



43rd Annual Meeting



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A D A M ' S M A R K H O T E L

S A N A N T O N I O , T E X A S

Finding The Balance:

Print & Electronic Publishing

In The 21st Century

Finding The Balance: Print & Electronic Publishing In The 21st Century

Welcome to the 43rd Annual Meeting of the Council of Science Editors, "Finding the Balance: Print & Electronic Publishing in the 21st Century." We are pleased to offer you what promises to be a stimulating and thought-provoking program. At the same time, we have kept the evenings free to allow more time for you to meet with friends old and new. We sincerely hope that you will enjoy the beautiful city of San Antonio, as well as all conference activities.

—Blair Mossman, President, CSE

—Tom Lang, Chair, 2000 Program Committee



What is the Council of Science Editors?

The Council of Science Editors (CSE) was established in 1957, as the Council of Biology Editors (CBE), by the joint action of the National Science Foundation and the American Institute of Biological Sciences. In 2000, the name was changed to the Council of Science Editors to reflect its inclusion of all the sciences. Its mission is "to improve communication in the sciences by educating authors, editors, and publishers; by providing efficient means of cooperation among persons interested in publishing in the sciences; and by promoting effective communication practices in primary and secondary publishing in any form."

Acknowledgments

The Council gratefully acknowledges the support of Cadmus Professional Communications, and especially the superlative efforts of Mr. Francis Koerber, in designing and printing this program.

2000 Program Committee

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GENERAL INFORMATION

Registration Hours

Saturday, 6 May	7:30am – 6pm
Sunday, 7 May	7:30am – 5pm
Monday, 8 May	7:30am – 5pm
Tuesday, 9 May	7:30am – 12pm

Membership in the Council of Science Editors

The regular membership fee is US \$115, which includes a discounted registration fee to the annual meeting, mid-year workshops, and retreats; a 20% discount on a variety of publications; the bimonthly publication, *Science Editor*; and the CSE Membership Directory. For information on joining CSE, please call the Council's headquarters at 703-437-4377.

Exhibitors

Exhibitors are in the Rose Garden Room. Please visit them and thank them for their support of the Annual Meeting.

Optional Tours and Events

All tour and event buses will depart from the front entrance of the hotel. All buses will depart promptly at their scheduled time. If you preregistered for any optional tours or events, your tickets will be in your registration packet. Please go to the CSE Registration Desk in the 3rd floor lobby for answers to any questions about tours and events.

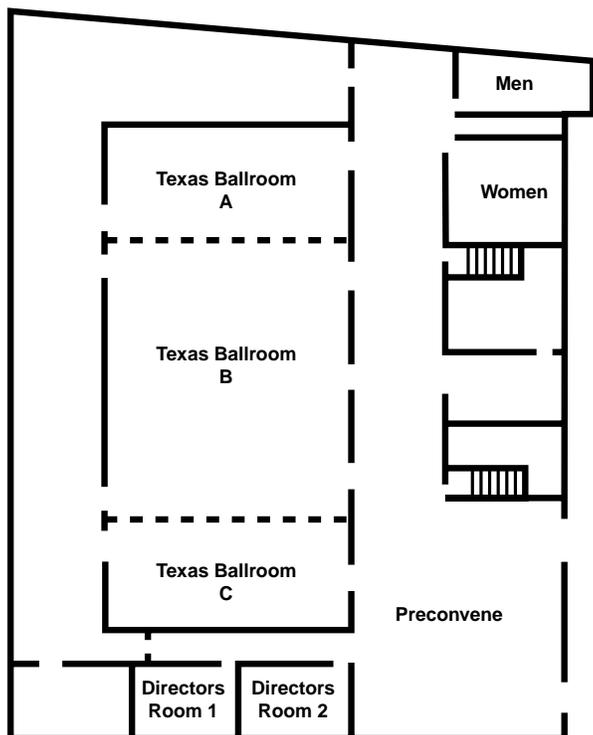
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Badges must be worn to obtain admission to all conference sessions and activities. Your badge is included in your registration packet.

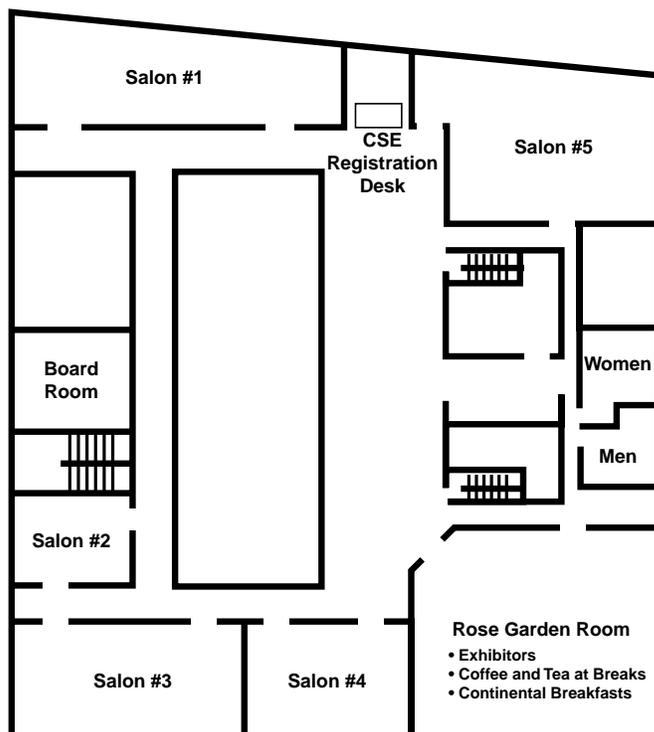
Evaluation Forms

Please complete the overall conference evaluation form included in your registration packet and the individual evaluation forms distributed at each session. We really DO look at these evaluations when organizing the next conference. So, tell us what went right, what went wrong, and what you need to learn to do your job better.

Second Floor



Third Floor



S C H E D U L E A T A G L A N C E

Saturday 6 May	
1:30pm – 4:30pm	Tour of Three San Antonio Missions Board busses at the front entrance to the hotel
4:30pm – 6pm	Dinner on Your Own
6pm – 9pm	Welcome Reception, Institute of Texan Cultures Board busses at the front entrance to the hotel

Sunday 7 May						
8:30am – 9:30am	Welcome Breakfast and Opening Remarks Texas Ballroom					
9:30am – 10am	Business Meeting Texas Ballroom					
10am – 10:30am	Break Rose Garden Room					
10:30am – 11:30am	Keynote Address <i>Why Researchers Treat On-Line Journals Like Real People</i> Cliff Nass, PhD, Department of Communications, Stanford University Texas Ballroom					
11:30pm – 1:30pm	Lunch on Your Own					
1:30pm – 3pm	A1 Journal Editor-Owner Relations Salon 5	A2 Randomized Controlled Trials Salon 4	A3 Economics of Electronic Journals Salon 1	A4 Key Words Salon 2	A5 Trends in Web-Based Advertising Salon 3	
3pm - 3:30pm	Break Rose Garden Room					
3:30pm – 5pm	B1 Economics of Research Libraries Salon 5	B2 CONSORT Update Salon 4	B3 Editing and Maintaining a Web Site Salon 1	B4 PDF: No Longer Just for Print Salon 2	B5 CSE GuideLines Series Salon 3	
5pm – 6:30pm	Committee Meetings - Dinner on Your Own					

Monday 8 May						
8am – 9am	Continental Breakfast Rose Garden Room					
9am – 10am	Plenary Session From Em-Space to E-Space: A History and a Future of Scientific Publishing Judith Axler Turner, Turner Consulting Group Texas Ballroom					
10am – 10:30am	Break Rose Garden Room					
10:30am – 12pm	C1 Clinical Impact of Medical Journals Salon 5	C2 Information Design Salon 3	C3 PubMed Central and Plenary Followup Salon 1	C4 Digital Archiving Salon 4	C5 Guidelines for Authors: What's New? Salon 2	

S C H E D U L E A T A G L A N C E

Monday 8 May (cont'd)					
12pm – 2pm	Awards Luncheon Texas Ballroom				
2pm – 3:30pm Sessions, Set D	D1 Economics of Print Journals Salon 1	D2 Is Ours a Postgrammatical Age? Salon 5	D3 Electronic Publication Standards Cancelled	D4 Web-Based Enhance-ments to Print Journals Salon 4	D5 What's Hot in the Sciences: An Overview Salon 3
3:30pm – 4pm	Break Rose Garden Room				
4pm – 5:30pm Sessions, Set E	E1 Addressing English- Language Bias Salon 3	E2 Training Programs in Scientific Publishing Salon 1	E3 Update on Copyright Law Salon 5	E4 Data Meta-Structures Salon 4	E5 Controlled Circulation Journals Salon 2
5:30pm – 7pm	Committee Meetings Dinner on Your Own				

Tuesday 9 May					
8am – 9am	Continental Breakfast Rose Garden Room				
9am – 10am	Plenary Session <i>Human Factors in Reading Printed and On-Line Texts</i> Philippa Benson, PhD, Georgetown and Carnegie Mellon Universities Texas Ballroom				
10am – 10:30am	Break Rose Garden Room				
10:30am – 12pm Sessions, Set F	F1 The Impact Factor Salon 5	F2 Selecting Scientific Research for Publication Salon 4	F3 On-line with Submissions and Peer Review Texas Ballroom	F4 Mergers and Acquisitions in Scientific Publishing Salon 3	F5 How Scientists Read Salon 1
12pm	Adios, Amigos!				
2pm – 5pm	Tour of Three San Antonio Missions Board busses at the front entrance to the hotel				
2pm – 5pm	Windows on the Southwest Institute for Biomedical Research and Primate Facility Board busses at the front entrance to the hotel				
2pm – 8pm	Combined Board Meeting of New and Former Officers (meeting includes dinner)				

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— Archimedes, concerning levers (circa 235 B.C.)

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Friday, 5 May 2000**8am - 5pm** **Short Course for Journal Editors, day 1****Saturday, 6 May 2000****7:30am - 6pm** **Annual Meeting
Registration, 3rd floor lobby****8:30am - 3pm** **Short Course for Journal Editors, day 2****8am - 5pm** **Short Course for Managing Editors****8am - 5pm** **Short Course for Manuscript Editors****8am - 5:30pm** **Short Course for Web Editors****1:30 - 4:30pm** **Bus Tour of Three San Antonio Missions.
Tickets: \$25**

This bus tour will visit three of the original five missions in San Antonio. Mission San Jose offers a video presentation on the history of the missions and a guided tour of the grounds. The beautiful Mission Concepcion is the oldest Catholic Church in San Antonio. The tour will end at the third mission: the Alamo. After a guided tour of the site and battlegrounds of this mission-turned-fort, participants may continue exploring the River Walk shops and eateries or return by bus to the hotel.

6 - 9pm **Welcome Reception,
Institute of Texan Cultures (cash bar
and hors d'oeuvres)**

The Welcome Reception will be held at the Institute of Texan Cultures, a museum that chronicles the influx of the various ethnic groups that have made San Antonio the city that it is today. These cultures include not just Native Americans and Mexican groups but immigrants from Eastern and Western Europe and the Pacific Rim as well. Meet in the hotel lobby at 5:45 pm to catch the bus to the Institute.

6 - 10pm **Exhibitors set up,
Rose Garden Room****Sunday, 7 May 2000****7:30am - 5pm** **Annual Meeting
Registration, 3rd floor lobby****7:30am - 5pm** **Poster Session of Journals
Represented in CSE,
3rd floor lobby****8am-5:30pm** **BELS Hospitality Room,
Directors Room #1**
Anyone interested in learning about the certification programs offered by the Board of Editors in the Life Sciences (BELS) is welcome. Sponsored by BELS and the generosity of SLACK, Inc.**8:30 - 9:30am** **Opening Remarks and
Welcome Breakfast,
Texas Ballroom****9:30 - 10am** **Business Meeting,
Texas Ballroom****10 - 10:30am** **Coffee and Tea in the Rose
Garden Room****10am - 12pm** **Exhibits open, Rose Garden
Room****10:30 - 11:30am** **KEYNOTE ADDRESS:
Why Researchers Treat
On-Line Journals Like
Real People**Clifford Nass, PhD, Associate Professor, Department of Communications, Stanford University, and author of *The Media Equation: How People Treat Computers, TV, and New Media Like Real People and Places*—**Texas Ballroom****11:30am-1:30pm** **Lunch on your own****1 - 5pm** **Exhibits open, Rose Garden
Room**

A 1:30 - 3pm
CONCURRENT SESSIONS, SET A

A1. The Relationship between Journal Editors and Journal Owners. *Catherine DeAngelis, MD, MPH, Editor, JAMA; Frank Davidoff, MD, FACP, Editor, Annals of Internal Medicine; Michael Held, MA, Director, Rockefeller University Press—Salon #5*

The publishing process is a symbiotic relationship among a variety of constituents, including authors, peer reviewers, readers, editors, publishers, and journal owners. Unlike the relationship between editor and author, where peer reviewers' and editor's comments are exchanged, little is known about the relationship between journal editors and owners. The speakers in this session will address the dynamics of this unique publishing relationship and the associated ethical, legal, financial, employment, and scientific concerns.

A2. What to Look for in a Randomized Controlled Trial. *Sylvan Green, MD, past president of the Society for Clinical Trials, Director of the Biostatistics Program at Case Western Reserve University's Department of Epidemiology and Biostatistics—Salon #4*

Dr. Green will review the history and importance of the randomized controlled trial (RCT) and describe its components in detail. He will focus on key aspects of these trials, aspects that need to be conducted and reported carefully to persuade readers that due caution was taken to prevent or limit bias. The session is designed to help preparers and consumers of the medical literature critically appraise RCTs.

A3. Economics of Electronic Journals. *William T. Carden Jr., President, ScholarOne; Bob Lloyd, Director of Marketing and Strategic Development, ScholarOne—Salon #1*

This session will familiarize participants with the economic factors and forces that shape on-line journals. Find out whether on-line journals are merely extensions of print journals or whether they are qualitatively different in how they are produced and used by readers. Learn how on-line journals generate income, the hidden costs of on-line production, and how the Web may offer some extraordinary new features that could generate substantial income for sponsoring societies.

A4. Key Words: From Publishing Afterthought to Invaluable Database. *Iain E. P. Taylor, PhD, Assistant Editor in Chief, NRC of Canada Research Journals, Department of Botany, University of British Columbia; Gretchen P. Purcell, MD, PhD, Department of Surgery, Duke University Medical Center—Salon #2*

This session will explore how editors, indexers, and database designers can make information more accessible by providing consistent and perceptive analysis of the text's content and intent. Dr. Taylor will discuss user expectations of an index and suggest how editors can help create useful indexes, even those compiled using only electronic word scanning. Dr. Purcell will describe Context-Based Markup Language, in use at the *Annals of Internal Medicine*, to illustrate how perceptive analysis of a text's content and intent improve key word searching.

A5. Trends in Web-Based Advertising. *Dave Klotz, Senior Vice President, Judd's Online—Salon #3*

Although many commercial Web sites are plastered with advertising, most biomedical journals have struggled to secure a single on-line ad. This session will address why advertisers in the sciences choose to use or not to use this medium to promote their products. Learn about the various forms of on-line advertising, the costs of offering these forms, and the financial and data-gathering potential of advertising on the Web.

3 - 3:30pm **Coffee and Tea in the
Rose Garden Room**

B 3:30 - 5pm
CONCURRENT SESSIONS, SET B

B1. Economics of Research Libraries. *Julia Blixrud, Assistant Director for Public Programs, SPARC; Susan Ardis, Coordinator of Science & Technology Services Division and Head of the Engineering Library, University of Texas; Fred Heath, PhD, Dean and Director, Sterling C. Evans Library, Texas A&M University—Salon #5*

As a key information source in science, research libraries continually review and select books, journals, and information technologies to serve their constituents in the most timely and cost-

effective manner. Yet these selections have to be considered within limited financial and personnel resources. This session brings together information professionals from three different perspectives who will share their insights on how various decisions are made to meet the information needs of their constituents while paying attention to the economics of their decisions.

B2. Consolidated Statement on Reporting Trials (CONSORT): An Update. *Frank Davidoff, MD, Editor, Annals of Internal Medicine; Tom Lang, Tom Lang Communications—Salon #4*

The Consolidated Statement on Reporting Trials (CONSORT), first published in 1996, is a set of guidelines for reporting randomized controlled trials. The statement has been adopted by dozens of journals in clinical medicine as part of their requirements for review and publication. Has CONSORT had any effect? Are trials that meet the CONSORT guidelines more compelling than those that do not? Are any revisions needed? These questions and more will be addressed in detail during the session.

B3. Editing and Maintaining a Web Site. *Tim Roy, Senior Analyst, Dynamic Diagrams, Cadmus Professional Communications—Salon #1*

Are you seriously going to enter the 21st century without your own Web site? Avoid being left out of cyberspace: learn the basics of getting a personal or professional Web site up and running. Topics will include start-up costs, skills and strategies for designing and managing a site, and what can and cannot be done through a Web site. Topics will include those of interest to individuals planning their own personal or professional Web site as well as those of interest to societies, journals, and corporations.

B4. PDF: No Longer Just for Print. *Scott Hamilton, Production Manager; Mazer Digital Publishing Systems—Salon #2*

Publishers of information are faced with a new challenge: how to produce and distribute content that will meet the needs of consumers at both ends of the technology spectrum, from pixels to print. Digital content distribution, the Web, and print must all coexist, begging the question "How can content be produced efficiently and effectively for a variety of media?" The portable document format (PDF) helps to address the issues involved with print and digital publishing. This session will present some basic and advanced capabilities of PDF in simplifying the production process.

B5. Guides for the Perplexed, or How to Do Anything Better: The CSE GuideLines Series. *Miriam Bloom, PhD, ELS(D), SciWrite; Karen Potvin Klein, ELS, Division of Cardiology, Wake Forest University School of Medicine; Shirley M. Peterson, ELS, freelance editor; Susan Eastwood, ELS(D), Director of Publications, Department of Neurological Surgery, University of California, San Francisco—Salon #3*

The CSE GuideLines Series now includes "Editing Grant Proposals," "The Publication Process at Biomedical Journals," "Levels of Technical Editing," "Posters and Poster Presentations," and "Editing Science Graphs." Authors of the Guides will tackle tough questions, such as: "How can you improve a grant application even if you get it only 1 week before the deadline?"; "What's one easy way a manuscript editor can assist in the publication process that's guaranteed to be a hit with authors?"; and "How can you improve graphic presentations?" Learn about project management skills, macroediting, and setting priorities. Be ready to offer your input about the kinds of information forthcoming Guides should provide.

**5 - 6:30pm Committee Meetings
Dinner on your own**

Monday, 8 May 2000

- 7:30am - 5pm Registration, 3rd floor lobby**
- 7:30am - 5pm Poster Session of Journals Represented in CSE**
- 8am - 12pm Exhibits open, Rose Garden Room**
- 8 - 9am Continental Breakfast, Rose Garden Room**
- 9 - 10am Plenary Session: From E-Space to E-Space: A History and a Future of Scientific Publishing**
Judith Axler Turner, Director of Electronic Publishing, Turner Consulting Group; Editor, Journal of Electronic Publishing, and former editor, Chronicle of Higher Education—Texas Ballroom
- 2 - 5pm Exhibits open, Rose Garden Room**
- 10 - 10:30am Coffee and Tea in the Rose Garden Room**

C 10:30am - 12pm
CONCURRENT SESSIONS, SET C

C1. Making a Difference Where It Counts: the Clinical Impact of Medical Journals.

Hank Slotnick, PhD, PhD, Professor of Neuroscience, University of North Dakota; Cynthia Mulrow, MD, MSc, Professor of Medicine, University of Texas, San Antonio and Director, San Antonio Cochrane Center; Audie L. Murphy Veteran's Hospital; Frank Davidoff, MD, Editor, Annals of Internal Medicine—Salon #5

What happens to a study once it reaches the physician's desk or laptop? What effect do published research and other medical articles have on the practice of medicine? Expect discussions to range from the implementation of evidence-based medicine to the ways in which health care professionals use the medical literature and other resources to change practice.

C2. What Editors Should Know about Information Design. *Philippa Benson, PhD, McDonough School of Business, Georgetown University—Salon #3*

Participants in this workshop will be introduced to the basic concepts of information design and visual literacy for print and on-line texts and illustrations, used separately or together. The findings of psychological research on the effects of good and poor visual designs on learning will also be presented. Discussion will center on diagnosing and revising problematic text-illustration combinations from instructional science texts. An extensive list of additional print and on-line resources will be provided.

C3. PubMed Central and Plenary Follow-up Discussion. *Liz Pope, PhD, Senior Scientist, NIH PubMed Central—Salon #1*

In this session, participants will learn about—and have the opportunity to share their opinions on—the PubMed Central proposal. The session is also intended to continue discussions begun in the plenary session on other new, on-line publishing initiatives. How might these initiatives affect the cost, accessibility, and quality of scientific information? Are they realistic, altruistic, or still futuristic? Come and find out! And bring your opinions!

C4. Digital Archiving: Who, What, When, Where, Why, and How? *Michael A. Keller, MLS, MA, Director of Academic Information Resources, Stanford University, and Publisher, HighWire*

Press; Deanna Marcum, PhD, MA, President, Council on Library and Information Resources; Kevin M. Guthrie, MBA, President, JSTOR—Salon #4

Can you guarantee perpetual access to your digital publications? A panel of information experts will discuss what publishers, authors, editors, and writers need to know about digital archiving, emerging standards and guidelines, and archiving projects worldwide. Why is archiving important? Who should take the lead in creating digital archives? Who will pay for it? What content should be archived? When should preparations be made? Where should digital repositories be located? How should it be done?

C5. Guidelines for Authors: What's New? *Mark A. Bullimore, PhD, Editor, Optometry and Vision Science; Mary D. Scheetz, PhD, Office of Research Integrity; John Tumas, MS, ELS, Publications Manager, AstraZeneca—Salon #2*

What are the goals of a journal's guidelines for authors? For some journals, guidelines resemble manuals of style; for others, they are little more than a checklist. How much detail is enough and how much is too much? This session will also consider a study of instructions to authors to determine what provisions are related to scientific misconduct, research integrity, and the responsible conduct of research. The study focuses on journals that have published articles for which corrections or retractions were requested because of a Public Health Service finding of scientific misconduct. Finally, a set of author guidelines proposed for the pharmaceutical industry will be introduced.

12 - 2pm **Awards Luncheon, Texas Ballroom**

2 - 5:30pm **Exhibits open, Rose Garden Room**

D 2 - 3:30pm
CONCURRENT SESSIONS, SET D

D1. Perishin' Print: Economics of Print Journals. *Morna Conway, PhD, President, The Conway Group; Joe Ingram, Publisher, John Wiley & Sons; Lenne P. Miller, Director of Journal Publishing, The Endocrine Society—Salon #1*

This panel discussion features three presentations: "The Model for Print Journal Economics: An Overview"; "Changing Strategies for Print: A Major

Journal Publisher Looks Back and Toward an Uncertain Future"; and "The True Costs of Print Journals and the Economic Impact of Subscription and Advertising-Based Journals on a Nonprofit Society." These presentations will provide a clear picture of the foundation of subscription- and advertising-based business models for scientific, technical, and medical journals. Emphasis will be given to understanding threats and opportunities in journal publishing as the role and even future of print changes in the Internet environment.

D2. Is Ours a Postgrammatical Age? *Lorraine Loviglio, retired Manager of Manuscript Editing, New England Journal of Medicine, and author of the "Word Watcher" column in Science Editor; Margaret Mahan, retired Managing Editor, University of Chicago Press, and at work on the 15th edition of the Chicago Manual of Style; Cheryl Iverson, Director, Editorial Processing Division, AMA Scientific Publications, and Chair, AMA Manual of Style, 9th ed, Committee—Salon #5*

In a world of anything-goes communication, where cultural standards are suspect and instant publishing on the Web threatens to make peer review and copy editing obsolete, does anyone still care about correct usage and clear expression? Three

editors who do will explore trends, weigh in on controversies, and address some frequently asked questions. Bring your own questions and opinions for a lively Q&A.

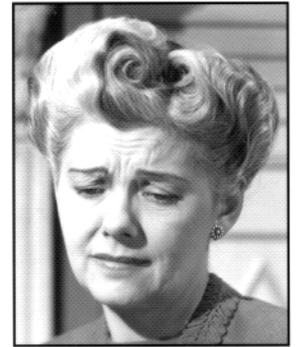
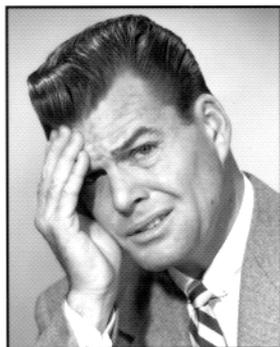
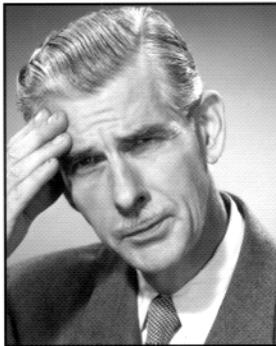
D3. Recommended Standards for Electronic Publication *Greene to be announced.*

D4. Web-Based Enhancements to Print Journals. *Tony Delamonte, British Medical Journal; Heather Joseph, Molecular Biology of the Cell—Salon #4*

Suppose that on-line activities were to support print activities, instead of competing with them. What form might this support take? Journals may need to develop both publishing media to stay current, much less to get ahead. Find out how you can work smarter, not harder, using new technologies.

D5. What's Hot in the Sciences: A Cross-Disciplinary Overview. *Richard Horton, MD, Editor, The Lancet; David Applegate, PhD, Acting Editor, Geotimes, and Director of Government Affairs, American Geological Institute; Martin Blume, PhD, Editor, Physical Review Letters; Barbara Jasny, PhD, Senior Editor, Science—Salon #3*

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Cultures and species become extinct when they become so specialized that they can no longer adapt to rapid environmental changes. Could this happen to you? In this session, distinguished editors and scientists from a range of disciplines will report on new developments and pending discoveries in their areas of interest. Come and find out what the rest of the scientific world has been doing while you were overspecializing!

3:30 - 4pm **Coffee and Tea in the
Rose Garden Room**

E **4 - 5:30 pm**
CONCURRENT SESSIONS, SET E

E1. Addressing English-Language Bias in Science: How Journals Can Support Authors Whose Native Language Is Not English.

Drummond Rennie, MD, Deputy Editor, JAMA; Daniel Ncayiyana, MD, Editor, South African Medical Journal; John Overbeke, MD, PhD, Executive Editor, Dutch Medical Journal; and Ana Marusic MD, PhD, Editor, Croatian Medical Journal—Salon #3

English, for better or worse, has become the language of science. Does this fact put nonnative English-speaking authors at a disadvantage when submitting their manuscripts to journals that publish in English? What are the effects of the “English-language” bias in science? What, if anything, can or should journals do to support these authors? The speakers, all members of the World Association of Medical Editors (WAME), will share their views.

E2. Training Programs in Scientific Publishing for Distance Learners. *Stephanie Medlock, Director, Publishing Program, University of Chicago; Vicky McKinley, PhD, Associate Dean, College of Arts & Sciences, Roosevelt University; Barbara Gastel, MD, Associate Professor of Journalism and of Humanities in Medicine, Texas A&M University—Salon #1*

Ms. Medlock will talk about the University of Chicago’s Medical Writing and Editing Program, which will soon be offered for distance learners. Dr. McKinley will talk about a college-credit, basic science course for the Internet that will feature science report writing and editing; application of basic statistics; proper use of units, scientific notation, and construction and interpretation of

graphs and tables. Dr. Gastel, who is Principal Consultant to the China Medical Board’s Program in Biomedical Writing and Editing, will discuss the Internet-based editor-training component of the program and will describe the weekly on-line lessons for editorial trainees.

E3. An Update on Print and Electronic Copyright Law. *Carol Richman, Healthgate.com; Isabel Czech, Publisher Relations, ISI Press; Ed Collieran, Associate Director, Rightsholder Relations, Copyright Clearance Center, Inc.—Salon #5*

As more and more content becomes available on the Internet, the protection of copyright has become a concern for authors, publishers, providers of electronic programs, and those who use the content. This panel discussion will review these issues and offer guidelines to the providers of content, those who publish, and ultimately those who provide content to user communities. The session will begin with an overview of print copyright and then turn to electronic copyright from the viewpoints of a primary and a secondary publisher.

E4. Data Meta-Structures: From Style Guides to Structure Guides. *Robert H. Dolin, MD, Internist, Kaiser Permanente and co-editor of the HL7 XML-Based Patient Record Architecture Proposal; Liz Pope, PhD, Senior Scientist, NIH PubMed Central; Peter Goldie, PhD, Lighbinders, Inc.—Salon #4*

This session is an update of last year’s topic on the potential for electronically structuring scientific information. This year, speakers will present some specific guidelines for XML data formatting that would, could, and should be applied to research manuscripts and associated supplemental data files. Drs. Dolin and Pope will provide guidelines on data markup for clinical research articles and science manuscripts in general. In addition, a representative of the physical science community will present recommended structure guidelines for some fields of physics.

E5. Controlled Circulation Journals: Where Do They Fit? *Dr. Eugene Garfield, President and Editor-in-Chief, The Scientist; Gary Gyss, President, International Medical News Group; James A. Skowrenski, Director, Circulation and Content Marketing, American Medical Association—Salon #2*

Controlled circulation publications are frequently a major source of income for a publisher, as well

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as a major source of competition for society journals in attracting advertising dollars. Beyond their economic value, these publications are important in the professional lives of researchers and scientists. This session will address the economic impact of controlled circulation publications, the quality of their content, and where and how they fit in the scientific literature and in the professional lives of scientists.

5:30 - 7pm **Committee Meetings
Dinner on your own**

Tuesday, 9 May 2000

7:30am - 12pm **Registration, 3rd floor lobby**

8 - 9am **Continental Breakfast, Rose
Garden Room**

8am - 12pm **Exhibits open, Rose Garden
Room**

9 - 10am **PLENARY SESSION:
Human Factors in Reading
Printed and On-Line Texts**

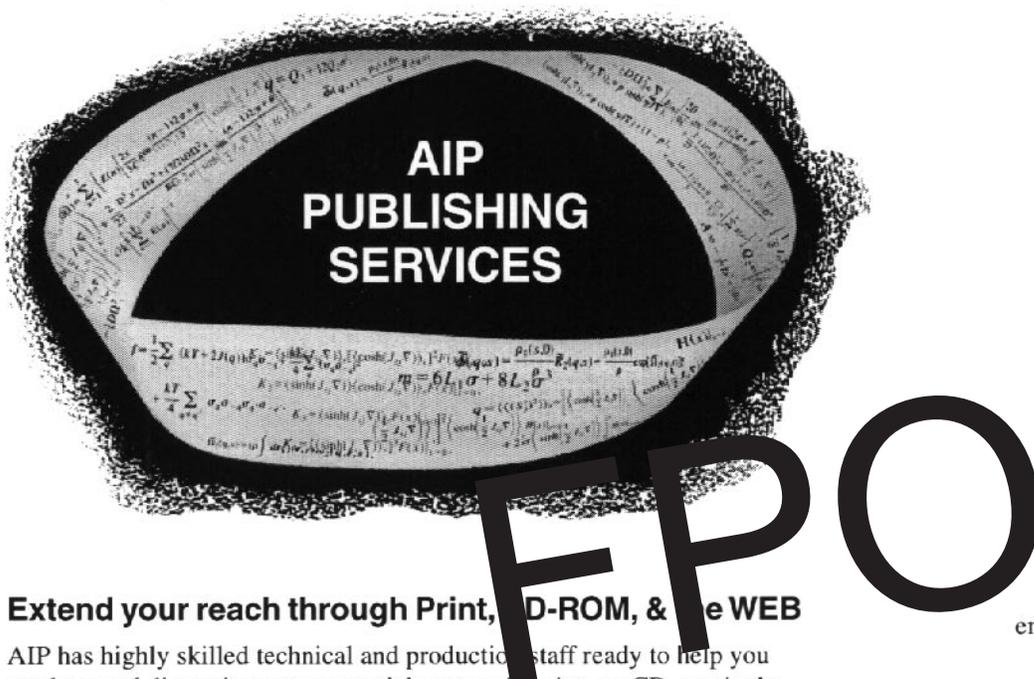
Philippa Benson, PhD, McDonough School of Business, Georgetown University, and consultant, Eberly Center for Teaching Excellence, Carnegie Mellon University—Texas Ballroom

10 - 10:30am **Coffee and Tea in the
Rose Garden Room**

F 10:30am - 12pm
CONCURRENT SESSIONS, SET F

F1. The Impact Factor: Boon or Bust? Measuring the Importance of Scientific Journals. *Eugene Garfield, PhD, Chairman Emeritus, Institute for Scientific Information, and President and Editor-in-Chief, The Scientist; Scott Strassels, PharmD, BCPS, Outcomes Research Pharmacist, New England Medical Center; Ed Huth, MD, MACP, Editor Emeritus, Annals of Internal Medicine—Salon #5*

The impact factor is widely cited as an index of a journal's importance. Does the impact factor really measure importance? If not, what does it measure? Is it useful? In this interactive session, presenters will discuss what the impact factor is, what it can and cannot measure, and how it can



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be used—and misused—in establishing the importance of a journal or the reputation of an author. Some alternative measures will also be discussed.

F2. Selecting Scientific Research for Publication. *Katrina Kelner, PhD, Deputy Managing Editor, Science; Leslie J. Sage, PhD, Senior Editor, Nature—Salon #4*

The scientific manuscript is the core of the publication process. Although the technology for submitting and revising manuscripts and for producing and printing journals continues to advance rapidly, the effort of critically appraising a manuscript for publication remains labor-intensive. Submitted manuscripts represent the effort of many publishing professionals in addition to the author, and yet many are returned as a result of a less-than-perfect match with a journal's style and constituent interests. So, what exactly goes into determining what gets published? What is the scorecard and what sort of decisions do principal scientific editors make? The panelists in this session will share their experiences with these issues.

F3. Going On-Line with Submissions and Peer Review: What Works? *Dana St. John Kolar, Managing Editor, Special Projects, Circulation; Alice O'Donnell, Peer Review Manager, American Physiological Society; Kara Hansell, Managing Editor, Circulation Research; Jean Wible, Publishing Assistant, Materials Research Society—Texas Ballroom*

Feel like you're going out on a limb by going on-line? Find out the latest in on-line peer review and tracking systems. Users of commercially available systems will describe their experiences. Topics to be discussed will include: factors to consider when choosing a system, implementing the system, and potential pitfalls.

F4. Mergers and Acquisitions in Scientific Publishing: The Impact on Suppliers, Publishers, Organizations, and Individuals. *Michael Phillippe, Cadmus Professional Communications (Moderator); Margaret Reich, Publications Director, American Physiological Society; Paul Bozuwa, President, Capital City Press; Chris Welch, Mastery of Learning, Inc.; Robert Reed, President, Business Navigating Systems, Inc.—Salon #3*

Over the past two decades, mergers and acquisitions have reshaped the face of business worldwide. The scientific publishing community has been no exception. The quality of content, time to publication, number of pages published, and

cost to authors and readers have been affected by consolidation among suppliers and publishers. This session will examine the impact on, and strategic shifts of, publishers and printers. We will address the corporate culture changes in mergers, discuss the practical application of chaos and complexity concepts, and examine the career and lifestyle changes in post-merger transitions.

F5. How Scientists Read. *Morna Conway, PhD, President, The Conway Group; Joe Horvath, PERQ/HCI; Michael A. Keller, MLS, MA, Director of Academic Information Resources, Stanford University, and Publisher, HighWire Press—Salon #1*

Focus groups, surveys, and statistics on electronic journal use can all be used to determine how scientists read and use the literature. Panel members will discuss how to study journal readership, how to interpret the results of readership studies, and recent trends in scientist and physician readership. Dr. Conway will discuss focus group and survey research, primarily among scientist readers. Mr. Horvath will discuss PERQ/HCI's syndicated FOCUS readership research for medical journals, as well as custom readership research studies. Mr. Keller will speak about what can be learned by tracking the use of electronic journals.

12pm

ADIOS, AMIGOS!

2 - 5pm

**Bus Tour of Three San Antonio Missions (Repeat of Tuesday's tour)
Tickets: \$25**

2 - 5pm

Windows on the Southwest Institute for Biomedical Research and Primate Facility. Tickets: \$20

2 - 8pm

Combined Board Meeting of New and Outgoing CSE Officers (includes dinner)

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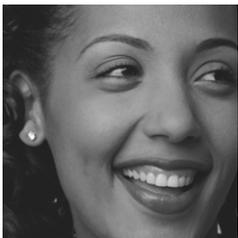
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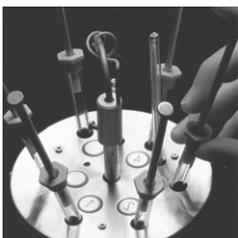
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