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# Serving The Readers Of Scientific Publications

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Welcome to the 44th Annual Meeting of the Council of Science Editors, "Serving the Readers of Scientific Publications." We look forward to a fun and educational meeting focussing on the readers. Our keynote speaker, Vitek Tracz, will challenge the financial models currently in operation. During the Monday plenary session, Dr. Edward Tufte will present his fascinating research in graphic presentations of information in his talk entitled "Visual Explanations" In the Tuesday plenary session, Dr. Susan Okie, national medical staff writer for The Washington Post, will discuss how science moves from peer review publication to the media and the challenges presented by the disjunction of full scientific disclosure and selling newspapers.

This year, don't miss one of the two workshops that have replaced an afternoon of sessions: the CSE Authorship Retreat or Evaluating Web Sites. Please be sure to visit our exhibit hall to learn and discuss the latest developments in services to publishing industry with our exhibitors and industry partners.

We hope you enjoy the conference as well as springtime in Washington, DC.

—Tad Parker, President, CSE

—Ann Link, Chair, 2001 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."

## 2001 Program Committee

Ann Link, *The Journal of Immunology* (Chair)  
Jessica Ancker, The Cleveland Clinic Foundation  
(Co-chair)  
David Anderson, National Institute on Drug Abuse  
Philippa Benson, PhD, Conservation International  
Rich Dodenhoff, American Society for  
Pharmacology and Experimental Therapeutics  
Jody Hundley, *Annals of Emergency Medicine*  
Nancy Johnson, American Public Health  
Association  
Cheryl Iverson, *JAMA* and *AMA Archives*  
Journals  
Heather Joseph, BioOne  
Karen Potvin Klein, Wake Forest University  
School of Medicine  
Elizabeth Nelson, *Endocrinology*  
Don Petty, Cadmus Professional Communications  
Roy M. Pitkin, MD, *Obstetrics & Gynecology*  
Diane M. Sullenberger, *Proceedings of the  
National Academy of Sciences*  
Vicki Sullivan, Impressions Book and Journal  
Services  
Marcia Walker, IPC Communication Services

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## Acknowledgments

The Council gratefully acknowledges the support of SPI Technologies Inc., for designing and Allen Press for printing this program.

## GENERAL INFORMATION

### Registration Hours

The CSE Registration Desk is located on the Independence Level (5B). A map of the hotel can be found on page 6 of this program. Hours are:

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

### Membership in the Council of Science Editors

The regular membership fee is US \$120 and 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 Independence B-E. 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 on Independence Level (5B) for answers to any questions about tours and events.

### Badges

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.

***Join us in sunny San Diego for the  
2002 Council of Science Editors  
annual meeting!***

***May 4-7***

***The venue is the Hyatt Islandia.***

# SCHEDULE AT A GLANCE

## Saturday, 5 May

9 am – 4 pm	<b>A Special Look at Washington Tour</b> Board buses at the front entrance of the hotel.
1:30 – 4:30 pm	<b>Capitol Hill Tour</b> Board buses at the front entrance of the hotel.
4:30 – 6 pm	<b>Dinner on Your Own</b>
6 – 9 pm	<b>Welcome Reception—Independence A</b>

## Sunday, 6 May

8:30 – 9:30 am	<b>Welcome Breakfast and Opening Remarks—Independence A</b>				
9:30 – 10 am	<b>Business Meeting—Independence A</b>				
10 – 10:30 am	<b>Break—Independence B–E</b>				
10:30 – 11:30 am	<b>Keynote Address</b> <b>These Are the Worst of Times, These Are the Best of Times</b> Vitek Tracz, Chairman of the Current Science Group <i>Independence A</i>				
11:30 am – 1:30 pm	<b>Lunch on Your Own</b>				
1:30 – 3 pm	<b>A1</b> Issues for Non-anglos <i>Farragut Square</i>	<b>A2</b> Preprint Servers <i>McPherson Square</i>	<b>A3</b> Ethical Issues <i>Independence F</i>	<b>A4</b> Staffing and Technology <i>Independence H</i>	<b>A5</b> Print/ Online Mix <i>Lafayette Park</i>
3 – 3:30 pm	<b>Break—Independence B–E</b>				
3:30 – 5 pm	<b>B1</b> Plain Language <i>Independence F</i>	<b>B2</b> Placing Back Issues Online <i>Independence H</i>	<b>B3</b> Cross- Disciplinary Science <i>Farragut Square</i>	<b>B4</b> New Business Models <i>Lafayette Park</i>	<b>B5</b> XML  <i>McPherson Square</i>
5 – 6:30 pm	<b>Committee Meetings and Dinner on Your Own</b>				

## Monday, 7 May

7:30 – 8:30 am	<b>Continental Breakfast—Independence B–E</b>				
8:30 – 10 am	<b>C1</b> Editing on the Web  <i>Franklin Square</i>	<b>C2</b> Attracting Better Papers <i>Independence F</i>	<b>C3</b> Small Publication Offices <i>Independence H</i>	<b>C4</b> Digital Authorship  <i>Farragut Square</i>	<b>C5</b> Adding Value to Your Web Site <i>McPherson Square</i>

# SCHEDULE AT A GLANCE

## Monday, 7 May continued

10 – 10:30 am	<b>Break</b> — <i>Independence B-E</i>				
10:30 am – 12 pm <b>Sessions, Set D</b>	<b>D1</b> CSE Style Manual  <i>Franklin Square</i>	<b>D2</b> Educating Readers  <i>Farragut Square</i>	<b>D3</b> Ethics of Writing About Patients <i>McPherson Square</i>	<b>D4</b> Where Readers Read <i>Independence H</i>	<b>D5</b> Web Statistics <i>Independence F</i>
12 – 2 pm	<b>Awards Luncheon</b> — <i>Independence A</i>				
2 – 3 pm	<b>Plenary Session</b> <b>Visual Explanations</b> Edward Tufte, PhD, Author <i>Independence A</i>				
3 – 3:30 pm	<b>Break</b> — <i>Independence B-E</i>				
3:30 – 5:30 pm	<b>Workshop: Evaluating Web Sites</b> <i>Independence F</i>		<b>Authorship Retreat</b> <i>Independence H</i>		
5:30 – 6:30 pm	<b>Authorship Retreat</b> continued				
5:30 – 7:30 pm	<b>Committee Meetings and Dinner on Your Own</b>				

## Tuesday, 8 May

8 – 9 am	<b>Continental Breakfast</b> — <i>Independence B-E</i>				
9 – 10 am	<b>Plenary Session</b> <b>From Data to Headline: How Science Is Reported in the Newspaper</b> Susan Okie, MD, National Staff Writer/Medicine, <i>The Washington Post</i> <i>Independence A</i>				
10 – 10:30 am	<b>Break</b> — <i>Independence B-E</i>				
10:30 am – 12 pm <b>Sessions, Set E</b>	<b>E1</b> Freelancing  <i>Independence H</i>	<b>E2</b> Instructing Reviewers  <i>Lafayette Park</i>	<b>E3</b> A Journal's Culture  <i>Independence F</i>	<b>E4</b> Online Manuscript Tracking <i>Franklin Square</i>	<b>E5</b> Faster Production  <i>Farragut Square</i>
1:30 – 4:30 pm	<b>Capitol Hill Tour</b> Board buses at the front entrance of the hotel.				
2 – 8 pm	<b>Combined Board Meeting of New and Former Officers</b> (meeting includes dinner)				

**Visit our exhibitors and sponsors in the exhibit hall, Independence B-E.**

## Friday, 4 May 2001

**8 am – 5 pm**      **Short Course for Journal Editors, day 1—Constitution E**

## Saturday, 5 May 2001

**7:30 am – 5 pm**      **Annual Meeting Registration, Independence Level (5B)**

**8 am – 5 pm**      **Short Course for Managing Editors—Wilson/Roosevelt**

**8 am – 5 pm**      **Short Course for Manuscript Editors—Constitution E**

**8 am – 5:30 pm**      **Short Course for Web Editors—Conference Theatre**

**8:30 am – 3 pm**      **Short Course for Journal Editors, day 2—Cabin John/Arlington**

**9 am – 4 pm**      **A Special Look at Washington**  
**Tickets: \$70 per person**

This bus tour will provide a complete overview of our capital city. You'll ride along Pennsylvania Avenue to see many of the nation's landmarks before arriving at Lincoln Memorial where you will stop to admire the tall and brooding statue of Abraham Lincoln. Enjoy lunch at the powerful and moving Vietnam Veterans Memorial and The Korean War Veterans Memorial. The tour will continue to Arlington National Cemetery where you will visit the grave of President John F. Kennedy and the Tomb of the Unknowns. Leaving the cemetery, you will head to the fashionable neighborhood of Georgetown, home to many of the loveliest homes and gardens in Washington, DC. You'll stop at one of the most famous, Dumbarton Oaks, where representatives from many nations met to lay the groundwork for the United Nations. Here, you will enjoy the amazing art collection and the 10 acres of formal gardens before traveling back to the hotel.

**1:30 – 4:30 pm**      **Capitol Hill Tour**  
**Tickets: \$38 per person**

Capitol Hill is the center of activity in our nation's capital. The tour will take you inside the Statuary

Hall, which served as the House of Representatives Chamber until 1857, the Rotunda area, as well as the Old Senate and Supreme Court Chambers. The commentary not only will provide a history of the building but also of the nation. Leaving Capitol Hill, you'll cross the street to the Supreme Court and from there head to the Folger Shakespeare Library, where you will be transported back to the Elizabethan era. The library houses the world's largest collection of Shakespeare's printed works and more than half of all books published in English before 1641. The tour will end at the Library of Congress located in the magnificent Thomas Jefferson Building.

**4:30 – 6 pm**      **Dinner on your own**

**6 – 9 pm**      **Welcome Reception (cash bar and hors d'oeuvres), Independence A**

## Sunday, 6 May 2001

**7:30 am – 5 pm**      **Annual Meeting Registration, Independence Level (5B)**

**8:30 – 9:30 am**      **Welcome Breakfast and Opening Remarks, Independence A**

**9:30 – 10 am**      **Business Meeting, Independence A**

**10 – 10:30 am**      **Coffee and Tea in Independence B-E**

**10 am – 12 pm**      **Exhibits Open, Independence B-E**

**10:30 – 11:30 am**      **Keynote Address: These Are the Worst of Times, These Are the Best of Times**

Vitek Tracz, Chairman of the Current Science Group, of which Biomed Central is a member company—**Independence A**

**11:30 am – 1:30 pm**      **Lunch on your own**

**1 – 5 pm**      **Exhibits Open, Independence B-E**

**A** 1:30 – 3 pm  
**SESSIONS, SET A**

**A1. Publication Issues for Non-Anglophone Scientists.** *Magne Nylenna, MD, PhD, Editor, Journal of the Norwegian Medical Association (Tidsskrift for den Norske Laegeforening); Cristina Isabel Cann, MPH, Associate Editor, Epidemiology; Miriam Bloom, PhD, ELS(D), President, SciWrite; Ben Xu, PhD, Research Fellow in Cognitive Science, National Institutes of Health—Farragut Square*

International scientists often try to publish in English to enhance their professional standing and communicate with English-speaking scientists. However, journals in a country's own language may be a better way to disseminate information to working physicians or scientists. Is English-language scientific literature the best way to internationalize science? How can English-language journals improve their outreach to scientists who speak other languages? Can CSE play a role in improving international scientific communication? A panel of editors and authors will discuss these and other questions.

**A2. Preprint Servers.** *Walter Warnick, Director, US Department of Energy, Office of Scientific & Technical Information; Kamran Abbasi, British Medical Journal Publishing Group; Catherine Candee, Director, Scholarly Communications Initiatives, California Digital Library Program—McPherson Square*

The session will highlight three robust, fully functioning preprint initiatives in very different subject areas. Emphasis will be on both conception and launching initiatives, as well as on first observations of the impact of preprint projects on their respective fields.

**A3. Ethical and Quasi-ethical Problems in Publication.** *Sheldon Kotzin, Chief, Bibliographic Services Division, National Library of Medicine; Drummond Rennie, MD, Adjunct Professor of Medicine, University of California of San Francisco, and Deputy Editor, JAMA; Mary Scheetz, Office of Research Integrity, US Department of Health and Human Services—Independence F*

Scientific editors have a clear ethical mandate to protect readers against fraudulent or misleading information. To what extent should they also consider the ways their decisions affect systems—

such as academic promotion and corporate sponsorship of research—that influence who does science and what scientists study? The members of this panel will provide expert perspectives on how to identify ethically problematic situations and distinguish them from quasi-conundrums. Among the editorial challenges discussed will be the question of authorship and responsibility for papers, breaks in confidentiality, conflicts of interest, and redundant publications. Bring your own occupational ethical hazards and come away with practical concepts for thinking about them and policies for dispelling them.

**A4. The Editorial Office Ain't What It Used To Be.** *Rich Dodenhoff, Journals Director, American Society for Pharmacology and Experimental Therapeutics; Barbara Gordon, Deputy Executive Officer, American Society for Biochemistry and Molecular Biology/Journal of Biological Chemistry; Aime Ballard, Managing Editor, Professional Journals, American Diabetes Association; Ann Donaldson, Managing Editor, American Journal of Sports Medicine—Independence H*

The electronic age has introduced many changes in the workplace. With digital figures and online peer review, traditional data entry and production staff may need new skills or ways of working. How do we staff for, train for, and transition to new technologies in a traditional office setting? Learn how one manuscript office evolved after going online, hear how telecommuting is working for managers and staff, and get advice on successfully working with the inevitable changes new technologies will bring to your office.

**A5. The Arcanum of Bricks and Clicks: What Is the Right Mix to Survive Today's Publishing Watershed?** *Ton Duut, Electronic Publishing Director, The Gordon and Breach Publishing Group; Christopher Schneider, President, The Gordon and Breach Publishing Group; B.L. Ganju, General Manager Export Typesetting, Thomson Press—Lafayette Park*

For publishers to survive the transformation from print product to online content deliverables, they must acquire and develop new technologies without compromising the print product, at least in the short term. In this session, we will discuss short-term goals for using the new technologies to enhance the print product, as well as long-term goals for creating online services that will eventually match the print product and likely

reduce the reliance on income from it. Because the radical online-only text and trade publishers are hitting brick walls, we must examine not only how information can be made available, but also what techniques will preserve and enhance the authority of the copyright holders.

**3 – 3:30 pm      Coffee and Tea in  
Independence B–E**

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**B      3:30 – 5 pm  
SESSIONS, SET B**

**B1. Plain Language in Science: Signs of  
Intelligible Life in the Scientific Community?**

*Joanne Locke, Plain Language Coordinator, US Food and Drug Administration; Lily Whiteman, Plain Language Trainer from former Vice President Al Gore's National Partnership for Reinventing Government—Independence F*

Accurate scientific communication doesn't have to be unintelligible. Garbled grammar, convoluted sentences, and needlessly complicated technical terms are all common in science, but they don't have to be. Two writing instructors from the federal government will lead plain language exercises, including side-by-side comparisons of scientific information presented in typically impenetrable jargon and the same information in plain language.

**B2. Putting Your Vintage Issues Online.**

*Barbara Meyers, Meyers Consulting Services; Bill Witscher, Product-Lines Manager and Associate Director, HighWire Press, Stanford University; Mark Gross, President, Data Conversion Laboratories—Independence H*

Are you thinking about placing back issues of your journal online? It takes lots of planning! You must decide what electronic format would best serve your audience, how much it will cost, where to find vendors who can accomplish your translation goals, and whether your current online vendor can accommodate the search engine and linking requirements of the old data. There are multitudes of issues to consider and decisions to make along the way. Participate in a listen, learn, and question session with some of the experienced pros in this area of publishing.

**B3. Cross-disciplinary Science: Fostering,  
Recruiting, and Reviewing Multidisciplinary  
Work.** *Bridget C. Coughlin, PhD, Associate*

*Recruiting Editor, Proceedings of the National Academy of Sciences; Laura Garwin, PhD, North American Editor, Nature; Henry N. Blount III, PhD, Head, Office of Multidisciplinary Activities, The National Science Foundation—Farragut Square*

Each discipline has different scientific standards, refereeing practices, authoring formats, style, and publishing expectations. In addition, traditional boundaries between departments in the “ivory tower” are blurring while collaborations between industry and academia are flourishing. How can journals embrace these trends and juggle the many variables of publishing multidisciplinary research? This session will address cross-disciplinary funding agencies' perspectives, scientists' expectations, and editors' challenges.

**B4. Building New Business Models.** *Carter Glass, Manager of Electronic Publishing Development, American Geophysical Union; Crispin Taylor, Managing Editor, Science's Next Wave; Michael Jon Jenson, Director of Publishing Technologies, National Academy Press—Lafayette Park*

How do you budget for the move from print to electronic? When do you start planning? How long should this move take? What sources of revenue should you prepare to see less of (or lose) and what are new potential sources? Professionals who have faced the challenges of new electronic ventures will discuss these issues in practical terms.

**B5. TO XML or Not to XML: That's Not Even  
the Question Anymore.** *David Silverman, President, The Clarinda Company; Dale Waldt, Consultant; Robert Reich, President, Ecosystems—McPherson Square*

XML has emerged as the clear solution for “cross-media” publishing. So, what is the state of the art? How can it be used today and what must we know for tomorrow? Presenters will discuss where the standards and current software implementations stand; demonstrate cutting-edge concepts for making XML repositories for publishing; and discuss methods for getting and keeping XML-savvy staff.

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

**Monday, 7 May 2001**

<b>7:30 am – 5 pm</b>	<b>Annual Meeting Registration, Independence Level (5B)</b>
<b>7:30 – 8:30 am</b>	<b>Continental Breakfast in Independence B–E</b>
<b>8 am – 12 pm</b>	<b>Exhibits Open, Independence B–E</b>

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**C 8:30 – 10 am  
SESSIONS, SET C**

**C1. Editing on the Web: From the Text to the Screen.** *Carol Cadmus, ELS, President, Cadmus Editorial Services; Thomas Gegeny, MS, ELS, Editor, Center for AIDS: Hope and Remembrance Project; Wendy J. Meyeroff, Medical Marketing/Communications—Franklin Square*

It's well established that readers assimilate information from Web pages very differently from the way they do from conventional books or journals. So, does editing material for the Web require a new approach? Yes. . .and no. The panel will share how-to's and how-not-to's, explore ways to satisfy the client but remember the user when editing text or working with Web page designers, and critique Web pages that rate a thumbs-up or a thumbs-down.

**C2. From Ford to Rolls Royce: How Journals Can Attract (and Keep) the Best Papers.** *Allison Laird, MSC, Managing Editor, British Journal of Obstetrics and Gynaecology; Edward J. O'Connell, MD, Editor-in-Chief, Annals of Allergy, Asthma, & Immunology; John M. Grant, MD, FRCOG, Editor-in-Chief, British Journal of Obstetrics and Gynaecology; Laurie Goodman, PhD, Executive Editor, Genome Research—Independence F*

In the fiercely competitive world of Scientific Technical and Mathematical (STM) publishing, attracting and retaining the best authors can give one journal a significant advantage. This session will reveal some secrets of success. A diverse panel of editors will discuss strategies for attracting the best research for publication, and the importance of good writing in manuscript preparation. Presentations will include the following: "Trying to Increase Manuscript

Submissions?," "Extricating Your Journal From the Catch-22 Paper Submission Cycle," and "William Smellie and the Writing of English."

**C3. Tips and Techniques for the Small Publication Office.** *Johanna Reinhart, Journals Director, American Society of Civil Engineers; Vicki Sullivan, Production Manager, Impressions Book and Journal Services—Independence H*

Have you recently discovered a new technique that saves you time and/or money? Are you stumped by a vexing situation that you just know somebody has figured out? Bring your ideas, no matter how small or how large, and join the moderators in identifying ways that will make your office sing.

**C4. Creating a Digital Authorship.** *John Breithaupt, Product Specialist, Cadmus Professional Communications; Cara S. Kaufman, Partner, Kaufman-Wills Group, LLC; Chris Lorenzo, Applications Design, Cadmus Professional Communications; Mary Ann Searby, Rapid Review Manager, Cadmus Professional Communications; Kathy Schultz, Managing Editor, Molecular Endocrinology—Farragut Square*

The pressure to publish more quickly and at a lower cost continues to grow. One of the most effective ways to respond to this pressure is to build a fully digital workflow, from author to reader. Many publishing activities are transitioning to digital processes: author-supplied graphics, manuscript and graphic submissions, peer review, author proofing, and reprint ordering. This transition holds great potential, but there are also significant pitfalls. This session will focus on how to avoid those pitfalls—through author education, through selecting the right formats for digital data, and through building intelligent submission and "preflighting" processes.

**C5. Beyond Brochureware: Giving Your Web Site Value.** *C. Michael Phillippe, Vice President e-Marketing, Stiegler, Wells and Brunswick; Michael Melvin, Frontier Technologies; John Bruel, Consultant, Marketing Strategies, Wheelhouse, Inc.—McPherson Square*

Much of the past emphasis has been on information architecture and delivery of scientific information on the Web. This session will explore use of the Web beyond the online journal and focuses on the organization's primary Web site. A diverse panel will discuss such topics as dynamic versus static HTML sites; using rich media; e-commerce

and security; data mining and one-to-one marketing, advertising your products and services on the Web, and fusion marketing; interactive public relations; and adding value for visitors.

**10 – 10:30 am Coffee and Tea in Independence B-E**

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**D 10:30 am – 12 pm SESSIONS, SET D**

**D1. SSF7: A Preview of the Next Edition of the CSE Style Manual.** *CSE Style Manual Subcommittee: Peggy Robinson, ELS; Bob Wilbur, MS; Larry Bowlds, ME; Jane Edwards, MSL; Thor Kommedahl, PhD; Karen Patrias, MLS; Gregory Shaner, PhD—Franklin Square*

With work on the seventh edition of *Scientific Style and Format* well under way, a sneak preview is in order. In addition to describing the broad changes in content and organization that are in store, the Style Manual Subcommittee will present some of the highlights in more detail, including new recommendations on citing electronic resources, recent changes to the nomenclatural codes for organisms, new guidelines for presenting genetic information, and changes to CSE number style (as adopted in late 1997).

**D2. The Journal's Role in Educating Readers.** *Paul Mazmanian, PhD, Associate Dean of Continuing Medical Education, Virginia Commonwealth University School of Medicine, and Editor, Journal for Continuing Education in the Health Professions; Thomas B. Cole, MD, MPH, JAMA Contributing Editor—Farragut Square*

Many journals are offering their readers the opportunity to earn continuing medical education credit by reading journal articles. We will review the randomized controlled trials on continuing medical education, assess the effectiveness of journal reading in changing physician behavior and patient outcomes, and discuss the concepts of perception and learner need in relation to change and learning.

**D3. Nothing About Me Without Me: The Ethics of Writing About Patients.** *Faith McLellan, PhD, ELS, Editorial Director, Praxis Press; Anne Hudson Jones, PhD, Professor, Literature and Medicine, Institute for the Medical*

*Humanities; Magne Nylenna, MD, PhD, Editor, Journal of the Norwegian Medical Association (Tidsskrift for den Norske Laegeforening)—*

**McPherson Square**

Increasing interest in narrative medicine and narrative ethics is expanding the forms of writing about patients far beyond the traditional notion of the case report. Some medical journals require written consent to publication by patients described in these reports. The session will provide the viewpoint of editors and medical humanities scholars on the ethical dimensions of writing about patients.

**D4. Where Do Readers Want to Do their Reading?** *Philippa Benson, PhD, Managing Editor, Center for Applied Biodiversity Science, Conservation International; Maribeth Back, Xerox Palo Alto Research Center; Victoria Bellotti, PhD, Senior Member of Research Staff, Xerox Palo Alto Research Center—Independence H*

This session will discuss current research by publishers and technology developers on where and how professionals read for work-related tasks. Speakers will discuss the importance of understanding readers' tasks, and how the design of texts, both print and electronic, can support or hinder goal-driven reading.

**D5. Following Your Readers With Web Statistics.** *Julia Blixrud, Director of Information Services, Association of Research Libraries—Independence F*

A few years ago, looking at statistics for the month would have meant looking at your staff's productivity or the amount of business received. Today, looking at statistics probably includes looking at your organization's Web statistics and logs. These data help companies glean information about what content should be included in their electronic product and how people are using their Web site. What usage statistics are most valuable to users? How should usage be measured, reported, and protected?

**12 – 2 pm Awards Luncheon, Independence A**

**2 – 3 pm Plenary Session: Visual Explanations**  
Edward Tufte, PhD, the internationally known expert on graphic presentations of information

and the author of *The Visual Display of Quantitative Information*.—**Independence A**

**3 – 3:30 pm**      **Coffee and Tea in Independence B–E**

**3 – 5:30 pm**      **Exhibits Open, Independence B–E**

**3:30 – 5:30 pm**      **Workshop: Evaluating Web Sites—The Impact of Information Design—Independence F**

Companies, such as IBM and Microsoft, spend tremendous amounts of time and energy designing screens (and even icons) that will be simple for users to maneuver. When is the last time you looked at your Web site from a user's perspective? This workshop will introduce the concepts of information design and usability testing. The information design team, led by Dr. Daniel Boyarski, Professor and Director of the Communication Planning and Information Design Graduate Program in the School of Design at Carnegie Mellon University, will show you how to perform usability tests on Web page designs cheaply and effectively. Three Web site designs of scientific publications will be critiqued, and a representative user will test a site while Prof. Boyarski and his team observe and comment. Attendees can model this testing in the editorial office to develop a better, more usable Web site.

**3:30 – 6:30 pm**      **The Third CSE Authorship Retreat: Who Wrote My Paper?—Independence H**

*Chair: Drummond Rennie, MD, Adjunct Professor of Medicine, University of California of San Francisco, and Deputy Editor, JAMA*

The retreat will concentrate on implementing the initiative to disclose authors' individual contributions to the readers. Not only has CSE done a great deal to examine and promote this initiative, but it has become official policy for the International Committee of Medical Journal Editors. Editors of journals that have instituted disclosure of contributions will present their experiences and answer questions. Afterward, scientists, editors, ethicists, and administrators will present their comments. The goal of this retreat is to educate people on this initiative and to debate how openness and transparency in science can be improved.

**5:30 – 7:30 pm**      **Committee Meetings**

**Dinner on your own**

**Tuesday, 8 May 2001**

**7:30 am – 12 pm**      **Annual Meeting Registration, Independence Level (5B)**

**8 – 9 am**              **Continental Breakfast in Independence B–E**

**8 am – 12 pm**        **Exhibits Open, Independence B–E**

**9 – 10 am**            **Plenary Session: From Data to Headline: How Science Is Reported in the Newspaper—Independence A**

*Susan Okie, MD, National Staff Writer/Medicine, The Washington Post*

**10 – 10:30 am**      **Coffee and Tea in Independence B–E**

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**E** **10:30 am – 12 pm**  
**SESSIONS, SET E**

**E1. Freelancing in the Computer Age: The More Things Change . . .** *Seth Beckerman, MA, Business and Technical Communications; Laurie Lewis, Freelance Writer/Editor; Ann Conti Morcos, MA, ELS, Owner/Director, MorcosMedia—Independence H*

Thanks to personal computers, a range of freelancing possibilities now exist that were unimaginable in the premodem years. Yet, the traditional problems remain (such as deadlines, late payments, and poor communication), only to be compounded by new technological bugaboos (such as software snafus and bandwidth blowouts). The panel members will share how they tackle the roadblocks, both old and new, and remain successful and enthusiastic freelancers.

**E2. The Care and Feeding of Reviewers.** *Roy M. Pitkin, MD, Editor, Obstetrics & Gynecology; Michael L. Callahan, MD, Deputy Editor, Annals of Emergency Medicine; Christine Arturo,*

*Managing Editor, Journal of the American College of Cardiology*—**Lafayette Park**

A scientific journal is only as good as its reviewers, and everything it does to identify, educate and retain them—and keep them happy in the process—can only improve its standing. Dr. Pitkin will outline various ways to identify and recruit reviewers, as well as how to instruct them about approaching a particular review. Dr. Callahan will discuss educational programs that can help reviewers improve their performance. Ms. Arturo will describe ways of rewarding and recognizing excellent reviewers and disciplining those who may need it.

**E3. The Culture of a Journal: Building It, Sustaining It, Changing It.** *Donald Kennedy, PhD, Editor, Science; Michael Held, Director, Rockefeller University Press; William Hay, Jr., MD, Editor, NeoReviews*—**Independence F**

If you are a new editor of an established journal, how do you sustain its success and yet put your own stamp on it? If you are the editor or publisher of a journal that needs repositioning, how do you successfully set and accomplish the goals necessary for change? How do you inform the readers that the journal has changed? If you are the editor of a new journal, how do you establish and build an identity for your journal?

**E4. Manuscript Submission and Tracking: Current Workflow and Online Solutions.** *Rich Dodenhoff, Journals Director, American Society for Pharmacology and Experimental Therapeutics; Bill Witscher, Product-Lines Manager & Associate Director, HighWire Press, Stanford University; William T. Carden, Jr., President and CEO, Carden Jennings Publishing; Julian Macnamara, CEO, XpressTrack*—**Franklin Square**

Learn how to analyze your current workflow before embarking on the implementation of a new manuscript tracking system. Listen to an expert

help you decide what file types to accept from authors. Should you allow files from software prevalent in science, such as TeX or LaTeX, or limit authors to common software? At many journal offices, the work related to a publication continues beyond the final decision on a manuscript. How do you make use of the information in your database to handle reprint sales, billing for page charges and color fees, and support other business functions of the journal office?

**E5. 2001: A Publishing Odyssey.** *John Sack, Director, HighWire Press, Stanford University; Kent Anderson, Publishing Director, New England Journal of Medicine; David Gillikin, Science Online Internet Manager, Science/AAAS; Sandra Goldbeck-Wood, Assistant Editor, BMJ Publishing Group; Nancy Rodnan, Director, Office of Publications, The FASEB Journal; Barbara Gordon, Deputy Executive Officer, American Society for Biochemistry and Molecular Biology/Journal of Biological Chemistry*—**Farragut Square**

The publishing environment and delivery of critical content have been transformed by significant technology advancements, the expectations of authors and researchers, and the emerging synergy between publishers. Join in a discussion with our distinguished panels of publishers as they describe their practical experiences to publish critical content faster, with greater connectivity and relevance to supplemental research and information. How do these approaches compare, what are their implications for the editorial and production process, and what are the real benefits to users?

**1:30 – 4:30 pm**      **Capitol Hill Tour.**  
**Tickets: \$38 per person.**

**2 – 8 pm**              **Combined Board Meeting**  
of new and outgoing CSE  
officers (includes a working  
dinner)