

CSE 48TH ANNUAL MEETING

PROGRAM



@atlanta...

21-24 MAY 2005

COMMUNICATING SCIENCE:

SERVING THE GLOBAL COMMUNITY



WELCOME!

On behalf of the Program Committee and Board of Directors, we welcome you to the 48th Annual Meeting of The Council of Science Editors and to Atlanta.

This year's program theme is "Communicating Science: Serving the Global Community." The reach of scientific editing goes far beyond journals – this year we are taking a look at some of the many important ways information from our community is used to improve the understanding of health and environmental issues by professionals and the public, both at home and abroad. As always, we also offer a broad range of sessions that will keep you up to date on practical matters relating to various publishing, editorial, and production aspects of science editing.

The meeting should be of interest to journal editors, authors' editors, managing editors, manuscript editors, publishers, and vendors involved in the rapidly changing and challenging arena of scientific communication. We hope that you will find the conference stimulating and thought-provoking, and that it will give you the opportunity to liaise with old friends and colleagues as well as to meet and welcome newcomers to the world of CSE.

*Joy Moore, 2005 Program Chair
Faith McLellan, President, CSE*

COMMUNICATING SCIENCE:
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atlanta...

Council of Science Editors 48th Annual Meeting

21-24 May 2005

Hyatt Regency Atlanta

Atlanta, Georgia



What is the Council of Science Editors?

The CSE's mission is to promote excellence in the communication of scientific information. The CSE's purpose is to serve members in the scientific publishing and the 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 in 2000. The new name more accurately reflects our expanding membership. The CBE was established in 1957 by joint action of the U.S. 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.

Who Should Attend the Annual Meeting?

Editors of all types – Editors-in-Chief, Associate and Senior Editors, Managing Editors, Manuscript Editors – Production Managers, Publishers, Printers, Librarians and Information Specialists, Authors, Researchers, and Scholars.

2005 Program Committee

Joy Moore, Nature Publishing Group (Chair)
Kent Anderson, *New England Journal of Medicine*
David Baldwin, Ecological Society of North America
Virginia Barbour, *PloS Medicine*
Philippa Benson, Conservation International
Bridget Coughlin, National Academy of Sciences, *PNAS*
Stephanie Dean, STM Publishing Solutions
Penny Hodgson, Duke Clinical Research Institute
Cara Kaufman, Kaufman Wills Group, LLC
Ana Marusic, *Croatian Medical Journal*
Devora Mitrany, Caremark
Richard Newman, HighWire Press
Kevin Pirkey, Odyssey Press
Annielaurie Seifert, Allen Press
Julie Steffen, University of Chicago Press
Pritpal S. Tamber, BioMed Central
John Ward, *MMWR*
Alex Williamson, BMJ Publishing Group
Richard Wynne, Aries Systems
CSE 48th Annual Meeting

Local Arrangements

Esmeralda Galan, American Cancer Society

CSE Board

Faith McLellan, President
Richard Horton, President-Elect
Monica Bradford, Vice President
Michael Held, Past President
Diane Lang, Secretary
Stephen Prudhomme, Treasurer
Frank Stumpf, Treasurer Elect
Leesa Bruce, Director
Diane Sullenberger, Director
Margaret Winker, Director
Barbara Gastel, Ex Officio: Editor, *Science Editor*
Seth Beckerman, Ex Officio: Web Editor
Kathy Hoskins, Executive Director



COMMITTEE MEETINGS

Saturday, 21 May

8:00 a.m. – 4:00 p.m.	SSF	Chicago C
2:30 p.m. – 4:00 p.m.	Web Committee	Chicago B

Sunday, 22 May

12:00 noon – 1:00 p.m.	Sponsorship Committee	TBD
5:00 p.m. – 6:30 p.m.	Editorial Policy Committee	Chicago C
5:00 p.m. – 6:30 p.m.	Membership Committee	Chicago E
5:00 p.m. – 7:00 p.m.	Education Committee	Chicago D

Monday, 23 May

5:00 p.m. – 7:00 p.m.	2006 Program Committee	Chicago C
5:00 p.m. – 7:00 p.m.	<i>Science Editor</i> Editorial Board	Chicago D
5:00 p.m. – 7:00 p.m.	Task Force on Science Journals, Poverty and Human Development	Chicago E
5:00 p.m. – 7:00 p.m.	Publications Committee	Chicago F

Tuesday, 24 May

1:30 p.m. – 7:30 p.m.	Board Meeting	Kenesaw Room
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*Are you interested in joining a CSE committee? Volunteers are welcome.
See the committee opportunities information and volunteer form in your registration packet.*



SCHEDULE AT A GLANCE

Friday, 20 May

8:00 am - 5:00 pm

Short Course for Journal Editors (Hanover D)

Saturday, 21 May

8:00 am - 4:30 pm

Short Course for Journal Editors (Hanover D)

8:00 am - 4:45 pm

Short Course on Publication Management (Hanover F)

8:30 am - 5:00 pm

Short Course for Manuscript Editors (Hanover C)

8:00 am - 4:00 pm

Short Course on Electronic Publishing Solutions (Chicago EF)

8:30 am - 4:30 pm

Short Course in Statistics for Editors (Hanover E)

6:00 p.m. - 6:30 p.m.

New Member Reception (Centennial IV)

6:30 p.m. - 9:00 p.m.

Welcome Reception (Centennial IV)

New Member Reception
Saturday, 21 May 6:00 pm - 6:30 pm
(Centennial IV)

**Welcome Reception &
Opening of Exhibit Hall**
Saturday, 21 May 6:30 pm - 9:00 pm
(Centennial IV)

SCHEDULE AT A GLANCE

Sunday, 22 May

7:30 am - 5:00 pm	Annual Meeting Registration (Centennial Registration)
7:45 am - 8:45 am	Welcome Continental Breakfast (Centennial III)
8:45 am - 9:00 am	Opening Remarks (Centennial III)
9:00 am - 9:30 am	Open Business Meeting (Centennial III)
9:30 am - 10:30 am	Keynote Address (Centennial III)
10:30 am - 11:00 am	Refreshment Break and Visit Exhibit Hall (Centennial IV)
11:00 am - 12:30 pm	<p>A1. Registering Clinical Trials (Hanover F)</p> <p>A2. STM Workflows: The Latest and Greatest (Hanover A)</p> <p>A3. Direct to the Source: What We've Learned from Recent Major Research Surveys of Readers, Authors, and Publishers (Hanover C)</p> <p>A4. How Do They Do That? Editing and Publishing for and with the Pharmaceutical Industry (Hanover E)</p>
12:30 pm - 1:30 pm	Lunch Break (lunch on your own) and Visit Exhibits (note – exhibits will not be open from 12:00 noon to 1:00 pm)
1:30 pm - 3:00 pm	<p>B1. The Risk of Reporting Risks in the Mainstream Media: Educating Science Reporters (Hanover C)</p> <p>B2. Outsourcing and Offshoring Toolkit (Hanover F)</p> <p>B3. Product Development: Strategies, Practices, and Tales from the Frontier (Hanover A)</p>
3:00 pm - 3:30 pm	Refreshment Break and Visit Exhibit Hall (Centennial IV)
3:30 pm - 5:00 pm	<p>C1. Ethics in Medical Research (Hanover A)</p> <p>C2. Article and Data Repositories (Hanover E)</p> <p>C3. Publisher Anthropology 101: What Editors Need to Know About Publishers and Their Culture (Hanover C)</p> <p>C4. Authoring Tools: What's New and What's Coming Next (Hanover F)</p>



SCHEDULE AT A GLANCE

Monday, 23 May

7:30 am - 5:00 pm	Annual Meeting Registration (Centennial Registration)
8:00 am - 8:30 am	Continental Breakfast in the Exhibit Hall (Centennial IV)
8:30 am - 10:00 am	Plenary Address (Centennial III)
10:00 am - 10:30 am	Refreshment Break and Visit Exhibit Hall (Centennial IV)
10:30 am - 12:00 Noon	D1. Editing for the Online Environment (Hanover F) D2. Digital Art Usage in Today's Publication Workflows (Hanover A) D3. Serving the Global Community: Fighting Poverty, Sharing Knowledge, and How Journals Can Make a Difference (Hanover C) D4. What Editors Can Do to Support Women in Science (Hanover E)
12:00 Noon - 1:30 pm	Awards Luncheon
1:30 pm - 2:00 pm	Refreshment Break and Visit Exhibit Hall (Centennial IV)
2:00 pm - 3:30 pm	E1. Overt Political Scrutiny of Scientific Research: Should Scientists Be Concerned? What Can Editors Do to Raise Awareness? (Hanover C) E2. Using InDesign For Scholarly Publications (Hanover F) E3. Behind the Curve: The Need For Capacity Building in Research Non-Governmental Organizations and Other Non-Biomedical Publishing (Hanover E) E4. International Dissemination of Health Knowledge: Making a Difference (Hanover A)
3:30 pm - 4:00 pm	Refreshment Break and Visit Exhibit Hall (Centennial IV)
4:00 pm - 5:30 pm	F1. Do Publication Audits Improve Efficiency? (Hanover E) F2. Readers Speak Out (Hanover A) F3. Time For a Change: Giving Your Journal a Fresh Look (Hanover F) F4. Emerging Technical Tools (Hanover C)

Tuesday, 24 May

7:30 am - 1:00 pm

Annual Meeting Registration (Centennial Registration)

7:30 am - 8:30 am

Continental Breakfast (Hanover Corridor)

8:30 am - 10:00 am

G1. The Ghostwriting Controversy:

Time For a Proper Burial? (Hanover F)

G2. Serving Disabled Users: Website Accessibility (Hanover A)

G3. Word Tips For Editors (Hanover C)

G4. Scientific Authorship and Editing in the Developing World
(Hanover E)

10:00 am - 11:00 am

Plenary Address (Centennial IV)

11:00 am - 11:30 am

Refreshment Break (Hanover Corridor)

11:30 am - 1:00 pm

H1. Changes in the Freelance Environment (Hanover F)

H2. Evolving Roles of Aggregators and A&I Services
(Hanover E)

H3. The Latest on Open Access to Biomedical Publications
(Hanover C)





SHORT COURSES

Short Course for Journal Editors

8:00 am to 5:00 pm, Friday, 20 May (Hanover D)
8:00 am to 4:30 pm, Saturday, 21 May (Hanover D)

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.

Who Should Attend?

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

Faculty

William L. Lanier, MD, Editor-in-Chief,
Mayo Clinic Proceedings
Edward J. O'Connell, MD, Editor-in-Chief,
Annals of Allergy, Asthma, and Immunology
Dana L. St. John Plette, Journal Sales Representative,
Dartmouth Journal Services
Iain E. P. Taylor, BSc, PhD, Assistant Editor in Chief,
National Research Council of Canada Research Journals
Terry Van Schaik, MA, Senior Publisher,
Business Development, Journal Division,
Lippincott Williams & Wilkins

Program in Brief

Friday, 20 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

Organization, Composition, and Function of an Editorial Board

Journal Office Operations: Supervising Evaluation and Beginning Production

The Business of Publishing

Using Metrics to Improve Your Journal

Saturday, 21 May

Ethical Obligations of Editors, Authors, and Reviewers

Breakout Sessions

- The Editor, the Editorial Office, and the Publisher
- How to Obtain and Improve Manuscripts
- Conflict and Misbehavior among Editors, Authors, and Reviewers

Short Topics

- Transition to a New Editor
- Evaluating the Performance of Editors
- Indexes and Citation Analysis
- Copyright and Other Legal Issues

Your Journal: Role, Problems, and Future

SHORT COURSES

Short Course on Publication Management

8:00 am to 4:45 pm, Saturday, 21 May (Hanover F)

Objective

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

Course Description

The 1-day Short Course on Publication Management is designed to address the management challenges that managing editors and publication managers face every day and also the wide-ranging role that they play. After an overview of the role of the publication manager within today's publishing landscape, the course will focus on various aspects of management.

The keynote session of the course will be on managing change. Further sessions will address the following topics and will include question-and-answer periods: (1) Managing at a Small Society, (2) Managing: The Human Factor, (3) Managing Communications, and (4) Managing Editors-in-Chief and Editorial Boards. The course will conclude with a half-hour problem-solving session; attendees are encouraged to bring specific questions from their own experience for discussion by all faculty and other attendees.

Who Should Attend?

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

Faculty

Patricia Baskin, Executive Managing Editor,
GeneReviews: Genetic Disease Online Reviews
Ken F. Heideman, Director of Publications, American Meteorological Association
Lois Smith, Communications Director, Human Factors and Ergonomics Society
Julie Steffen, Associate Journals Manager and Director, Astronomy Journals, University of Chicago Press

Program in Brief

Managing Change
Managing Publishing Staff and Vendors
Managing Editors-in-Chief and Editorial Boards
Managing Communications
Managing at a Small Society
Problem-solving and Discussion Session

Short Course for Manuscript Editors

8:30 am to 5:00 pm, Saturday, 21 May (Hanover C)

Objective

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

Course 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. Full-group sessions address key topics of central importance to scientific manuscript editors (statistics, tables and figures, and grammar and usage); the 2005 course also includes two breakout sessions that will allow participants to gain further knowledge in specific areas of interest.

The sessions on statistics and on tables and figures provide comprehensive overviews; these sessions serve as both a clear and detailed introduction to less experienced editors and a focused, systematic review for more experienced editors whose skills need refreshing. These lively sessions have been among the most popular in the course.

The 2005 text-editing session will focus on problems that editors frequently encounter in scientific texts. Topics to be covered include common grammar errors, problems with comparisons and parallelism, and concerns about proper usage; the session is based on the styles established by the AMA and CSE and on the instructor's experience. Participants will have the opportunity to send questions to the instructor in advance, for possible inclusion in the session.

www.CouncilScienceEditors.org



SHORT COURSES

The 2005 short course also includes two new breakout sessions. The first addresses the rewards and challenges of freelance editing: how to be an effective freelance editor, how to find work and price your services, how to manage workflow and deadlines, how to satisfy clients with different needs, and what professional resources are available to freelance editors. The second focuses on ethical and legal issues that confront manuscript editors, including copyright and permissions, financial conflicts of interest, informed consent and IRB (investigational review board) approval, and criteria for authorship and acknowledgment.

A brief panel discussion with course faculty ends the afternoon session. All participants receive a three-ring binder containing course materials.

Who Should Attend?

Manuscript editors at any level of experience and expertise.

Faculty

Jessica Ancker, MPH, ELS, Columbia University
Mailman School of Public Health, Department of
Sociomedical Sciences

Stacy Christiansen, Director of Manuscript Editing,
Journal of the American Medical Association (JAMA)

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

Flo Witte, MA, ELS, Principal, Bluegrass Editorial
Services Team; author, *Basic Grammar and Usage
for Biomedical Communicators*

Laura King, ELS, freelance editor; former director of
copyediting, *JAMA*

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

Program in Brief

Statistics for Writers and Editors

Common Problems with Grammar and Usage in
Science Writing

A Brief Guide to Editing Tables and Figures

Freelance Science Editing

Ethical and Legal Issues in Manuscript Editing

Short Course on Electronic Publishing Solutions

8:00 am to 4:00 pm, Saturday, 21 May (Chicago EF)

Objective

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

Course 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.

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.

SHORT COURSES

Faculty

Ed Colleran, Director of Publisher Relations,
Copyright Clearance Center, Inc
Bridget C. Coughlin, Managing Editor, *Proceedings
of the National Academy of Sciences*
Simon Ingor, Director, Scholarly Information
Strategies
Bill Kasdorf, Vice President, Apex Publishing LLC
Barbara Meyers, President, Meyers Consulting
Services
Kevin Pirkey, Vice President, Odyssey Press
Carol Richman, Director of Licensing,
Sage Publications
Bernie Stukenborg, Sales Representative, Dartmouth
Journal Services
Anna Trudgett, Publication Director, American
Association of Immunologists

Program in Brief

Electronic Publishing Options and Choosing the
Right Model for Your Organization
Content Management
A Look at the Dollars and Cents of Electronic
Publishing
The Article-based Economy
Impact of Digital Workflow
Electronic Formats in Publishing
Working with Author-supplied Digital Art
Solutions Forum

Short Course in Statistics for Editors

8:30 am to 4:30 pm, Saturday, 21 May (Hanover E)

Objective

To provide editors with an introduction to or review
of statistical issues relevant to scientific publication.

Course Description

This course will discuss how editors can read,
understand, and edit a number of types of basic
statistical analyses, as well as how editors can identify
situations in which they should seek expert statistical
advice. Thus, it is designed to help participants

become better consumers of statistical information,
not to teach them how to perform statistical analyses.
Topics to be covered include descriptive statistics,
confidence intervals, statistical graphics, the concepts
underlying hypothesis testing, measures of association
and correlation, and randomized clinical trials.

Who Should Attend?

Any editor with input into the scientific review
process would benefit, particularly manuscript editors
and scientific editors.

Faculty

Jessica Ancker, MPH, Mailman School of Public
Health, Columbia University
Tom Lang, MA, Tom Lang Communications

Program in Brief

Descriptive Statistics and Confidence Intervals
Introduction to Hypothesis Testing and P Values
Measures of Association, including Relative Risks
and Odds Ratios
Mathematical Modeling
Two Special Topics in Medical Statistics:
Randomized Trials and Survival Analysis
Examples from Scientific Publications and the
Lay Press
Practical Exercises in Interpreting, Presenting, and
Editing Statistics



CONFERENCE AGENDA

SUNDAY, 22 MAY 2005

7:30 am - 5:00 pm

Annual Meeting Registration (Centennial Registration)

7:45 am - 8:45 am

Welcome Continental Breakfast (Centennial III)

8:45 am - 9:00 am (Centennial III)

Opening Remarks

Faith McLellan, CSE President

9:00 am - 9:30 am (Centennial III)

Business Meeting

Reports by CSE officers on budget and annual planning

9:30 am - 10:30 am (Centennial III)

Keynote Address

Alison Richards, Deputy Supervising Senior Editor / Correspondent, Science Desk, National Public Radio

10:30 am - 11:00 am (Centennial IV)

Refreshment Break and Visit the Exhibit Hall

11:00 am - 12:30 pm

A1. Registering Clinical Trials (Hanover F)

Drummond Rennie, Deputy Editor, *JAMA*, moderator; Helene Faure, Editorial Project Manager, Current Controlled Trials; Jocalyn Clark, Associate Editor, *British Medical Journal*; An-Wen Chan, Randomized Controlled Trials Unit, Canadian Institutes of Health Research; John Hoey, *Canadian Medical Association Journal*

This session will cover why clinical trials should be registered, what the existing registers are, what new ones are in the pipeline, what policy statements currently exist from recognized bodies, and when and how journals might need to update their policies.

A2. STM Workflows: The Latest and Greatest (Hanover A)

Monica Mungle, Editorial Processing, American Medical Association; John Muenning, Electronic Publishing Development Manager, University of Chicago Press; Jeff Wood, Director, Content Engineering; Kevin Pirkey, Vice President, Odyssey Press, Inc.

What are the latest and greatest STM workflows, from both the technological and operational points of view? How do single publication organizations differ from multi-publication organizations when it comes to designing production workflows? This session will address these questions, as well as new thinking about delivery of print products.

A3. Direct to the Source: What We've Learned from Recent Major Research Surveys of Readers, Authors, and Publishers (Hanover C)

Cara S. Kaufman, Partner, Kaufman-Wills Group, moderator; Michael Clarke, Senior Managing Editor, American Academy of Pediatrics; Karen Schools Colson, Director of Publishing and Communications, ARVO; Alex Williamson, Publishing Director, BMJ Journals

Is the current chaotic publishing environment leaving you with lots of questions and conflicting answers? Wondering what your readers really think of your journal? Wishing you knew what other journal editors were planning to better secure future readership? Wanting to know how other editorial offices are handling copyright with authors? Questioning whether or not to experiment with Open Access? Please join us to learn what are our constituencies-authors, reviewers, and editors-are telling us about what they want and what we should be doing. Also learn what other publishers are doing to respond to rapid-fire changes taking place in scholarly publishing.

A4. How Do They Do That? Editing and Publishing for and With the Pharmaceutical Industry (Hanover E)

Penny Hodgson, Duke Clinical Research Institute (moderator); Sam Shaver, Inspire Pharmaceuticals; William L. Lanier, Editor, *Mayo Clinic Proceedings*

We hear a great deal about the clinical research that underpins new drug applications but very little about the basic work that is done years before Phase I-IV trials begin. This session will give you a glimpse into the life of basic researchers in the pharmaceutical, device, and biotech industry. How and when do they decide it's time to publish? And why? And where? Do startups and mega companies differ in their approaches to the publication of basic research? How might the review process differ? Come find out.

12:30 pm - 1:30 pm

Lunch Break (lunch on your own) and Visit Exhibits
(Note: Exhibits will not be open from 12:00 Noon to 1:00 pm)



1:30 pm - 3:00 pm

B1. The Risks of Reporting Risk in the Mainstream Media: Educating Science Reporters (Hanover C)

Richard Lane, Web Editor, *The Lancet*; Ivan Oransky, Deputy Editor, *The Scientist*; Maryn McKenna, Author and Reporter, *Atlanta Journal-Constitution*

The scientific research results reported in the journals are not always recognizable when they are reported in the mainstream press and mass media. How should we communicate with journalists? Are press releases part of the problem, or part of the solution? Can we educate journalists to report science accurately? Our speakers will provide some practical solutions.

B2. Outsourcing and Offshoring Toolkit (Hanover F)

Patti Ward, Lippincott Williams and Wilkins; Elizabeth Nolan, SPI

This session will start with a background discussion on how outsourcing and offshoring started, how it's changed over time, functional areas that are easiest to outsource, as well as some of the most common problems and how to overcome them. The panel will also feature speakers from commercial and association publishers, who will share their experiences.

B3. Product Development: Strategies, Practices, and Tales From the Frontier (Hanover A)

Kent Anderson, Executive Director, International Business and Product Development, *New England Journal of Medicine*; Christine Spira, Principal, Partnering Solutions; Thane Kerner, President and CEO, Silverchair Science and Communications, Inc.

Customers are changing faster than ever, and product development is a new requirement for publishers who are now also becoming software developers. Product development is most effective when it is carefully integrated into an organization's strategy, well-defined as a non-operational discipline with clear transitions into operations, and viewed as the organization's mode of responding to significant shifts in customer expectations and needs. This session will cover the practical and theoretical aspects of new product development, including strategic and organizational considerations, effective models and practices, and success (and failure) stories from people directly involved in launching new initiatives.

3:00 pm - 3:30 pm (Centennial IV)

Refreshment Break and Visit Exhibit Hall

3:30 pm - 5:00 pm

C1. Ethics in Medical Research (Hanover A)

Dana St. John Plette, Journal Sales Representative, Dartmouth Journal Services; Stephen Prudhomme, Director of Scientific Publishing, American Heart Association; John Hoey, *Canadian Medical Association Journal*

Beginning with the Hippocratic oath, physicians are expected to steadfastly adhere to a strict moral code. How is this position reflected in a range of scientific publications? How do we currently address conflicts of interest in our journals when they exist, and what are the responsibilities of editors and their editorial boards in this whole matter?

C2. Article and Data Repositories (Hanover E)

Reagan Moore, SDSC and National Virtual Observatory; Sean O'Doherty, The Berkeley Electronic Press; Paul Pedersen, Co-founder and Chief Technologist, Mark Logic Corporation; Terry Ehling, Director of Electronic Publishing, Cornell University Library; Chuck Koschel, Director of Technology, CrossRef

Institutional and governmental repositories for articles and data: What are they? How are authors using them? Do they complement or compete with your journal? What is being done in terms of linking into central data sets and applications?

C3. Publisher Anthropology 101: What Editors Need to Know About Publishers and Their Culture (Hanover C)

Alex Williamson, Publishing Director, BMJ Journals; Mary Waltham, Publishing Consultant; Alison Mitchell, Senior Associate Director, Nature Publishing Group; Kent Anderson, Executive Director, International Business and Product Development, *New England Journal of Medicine* Randolph A. Nanna, Publisher, *Physics Today*

Editors and publishers can see the same issue from different sides, and work toward solutions in ways that can bewilder one another. Manuscript editors and editors-in-chief can all benefit from a better understanding of their publishing colleagues. In this session, publishers who have worked with editors at all levels will share their experiences and advice about editorial and publishing perceptions, communication, and collaboration.



CONFERENCE AGENDA

C4. Authoring Tools: What's New and What's Coming Next (Hanover F)

Nancy Medina, *Annals of Emergency Medicine*, Frank Stumpf, SPI; Dave Kachalko, ISI Research Soft

What are authors using now to get their work published? What author tools might become more common in the future? Our expert speakers will bring you up to speed on reference management programs, online submission and peer review systems, author proofing tools, and tips for working with the international author community.

MONDAY, 23 MAY 2005

7:30 am - 5:00 pm
Annual Meeting Registration (Centennial Registration)

8:00 am - 8:30 am
Continental Breakfast in the Exhibit Hall (Centennial IV)

8:30 am - 10:00 am (Centennial III)
Plenary Address

Jeffrey Sachs, Director, The Earth Institute at Columbia University

10:00 am - 10:30 am
Refreshment Break and Visit Exhibit Hall (Centennial IV)

10:30 am - 12:00 Noon

D1. Editing for the Online Environment (Hanover F)

Alex Williamson, Publishing Director, BMJ Journals; David Ansley, US Web Editor, Best Treatments; Bill Silberg, VP Communications and Publishing, The Commonwealth Fund; Diane Lang, Assistant Director of Publications, Radiological Society of North America

Journals have been published online for years now, but often they are still being edited as if they came out only on paper. In this session we will take a closer look at the differences and what editors can do, both editorially and operationally, to improve the quality and impact of their content on the Web. In addition, the Web is being exploited for doctor and patient information but commissioning, writing, and editing for the Web is very different. We have a range of speakers who bring quite different experiences in their exploitation of the functionality of the Internet.

D2. Digital Art Usage in Today's Publication Workflows (Hanover A)

Chris Coleman, Cadmus Communications; Mark Witkowski, The Sheridan Group; Bob Edsall, Editorial Director, American Academy of Family Physicians

Digital art is now firmly in place in many journal workflows. Our speakers will address several approaches to handling author-supplied digital art along with its implications for a publication's editorial office.

D3. Serving the Global Community: Fighting Poverty, Sharing Knowledge, and How Journals Can Make a Difference (Hanover C)

Richard Horton, Editor, *The Lancet*; Jeffery Sachs, Director, The Earth Institute at Columbia University; G. Paul Bozuwa, Dartmouth Journal Services

CSE has appointed a Task Force to engage scientific journals of all disciplines in the effort to combat worldwide poverty and disease, and to establish sustainable paths for human development. Our community has much to offer anti-poverty strategies, such as resources, training, advocacy, information access, and other means of building research capacity and supporting sustainable development. The Task Force will use this session to appraise current efforts by journals to combat poverty and support sustainable development; brainstorm options for journals to make a difference, and discuss the role CSE can play in strengthening the impact of science journals and CSE itself in this global process. The session will call upon both developed and developing world journal editors to stimulate the discussion. The panel will include other experts in the developing world.

D4. What Editors Can Do to Support Women in Science (Hanover E)

Philippa Jane Benson, Director of Electronic Publishing and Information Resources, Center for Applied Biodiversity Science, Conservation International, (moderator); Cecelia Lo, National Heart, Lung, and Blood Institute, National Institutes of Health; Susan Ambrose, Associate Provost for Education, Carnegie Mellon University; Tanja Popovic, Acting Associate Director for Science, Office of Chief of Science, Center for Disease Control

These widely published researchers will share perspectives on challenges and successes they have faced in publishing their research. In particular, they will discuss how editors might work to support women who are publishing groundbreaking research that challenges conventional paradigms of scientific thinking.

CONFERENCE AGENDA



12:00 Noon - 1:30 pm (Centennial III)
Awards Luncheon

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

1:30 pm - 2:00 pm
Refreshment Break and Visit Exhibit Hall (Centennial IV)

2:00 pm - 3:30 pm

E1. Overt Political Scrutiny of Scientific Research: Should Scientists Be Concerned? What Can Editors Do to Raise Awareness? (Hanover C)

Richard Newman, HighWire Press (moderator); John Merz, Center for Bioethics, University of Pennsylvania; Joshua M. Sharfstein, Minority Staff Member, House Committee on Government Reform; Angela Sharpe, Coalition to Protect Research, and Deputy Director of Health Policy, Consortium of Social Science Associations; Albert H. Teich, Director Science and Policy Programs, American Association for the Advancement of Science

Overt political scrutiny of scientific research appears to be on the rise. The U.S. House of Representatives narrowly defeated (212-210) a bill that would have blocked five sexual research studies, despite favorable peer review. The Union of Concerned Scientists has raised concerns about the subversion of environmental and health sciences for political purposes. A recent study published in *Science* suggested that express limitations may be the tip of the iceberg, as scientists constrain research activity to avoid the controversy. How can editors raise the visibility of these issues? A panel of scientists, researchers, and congressional staff will report on the issue and invite discussion.

E2. Using InDesign For Scholarly Publications (Hanover F)

Bill Kasdorf, Vice President, Apex Publishing and General Editor, Columbia Guide to Digital Publishing; Bob Edsall, Editorial Director, American Academy of Family Physicians

InDesign has become a widely used tool for the layout and production of both print and online scholarly content. Our two presenters will discuss the overall application of InDesign and its benefits to an editorial workflow, as well as the more technical uses and benefits.

E3. Behind the Curve: The Need For Capacity Building in Research Non-Governmental Organizations and Other Non-Biomedical Publishing (Hanover E)

Anthony Rylands, Senior Director, Threatened Species Program, Center for Applied Biodiversity Science, Conservation International, and Executive Editor,

Neotropical Primates; Tom Moritz, Director of the Library of at the American Museum of Natural History; Sue Silver, Editor, *Frontiers in Ecology and the Environment*, Ecological Society of America; Cecile Thiery, Head Research Librarian, World Conservation Union; Amy Forrester, Managing Editor, *Sustainability: Science, Practice, and Policy*

This session will compare current knowledge and practices of electronic publishing and distribution of science in biomedicine with non-biomedical areas. Using conservation and sustainability science as case examples, issues in electronic publishing and open access in non-biomedical publishing will be discussed, including the impact of perceptions of scientific information quality, definitions of peer review, and the weight of impact factors e.g., gray literature.

E4. International Dissemination of Health Knowledge: Making a Difference (Hanover A)

Donald R. Hopkins, Associate Executive Director, Health Programs, The Carter Center; Erica Frank, Vice Chair, Division Chief, and Associate Professor, Department of Family and Preventive Medicine, Emory Univ. School of Medicine

This session will explore two very different and compelling ways that scientific information is being distributed and used. Dr. Hopkins will discuss the power of reporting – especially reporting about struggles against obscure diseases of neglected populations – to scientific audiences and to the general public. Dr. Frank will discuss the power of disseminating knowledge through a different medium: a virtual health sciences university that WHO, CDC, Emory, and others are creating.

3:30 pm - 4:00 pm
Refreshment Break and Visit Exhibit Hall (Centennial IV)

4:00 pm - 5:30 pm

F1. Do Publication Audits Improve Efficiency? (Hanover E)

Bob McGonnagle, Publisher, College of American Pathologists, other speakers TBA

What can you learn from a publication audit? Join us as we hear from one publishing consultant who has guided publishers through this complicated process, and get the first hand experience of a publisher who has recently undertaken this challenge.



CONFERENCE AGENDA

F2. Readers Speak Out (Hanover A)

Richard Newman, HighWire Press (moderator); Erica Brownfield, Assistant Professor of Medicine, Emory University; David Roberts, Assistant Professor of Medicine, Emory University; Laurence Sperling, Assistant Professor of Medicine, Emory University

This session will give us direct feedback from readers on what they like about scientific journals, what they don't like, and what they wish for from them.

F3. Time For a Change: Giving Your Journal a Fresh Look (Hanover F)

Becky Haines, Director of Publications, American Roentgen Ray Society; Debra Naylor, Naylor Design, Inc.

Is it time to update the appearance your journal? Publication experts will discuss aesthetic overhauls, including design "do's and don't's", lessons learned, and "before and after" examples. Find out the practical steps needed for implementing design changes, such as working with association leadership for buy-in, in-house logistical effects, and more.

F4. Emerging Technical Tools (Hanover C)

Mark Doyle, American Physical Society; Brian McMahon, International Union of Crystallography

RSS feeds, wikis, blogs, new data structures, metadata standards, linking, and searching: this session will be a round up of what's new on the technical front, and what you can expect to see more of in the coming year.

TUESDAY, 24 MAY 2005

7:30 am - 1:00 pm
Annual Meeting Registration (Centennial Registration)

7:30 am - 8:30 am
Continental Breakfast (Hanover Corridor)

8:30 am - 10:00 am

G1. The Ghostwriting Controversy: Time For a Proper Burial? (Hanover F)

Cindy Hamilton, Principal, Hamilton House; Annette Flanagan, Managing Senior Editor, JAMA; Laurence J. Hirsch, Executive Director, Merck Research Laboratories

There is no shortage of guidelines about how to resolve the ghostwriting controversy. The International Committee of Medical Journal Editors (ICMJE), Pharmaceutical Research and Manufacturers of America (PhRMA), and American Medical Writers Association agree that people making substantial contributions to manuscripts submitted to biomedical journals should be acknowledged. Why does the controversy persist? What else must be done to exorcise the ghosts?

G2. Serving Disabled Users: Website Accessibility (Hanover A)

Richard Lane, Web Editor, *The Lancet*; Greg Suprock, Head New of Technology, Nature Publishing Group

What does "accessible" mean for Websites, and what do you need to do to make your site compliant with W3C standards? This session will give you a practical demonstration of Website accessibility, as well as basic design and editing principles for ensuring that your content can be effectively accessed by people using assistive technologies.

G3. Word Tips For Editors (Hanover C)

Elizabeth Blake, Senior Product Manager, Inera; Tom Moye, Composition Coordinator, Dartmouth Journal Services

In this session, participants will learn tips to work faster and more efficiently by using the powerful, advanced features of Microsoft Word. The curriculum includes customizing Word, document navigation, advanced features in Find and Replace, and editing tables. Participants will learn how to make the most out of Microsoft Word as an editorial tool.

G4. Scientific Authorship and Editing in the Developing World (Hanover E)

James Tumwine, Editor, *African Health Sciences*, Makerere University; Ana Marusic, Editor, *Croatian Medical Journal*; Thomas Goehl, Environmental Health Perspectives; Phyllis Freeman and Anthony Robbins, co-editors, *Journal of Public Health Policy*

This session will explore the problems of research and publishing in developing and newly emerging countries. We hope to start a dialogue between the editors from North and South and West and East – how to learn from each other and how to work together to improve publishing for the global scientific community.

CONFERENCE AGENDA



10:00 am - 11:00 am (Centennial IV)

Plenary Address

Tanya Popovic, Acting Associate Director for Science Office of Chief of Science, Center for Disease Control

11:00 am - 11:30 am (Hanover Corridor)

Refreshment Break

11:30 am - 1:00 pm

H1. Changes in the Freelance Environment (Hanover F)

Cindy Brown, Medical Journals Production Manager, Blackwell Publishing; Sue Silver, Editor in Chief, *Frontiers in Ecology and the Environment*, Ecological Society of America; Susan Metzger, Editorial Services Director, Allen Press; Seth Beckerman, Principal, Business and Technical Communications

Freelance editing has changed significantly over the last few years. Topics for this panel discussion will include recruiting, vetting, and training freelancers; how technology has affected freelancing; and the never-ending battle of cost vs quality. Speakers will represent journals and publishers that hire freelancers and freelancers themselves.

H2. Evolving Roles of Aggregators and A&I Services (Hanover E)

Ted Freeman, Director of Electronic Publishing, Allen Press (moderator); Marcus Woodburn, Director of International Publisher Relations, ProQuest; other speakers TBA

Now that we have “big deals” and CrossRef, how do aggregators and A&I services serve journals and readers? What value do they add now, and what might they look like in the future?

H3. The Latest on Open Access to Biomedical Publications (Hanover C)

John W. Ward, Director, Division of Viral Hepatitis, National Center for Infectious Diseases, Centers for Disease Control and Prevention, and Past Editor, *MMWR* (moderator); Sharon Terry, President and CEO, Genetic Alliance; Peter Banks, Publisher, American Diabetes Association; Sheldon Kotzin, Chief of the Bibliographic Services Division, National Library of Medicine, and Executive Editor, MEDLINE

The issue of open or public access to biomedical publications will be explored from the perspective of an academic publisher, a patient advocate, and from the National Library of Medicine. Participants are encouraged to join in the discussion.





Membership application forms are also available on the CSE Web site. See http://www.CouncilScienceEditors.org

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2. _____

3. _____

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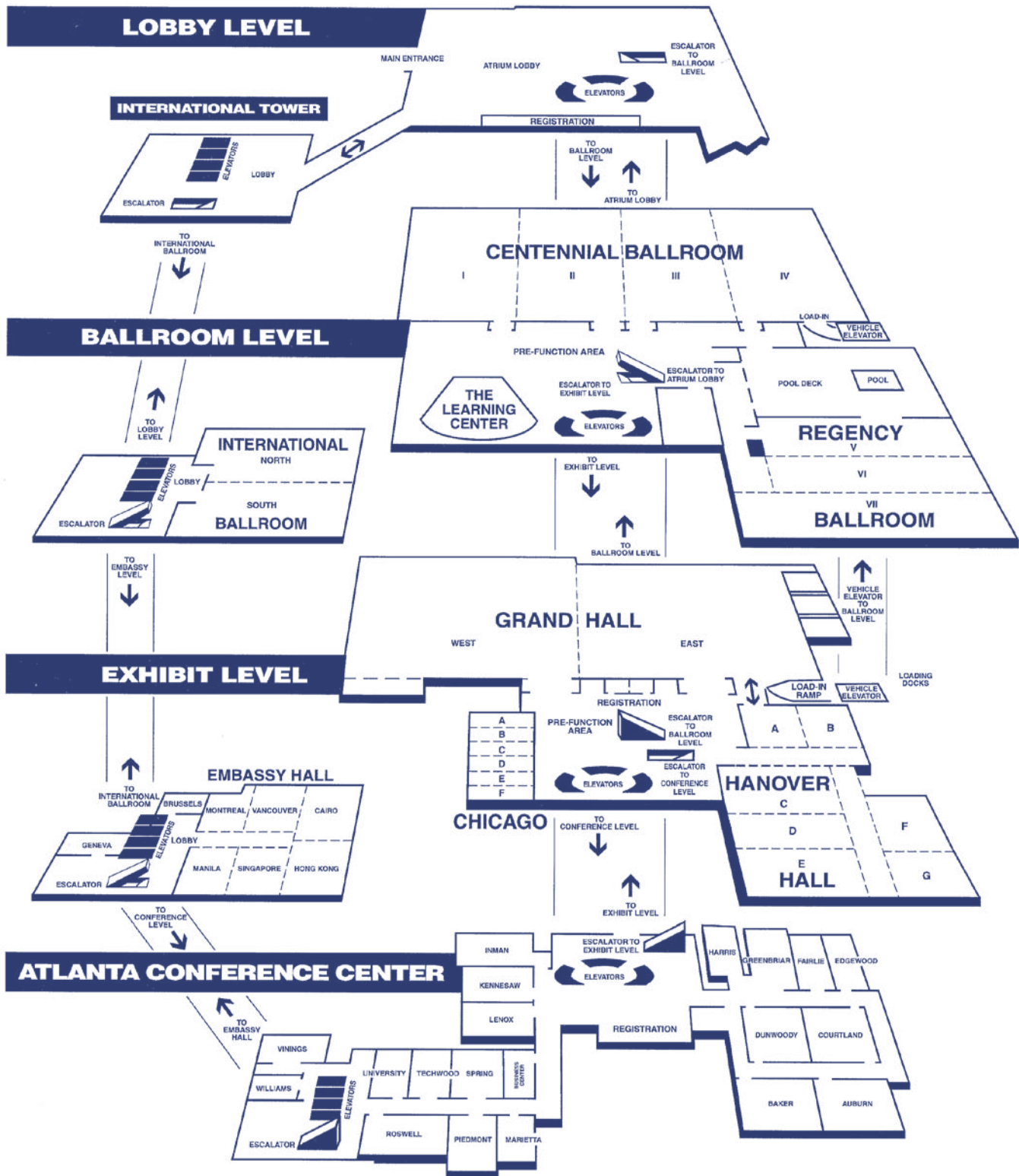
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