



# FINAL PROGRAM

**INTERACTING WITH THE DIGITAL ENVIRONMENT:  
MODERN SCIENTIFIC PUBLISHING**



**46th Annual Meeting  
3 - 6 May, 2003  
Pittsburgh, PA**

**COUNCIL OF SCIENCE EDITORS**



# Interacting with the Digital Environment: Modern Scientific Publishing

*Welcome!*

On behalf of the 2003 Program Committee, we are delighted to present the program for the Council of Science Editors' 46th Annual Meeting. Our conference theme, "Interacting With the Digital Environment: Modern Scientific Publishing," celebrates as well as critically evaluates the impact of new technologies on the scientific publishing community. We will discuss the practical effects of these new technologies and how they will change the very nature of our businesses and professions. In addition, we will debate important ethical concerns, including questions about access to information, conflict of interest, research funding, censorship, the social responsibility of journal editors, and common ethical dilemmas for editors of all types. We also will examine the future of long-established institutions such as copyright, the embargo system, and methods of peer review; consider what elements of print-based editorial and publishing systems, procedures, and policies are useful, what needs re-engineering, and what is no longer useful or viable; learn about new and more effective ways to present scientific information; and improve our understanding of scientific information access, use, and readership. We hope to foster lively debate about these topics, and have invited speakers from different scientific disciplines and different countries, who reflect our interdisciplinary and international interests.

We also want you to take the time to reconnect with friends and colleagues, as well as meet new people who share your professional interests. Please plan on attending the Welcome Reception Saturday evening and the Networking Breakfast on Monday, both casual opportunities for CSE members and attendees to get to know each other and continue discussions sparked by sessions and panels. Please also plan to attend the Annual Business Meeting on Sunday morning and the Awards Luncheon on Monday. And please visit the exhibits to see and discuss the latest resources and technologies available. Ample time has been reserved to explore the lively city of Pittsburgh. Please take time to enjoy yourself and the program we have arranged for you.

We are grateful to the members of the Program Committee for their efforts to produce this year's program. We also wish to thank this year's sponsors and exhibitors and CSE Headquarters staff. We hope you will agree that the 2003 program is full of timely and relevant sessions on all aspects of scientific editing and publishing.

Brenda Gregoline, Program Chair  
Annette Flanagin, President

# INTERACTING WITH THE DIGITAL ENVIRONMENT: MODERN SCIENTIFIC PUBLISHING



## Council of Science Editors 46th Annual Meeting

May 3-6, 2003

Pittsburgh Hilton and Towers  
Pittsburgh, Pa

## What is the Council of Science Editors?

CSE's mission is to promote excellence in the communication of scientific information. CSE's purpose is to serve members in the scientific, scientific publishing, and information science communities by fostering networking, education, discussion, and exchange and to be an authoritative resource on current and emerging issues in the communication of scientific information. The Council of Biology Editors (CBE) became the Council of Science Editors on January 1, 2000. The new name, which was voted on by the membership during 1999, more accurately reflects our expanding membership. CBE was established in 1957 by joint action of the US National Science Foundation and the American Institute of Biological Sciences. Today, it enjoys close relationships with a number of international scientific publishing organizations, but it functions autonomously, relying on the vigor of its members to attain the goals of the organization. Any individual interested in the purpose of the CSE is eligible for regular membership.

### 2003 Program Committee

Brenda Gregoline, *JAMA* and *Archives Journals* (Chair)  
Joy Moore, Blackwell Publishing (Vice-Chair)  
Christine Arturo, Leitmotif  
Seth Beckerman, Business and Technical Communications  
Philippa Benson, Conservation International  
Brad Glazer, Takeda Pharmaceuticals North America  
Jody Hundley, *Annals of Emergency Medicine*  
Shaun Mason, Children's Oncology Group Operation  
Center  
Devora Mitrany, Advance PCS  
Bill Silberg, Medscape  
Carol Sonderman, Effective Editing, Inc.  
Jackie Strasser, Eli Lilly & Co  
Nancy Taylor, Greenville Hospital System  
Jennifer Thomas, *Canadian Medical Association Journal*  
Anna Trudgett, American Physiological Society  
Vicki Vaughn, American Society of Clinical Oncology  
Liz Wager, Sideview  
Paul Weislogel

### CSE Board, 2002-2003

Annette Flanagan, President  
Michael Held, President-Elect  
Faith McLellan, Vice President  
Tom Lang, Past President  
Cheryl Iverson, Secretary  
G. Paul Bozuwa, Treasurer  
Stephen Prudhomme, Treasurer-Elect  
Leesa D. Bruce, Director  
Kayleen Niyo, Director  
Diane Scott-Lichter, Director  
Barbara Gastel, Ex Officio: Editor, *Science Editor*  
Seth Beckerman, Ex Officio: Web Editor  
Kathy Hoskins, Executive Director

### Local Arrangements

Seth Beckerman

### CSE Staff

Kathy Hoskins, Executive Director  
Elisa Lucini, Administrator



# Schedule at a Glance



## 2 May, Friday

8:30 am to 5:00 pm Short Course for Journal Editors (Kings Garden North)

## 3 May, Saturday

7:30 am to 3:00 pm Powdermill Nature Reserve Tour (Meet in Lobby)  
8:00 am to 4:00 pm Short Course for Journal Editors (Kings Garden North)  
8:00 am to 4:00 pm Short Course on Electronic Publishing Solutions (Brigade)  
8:00 am to 4:45 pm Short Course for Managing Editors (Kings Garden South)  
8:00 am to 5:00 pm Short Course for Manuscript Editors (Rivers)  
8:30 am to 4:30 pm Tour of Frank Lloyd Wright Homes (Meet in Lobby)  
3:30 pm to 5:30 pm Board and Committee Chair Orientation Seminar (Duquesne)  
6:00 pm to 6:30 pm New Member Reception (Ballroom 2/Exhibitor Hall)  
6:30 pm to 9:00 pm Welcome Reception (Ballroom 2/Exhibitor Hall)

## 4 May, Sunday

7:30 am to 5:00 pm Annual Meeting Registration (Ballroom Foyer)  
8:00 am to 8:45 am Welcome Breakfast (Ballroom I)  
8:45 am to 9:00 am Welcome and Opening Remarks (Ballroom I)  
9:00 am to 9:30 am Open Business Meeting (Ballroom I)  
9:30 am to 10:30 am Keynote Address: Author/Institution Self-Archiving and the Future of Peer-Reviewed Journals (Ballroom I)  
10:30 am to 11:00 am Refreshment Break and Visit Exhibits (Ballroom 2)  
11:00 am to 1:30 pm Committee Meetings  
11:30 am to 1:30 pm Lunch on Your Own and Visit Exhibits (Ballroom 2)  
1:30 pm to 3:00 pm A1. Real-Time Experience With Online Databases (Benedum)  
A2. Are Citation Statistics Good for Science? (Le Bateau)  
A3. Tables and Graphs: The Good, the Bad, and the Ugly (Ballroom I)  
A4. The Social Responsibility of Journal Editors (Kings Garden South)  
3:00 pm to 3:30 pm Refreshment Break and Visit Exhibits (Ballroom 2)

# Schedule at a Glance



## 4 May, Sunday (continued ...)

3:30 am to 5:00 pm

- B1. Composing Author Queries to Get the Answers You Need (Benedum)
- B2. Conflicts of Interest in Scientific Publication (Ballroom I)
- B3. Twenty Statistical Errors That Even You Can Find  
(Kings Garden North)
- B4. Images in the Scientific Article: Decisions in Visual  
Communication (Kings Garden South)
- B5. Initiatives to Provide Free Journal Access to Less-Privileged  
Countries (Le Bateau)

## 5 May, Monday

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7:30 am to 5:00 pm

Annual Meeting Registration (Ballroom Foyer)

8:00 am to 9:00 am

Networking Breakfast (Ballroom I)

9:00 am to 10:00 am

Plenary Address: Seeing Patterns of Word and Image: What  
Scientific Communicators Can Learn From Information Design  
(Ballroom I)

10:00 am to 10:30 am

Refreshment Break and Visit Exhibits (Ballroom 2)

10:30 am to 12:00 pm

- C1. Serving Readers' Decision-Making Needs (Benedum)
- C2. Tips for Effective Press Coverage for Journals (Duquesne)
- C3. Industry-Sponsored Research and Biomedical Publication  
(Kings Garden North & South)
- C4. E-Journals: Still the Next Wave or Washed Up? (Le Bateau)

12:00 pm to 1:30 pm

Awards Luncheon (Ballroom I)

1:30 pm to 2:00 pm

Visit Exhibits (Ballroom 2)

2:00 pm to 3:30 pm

- D1. Learning From Each Other: Manuscript Editor's Roundtable (Le Bateau)
- D2. Getting Your Board on the Right Track (Benedum)
- D3. The Editorial Office in Transition (Duquesne)
- D4. The Future of the Embargo (Kings Garden North & South)
- D5. Science Web Portals (Brigade)

3:30 pm to 4:00 pm

Refreshment Break and Visit Exhibits (Ballroom 2)

# Schedule at a Glance



## 5 May, Monday (continued...)

4:00 pm to 5:30 pm

- E1. The Wireless Frontier: PDA Delivery of Scientific Content  
(Kings Garden North & South)
- E2. Refining Titles and Abstracts (Duquesne)
- E3. Science for Public Consumption (Le Bateau)
- E4. Copyright Movement (Brigade)

## 6 May, Tuesday

7:30 am to 1:00 pm

Annual Meeting Registration (Ballroom Foyer)

7:30 am to 8:30 pm

Continental Breakfast (Ballroom I)

8:30 am to 10:00 am

- F1. Scientists' Reading and Writing Processes: Implications for  
Electronic Journal Design (Le Bateau)
- F2. Publishing Ahead of Print: What Is the Real Value Proposition?  
(Duquesne)
- F3. Peer Review Forms: Getting the Best From Your Reviewers (Benedum)
- F4. Word Tips for Editors: How to Make Microsoft Word Work  
With, Not Against You (Kings Garden North & South)
- F5. What Librarians Want and Need From Journals (Brigade)

10:00 am to 11:00 am

Plenary Address: Ethics, Science, and Politics of Cloning:  
The Costly Dilemma (Ballroom I)

11:00 am to 11:30 pm

Refreshment Break (Ballroom Foyer)

11:30 am to 1:00 pm

- G1. Is your Journal Prepared to Make the Most of the DOI? (Brigade)
- G2. Ethics, Empowerment, and Education:  
The Role of Authors' Editors (Le Bateau)
- G3. The Idea of Workflow and the Value of Plotting It Out (Benedum)
- G4. Security Concerns and Proposals for Restrictions on Scientific  
Publication (Kings Garden North & South)
- G5. Medical Robotics (Duquesne)

1:30 pm to 7:30 pm

Board Meeting (Rivers)

2:00 pm to 4:00 pm

Floating Laboratory on Board the *Pittsburgh Discovery* (Meet in Lobby)

1:30 pm to 3:30 pm

Hunt Institute for Botanical Documentation Tour (Meet in Lobby)

# Short Courses



(SEPARATE REGISTRATION REQUIRED)

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## Short Course for Journal Editors

**8:30 am to 5:00 pm, 2 May, Friday** (Kings Garden North)

**8:00 am to 4:00 pm, 3 May, Saturday** (Kings Garden North)

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### Objective

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

### Course Description

Topics to be covered 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; and publishing and finances. 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.

### Faculty

Elizabeth Nelson, MA, Managing Editor, *Journal of Investigative Dermatology*

Edward J. O'Connell, MD, Editor-in-Chief, *Annals of Allergy*

Cheryl A. Smart, MA, MBA, formerly 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*

### Program in Brief

#### Friday, 2 May

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

Breakout Sessions:

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

Authorship

Forum on Authorship

Journal Office Operations: Supervising, Evaluation, and Production

The Business of Publishing

#### Saturday, 3 May

Ethical Obligations of Editors, Authors, and Reviewers

Breakout Sessions:

The Editor and the Publisher  
Conflict and Misbehavior Among Editors, Authors, and Reviewers  
Obtaining and Improving Manuscripts

Short Topics:

Transition to a New Editor  
Organization of Editorial Offices  
Evaluating Performance of Editors  
Indexes and Citation Analysis  
Copyright and Other Legal Issues

Your Journal: Role, Problems, and Future



# Short Courses



(SEPARATE REGISTRATION REQUIRED)

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## Short Course for Managing Editors

**8:00 am to 4:45 pm, 3 May, Saturday** (Kings Garden South)

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### Objective

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

### Description

The 1-day Short Course for Managing Editors is designed to address the problems that managing editors face every day and also the wide-ranging role that they play. After an overview, based on a survey of specific managing editor job descriptions, the course will focus on the liaison role played by the managing editor and the effect that electronic issues have had on the publication process and, specifically, the managing editor's role in addressing these.

The focus on the liaison role will include discussions on the role of the managing editor vis-à-vis peer reviewers (identifying and educating peer reviewers, maintaining a good rapport and a timely review process) and the editorial board (getting the most from your editorial board); on the role of the managing editor vis-à-vis the editor (establishing good communication and offering suggestions on the publication) and the publisher (scheduling and quality); and on working with authors (including the usefulness of Instructions for Authors). A short session on reports useful to both editor and publisher will also be included.

The “centerpiece” of the course will be two 1.25-hour sessions on electronic issues. The first will focus on online submission and peer review, choices and considerations (eg, functionality, options, and cost), pros and cons, and buy-in from the editor, authors, and reviewers. The second will focus on workflow and personnel issues (eg, changes in workflow in the electronic office, changes in job descriptions, changes in number of staff and use of freelance staff, and hiring, training, and/or retraining of staff).

The course will conclude with a 1-hour problem-solving session; attendees are encouraged to bring specific questions from their own experience for discussion by all faculty and other attendees.

### Faculty

Christine Arturo, Publications Consultant, Leitmotif  
Lindsay Haddon, Managing Editor, *Journal of Ecology*  
Laura Hayes Hoffman, Editorial Manager, *Archives of Ophthalmology*  
Cheryl Iverson, Managing Editor, *Archives Journals*, American Medical Association  
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
- Working With Peer Reviewers
- Working With the Editor
- Working With the Editorial Board
- Reports Useful to Editor and Publisher
- Electronic Issues and Peer Review/Submission
- Electronic Issues and Workflow
- Working With the Publisher
- Working With the Authors
- Problem-solving and Discussion Sessions

# Short Courses



(SEPARATE REGISTRATION REQUIRED)

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## Short Course for Manuscript Editors

**8:00 am to 5:00 pm, 3 May, Saturday** (Rivers)

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### Objective

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

### Description

This 1-day course is designed both for novices and for experienced editors who need to stay current in the skills required for mechanical and substantive editing of scientific materials for publication. Sessions will address several key topics of major importance to scientific manuscript editors (statistics, tables, figures, grammar, and levels of editing), and discussion sessions with course faculty will follow the morning and afternoon sessions. All participants will receive a notebook containing course materials and additional resources for scientific manuscript editors.

### Faculty

Jessica Ancker, Statistician and Medical Writer, Traumatic Brain Injury Clinical Trials Network, Department of Biostatistics, Columbia University

Alec Dinwoodie, Assistant Chief Manuscript Editor, University of Chicago Press, *American Journal of Human Genetics*

Patricia Godfrey, Freelance Editor

Laura King, Freelance Editor; former Director of Copyediting, *JAMA*

Margaret Perkins, Chief Manuscript Editor, University of Chicago Press, Medical Journals Group

### Program in Brief

- Levels of Editing
- Statistics for Writers and Editors
- Grammar for Subject Editors
- A Brief Guide to Editing Tables and Figures

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## Short Course on Electronic Publishing Solutions

**8:00 am to 4:00 pm, 3 May, Saturday** (Brigade)

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### 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, information architecture, and the revenue and financial considerations involved in Web publishing. All participants will receive a notebook containing sources of information for electronic publishing professionals.

### Faculty

Ed Colleran, Director of Publisher Relations, Copyright Clearance Center, Inc

Bret Freeman, Field Support Manager, Vasont Content Management Solutions

Lorin Garson, Chief Research Scientist, American Chemical Society

Barbara Meyers, President, Meyers Consulting Services

Tim Roy, Vice President of Information Architecture and Design, Dynamic Diagrams

Bernie Stukenborg, Sales Director, Cadmus Professional Communications

Nancy Wachter, Editorial Reprint Reviewer, Cadmus Professional Communications

### Program in Brief

- A Look at the Dollars: A Common Cents Discussion About Web Publishing
- Expanding Your Revenue Stream Through Online Content
- Crash Course in Content Management
- The Wonderful Potential of Electronic Information Architecture
- Creating Digital Art...That Works! Information Architecture

# Conference Agenda



## SATURDAY, 3 MAY, 2003

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**6:00 pm**

**New Member Reception** (Ballroom 2)

**6:30 pm - 9:00 pm**

**Welcome Reception for All Members** (Ballroom 2)

## SUNDAY, 4 MAY, 2003

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**7:30 am - 5:00 pm**

**Annual Meeting Registration** (Ballroom Foyer)

**7:30 am**

**Registration Desk Opens** (Ballroom Foyer)

**Visit Exhibits** (Ballroom 2)

**8:00 am - 8:45 am**

**Welcome Breakfast** (Ballroom 1)

**8:45 am - 9:00 am**

**Welcome and Opening Remarks** (Ballroom 1)

Brenda Gregoline, 2003 CSE Program Committee Chair  
Annette Flanagan, CSE President

**9:00 am - 9:30 am**

**Open Business Meeting** (Ballroom 1)

Reports by CSE officers on budget and annual planning

**9:30 am - 10:30 am**

**Keynote Address: Author/Institution Self-Archiving and the Future of Peer-Reviewed Journals**

(Ballroom 1)

Stevan Harnad, University of Southampton, Highfield, Southampton, UK

The online medium has opened up a powerful new capability that will dramatically increase the visibility, accessibility, navigability, interactivity, usability, and citability of peer-reviewed research. In the paper medium, peer-reviewed journals performed two essential functions: implementing peer review and disseminating its outcome. Dr. Harnad argues that in the online medium, journals' only essential function is implementing peer review. He predicts that the digital papers—before and after peer review—will be self-

archived online in researchers' own institutional e-print archives, where the full texts will be openly accessible to all potential users worldwide. Research, researchers, their institutions, research funders, and its taxpayers will all be the beneficiaries, because of the greatly enhanced research impact and productivity made possible by open access.

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

**Refreshment Break and Visit Exhibits** (Ballroom 2)

**11:00 am - 1:30 pm**

**Lunch Break (lunch on your own) and Visit Exhibits**

**1:30 pm - 3:00 pm**

**A1. Real-Time Experience With Online Databases**

(Benedum)

Dana St. John, Managing Editor, *Cancer*; Julie Steffen, Associate Journals Manager and Director of Astronomy Journals, The University of Chicago Press; Christine Arturo, Publications Consultant, Leitmotif

From selecting the "perfect" system to the implementation and training processes, find out when to take the leap to an online peer review system, how to launch and manage the change with your staff and editors, and how to achieve high user compliance with authors and reviewers.

**A2. Are Citation Statistics Good for Science?**

(Le Bateau)

Charles Jennings, Executive Editor, *Nature Research Journals*; John Hoey, Editor, *Canadian Medical Association Journal*; Martin Frank, Executive Director of the American Physiological Society and Editor, *The Physiologist*; Isabel Czech, Director, Publisher Relations, Institute for Scientific Information; Anna G. Trudgett, Editorial Manager, American Physiological Society (Moderator)

Citation statistics are supposed to be objective yardsticks, helping to evaluate research quality. But when applied without regard to the limitations of the data, they may lead to miscalculations and errors in judgment, and even harm reputations of researchers and journals. In this session, we will hear candid opinions from editors of scientific journals as well as those of a representative of the Institute for Scientific Information, provider of the Citation Index, who will help us understand how to better use the data.

# Conference Agenda



## A3. Tables and Graphs: The Good, the Bad, and the Ugly (Ballroom I)

Jessica Ancker, Columbia University Department of Biostatistics; Tom Lang, Tom Lang Communications

Sometimes, words are not enough! This interactive session will examine several principles for effectively communicating data in tables and graphs, as well as examples of what happens if these principles are violated. Participants will be encouraged to share their critiques of the examples to be shown; we expect spirited debate! The session will emphasize the communication aspects of tables and graphs that are applicable to all branches of science.

## A4. The Social Responsibility of Journal Editors (Kings Garden South)

John Ward, Editor, *Morbidity and Mortality Weekly Report*; Sarah Ramsay, Senior Editor, *The Lancet*; Hemai Parthasarathy, Senior Biological Sciences Editor, *Nature*; Faith McLellan, *The Lancet* (Moderator)

Editors of science journals rightly consider their first responsibility to be to their readers, who are of course likely to comprise physicians, scientists, and similar professional communities. However, as scientific research becomes increasingly entangled with ethical, social, and cultural concerns, questions about the responsibilities of editors to society become crucial. In this session, a panel of editors will discuss what they believe to be the social responsibility of journal editors, with examples from their particular fields and interests.

**3:00 pm - 3:30 pm**

**Refreshment Break and Visit Exhibits (Ballroom 2)**

**3:30 pm - 5:00 pm**

## B1. Composing Author Queries to Get the Answers You Need (Benedum)

Shelley Potler, Manager, Journal Editing Department, Lippincott Williams & Wilkins

This session will focus on the art of writing queries to obtain needed information. Communicating with authors requires a delicate balance of concision and clarity. How much, how many, and when to query will be discussed.

## B2. Conflicts of Interest in Scientific Publication (Ballroom I)

Cary Gross, Yale University School of Medicine; Annette Flanagan, Managing Senior Editor, *JAMA*; Drummond Rennie, Deputy Editor, *JAMA*, and Institute for Health Policy Studies, University of California San Francisco

Financial conflicts of interest in science remain the focus of scrutiny and debate. Whether perceived or real, potential or actual, inconsequential or harmful, such conflicts continue to amaze, be denied, and evade calls for transparency. Why is this so? This question will be examined from multiple perspectives: ethical concerns, academic/institutional issues, and journal-based policies for authors, reviewers, and editors.

## B3. Twenty Statistical Errors That Even You Can Find (Kings Garden North)

Tom Lang, Tom Lang Communications

Statistics *can* lie—so how do you sort out good information from bad? Tom Lang, author of the definitive book on statistical reporting, will share some of his secrets for pinpointing the fallacies in statistical analysis.

## B4. Images in the Scientific Article: Decisions in Visual Communication (Kings Garden South)

Cassio Lynn, Medical Illustrator, Department of Editorial Graphics, *JAMA*

Illustrations and photographic images are powerful tools for communicating science. However, the ability of an image to both clarify and distort information demands meticulous attention during image development. In this session, we survey representational options available for scientific illustrations and images. Using examples from the development process of images prepared for scientific publications, we will examine key editorial decisions involved in the creation of clear, accurate scientific images.

## B5. Initiatives to Provide Free Journal Access to Less-Privileged Countries (Le Bateau)

Regina C. Figueredo Castro, BIREME, PAHO, World Health Organization; Neil Pakenham-Walsh, International Network for the Availability of Scientific Publications; Maurice Long, *BMJ*; Ana Marusic, *Croatian Medical Journal* (Moderator)

The session will explore the ways of providing access to information to scientific communities from financially less privileged countries. The session will provide an update on HINARI, a World Health Organization–led initiative to

# Conference Agenda



provide free access to electronic editions of journals to such countries. Other ways of bridging the information gap between the mainstream science and countries from the so-called “scientific periphery” will also be explored, such as SciELO in South America and AJOL in Africa. Views of scientists and editors from these countries will also be presented.

## MONDAY, 5 MAY, 2003

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**7:30 am - 5:00 pm**

**Annual Meeting Registration** (Ballroom Foyer)

**7:30 am**

**Registration Desk Opens** (Ballroom Foyer)

**8:00 am - 9:00 am**

**Networking Breakfast** (Ballroom I)

Meet and chat with your fellow attendees who have similar interests and areas of concern. This continental breakfast will feature open seating with tables designated for different areas and interests in scientific publishing. A great way to meet new people and expand your professional circle.

**9:00 am - 10:00 am**

**Plenary Address: Seeing Patterns of Word and Image: What Scientific Communicators Can Learn From Information Design** (Ballroom I)

Karen Schriver, President, KSA Document Design & Research, Inc

One hallmark of expertise in information design is a refined sensitivity to visual and verbal language patterns. Seasoned professionals draw on their sophisticated knowledge of these language patterns to diagnose and solve problems in writing, design, and visual-verbal integration. This talk consolidates what scientific communicators can learn from information design by illustrating some of these patterns of word and image. Developing the ability to recognize and articulate such patterns can help scientific communicators nurture their professional expertise, leading to better and more audience-centered publications.

**10:00 am - 10:30 am**

**Refreshment Break and Visit Exhibits** (Ballroom 2)

**10:30 am - 12:00 Noon**

**C1. Serving Readers’ Decision-Making Needs**

(Benedum)

Baruch Fischhoff, Departments of Social and Decision Sciences and of Engineering and Public Policy, Carnegie Mellon University

To be effective, scientific communicators must understand readers’ existing mental models of the processes being described, as well as the decisions they will have to make on the basis of that knowledge. This talk will show how analytical and psychological approaches can be integrated to ensure effective communication.

**C2. Tips for Effective Press Coverage for Journals**

(Duquesne)

Ginger Pinholster, Acting Director, Office of Public Programs, American Association for the Advancement of Science; Ann Gibbons, Contributing Correspondent, *Science*, and Adjunct Lecturer, English Department, Carnegie Mellon University

What strategies and services help generate news coverage of journals? This presentation offers behind-the-scenes looks at the press office operations of the journal *Science* (including the weekly production and dissemination process) special multimedia strategies, and EurekAlert!—a popular AAAS Web site that brings credentialed journalists behind a password-protected wall to tour forthcoming issues of *Science* and other journals. In addition, insightful commentary on what strategies and services are helpful and what doesn’t work will be provided from the journalist’s perspective.

**C3. Industry-Sponsored Research and Biomedical Publication**

(Kings Garden North & South)

Larry Hirsch, Vice President, Merck Research Laboratories; Cary Gross, Yale University School of Medicine; Drummond Rennie, Institute for Health Policy Studies, University of California San Francisco, and Deputy Editor, *JAMA*; Tom Lang, Tom Lang Communications (Moderator)

The publication of clinical research results in respected peer-reviewed journals is the basis for most treatment decisions. Recent initiatives within the pharmaceutical industry have been undertaken by PhRMA (the pharmaceutical manufacturer’s industry association) to develop guidelines

# Conference Agenda



to address the conduct of these trials in addition to the dissemination of the resulting data. This session provides a forum for comment, response, and debate on these principles from the academic and editorial viewpoint. Additionally, practical examples from each perspective will be presented. A discussion of controversial and crucial topics will close the session.

## C4. E-Journals: Still the Next Wave or Washed Up?

(Le Bateau)

George D. Lundberg, Editor, *Medscape General Medicine*; Stevan Harnad, Director, Cognitive Sciences Centre, University of Southampton, United Kingdom; Jim Testa, Editorial Director, Development, Thomson ISI; Bill Silberg, Executive Editor, WebMD/Medscape (Moderator)

All major professional journals now have Web sites. Many publishers are using these sites as vehicles for experimenting with more efficient and innovative ways to produce and disseminate important scientific and clinical information and discourse. However, the “electronic journal” remains a somewhat elusive character. In this session, we’ll look at the state of the art in electronic journals and the editorial, economic, and other issues that continue to shape the field.

## 12:00 Noon - 1:30 pm

**Awards Luncheon** (Ballroom 1)

Please attend the luncheon where CSE acknowledges and celebrates the hard work and accomplishments of its members and colleagues.

## 1:30 pm - 2:00 pm

**Visit Exhibits** (Ballroom 2)

## 2:00 pm - 3:30 pm

### D1. Learning From Each Other: Manuscript Editor’s Roundtable

(Le Bateau)

Susan Eastwood, Director, Publications and Grant Writing, Neurological Surgery, University of California, San Francisco; MaryAnn Foote, Director, Medical Writing, Amgen Inc; Elaine Iles, Acting Manager, Journal Production, American Psychological Association; David E. Nadziejka, Science Editor, Van Andel Research Institute; Edward J. Huth, Former Editor-in-Chief, *Annals of Internal Medicine* (Moderator)

Manuscript editors often find themselves caught between a rock and a hard place when negotiating with authors. Bring your questions and ideas for a freewheeling discussion with

our panelists, who work in a journal office, academia, at a pharmaceutical manufacturer, and with individual authors.

### D2. Getting Your Board on the Right Track

(Benedum)

Kate Dewey, Principal, Dewey & Kaye, Inc.

Many journal editors, executive directors, and other organizational leaders look forward to a board meeting in roughly the same way a 10-year-old anticipates a dental appointment. No one said it’s easy, but an effectively organized board can be a tremendous asset to an organization. This session will explore strategies and activities to orient and motivate a board to help them focus on their roles and responsibilities as stewards of the organizations they serve.

### D3. The Editorial Office in Transition

(Duquesne)

Elizabeth Nelson Blalock, Managing Editor, *Journal of Investigative Dermatology*; Cara Kaufman, Co-Founder, Kaufman-Wills Group; Christine Arturo, Publications Consultant, Leitmotif

From start-up to closing, the office transition from one Editor-in-Chief to the next is an exciting, albeit hectic, time. Find out how to plan and manage a smooth transition and relocation, and how to coordinate the responsibilities of the outgoing and incoming managing editors.

### D4. The Future of the Embargo

(Kings Garden North & South)

Monica Bradford, Executive Editor, *Science*; Phil Fontanarosa, Executive Deputy Editor, *JAMA*; Harvey Leifert, Public Information Officer, American Geophysical Union; Byron Spice, Science Editor, *Pittsburgh Post-Gazette*; Annette Flanagan, Managing Senior Editor, *JAMA* (Moderator)

Will the news embargo for scientific journals survive continued demands for immediate information access? Editors from two major journals will present recent cases of embargo breaks and defend the current and future advantages of news embargoes of scientific material published in their journals. A society public information officer and journalist will respond to each case, addressing the disadvantages and problems associated with news embargoes and question the current utility and future survival of the embargo in wake of recent embargo breaks, early release of information, online publishing, and Web casts.

# Conference Agenda



## D5. Science Web Portals (Brigade)

Andrew Robinson, Director of Medical Publishing, Blackwell Publishing; Peter Greene, Executive Director, Medbiquitous Consortium, and Editor, CTSnet.org

Publishers are beginning to use the Web for more than just electronic versions of journals and books. Web portals are providing information to scientists in new and innovative ways. Just as varied are the business models and publishing processes. Come hear about two successful Web sites that have taken different approaches on the common theme of delivering specialized content from different sources to a target audience. Learn what it means to be an editor of a portal and gain some insight into the issues involved in putting it altogether.

**3:30 pm - 4:00 pm**

**Refreshment Break and Visit Exhibits** (Ballroom 2)

**4:00 pm - 5:30 pm**

## E1. The Wireless Frontier: PDA Delivery of Scientific Content (Kings Garden North & South)

Kent Anderson, Publishing Director, *New England Journal of Medicine*; Bernard L. Hecker, Journal Manager, HighWire Press; R. Michael Segroves, Director of Business Development, Palm Digital Media; Anna G. Trudgett, Editorial Manager, American Physiological Society (Moderator)

The session will bring you up-to-date on the progress of wireless and mobile technologies and their application in the distribution of the scientific content. You will hear the experiences in implementing this technology for the content delivery of the *New England Journal of Medicine* as well as about the technical challenges and promises for the future of communication. Is your publication ready for this new challenge?

## E2. Refining Titles and Abstracts (Duquesne)

Karen Patrias, Senior Resource Specialist, Public Services Division, National Library of Medicine; Iain Taylor, Assistant Editor-in-Chief, NRC Research Press, National Research Council of Canada

With the widespread use of electronic databases to search the scientific literature, titles and abstracts have become the equivalent of the 15-second sound bite for journal articles. This session will explore how people use titles and abstracts to extract information about an article and will provide suggestions on how to edit them to make them as useful as possible.

## E3. Science for Public Consumption (Le Bateau)

Steven Woloshin and Lisa Schwartz, Department of Veterans Affairs Medical Center, White River Junction, Vt; Center for the Evaluative Clinical Sciences, Dartmouth Medical School, Dartmouth, NH; and Norris Cotton Cancer Center, Lebanon, NH

When scientific research is published or broadcast in the mass media, too often the result is a sensational story with a tenuous connection to reality. The presenters will give examples of misinterpreted statistics and what the message should have been.

## E4. Copyright Movement (Brigade)

Anthony Watkinson, Publishing Consultant and Visiting Professor, Department of Information Sciences, City University London; Julia Blixrud, Assistant Director of Public Programs, Scholarly Publishing and Academic Resources Coalition

Copyright—whose content is it when and why? The transfer of copyright from author to publisher is a tradition that is now being challenged on principle and complicated by electronic publishing. Join us for an international moderated panel discussion of the latest issues and developments on copyright, and learn how they may affect your publication.

## TUESDAY, 6 MAY, 2003

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**7:30 am - 1:00 pm**

**Annual Meeting Registration** (Ballroom Foyer)

**7:30 am - 8:30 am**

**Continental Breakfast** (Ballroom I)

**8:30 am - 10:00 am**

## F1. Scientists' Reading and Writing Processes: Implications for Electronic Journal Design

(Le Bateau)

Christine M. Neuwirth, Professor of English and Human-Computer Interaction, Carnegie Mellon University

This session will discuss interaction design and Ms. Neuwirth's research on the effects of interfaces on reading and writing processes. How do scientists read journals? How do they write articles for publication? What are the implications for electronic journal design?

# Conference Agenda



## F2. Publishing Ahead of Print: What Is the Real Value Proposition? (Duquesne)

Tom Domine, American Heart Association; Robin Bodishbaugh, Publisher, *Journal of Clinical Oncology*

Why are journals publishing some or all papers ahead of print? Who is really driving this latest feature, which can create the need for two different workflows and cause headaches for production—is it the readers or are journal editors offering the service in anticipation of later need? Are we undervaluing the print version? Hear how two journal offices are answering these and other complex questions.

## F3. Peer Review Forms: Getting the Best From Your Reviewers (Benedum)

Ann Steinecke, Deputy Editor, *Academic Medicine*

Do you sometimes find that you're no further ahead in making a decision about a manuscript after reading the reviews? This session will explore the advantages and drawbacks of different response formats, such as global ratings, checklists, and open-ended questions. Ideas will be offered on how to modify your existing review form (or create a new one) to elicit reviews that will be more helpful to you and your authors.

## F4. Word Tips for Editors: How to Make Microsoft Word Work With, Not Against You (Kings Garden North & South)

Bruce Rosenblum, CEO, Inera Incorporated

Microsoft Word is a very useful tool for authoring. Its flexibility provides 20 different ways to accomplish any given task. However, this same flexibility causes nightmares for editors who must rapidly and accurately utilize the author's electronic submission and shepherd it through the production process. In this session, we'll offer tips to help you to get your work done faster and more efficiently by using the powerful (but hidden) features of Microsoft Word. Tips will include rapid document cleanup, document navigation, hidden features in Find and Replace, and editing tables. We'll also cover how to make the most out of author manuscripts, no matter how much the author did to make production difficult.

## F5. What Librarians Want and Need From Journals (Brigade)

Kate Thomes, Head of the Engineering Library at the University of Pittsburgh; Matt Marsteller, Physics and Math Librarian at Carnegie Mellon University, and Head of Collection Development at the Engineering and Science Library

Would you like to hear what the library community wants and needs from journals? The speakers will take a "blue sky" approach instead of focusing on the usual complaints. The original mission of scientific journals will also be reexamined in light of the digital age. A unique banter between the speakers will provide for a lively and informative program. Ample time for questions will be provided.

**10:00 am - 11:00 am**

## Plenary Address: Ethics, Science, and Politics of Cloning: The Costly Dilemma (Ballroom I)

Robert A. Weinberg, Daniel K. Ludwig and American Cancer Society Professor for Cancer Research, Whitehead Institute for Biological Research, Massachusetts Institute of Technology

Dr. Weinberg is the winner of the 1997 National Medal of Science and a renowned leader in cancer research. His identification of the first oncogene and first tumor suppressor gene has laid the groundwork for cancer genetics. He is actively engaged in the public debate on the future of cloning and the scientific importance of the therapeutic cloning. The recent flurry of interest in cloning technology has revealed many of the weaknesses in the current ways that science is critically evaluated, reported by the media, and presented by the parties responsible for this research. For many, the notoriety attached to cloning has converted a sober scientific research field into a public spectacle—a scientific circus.

**11:00 am - 11:30 am**

## Refreshment Break (Ballroom Foyer)



# Conference Agenda



**11:30 am - 1:00 pm**

## **G1. Is Your Journal Prepared to Make the Most of the DOI?** (Brigade)

Ed Pentz, Executive Director, Publishers International Linking Association, Inc; Tim Ingoldsby, Director of Business Development, American Institute of Physics

This session will help you prepare for the complexities of moving to article-based online publication. It isn't as easy as just posting the files—once they're up, you need to be able to keep track of them and ensure that they are found. What is a DOI and what can it do? How should you incorporate DOIs into your journal? Important factors to consider are how citations will be structured, and how that will affect your readers. Learn from the experts about how your journal might go about balancing progress with practicality.

## **G2. Ethics, Empowerment, and Education: The Role of Authors' Editors** (Le Bateau)

Susan Eastwood, Director, Publications and Grant Writing, Neurological Surgery, University of California, San Francisco; Karen Potvin Klein, Assistant Director of the Research Support Core in the Women's Health Center, Wake Forest University School of Medicine, Winston-Salem, NC; Faith McLellan, Senior Editor, the *Lancet*; FloWitte, Program Coordinator for the Office for Research and Leadership Development, University of Kentucky College of Medicine, Lexington; Nancy Taylor, Medical Research Writer (Moderator)

How can author's editors educate and empower the authors with whom they work when ethical issues arise? The panel will suggest that one way is by staying abreast of statements, policies, and best practices about authorship and other issues concerning scientific writing by editors' and writers' groups such as the ICMJE, CSE, AMWA, WAME, EASE, and COPE, by government agencies including the ORI, NIH, NSF, FDA, and the Canadian Institutes for Health Research, and by organizations such as the IOM and Sigma Xi. Another is to understand academic institutional policies and how they can help resolve problems that arise between authors and their editors. A third is by being aware that authors whose first language is not English may have widely varying understandings of research and publication ethics. Often author's editors may also have the opportunity to educate both medical researchers who work with pharmaceutical companies and writers within those companies about new statements about both authorship and conflict of interest.

## **G3. The Idea of Workflow and the Value of Plotting It Out** (Benedum)

Lori Barber, Business Development Manager, Data Conversion Laboratory

Rapid evolution of publishing technology, increasing demands from authors for speed, and decreasing subscription income have focused our attention more than ever on how we publish. This session will offer practical advice for evaluating your current workflow, determining where in that workflow new technology will offer the most benefit, and how to select your technology partners.

## **G4. Security Concerns and Proposals for Restrictions on Scientific Publication** (Kings Garden North & South)

Samuel Kaplan, Chair, Microbiology and Molecular Genetics, University of Texas Medical School, and Chair, American Society for Microbiology Publications Committee; Beatrice Renault, Editor, *Nature Medicine*; Annette Flanagan, Managing Senior Editor, *JAMA* (Moderator)

Concerns about bioterrorism and misuse of scientific information are resulting in calls from the United States, United Kingdom, and other countries for policies that may place new restrictions on scientific research and publication. The American Society for Microbiology journals have already adopted policies to guide the peer review of papers that may contain information that could be used to threaten national security. Will other policies and proposals for placing limits on potentially "sensitive" or "dual-use" scientific information harm the open nature of biomedical research and prevent essential data from being recognized and shared as an international public good? What effect will these proposals have on scientific authors, peer reviewers, and editors? In this session, the rationale for these concerns and policies will be presented and debated.

## **G5. Medical Robotics** (Duquesne)

Jim Osborn, Executive Director, Medical Robotics and Technology Center, Carnegie Mellon University

The marriage of robotics and information technologies in medicine for diagnosis, intervention, rehabilitation and other therapies is a fast-growing area of basic and applied research. It is the basis of an emerging industry that already has several success stories. This session will explore some of what is happening in this domain and shed light on the technical, clinical, regulatory, and business issues that affect its future.



# NOTES

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*You are invited  
to a special program  
sponsored by CSE.*

## **The Journal's Role in Scientific Misconduct**

*What is the journal's role in identifying, managing, and dealing with cases of scientific misconduct?*

The Council of Science Editors (CSE), with funding from the Office of Research Integrity, is proud to announce a retreat for editors interested in examining editorial policies about scientific misconduct.

**Dates: November 7-9, 2003**

**Location: Lansdowne Conference Center, Leesburg, VA (near Dulles Airport)**

Experienced editors, academic officers, and publishing professionals from some of the preeminent scientific journals will lead retreat participants in a thought-provoking and practical assessment of ethical, legal, and pragmatic concerns raised by scientific misconduct. Participants will engage in presentations, case studies, interactive assignments, and discussion groups.

**Retreat faculty members will include:**

- **Martin Blume**, Editor-in-Chief, American Physical Society
- **Catherine DeAngelis**, Editor, *JAMA*
- **C.K. Gunsalus**, Special Counsel to the Office of University Counsel, University of Illinois
- **Richard Horton**, Editor, *The Lancet*
- **Alan Price**, Director, Division of Investigative Oversight, U.S. Department of Health and Human Services.

**For more information and to register, please visit the CSE website at**

**[www.CouncilScienceEditors.org](http://www.CouncilScienceEditors.org)**

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