation, but it was generally conceded that this approach does not apply to all disciplines.
- As science becomes more interdisciplinary and more siloed simultaneously, this poses challenges to all stakeholders. FD cited PLoS ONE as a journal that ignores disciplines and is focused on the individual article, and he sees the journal as part of the scholarly ecosystem serving purposes different from traditional scholarly journals. The challenge to publishers is to develop better search and discovery tools, and developing better ways to identify content. (Echoes of Michael Keller and MacKenzie Smith from the previous day.)
- In a further link to the previous day's plenary speakers, there was discussion of the DPLA and acknowledgment that the technical problems are solvable. Longer-term economic and legal (i.e., copyright) issues pose a challenge. PC indicated that there is currently enough

money in the system to cover the shift in economic models. The question is, how to implement the transition? In concluding, there was consensus that the ease in distribution has been beneficial to all the stakeholders but the challenge remains of how to move to the next level.

Following one conversational session with a second similar session can be risky, but with the right moderator and speakers, it can work. Greg Tananbaum, known for his recurring "Train A Comin" column in *Against the Grain*, invited Kevin Guthrie, President, ITHAKA, and Anne Kenney, University Librarian, Cornell University, to engage in a three-way discussion about game-changing developments in scholarly communication. It was a free-wheeling session with some useful nuggets:

- AK feels that publishers see librarians as sales agents, and fail to understand the influence and reader interaction function that today's librarians play.
- KG suggested that librarians could better present the entrepreneurial aspects of the business of libraries by emphasizing the value of the library rather than its cost to the institution.
- In wrapping up, GT asked both speakers to identify game changers that will affect the topic of discussion at the 2015 Charleston Conference. KG said that growth in e-books will continue to accelerate and there will be massive changes in packaging, formats and distribution. AK identified the development of the HATHI Trust and the directions that will be taken following the Google Book Settlement.

The final plenary on day two was entitled, "The Long Arm of the Law," and was moderated by Ann Okerson, Associate University Librarian, Yale University. She assembled an engaging, diverse group of legal experts to provide insights and guidelines to librarians trying to cope with copyright law in an environment undergoing massive technological changes and widespread misunderstandings.

Jack Bernard, Assistant General Counsel, University of Michigan; William Hannay, Partner, Schiff Hardin, LLP; and Lauren Schoenthaler, Senior University Counsel, Stanford University provided insights on legal cases – past and present. As is often the case with sessions dealing with copyright, the presenters provided a review and refresher on basic legal tenets related to publishing and libraries, and each shared some insights and personal opinions about legal cases currently in the pipeline, pending legislative developments, and the impact any of these might have for the future. What made the session so appealing was the fact that the speakers all brought a sense of humor and irony in their presentations, and continually provided examples of real-life situations the audience could relate to.

2012 PSP Annual Conference

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these two important agencies to address this endeavor using our collective resources. This session will explore the implications for meeting the COMPETES Act requirements from the perspective of publishers, journal editors, the research community, professional societies and government agencies.

Speakers:

Walter Warnick

Director
US Dept. of Energy, Office of Scientific and Technical Information

Ed Siedel

Assistant Director for Mathematical and Physical Sciences
National Science Foundation

philosophies, approaches, products and services of four organizations changing the industry landscape. Utilizing a small group “mini-presentation” format, participants will have direct access to four leaders in publishing innovation, affording the opportunity for specific questions, tailored responses and optimal engagement.

Join DeepDyve, the largest online rental service for professional and scholarly research articles; Mendeley, a free reference manager and academic social network that helps organize articles, collaborate with others online and discover the latest research; TEMIS, a pioneer in text mining solutions and the first company of its kind to have packaged its products according to business and vertical needs; and PubGet, the cloud-based search engine and toolset to ease content discovery, access and copyright management. Understand these potential game changers, and through this dialog, assess the risks and opportunities that these groundbreaking entrants represent.

Speakers:

Mike Anderson

Director of Products
Pubget Enterprise

Guillaume Mazieres

Executive Vice-President, North American Operations
and Worldwide Marketing
Temis

Bill Park

CEO
DeepDyve

Jan Reichlet

Co-Founder & President
Mendeley Ltd.

FRIDAY, FEBRUARY 3, 2012

9:00am-10:15am

Plenary #3:

Moderator:

Scott Grillo

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

E-books and the Resizing of the STM Book Industry

The long awaited rise of the e-book finally arrived in full force for STM publishers with the launch of the 4-color tablet. Yet while much of the news is good (e.g. new growth opportunities, increased efficiencies across the supply chain and the ability to include multimedia that truly adds value), the change brings challenges as well. What sort of implications will the migration to digital have for an industry and the infrastructure that has been built over time to support it? How much will a shift to a smaller, more efficient market and distribution model be worth?

To start the discussion around these questions, Ned May, Vice President of Outsell will set the context for this change by presenting a view of the state of the information industry including key trends and issues in the overall professional information space. This will be followed by a deeper exploration of the e-book marketplace with an examination of the market's key trends,

(Continued on back page)

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disruptors and new models, as well as highlighting research into the e-book value chain and the implications for STM publishers who want to understand the economics of adding value at every step of the publishing process. The session will then transition to a Q&A with panelists representing all aspects of the book industry today.

Speaker:
Ned May
Vice President
Outsell

10:45am-12:00pm

Symposium topic #3:

Organized by Mike Clarke (Silverchair)
& John Tagler (AAP)

Industry Updates/Services Report

A session featuring three organizations who would update the PSP industry on their programs and services.

Speakers:

Edward Colleran

Senior Director – International Division
Copyright Clearance Center, Inc.

Jayne Marks

Vice President of Publishing at
Lippincott Williams & Wilkins Journals
Wolters Kluwer Health, on behalf of COUNTER

Carol Anne Meyer

Business Development and Marketing
CrossRef

Ben White

Head of Intellectual Property
The British Library

10:45am-12:00pm

Symposium topic #3:

Organized by Michael Fisher (Harvard University Press)
& Nicola Hill (AACR)

Using Google/Leveraging Google

Since its launch in 1998, Google has evolved and grown to become a formidable player in the information arena. Recent statistics show that Google is the search engine of choice for about 60% of Americans, and higher overseas. Initiatives, such as Google Scholar, Patent Search and partnerships with dozens of major libraries, indicate that Google will continue to have an impact on publishing. The panel will discuss how scholarly publishers can leverage Google for search optimization and discoverability, and extend their reach in the market.

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