



Connecting Scientific Communities

Preliminary Program

45th Annual Meeting

3 - 7 May, 2002

San Diego, California



Council of Science Editors



Connecting Scientific Communities

Dear Friends and Colleagues:

On behalf of the 2002 Program Committee, we are honored to present the preliminary program of the Council's 45th Annual Meeting. As usual, the program features sessions on a range of stimulating topics. In addition, ample time has been left to enjoy the company of friends old and new and to explore the beautiful city of San Diego.

Our conference theme, "Connecting Scientific Communities," celebrates the power of written and electronic communication to link scientific communities in different countries and different disciplines. In keeping with this theme, we have invited speakers who reflect our increasingly international and interdisciplinary membership.

The diversity of roles in the Council of Science Editors (CSE) is another of our great strengths. At the meeting, we invite you to make new acquaintances among all the groups served by CSE: journal editors, managing editors, author's editors, manuscript editors, publishers, printers, and that wonderful group of "others." Talking with peers in different roles, from different countries, and in different fields of science enriches our experience of the meeting. (It also helps us avoid "overspecialization," which is the reason why species, cultures, and perhaps even individuals become extinct!) So, learn something new from somebody new. Most of all, enjoy yourself and the exceptional program we have arranged for you.

We look forward to meeting you in San Diego.

Tom Lang,
CSE President

Jessica Ancker,
CSE Program Committee Chair

What Is the Council of Science Editors?

The organization dates from 1957, when it was created as the Council of Biology Editors (CBE) by the joint action of the National Science Foundation and the American Institute of Biological Sciences. In 2000, the name was changed to the Council of Science Editors (CSE) to reflect the growth in membership from all scientific fields. Our mission is “to improve communication in the sciences by educating authors, editors, and publishers; by providing efficient means of cooperation among persons interested in publishing in the sciences; and by promoting effective communication practices in primary and secondary publishing in any form.”

Who Should Attend?

Anyone with an interest in scientific publications, especially journals. Editors in chief, associate and senior scientific editors, managing editors, manuscript editors, production managers, publishers, printers, librarians, information specialists, authors, researchers, and scholars.

2002 Program Committee

Jessica Ancker, Chair

Brenda Gregoline, American Medical Association, Vice-Chair

David Anderson, National Institute on Drug Abuse

Philippa Benson, Conservation International

Bridget Coughlin, *Proceedings of the National Academy of Sciences*

Richard Dodenhoff, American Society for Pharmacology and Experimental Therapeutics

Jennifer Douglas, *Canadian Medical Association Journal*

Linda Hengstler, *Cleveland Clinic Journal of Medicine*

Jody Hundley, *Annals of Emergency Medicine*

Hassan Jamal, Eli Lilly and Co.

Heather Joseph, BioOne

Tom Lang, Tom Lang Communications

Shaun Mason, Children’s Oncology Group Operations Center

Devora Mitrany, IMR

Anthony Proto, *Radiology*

Carol Sonderman, Mosby-Elsevier, Inc.

Jackie Strasser, Eli Lilly and Co.

Diane Sullenberger, *Proceedings of the National Academy of Sciences*

Anna Sullivan, Cadmus Professional Communications

Anna Trudgett, American Physiological Society

Marcia Walker, IPC Communication Services

Local Arrangements

Barbara L. Halliburton

Hotel Information

The 2002 Annual Meeting will be held at:

Hyatt Regency Islandia

1441 Quivira Road

San Diego, CA 92109-7898

Telephone: 619-224-1234

Fax: 619-224-0348

You must make your own hotel reservations.

Photos: Courtesy of San Diego Convention & Visitors Bureau.

© San Diego Convention and Visitors Bureau



Optional Activities

Saturday, 4 May

Tijuana Tour

10:00 a.m. – 4:30 p.m.

(Tickets: \$60.00 per person, 35 person minimum)

Tijuana is just across the international border from San Diego, and offers the excitement of travel to a foreign country.

Tijuana’s status as a tax-free zone and its booming economy has created a shopper’s paradise including quality crafts, clothes, tile, jewelry and perfumes. Guests will also enjoy lunch at Tijuana Tilly’s Restaurant, located in the heart of the city next to the famous Jai-Alai Palace. After lunch, the afternoon continues with a tour and tasting at the new brewery.

Note: U.S. and Canadian citizens need a picture I.D. only. Non-U.S. and non-Canadian citizens need a valid passport with a multi-entry visa stamp.

La Jolla Coast Walk and Tour of Steven Birch Aquarium

2:00 p.m. – 5:00 p.m.

(Tickets: \$49.00 per person, 20 person minimum)

This 2-mile nature walk will be led by a naturalist from the Steven Birch Aquarium, which is the interpretive center for the Scripps Institution of Oceanography. Participants will learn about local marine and tide pool ecology, geology, and wildlife. Afterward, participants can explore the aquarium, which has unusual displays of sea horses and jellyfish in addition to more common fish, and is perched on a cliff overlooking the Pacific Ocean.



© San Diego Convention & Visitors Bureau
Photo Credit: Brett Shoaf

Sunday, 5 May

Dinner Cruise

6:15 p.m. – 10:00 p.m.

(Tickets: \$85.00 per person, 35 person minimum)

One of the most enjoyable ways to see the San Diego Bay is during a public dinner cruise aboard a luxury yacht. The San Diego Bay is considered to be one of the finest natural harbors on the Pacific Coast. The beauty of downtown’s skyline is a perfect setting for the dinner cruise. Ticket price includes transportation to and from the hotel, a boarding glass of champagne, a deluxe sit-down dinner, and music and dancing.

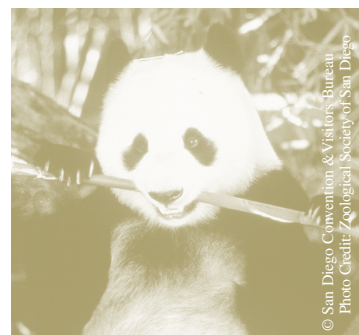
Tuesday, 7 May

Windows Session - “Inside Story” Tour of the San Diego Zoo

2:00 p.m. – 5:00 p.m.

(Tickets: \$45.00 per person, 20 person minimum)

A 2-hour private bus tour will give us a behind-the-scenes look at San Diego’s zoo, world famous for its endangered species breeding and conservation programs, its extensive collections, and its beautiful campus in San Diego’s Balboa Park. The zoo is the only American site with a breeding pair of giant pandas (baby panda Hua Mei was born in 1999), and its scientists are also active in the California condor breeding program. The tour will visit animals’ “off-duty” quarters, an animal presentation, and the food warehouse. After the tour, time will be available for self-guided explorations of the zoo.



© San Diego Convention & Visitors Bureau
Photo Credit: Zoological Society of San Diego

Old Town San Diego Tour

2:00 p.m. – 5:00 p.m.

(Tickets: \$30.00 per person, 20 person minimum)

Old Town San Diego is a historic park that preserves 19th-century adobe homes and buildings and offers information about the Spanish, American, Mexican, Native American, and European influences on the region’s history. The neighborhood abuts Bazaar Del Mundo, a colorful shopping area that offers excellent restaurants and souvenirs.



© San Diego Convention & Visitors Bureau
Photo Credit: Brett Shoaf

Short Courses

Friday & Saturday, 3 – 4 May

Short Course for Journal Editors

Objective

To provide prospective and new editors with a comprehensive survey of the roles and responsibilities of editors of scientific journals.

Course Description

The topics to be covered in the Short Course for Journal Editors include the publication process; authorship; the roles and responsibilities of editors; establishing a review process and the selection and nurture of reviewers; editorial decision making and communicating with authors; the ethical obligations of editors, authors, and reviewers; obtaining and improving manuscripts; misbehavior among editors, authors, and reviewers; overseeing an editorial office; journal production; publishing and finances; and electronic publication. There will be both lectures and small-group sessions, with ample opportunity for participants to put forward their questions and problems for consideration by the faculty and other participants. All participants will receive a notebook containing sources of information for journal editors.

Who Should Attend?

Editors-in-chief, editors, associate editors, chairs of publications committees, managing editors, particularly those who are new to their position or who are taking on additional responsibility.

Faculty

Elizabeth Nelson, MA, Managing Editor, *Endocrinology*
Edward J. O'Connell, MD, Editor-in-Chief, *Annals of Allergy*
Cheryl A. Smart, MA, MBA, Executive Publisher and Vice
President of Medical Periodicals, Elsevier Science
Iain E. P. Taylor, BSc, PhD, Assistant Editor-in-Chief,
National Research Council of Canada Research Journals
Robert D. Utiger, MD, Editor, *Clinical Thyroidology*

Friday, 3 May, 8:40 a.m. to 5:00 p.m.

Program in Brief

Publication of the Results of Research: Peer Review and Determination of Journal Content

Breakouts:

Assistant Editors, Editorial Boards, and Consultants
Reviewers: Selection, Responsibilities, and Nurture
Editorial Decision Making and Communicating with Authors

Authorship

Journal Office Operations: Supervising, Evaluation, and Production

Publishing (Print and Electronic) and Finances

Saturday, 4 May, 8:00 a.m. to 3:00 p.m.

Program in Brief

Ethical Obligations of Editors, Authors, and Reviewers

Breakouts:

The Editor and the Publisher

Conflict and Misbehavior among Editors, Authors, and Reviewers

Obtaining and Improving Manuscripts

Your Journal: Role, Problems, and Future

Short Courses

Saturday, 4 May

Short Course for Managing Editors

8:00 a.m. to 5:30 p.m.

Objective

To introduce new editors to, and to reinforce seasoned editors in, efficient and effective methods of managing a journal office.

Description

This course introduces novice and seasoned managing editors alike to all facets of managing an editorial office. Although responsibilities and job titles vary from office to office, certain skills are necessary to perform effectively the myriad tasks required to manage a scientific publication. The course concentrates on interactions with authors, editors, editorial boards, and publications. Other topics include electronic issues, staffing, running a small journal office, and managing an editorial and production group. Faculty will offer suggestions and facilitate discussion to enhance problem solving and to demystify the challenges inherent in dealing with people and papers. All participants will receive a notebook containing sources of information for managing editors.

Who Should Attend?

Managing editors and those in management positions in the journal publishing industry.

Faculty

Christine Arturo, Managing Editor, *Journal of the American College of Cardiology*
Lindsay Haddon, Managing Editor, *Journal of Ecology*
Laura Hayes Hoffman, Editorial Manager, *Archives of Ophthalmology*
Cheryl Iverson, Managing Editor, *Archives Journals*, American Medical Association
Margaret M. Kosiba, Editorial Assistant, *Archives of Surgery*
Dana St. John, Managing Editor, *Cancer*
Julie Steffen, Associate Journals Manager and Director, *Astronomy Journals*, University of Chicago Press

Program in Brief

Overview of Managing Editor's Role
The Managing Editor and the Editor and the Publisher
The Managing Editor and the Reviewers and the Editorial Board
Electronic Issues
Breakouts:
 Managing an Editorial/Production Group
 Running a Small Journal Office
Staffing
Problem-solving and Discussion Sessions

Short Course for Manuscript Editors

8:00 a.m. to 5:00 p.m.

Objective

To introduce beginning editors to the tools of the trade and to enable seasoned editors to stay competitive in the field.

Description

This course is designed for the novice and for experienced editors who need to stay current in the knowledge and skills of substantive editing and critical appraisal of scientific research. Sessions will address four different topics, and discussion sessions will follow. All participants will receive a notebook containing sources of information for scientific manuscript editors.

Who Should Attend?

Manuscript editors at any level of experience and expertise.

Faculty

Jessica Ancker, freelance editor
Stacy Christiansen, Director of Copyediting, *JAMA*
Patricia M. Godfrey, freelance editor
Diane Berneath Lang, Assistant Director of Publications: Editorial, Radiological Society of North America
Margaret Perkins, Chief Manuscript Editor, Medical Journals Group, University of Chicago Press

Program in Brief

Levels of Editing
Basic Statistics
Advanced Grammar: Formation and Use of the Genitive/Possessive Case in English
Graphically Speaking: A Brief Guide to Formatting and Editing Tables and Figures

Short Courses

Short Course on Electronic Publishing Solutions

8:00 a.m. to 4:30 p.m.

Objective

To present information and tools necessary to publish successfully in the electronic environment.

Description

This course is designed for editors, managing editors, and other publishing professionals who have a basic understanding of electronic publishing and who need to learn more specific information about technology, new publishing possibilities, coding, and information architecture. All participants will receive a notebook containing sources of information for electronic publishing professionals.

Who Should Attend?

Editors of all types and experiences, publishers, and scientific communicators, as well as Short Course alumni who are interested in learning how best to use the Web for editing, publishing, and communicating scientific information.

Faculty

Ed Coleran, Director of Publisher Relations, Copyright Clearance Center, Inc
TBA, Cadmus Professional Communications
Heather Joseph, President and COO, BioOne™
Bill Kasdorf, President, Impressions Book and Journal Services
Cara Kaufman, Kaufman-Wills Group, LLC
Timothy Roy, Vice President of Information Architecture and Design, Dynamic Diagrams/ingenta

Program in Brief

Digital Art
Information Architecture
Copyright Issues in a Digital World
Paperless Publishing
The XML Revolution
Broadening Access to the Literature
Searching versus Browsing

Executive Refresher Program

Many of you who have attended one of the Short Courses in the past have told us that you would like to attend sessions in current Short Courses but have difficulty choosing which Short Course to take. To address this request, CSE offers the Executive Refresher program, which allows Short Course alumni to register for a single session in any of the current Short Courses for a nominal fee. Most sessions last 1 hour, and the Courses have been organized so that it's possible to attend more than 1 session in a day. To take advantage of this opportunity, see page 14 for an Executive Refresher program registration form and a list of Short Course sessions.

Welcome Reception

Saturday, 4 May
6:00 - 9:00 p.m.

In the Hyatt's Islandia Restaurant, built on a pier in the marina. Cash Bar and hors d'oeuvres.



Conference Agenda

Sunday, 5 May

7:30 a.m. – 5:00 p.m.

Annual Meeting Registration

8:00 a.m. – 9:00 a.m.

Welcome Breakfast and Opening Remarks

Jessica Ancker, 2002 CSE Program Committee Chair
Tom Lang, CSE President

9:00 a.m. – 9:30 a.m.

Open Business Meeting

Reports by CSE officers on budget and annual planning

10 a.m. – 11 a.m.

Keynote Address: “Making Good Science Look Good”

Felice Frankel, The Massachusetts Institute of
Technology and the National Science Foundation

Science photographer Felice Frankel is a research scientist in electrical engineering and computer science at the Massachusetts Institute of Technology and project director of the National Science Foundation’s ENVISIONING SCIENCE project. She will speak about the importance of visual communication in interdisciplinary and international scientific communication, and about “Image and Meaning, Envisioning and Communicating Science and Technology,” an initiative to promote new collaborations among scientists, image experts, and science writers.

12 noon – 2 p.m.

Lunch Break (lunch on your own)

2:00 p.m. – 3:30 p.m.

Sunday Concurrent Sessions **GROUP A**

A1. Research Sponsored by the Pharmaceutical Industry: What Journals Should Know and What They Think They Know That Isn’t True

Drummond Rennie, Deputy Editor, *JAMA*; Jim Sergi, President, ProEd Communications; Larry Hirsch, Merck Research Laboratories

Several studies have found that publications of research, sponsored by pharmaceutical companies tend to be biased in favor of the companies’ products. These studies have prompted some biomedical journals to issue disclosure guidelines apparently targeted at industry-sponsored researchers. Are these guidelines justified? Can they be adhered to? Can they be enforced? Come find out whether industry-sponsored research

differs from research sponsored by government agencies or academic institutions. Learn what journals do not disclose about their relationship with industry sponsors. Hear what journal editors, a medical communications company, and industry representatives have to say about these important and intriguing issues.

A2. Interpersonal Relations in the Business Office

William R. Anderson, Consultant, Essential Solutions

In this session, 6 important types of interpersonal skills for the business office will be discussed. These skills are needed to compete successfully in a global business environment, whether as a small office or a large corporate department.

A3. Update on XML and SGML

David Silverman, The Clarinda Company

The session will address the latest developments in XML and related standards for creating, distributing, managing, and formatting electronic publishing.

A4. Translating Scientific Text: Practicalities and Pitfalls

Ann Conti Morcos, Owner, MorcosMedia; Diane Howard, Freelance Medical/Scientific Translator and Editor; Bethany Thivierge, Owner, Technicality Resources

How can you work with a translator to get the best possible translation? What can go wrong in scientific translation? These experts will discuss the needs of domestic and international clients; how to recognize and respectfully handle cultural differences; and what we gain by successfully preserving both the language and the science.

4:00 p.m. – 5:30 p.m.

Sunday Concurrent Sessions **GROUP B**

B1. Copyright and Permissions in the Electronic Age

Annette Flanagan, *JAMA*, Moderator; Scott A. Edwards, Software & Information Industry Association; Edward W. Colleran, Copyright Clearance Center; Isabel Czech, Institute for Scientific Information; Carol Richman, Sage Publications

The electronic age has brought a whole new set of challenges to organizations that wish to protect and license their copyrighted materials. In this session, copyright experts will share their experiences, solutions, and ideas for managing journals’ and publishers’ digital rights. They will also discuss what publishers are doing to protect and sell their property online. The session



Conference Agenda

Sunday, 5 May

will include updates on legal issues facing the creators and users of intellectual property, and will discuss new technologies that can provide users and readers with easy access to electronic content.

6:15 p.m. – 10:00 p.m.

Optional Dinner Cruise

(Tickets: \$85.00 per person, 35 person minimum; see page 4 for details)

B2. Designing the Printed and Electronic Page

Rebecca Burnett, Professor, Rhetoric & Professional Communication, and Director, Advanced Writing Program, Iowa State University, and Editor, *Journal of Business & Technical Communication*; Hattie Jeon-Slaughter, Manager of E-Journal User Studies, Stanford University

What does a printed page that facilitates reader understanding look like? How does page layout need to change to accommodate the needs of an Internet user reading from a computer screen? How can usability studies and information design issues improve e-journal design? Our speakers will provide thought-provoking answers to these and other questions.

B3. BioInformatics and Publishing

Johanna McEntyre, National Center for Biotechnology Information; Barbara Cox, Editor, *The Journal of BioInformatics*; Richard Newman, Associate Publisher, HighWire Press; Amy Brand, CrossRef

The explosive growth in the amount of information generated in the biological sciences has increased the use of computers for information cataloging and retrieval. A new field of science, bioinformatics, has begun to emerge at the intersection of biology, computer science, and information technology. What does this mean to us as publishers? This session will explore what opportunities may exist forming new strategies, partnerships, and products around this exciting new discipline.

B4. The New Generation of Style Manuals

Peggy Robinson, CSE Scientific Style and Format; Cheryl Iverson, *AMA Manual of Style*, 10th Edition; Anna Trudgett and Michael Gentry, *The APS Style Manual Online*; Susan Knapp, American Psychological Association

What's different about the newest scientific style manuals? How does the altered world of publishing science online influence their contents, structure, and presentation? Are we getting closer to developing a single style for all science? We promise some interesting answers from our panelists discussing CSE, AMA, APA, and APS style manuals.



Conference Agenda

Monday, 6 May

7:30 a.m. – 5:00 p.m.

Annual Meeting Registration

8 a.m. – 8:45 a.m.

Continental Breakfast, Exhibit Hall

9 a.m. – 10:00 a.m.

Plenary Address: “Can Clinicians Read Your Journal? Peer-Reviewed Medical Journalism in the Age of Clinical Evidence”

Peter Wyer, Columbia University College of Physicians and Surgeons, and Consulting Editor, *Annals of Emergency Medicine*

The advent of evidence-based medicine created expectations on the part of clinicians that pose challenges to biomedical journals. To speak to the practitioner, journals must consider changes at the level of author instructions, peer review orientation, and the structure of clinical topic reviews and abstracts. They may also initiate articles and series to educate readers in critical appraisal skills and in applying research to clinical decisionmaking.

10:30 a.m. – 12:00 noon

Monday Concurrent Sessions **GROUP C**

C1. Publishing Interdisciplinary Science

Kittie Kuhns, Editor of Technical Publications, Scripps Institution of Oceanography

The Scripps Institution of Oceanography in LaJolla, California, brings together some of the world’s top researchers in the interdisciplinary science of oceanography, which has physical, chemical, atmospheric, biological, and ecological facets. Ms. Kuhns will address how to juggle the interdisciplinary cultures of physical science publications with a biological interface.

C2. The Reinvention of a Journal

Linda Hengstler, Former Publisher; Phil Canuto, Executive Editor; Ray Borazanian, Managing Editor, all with the *Cleveland Clinic Journal of Medicine*

In the past 8 years, the *Cleveland Clinic Journal of Medicine* has transformed itself from a little-read in-house organ to a nationally successful journal with the best readership growth trend in its market and corresponding growth in advertising sales. Staff from this journal will discuss how they altered their editorial approach, built a new business plan, and revamped the graphic design to relaunch their journal.

C3. How Scientists Use Electronic Journals

Carol Tenopir, School of Information Sciences, University of Tennessee; Donald W. King, King Research

What do we know about scientists’ use of electronic journals? Who is reading them? What are they reading? How much time are they spending reading them? Ms. Tenopir and Mr. King have gone a long way toward providing concrete answers to these questions. By surveying 14,000 scientists across all fields of science, they have collected extraordinarily valuable data on these and other questions, which they will share in detail.

C4. Challenges in Publishing Multilingual Journals

Polyxeni Potter, Managing Editor, *Emerging Infectious Diseases*, Moderator; Annette Flanagin, *JAMA*; Joan Juan, *JAMA-Spain*; William Black and Maria Luisa Clark, Pan-American Health Organization

This panel will address how various journals approach translation of their materials, what challenges they face in disseminating information in different languages, and what mechanisms they use for quality control and effectiveness of the translated information.

12:00 noon – 2:00 p.m.

Awards Luncheon

2:00 p.m. – 3:30 p.m.

Monday Concurrent Sessions **GROUP D**

D1. Research Integrity and Publication Ethics

Richard Woodford, National Science Foundation; Mary Scheetz, Office of Research Integrity

In this panel discussion, funding agencies and journal editors will discuss common problems and solutions to ethical questions in medical and basic science research and publication. They will also propose establishing a new Editors’ Council, funded by an educational grant from the Office of Research Integrity, to bring together and educate the various constituencies who are involved in research and to publicize and implement Responsible Conduct of Research codes.

D2. The Future of Scientific Publishing in the Electronic Age

Maria Lebron, Associate Publisher, American Mathematical Society, and other speakers to be announced

Technology has driven many of the quantum-leap changes we have witnessed in scientific publishing during the last 5 to 7 years. Will this continue to be the case? Are there other drivers waiting around the corner? What could scientific publishing look



Conference Agenda

Monday, 6 May

like a few years from now? This interactive presentation will look at the publishing crystal ball and provide some predictions.

D3. Science for Public Consumption

Sharon Dunwoody, Director of the Journalism Department at the University of Wisconsin; Gretchen Vogel, News Writer, *Science* magazine

Lay readers use the news media, science Web sites, and even journals and Web sites intended for scientific readers to make judgments about scientific issues, health, and environmental risks. Dr. Dunwoody will assess the roles of the traditional news media and of science Web sites. Ms. Vogel will address the balance between science for public consumption and communicating science to other scientists. She will also discuss the ethical balance between peer review, news reporting, and the impact of science reporting on funding and science policy issues.

D4. Hiring and Training Copyeditors

Stacy L. Christiansen, Director of Copyediting, *JAMA*

In this session, copyeditors and trainers will tackle key questions about what the term “copyeditor” should, does, and might mean. Topics include: What are the responsibilities of a scientific copyeditor and how do they overlap with those of other editorial team members? What should editors look for in the curricula vitae of candidates for copyediting positions, and what formal training credentials are out there? What should editors be prepared to pay for freelance copyediting?

4:00 p.m. – 5:30 p.m.

Monday Concurrent Sessions GROUP E

E1. Open Meeting of the Editors’ Council Task Force

Mary Scheetz, Office of Research Integrity, Moderator; Susan Eastwood, Chair, CSE Editors’ Council Task Force, Moderator; Stanley Korenman, Associate Dean, Ethics & Medical Science Training Program, UCLA; Richard Woodford, National Science Foundation; Bruce Dancik, National Research Council of Canada; Michael Callahan, Deputy Editor, *Annals of Emergency Medicine*, and Chair, Ethics Committee, WAME; Drummond Rennie, *JAMA*

Ethical standards in research and reporting, which are well accepted within CSE, may be less well known in the rest of the scientific world. CSE members, particularly journal editors, can play a meaningful role in disseminating these standards and promoting responsible conduct of research and reporting in their home institutions. In this “hammer out the details” working session, participants are invited to discuss practical

ways of doing this with journal editors and representatives of the Office of Research Integrity, the National Science Foundation, and leading research institutions. The immediate practical goal will be to determine ways of bringing educational programs to inexperienced journal editors, associate editors, editorial boards, and peer reviewers within their own universities and research centers.

E2. Managing the Electronic Editorial Office: Finding the Right System and Making It Work for Your Journal

Joy Moore, Technology Development Manager, Blackwell Publishing

Online peer review has gone from theory to reality in just a few years. More systems are coming onto the market each day and sorting through the options can be a daunting task. Furthermore, once you’ve taken the plunge and committed to a new system, implementing it can have a major impact on the editorial office’s day-to-day operations. This interactive session is designed to help guide journals of all shapes and sizes through the system selection process, and give tips on preparing your staff to make the transition.

E3. Preprint Servers in Science and Medicine

Speakers to be announced

Many scientific communities routinely make unpublished research available for comment and critique on the World Wide Web. By providing authors with a variety of viewpoints, these preprint publication servers can help authors improve publication quality, and they may also serve to strengthen a small scientific community’s ties. How are preprint servers run? What measures are taken to protect the authors? Can they be used in other scientific fields? Are they impractical for medicine? These and other questions will be the topic of this cross-disciplinary session.

E4. Measurable Outcomes of Author’s Editing

R. Elliott Churchill, Centers for Disease Control and Prevention; Edward J. Huth, Editor Emeritus, *Annals of Internal Medicine*; Della J. Mundy, Kaiser Foundation Research Institute; Susan Eastwood, University of California–San Francisco; Linda Kesselring, University of Maryland School of Medicine; Tom Lang, Tom Lang Communications; Bruce Squires

Prepublication manuscript editing seems to improve the readability of scientific text, but are there measurable outcomes of this process? This panel discussion will focus on the available data on the effects of author’s editing, such as impact on publication speed, publication rates, and publication quality.



Conference Agenda

Tuesday, 7 May

7:30 a.m. – 5:00 p.m.

Annual Meeting Registration

8 a.m. – 9:00 a.m.

Continental Breakfast, Exhibit Hall

9 a.m. – 10:00 a.m.

Plenary Address: “Errors, Traps, and Misinformation From the Alternative Medicine Movement That Elude Peer Review”

Wallace Sampson, Editor, *Scientific Review of Alternative Medicine*

Reports of success with aberrant medical methods are increasingly prominent in medical journals, even reports with manipulated data and inappropriate conclusions. Meta-analyses may also play a role in promoting these reports, because they do not sufficiently analyze the quality of the research they review, and they may parlay very small effects into conclusions of major import. Meanwhile, papers with negative findings may be rejected for minor reasons or accusations of bias. Dr. Sampson, a retired clinical professor of medicine at Stanford University, organized and still teaches the longest-running medical school course on critical thinking and alternative medicine, and is founder and editor in chief of the *Scientific Review of Alternative Medicine*.

10:30 a.m. – 12:00 noon

Tuesday Concurrent Sessions **GROUP F**

F1. *Small Frogs in a Big Pond: How Do International Journals Compete?*

John Hoey, Editor, *Canadian Medical Association Journal*; Andrew Stammer, Journals Publisher, CSIRO Publishing, Victoria, Australia; Liselotte Højgaard, Journal of the Danish Medical Association

In a journal-publishing world dominated by big US and European publications, how can journals that are published in other regions make their mark? Should these smaller journals develop a strong regional focus and concentrate on attracting the best home-grown research papers? Or, should they try to compete with the larger journals for international papers? Panelists from Canada, Australia, and Venezuela will discuss the strategies they are using to attract authors and readers to their journals.

F2. *Getting Inside Your Advertiser’s Head*

Joetta Melton, Publisher, *American Family Physician*, and President, American Medical Publications

From the perspective of the advertiser, what are the advantages of promoting products through different media—medical journal advertising, Web advertising, person-to-person drug detailing, and direct-to-consumer advertising? How can journals use this understanding to attract advertising revenue? The Return-on-Investment Analysis of Pharmaceutical Promotion report is an independent study commissioned by American Medical Publications that sheds a new light on the business of commercial medical journalism. Ms. Melton will present results of the study, including data showing that from the pharmaceutical company’s perspective, journal advertising offers the best return on investment.

F3. *Archiving Your Legacy: Putting Old Issues Online*

Barbara Gordon, Director of Publications and Deputy Executive Officer, *Journal of Biological Chemistry*; Anna Sullivan, Sales Director, Cadmus Professional Communications

What are your options for putting old issues online? What do your end users want, and how does this fit with your budget and goals? Representatives from association journals will discuss their strategies and solutions.

F4. *Plain Language Update: Signs of Intelligible Life in the Scientific Community?*

Joanne Locke, Plain Language Coordinator, US Food and Drug Administration; Lily Whiteman, Communications Consultant and Plain Language Trainer

Accurate scientific communication doesn’t have to be unintelligible. Garbled grammar, convoluted sentences, and needlessly complicated technical terms are all common in science, but they don’t have to be. Two writing instructors from the federal government will update us on developments in the plain language movement. This interactive session includes lively and entertaining plain language exercises, including side-by-side comparisons of scientific information presented in jargon and in plain language.

2:00 p.m. – 5:00 p.m.

Optional Windows Session

“Inside Story” Tour of the San Diego Zoo

(Tickets: \$45.00 per person, 20 person minimum, see page 4 for details)

CSE 45TH ANNUAL MEETING REGISTRATION FORM

May 3–7, 2002 • Hyatt Regency Islandia • San Diego, CA

Please print. Complete a separate registration form for each registrant.

First name _____ Last name _____

Title (for CSE records only) _____ Company/Organization name _____

Street address _____

City _____ St./Prov. _____ Country _____ Zip/Postal code _____

Telephone _____ Fax _____ E-mail _____

Name as you wish it to appear on your badge _____

Spouse/Guest name (if applicable) _____

This is the first time I have attended a CSE Annual Meeting. Please send me information about becoming a member.

Please specify any special needs or dietary requirements: _____

REGISTRATION FEES

Full Registration	Until April 1	After April 1
CSE Member	<input type="checkbox"/> \$399	<input type="checkbox"/> \$459
Nonmember	<input type="checkbox"/> \$600	<input type="checkbox"/> \$660
Student	<input type="checkbox"/> \$160	<input type="checkbox"/> \$220
Spouse/Guest Package*	<input type="checkbox"/> \$130	<input type="checkbox"/> \$175

*Includes breakfasts and luncheon

One-day Registration

Please check the day you will be attending. You may register for a single day only; otherwise you must pay the full registration fee.

Sunday, 5 May	<input type="checkbox"/> \$175	<input type="checkbox"/> \$190
Monday, 6 May	<input type="checkbox"/> \$165	<input type="checkbox"/> \$180
Tuesday, 7 May	<input type="checkbox"/> \$ 95	<input type="checkbox"/> \$105

Optional Tours

Tijuana Tour

10:00 a.m. – 4:40 p.m., Saturday, 4 May \$ 60

La Jolla Coast Walk & Tour of Steven Birch Aquarium

2:00 p.m. – 5:00 p.m., Saturday, 4 May \$ 49

Dinner Cruise

6:15 p.m. – 10:00 p.m., Sunday, 5 May \$ 85

"Inside Story" Tour of the San Diego Zoo

2:00 p.m. – 5:00 p.m., Tuesday, 7 May \$ 45

Old Town San Diego Tour

2:00 p.m. – 5:00 p.m., Tuesday, 7 May \$ 30

SHORT COURSES REGISTRATION

Short Course for Journal Editors

(Friday, 3 May, and Saturday, 4 May)

CSE Member—\$380 Nonmember—\$460

Short Course for Managing Editors

(Saturday, 4 May)

CSE Member—\$255 Nonmember—\$340

Short Course for Manuscript Editors

(Saturday, 4 May)

CSE Member—\$255 Nonmember—\$340

Short Course on Electronic Publishing Solutions

(Saturday, 4 May)

CSE Member—\$255 Nonmember—\$340

SESSION SELECTIONS

Please mark session choices in order of preference as 1 (first choice), 2 (second choice), 3 (third choice), and 4 (fourth choice). You will not be held to these choices.

Sessions A (Sunday, 5 May)

A1 _____ A2 _____ A3 _____ A4 _____

Sessions B (Sunday, 5 May)

B1 _____ B2 _____ B3 _____ B4 _____

Sessions C (Monday, 6 May)

C1 _____ C2 _____ C3 _____ C4 _____

Sessions D (Monday, 6 May)

D1 _____ D2 _____ D3 _____ D4 _____

Sessions E (Monday, 6 May)

E1 _____ E2 _____ E3 _____ E4 _____

Sessions F (Tuesday, 7 May)

F1 _____ F2 _____ F3 _____ F4 _____

EXECUTIVE REFRESHER PROGRAM

Prerequisite - must have taken a Short Course previously.

Single Sessions (Indicate sessions on Page 14; pages 13 and 14 must be submitted together.)

CSE members— # of sessions _____ x \$35 ea = \$ _____

Nonmembers— # of sessions _____ x \$45 ea = \$ _____

PAYMENT

Payment (in U.S. dollars only) must accompany this form. International registrations must remit payment in U.S. funds drawn on a U.S. bank. Make check payable to the Council of Science Editors. CSE's taxpayer I.D. number is 35-6060021. Registrations will not be processed without full payment.

Amount \$ _____

Check/Money Order MasterCard VISA AMEX

Card number _____

Name on card _____ Expiration date _____

Signature _____

Mail Payment To:

Council of Science Editors
Lockbox #4642, C/O First Union Bank
P.O. Box 85080, Richmond, VA 23285-4642



Executive Refresher Program Registration Form

The Executive Refresher program, which is available to anyone who has taken a Short Course in the past, allows you to attend any single session in a current Short Course for a fee of \$35 per session for CSE members and \$45 per session for nonmembers.

The deadline for registration in the Executive Refresher program is April 1, 2002. If you plan to take sessions from different courses, check the beginning and ending times of each session. Also, note that some sessions in the Short Course for Journal Editors take place on Friday, May 3; all other sessions take place on Saturday, May 4. Lunch is *not* included as part of the Executive Refresher program.

Fill out the registration form below and mark the session(s) you want to attend. You will also need to complete the conference registration form on page 13 to provide contact and payment information. Then, simply mail or fax the form and payment to CSE headquarters:

Council of Science Editors ♦ Lockbox #4642 ♦ C/O First Union Bank ♦ P.O. Box 85080 ♦ Richmond, VA 23285-4642

Short Course for Journal Editors

Friday, 3 May

__1A 8:40–9:35 a.m. Publication of the Results of Research: Peer Review and Determination of Journal Content (Utiger)

Breakouts

__1B 9:40–10:20 a.m. Assistant Editors, Editorial Boards, and Consultants (Taylor)

__1C 9:40–10:20 a.m. Reviewers: Selection, Responsibilities, and Nurture (O'Connell)

__1D 9:40–10:20 a.m. Editorial Decision Making and Communicating with Authors (Utiger)

Repeat Breakouts

__1E 10:30–11:10 a.m. Assistant Editors, Editorial Boards, and Consultants (Taylor)

__1F 10:30–11:10 a.m. Reviewers: Selection, Responsibilities, and Nurture (O'Connell)

__1G 10:30–11:10 a.m. Editorial Decision Making and Communicating with Authors (Utiger)

Repeat Breakouts

__1H 11:20 a.m.–12:00 noon Assistant Editors, Editorial Boards, and Consultants (Taylor)

__1I 11:20 a.m.–12:00 noon Reviewers: Selection, Responsibilities, and Nurture (O'Connell)

__1J 11:20 a.m.–12:00 noon Editorial Decision Making and Communicating with Authors (Utiger)

__1K 1:15–2:00 p.m. Authorship (Utiger)

__1L 2:45–3:45 p.m. Journal Office Operations: Supervising, Evaluation, and Production (Nelson)

__1M 4:00–5:00 p.m. Publishing (Print and Electronic) and Finances (Smart)

Saturday, 4 May

__1N 8:00–8:50 a.m. Ethical Obligations of Editors, Authors, and Reviewers (Taylor)

Breakouts

__1O 9:00–9:55 a.m. The Editor and the Publisher (Smart and Utiger)

__1P 9:00–9:55 a.m. Conflict and Misbehavior among Editors, Authors, and Reviewers (Taylor)

__1Q 9:00–9:55 a.m. Obtaining and Improving Manuscripts (O'Connell)

Repeat Breakouts

__1R 10:15–11:10 a.m. The Editor and the Publisher (Smart and Utiger)

__1S 10:15–11:10 a.m. Conflict and Misbehavior among Editors, Authors, and Reviewers (Taylor)

__1T 10:15–11:10 a.m. Obtaining and Improving Manuscripts (O'Connell)

Repeat Breakouts

__1U 11:15 a.m.–12:00 noon The Editor and the Publisher (Smart and Utiger)

__1V 11:15 a.m.–12:00 noon Conflict and Misbehavior among Editors, Authors, and Reviewers (Taylor)

__1W 11:15 a.m.–12:00 noon Obtaining and Improving Manuscripts (O'Connell)

__1X 1:30–2:15 p.m. Your Journal: Role, Problems, and Future (Faculty)

Short Course for Managing Editors

Saturday, 4 May

__2A 8:15–9:00 a.m. Overview of Managing Editor's Role (Iverson)

__2B 9:00–10:00 a.m. The Managing Editor and the Editor and the Publisher (Haddon)

__2C 10:15–11:15 a.m. The Managing Editor and the Reviewers and the Editorial Board (Arturo)

__2D 1:15–2:15 p.m. Electronic Issues (St. John)

Breakouts

__2E 2:15–3:15 p.m. Managing an Editorial/Production Group (Steffen)

__2F 2:15–3:15 p.m. Running a Small Journal Office (Kosiba, Hoffman)

__2G 3:30–4:30 p.m. Staffing (Arturo, Kosiba, Hoffman, Steffen)

Short Course for Manuscript Editors

Saturday, 4 May

__3A 8:30–10:00 a.m. Basic Statistics (Ancker)

__3B 8:30–10:00 a.m. Levels of Editing (Perkins)

__3C 10:10–11:40 a.m. Levels of Editing (Repeat)(Perkins)

__3D 10:10–11:40 a.m. Basic Statistics (Repeat)(Ancker)

__3E 1:15–2:45 p.m. Advanced Grammar: Formation and Use of the Genitive/Possessive (Godfrey)

__3F 1:15–2:45 p.m. Graphically Speaking: A Brief Guide to Formatting and Editing Tables and Figures (Christiansen)

__3G 3:00–4:30 p.m. Graphically Speaking: A Brief Guide to Formatting and Editing Tables and Figures (Repeat)(Christiansen)

__3H 3:00–4:30 p.m. Advanced Grammar: Formation and Use of the Genitive/Possessive (Repeat)(Godfrey)

Short Course on Electronic Publishing Solutions

Saturday, 4 May

__4A 8:00–9:00 a.m. Digital Art

__4B 9:00–9:55 a.m. Information Architecture

__4C 10:05–11:00 a.m. Copyright Issues in a Digital World

__4D 11:00–12:00 noon Paperless Publishing

__4E 1:15–2:15 p.m. The XML Revolution

__4F 2:15–3:15 p.m. Broadening Access to the Literature

__4G 3:30–4:30 p.m. Searching versus Browsing (Roy)

Please complete sign-up by filling out registration and payment information on page 13.

Registration Information

To register for the CSE 45th Annual Meeting, return a completed registration form – with payment – to CSE Headquarters at your earliest convenience.

By Mail:

CSE
Lockbox Number 4642
PO Box 85080
Richmond, VA 23285-4642
USA

By Fax:

703-435-4390
Include credit card number (Visa, MasterCard, American Express), name on card, expiration date, and signature.

On-Line:

Visit the CSE website at: www.CouncilScienceEditors.org

Payment:

All registrations must be accompanied by a check, money order, or credit card number. Checks and money orders should be made payable in US dollars to the Council of Science Editors. Purchase orders will not be accepted. Registrations will not be processed without full payment.

Registration

Registration for the CSE 45th Annual Meeting is required of all who attend. Full registration includes:

- Admission to all educational and plenary sessions
- Admission to all exhibits
- Welcome Reception
- Welcome Breakfast
- Continental Breakfast
- Awards Luncheon
- Daily refreshment breaks

Spouse and Guest Registration

Spouses and guest may register for the spouse-guest package, which includes the Welcome Reception and all meal functions. Spouses and guests must complete the appropriate registration form.

Registration Confirmation

Please indicate the sessions you are most likely to attend (for planning purposes only). Your registration will be confirmed, and the confirmation will serve as a receipt of fees paid. Reminder: **You must make your own hotel reservation.**

Cancellation

Notification of cancellation must be submitted in writing. Cancellations received on or before April 12 will be subject to a \$75 cancellation charge. No refunds will be made for cancellations received after April 12. Substitutions are allowed at any time, but requests must be submitted in writing. Registrants who do not attend the Annual Meeting and who do not notify CSE headquarters by the April 12 deadline forfeit the full registration fee.

Exhibits

Members are encouraged to bring display copies of journals or other publications. Space is available for exhibitors who wish to show or demonstrate products or services of specific interest to CSE members. The fee for exhibit space is \$800 (if paid before March 15, 2002) and \$900 (if paid after March 15, 2002) for each 8X10 booth. Contact Lauren Maimone (Lmaimone@drohanmgmt.com) at CSE headquarters, 703-234-4110, for an exhibitor's application.

Meal Functions

Please indicate any special dietary requirements on the registration form. Every effort will be made to accommodate your needs.

Hotel Accommodations

We have negotiated a special conference rate of \$169 per night (single/double) for reservations made before April 2, 2002. All rates are subject to state and city taxes. Reservations can be made by calling the Hyatt Regency Islandia at 619-224-1234 or 1-800-233-1234. Reservations are first-come, first served. Note: You must make your own hotel reservations.

Transportation To and From the Airport

Cloud 9 Shuttle is a service available from San Diego International Airport. The approximate cost is \$8.50 per person. If you wish to take a taxi from the airport, the cost is \$20.00 (for up to four passengers). Travel time from the airport to the hotel is approximately 15 minutes.

Parking

The Hyatt Islandia offers complimentary parking to all hotel guests and conference attendees.

Membership in the Council of Science Editors

The regular membership fee is US \$125, which includes a discounted registration fee to the annual meeting, mid-year workshops, and retreats, a 20% discount on a variety of publications, and the bi-monthly publication, *Science Editor*, and the CSE Membership Directory. For information on joining CSE, please call the Council's headquarters at 703-437-4377 or visit the CSE website at www.CouncilScienceEditors.org.

Airline Information

The Council of Science Editors has selected United Airlines as the official airline for the 45th Annual Meeting. If you or your travel agent call United's Specialized Meeting Reservations Center, (800) 521-4041, to book your reservations, you will receive a 5% discount off the lowest applicable discount fare, including first class, or a 10% discount off full-fare, unrestricted coach fares purchased seven days in advance. An additional 5% discount will apply when tickets are purchased at least 60 days in advance of your travel date. Discounts also apply on Shuttle by United and United Express. Make sure you refer to Meeting ID Number 557XD. Reservation agents are on duty seven days a week from 7:00 a.m. to 12:00 midnight EST.



Council of Science Editors
11250 Roger Bacon Drive
Suite 8
Reston, VA 20190-5202

FIRST-CLASS
U.S. Postage
POSTAGE PAID
Capital Heights, MD
Permit No. 0123