



# CSE 2009 Annual Meeting

Show Me the Data—The Science of Editing and Publishing

1-5 May 2009 | Hilton Pittsburgh | Pittsburgh, PA | Final Program

# Welcome!

Welcome to Pittsburgh and to the 52nd Annual CSE Meeting, "Show Me the Data—The Science of Editing and Publishing." We look forward to greeting you at the Welcome Reception Saturday evening at 6:00 PM.

The Program Committee has worked hard to develop timely topics and to find the best speakers worldwide to broaden the reach of the annual meeting. By attending the sessions, science editors can sharpen their skills and get practical tips on how to work even more effectively.

Our distinguished keynote and plenary speakers will touch on the serious and on the lighter side of communicating scientific data and research, focusing on the roles that memory, humor, and human computation can play.

Be sure to attend the popular research poster presentations and Presidential Reception Sunday at 5:00 PM. You will have plenty of time to plan your own research project for the 2010 CSE Annual Meeting.

Mindful of our changing climate and steps we can take to be more environmentally conscious, CSE encourages all speakers to post their presentations on our Web site after the meeting. We also work with the hotel to maximize recycling.

We thank Seth Beckerman, Local Arrangements Subcommittee Chair, for providing interesting and eclectic extra-curricular events, and Anne Grist and Heather Hassell at Drohan Management Group for all their hard work pulling everything together to ensure a successful meeting.

We sincerely hope you enjoy this program and find it exciting and rewarding.

**Diane Scott-Lichter**, CSE President  
**Diane M. Sullenberger**, 2009 Program Chair



# CSE Board

Diane Scott-Lichter, President  
Diane Lang, President-Elect  
Christine Laine, Vice President  
Ana Marusic, Past President  
Rebecca S. Benner, Secretary  
Anna Trudgett, Treasurer  
Kevin Pirkey, Treasurer-Elect  
Christine Arturo, Director  
Devora Krischer, Director  
Harvey Marcovitch, Director  
Barbara Gastel, Ex Officio: Editor, *Science Editor*  
Seth Beckerman, Ex Officio: Web Editor  
Anne Grist, Executive Director

# 2008-2009 Program Committee

Diane M. Sullenberger, Chair	Richard T. Kobel
Seth Beckerman, Local Arrangements Subcommittee Chair	Devora Krischer
Shelley Andrews	Tom Lang
Patricia K. Baskin	Ana Marusic
Barbara N. Campaigne	Joy E. Moore
Jocalyn P. Clark	Nancy A. Olsen
Bruce P. Dancik	SiNae Pitts
Tracey DePellegrin Connelly	Mauricio Rocha e Silva
Jennifer Fleet	Bill Silberg
Heather Goodell	Adrian Stanley
Kenneth F. Heideman	Iain E.P. Taylor
Simon Inger	Michele Vivirito
	Margaret A. Winker

# Thank you to our sponsors!

Aries Systems Corporation  
CrossRef  
National Academy of Sciences  
The Sheridan Group  
Thomson Reuters

# What is the Council of Science Editors (CSE)?

CSE's mission is to promote excellence in the communication of scientific information. 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 CSE in 2000. The new name more accurately reflects our expanding membership. CBE was established in 1957 by joint action of the US National Science Foundation and the American Institute of Biological Sciences. Today, CSE 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 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, Scholars, and Vendors

# CSE 2009 Annual Meeting Schedule at a glance

## Friday, 1 May

8:00 AM – 5:00 PM

Short Course for Journal Editors | *Rivers Room*

## Saturday, 2 May

8:00 AM – 4:30 PM

Short Course for Journal Editors | *Rivers Room*

8:00 AM – 4:45 PM

Short Course on Publication Management | *Le Bateau Room*

8:30 AM – 5:00 PM

Short Course for Manuscript Editors | *King's Garden South*

8:30 AM – 5:00 PM

Short Course on Journal Metrics | *King's Garden North*

4:00 PM – 6:00 PM

Annual Meeting Registration Desk Open | *Grand Ballroom Foyer*

6:00 PM – 8:30 PM

Welcome Reception and Exhibit Hall Opening | *Grand Ballroom II*

## Sunday, 3 May

7:30 AM – 5:00 PM

Annual Meeting Registration Desk Open | *Grand Ballroom Foyer*

7:30 AM – 5:00 PM

Speaker Ready Room Open | *King's Terrace*

7:45 AM – 8:45 AM

Continental Breakfast | *Grand Ballroom I*

8:45 AM – 10:30 AM

Opening Session | *Grand Ballroom I*

8:45 AM – 9:00 AM

Opening Remarks | Diane Scott-Lichter, CSE President

9:00 AM – 9:30 AM

Business Meeting

9:30 AM – 10:30 AM

**Keynote Address** | What's the Matter with Memory? | Elizabeth F. Loftus, PhD

10:30 AM – 11:00 AM

Refreshment Break and Visit Exhibits and Posters | *Grand Ballroom II*

11:00 AM – 12:30 PM

Concurrent Educational Sessions

**A1** | Why Should Editors Do Research? | *Grand Ballroom III*

**A2** | How to Make Science Interesting, and Why It's Important | *Grand Ballroom IV*

**A3** | Conflict of Interest: Issues, Policy, and Practice | *Rivers Room*

**A4** | Freelancing Roundup | *Brigade Room*

12:30 PM – 1:30 PM

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

1:30 PM – 3:00 PM

Concurrent Educational Sessions

**B1** | Bridging the Geographic Science Gap: Modes of Quantitative Analysis for Scientific Papers | *Grand Ballroom III*

**B2** | Science Editing Goes Global: CSE International Scholars, Editor Link, and AuthorAID | *Grand Ballroom IV*

**B3** | Greening Up Journals, Meetings, and Offices: Get Started Now! | *Rivers Room*

**B4** | Framing Science: Meeting the Needs of Diverse Audiences | *Brigade Room*

Visit Exhibits and Posters

Concurrent Educational Sessions

**C1** | Bridging the Geographic Science Gap: Editors' View of Evaluating and Rating Scientific Papers | *Grand Ballroom III*

**C2** | Industry Update: What You Need to Know about the Initiatives of Professional Societies | *Grand Ballroom IV*

**C3** | How to Ensure the Integrity of Research Data in Published Papers: Images, Statistics, and the Editors' Role | *Rivers Room*

President's Reception Featuring CSE 2009 Poster Presentations | *Grand Ballroom II*

3:00 PM – 3:30 PM

3:30 PM – 5:00 PM

5:00 PM – 6:00 PM

## Monday, 4 May

7:30 AM – 5:00 PM

Annual Meeting Registration Desk Open | *Grand Ballroom Foyer*

7:30 AM – 5:00 PM

Speaker Ready Room Open | *King's Terrace*

8:00 AM – 9:00 AM

Continental Breakfast in the Exhibit Hall | *Grand Ballroom II*

9:00 AM – 10:00 AM

**Plenary Address** | Improbable Research—Less and More than Meets the Eye | Marc Abrahams | *Grand Ballroom I*

10:00 AM – 10:30 AM

Refreshment Break and Visit Exhibits and Posters | *Grand Ballroom II*

10:30 AM – 12:00 PM

Concurrent Educational Sessions

**D1** | What Do We Know about Editorial Decision Making? | *Grand Ballroom III*

**D2** | The Evidence on Open Access | *Grand Ballroom IV*

**D3** | Copyright, Open Access, Subscriptions, and Permissions: What Editors Need to Know in the New Digital Publishing Environment | *Rivers Room*

**D4** | Word Tips for Editors | *Brigade Room*

Awards Luncheon | *Grand Ballroom I*

12:00 PM – 1:30 PM

1:30 PM – 2:00 PM

Dessert in the Exhibit Hall with Posters | *Grand Ballroom II*

## CSE 2009 Annual Meeting Schedule *at a glance*

2:00 PM – 3:30 PM	Concurrent Educational Sessions E1   Ethics Clinic   <i>Grand Ballroom III</i> E2   How to Deal with Funding Mandates   <i>Grand Ballroom IV</i> E3   What's New with Search Engines?   <i>Rivers Room</i>
3:30 PM – 4:00 PM	Refreshment Break and Visit Exhibits and Posters   <i>Grand Ballroom II</i>
4:00 PM – 5:30 PM	Concurrent Educational Sessions F1   How Do We Minimize Bias in Peer Review?   <i>Grand Ballroom III</i> F2   Research 101: How to Make Theory, Hypothesis Testing, Experimental Design, Statistics, and Google Analytics Work for You   <i>Grand Ballroom IV</i> F3   How to Communicate with the Media...and Stay Out of Trouble   <i>Rivers Room</i>
5:30 PM	Take Down Exhibits and Posters
<b>Tuesday, 5 May</b>	
7:00 AM – 12:00 PM	Annual Meeting Registration Desk Open   <i>Grand Ballroom Foyer</i>
7:30 AM – 12:00 PM	Speaker Ready Room Open   <i>King's Terrace</i>
7:30 AM – 8:30 AM	Continental Breakfast   <i>Grand Ballroom Foyer</i>
8:30 AM – 10:00 AM	Concurrent Educational Sessions G1   Report from an Authorship Retreat   <i>Grand Ballroom III</i> G2   Challenges of Creating Digital Libraries: Digitizing, Organizing, Storing, and Accessing Content   <i>Grand Ballroom IV</i> G3   Choosing and Changing Publishing Vendors   <i>Rivers Room</i>
10:00 AM – 11:00 AM	Plenary Address   Human Computation   Luis von Ahn, PhD   <i>Grand Ballroom I</i>
11:00 AM – 11:30 AM	Refreshment Break   <i>Grand Ballroom Foyer</i>
11:30 AM – 1:00 PM	Concurrent Educational Sessions H1   Control C, Control V: Plagiarism Detection in a Web 2.0 World   <i>Grand Ballroom III</i> H2   What Editors Need to Know about the Required Registration of Clinical Trials and its Impact on Publishing Clinical Trial Results   <i>Grand Ballroom IV</i> H3   How to Assess and Deploy Web Enhancements   <i>Rivers Room</i>
1:00 PM	CSE Annual Meeting Concludes

## Poster Presentations

The Second Annual CSE Poster Presentations will be held in the Exhibit Hall. Posters will be presented on Sunday, 3 May from 5:00 to 6:00 PM and may be viewed during all breaks Sunday, 3 May, and Monday, 4 May.

### Authorship

**Trend in Authorship: *Obstetrics & Gynecology* 1988, 1998, and 2008**  
Togas Tulandi and Fady Shehata, Department of Obstetrics and Gynecology, McGill University, Montreal, Quebec

### Editing

#### Readability in Natural History Journals

Elizabeth Hassell, Amy Ostvig, Matt Terry, Janene Auger, and E. Shannon Neeley, Brigham Young University, Provo, Utah

#### Measurement and Correction of Incorrect Reference Information in Two Specialty Nursing Journals

Mike Minjock and Rose Mary Carroll-Johnson, Oncology Nursing Society/Forum, Pittsburgh, Pennsylvania

### Editorial Office Management

**In-house Efforts to Improve Timing Statistics in a Peer-Reviewed Medical Journal**  
Rebecca S. Benner, *Obstetrics & Gynecology*, Washington, DC

#### Evaluating the Application of a Reviewer Grading System in a Peer-Reviewed Medical Journal

Rebecca S. Benner, *Obstetrics & Gynecology*, Washington, DC

### Journal Indexing

**Visibility of Small Scholarly Journals after Inclusion in the Web of Science: Case Study of Croatian Scientific Journals**  
Ana Marusic, *Croatian Medical Journal*, University of Split School of Medicine, Split, Croatia

### Readership

#### Croatian Open-Access Journal Platform HRČAK: Tracking Growth and Usage of Journals

Jadranka Stojanovski, Ruđer Bošković Institute, Zagreb, Croatia; and Ana Marusic, School of Medicine, University of Split, Split, Croatia

## CSE 2009 Exhibit Hall Schedule *Grand Ballroom II*

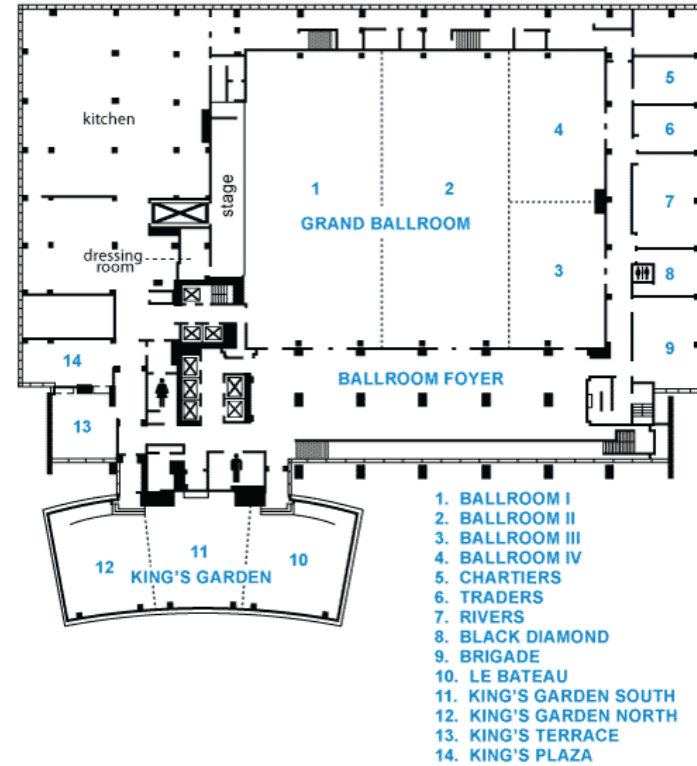
Saturday, 2 May	6:00 PM – 8:30 PM
Sunday, 3 May	10:30 AM – 6:00 PM
Monday, 4 May	8:00 AM – 4:00 PM

## CSE 2009 Annual Meeting Exhibitors

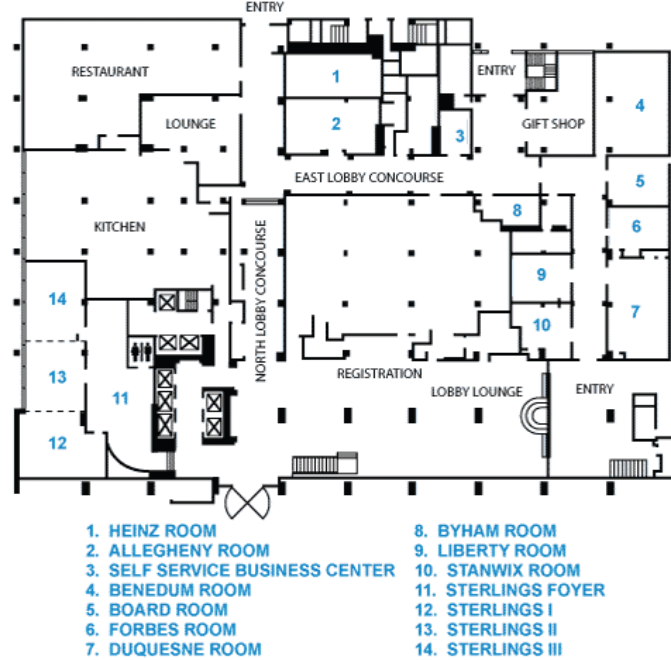
Allen Press, Inc.	Booth: 14
Aries Systems Corporation	Booth: 9
Cadmus Communications	Booth: 18
Content Data Solutions, Inc.	Booth: 2
eJournal Press	Booth: 5
Inera Inc.	Booth: 4
Oxford University Press	Booth: 3
The Sheridan Press	Booth: 7 & 8
SPI Publishing	Booth: 6
Thomson Reuters, Abstract Central	Booth: 19

# Hilton Pittsburgh - Floor Plans

Hilton Pittsburgh - Ballroom Level



Hilton Pittsburgh - Lobby Level



## CSE Committee Meetings Schedule

Sunday, 3 May

6:00 PM – 8:00 PM

Science Editor Editorial Board  
 Education Committee  
 Editorial Policy  
 AuthorAid and Editor Link Task Force

Chartiers Room  
 Traders Room  
 Duquesne Room  
 Benedum Room

Monday, 4 May

5:00 PM – 7:00 PM

2010 Program Committee

Chartiers Room

Tuesday, 5 May

1:00 PM – 9:00 PM

Board Meeting

King's Garden South

1:00 PM – 6:00 PM

African Journal Project Review Meeting

Benedum Room

Are you interested in joining a CSE committee?

Volunteers are welcome. See the committee opportunities information and volunteer form in your registration packet.

## Optional Activities

Don't miss two insider activities in Pittsburgh!

### Green Building Tour

David L. Lawrence Convention Center

Saturday, 2 May, 2:00 PM – 4:00 PM

At more than 1.5 million square feet, the David L. Lawrence Convention Center in Pittsburgh is one of the largest green buildings in the world. Explore this groundbreaking building with its director of operations and see how its design and technology save energy and money. No other building the size of the convention center uses natural ventilation or can illuminate an exhibition hall entirely through its windows and skylights. The use of natural ventilation and extensive day lighting reduces energy consumption by 35% compared to traditional buildings of a similar size, and a water reclamation system reduces potable water use by 60% and lessens the facility's sewage burden. The building also takes advantage of an underground aquifer to further reduce its use of potable water. The Convention Center is within walking distance of the Hilton, or participants can share taxis.

Depart hotel 1:45 PM

Meet in hotel lobby promptly at 1:35 PM

Return to hotel: 4:30 PM

Cost: \$10. On-site ticket sales are available at the CSE Annual Meeting Registration Desk.

### Artisanal Bread-Baking Class

(Includes Lunch and Wine)

Tuesday, 5 May, 2:00 PM – 5:00 PM

Learn to bake rustic Italian bread. This 3-hour class will include lunch and a hands-on bread-baking class taught by an artisanal baker using the brick oven in his restaurant, located in the heart of Pittsburgh's wholesale foods district. Learn about the history of bread baking and how to turn your oven at home into a brick oven. Participants will share taxis for travel to the bakery.

Depart hotel 1:45 PM

Meet in hotel lobby promptly at 1:35 PM

Return to hotel: 5:30 PM

Cost: \$50 / Minimum of 10 people. On-site ticket sales are available at the CSE Annual Meeting Registration Desk.



# Short Courses

Friday, 1 May and Saturday, 2 May

## Short Course for Journal Editors

Rivers Room

8:00 AM – 5:00 PM, Friday, 1 May

8:00 AM – 4:30 PM, Saturday, 2 May

### Objective

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

### Description

The 2-day Short Course for Journal Editors is designed as an introduction for newly appointed editors and a refresher for experienced colleagues, providing a comprehensive survey of the roles and responsibilities of editors of scientific journals. There will be formal presentations on the fundamentals of editing, the editorial board, journal management, publishing ethics, operating business practices, and considerations for introducing a new publication or improving an established one. The group discussions are a key feature of the course, because they provide an opportunity for detailed consideration of decision making, manuscript improvement, allegations of inappropriate behavior, and most important, the issues that participants bring to the table. Participants will also have the opportunity to put forward their questions and problems for consideration by the faculty and other participants.

### Faculty

- William L. Lanier, MD, Editor-in-Chief, *Mayo Clinic Proceedings*, Department of Anesthesiology, Mayo Clinic, Course Coordinator
- Arthur J. Hilliker, PhD, National Research Council of Canada
- Vivian Siegel, PhD, Center for Science Communication, Vanderbilt University
- Stephen D. Prudhomme, MS, Director, Scientific Publishing, American Heart Association
- Terry Van Schaik, Publisher, American Society of Clinical Oncology

### Program in Brief

Friday, 1 May

- Publication of the Results of Research: Peer Review and Determination of Journal Content
- Organization, Composition, and Function of an Editorial Board

### Breakout Sessions

- Assistant Editors, Editorial Boards, and Consultants
- Reviewers: Selection, Responsibilities, and Nurture
- Editorial Decision Making and Communicating with Authors
- Journal Office Operations: Supervising, Evaluation, and Beginning Production
- The Business of Publishing
- Using Metrics to Improve Your Journal

Saturday, 2 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

- Your Journal: Your Role, Your Flow System, Your Problems, and Your Future

## Short Course on Publication Management

Le Bateau Room

8:00 AM – 4:45 PM, Saturday, 2 May

### 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.

### 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.

The keynote session of the course will be titled “Managing to Lead.” Further sessions will address the following topics and will include question-and-answer periods: Managing Communications and People; Working with Publishing Partners; Working with Editors-in-Chief and Associate Editors; and Perspectives of Editors, Authors, and Reviewers. The course will conclude with a problem-solving and discussion period; attendees are encouraged to bring specific questions from their own experience for discussion by all faculty and other attendees.

### Faculty

- Patricia Baskin, MS, Managing Editor, *Neurology*
- Kenneth F. Heideman, MS, Director of Publications, American Meteorological Association
- Denis Baskin, PhD, former Editor-in-Chief and current Executive Editor, *Journal of Histochemistry and Cytochemistry*
- Tanda Jaipen, Managing Editor, *Journal of Histochemistry and Cytochemistry*
- Amy McPherson, Managing Editor, *American Journal of Botany*, Botanical Society of America

### Program in Brief

- Managing to Lead
- Managing Communications and People
- Working with Publishing Partners
- Working with Editors-in-Chief and Associate Editors
- Perspectives of Editors, Authors, and Reviewers
- Problem-solving and Discussion Session

# Short Courses

continued

## Short Course for Manuscript Editors

King's Garden South  
8:30 AM – 5:00 PM, Saturday, 2 May

### Objective

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

### Description

The 1-day Short Course for Manuscript Editors, led by Stacy Christiansen, MA, Director of Manuscript Editing for JAMA, is designed both for novices and for experienced editors who need to stay current in the skills required for mechanical and substantive editing of scientific materials for publication. Sessions will include topics central to the work of scientific manuscript editors, including writing and editing abstracts, ethical and legal issues, electronic editing and online resources, communicating with authors, core statistical concepts, and freelance editing. The afternoon will end with an opportunity for questions and informal discussion with course faculty.

### Faculty

- Stacy Christiansen, MA, Director of Manuscript Editing, JAMA
- Hope J. Lafferty, AM ELS, Senior Editor, Memorial Sloan-Kettering Cancer Center
- Beverly Stewart, MSJ, Senior Manuscript Editor, JAMA
- Jane C. Wiggs, MLA ELS, Editor, Scientific Publications, Mayo Clinic Jacksonville
- Paul Frank, Editorial Systems Manager, JAMA and Archives Journals
- Monica Mungle, Editorial Systems Manager, JAMA and Archives Journals

### Program in Brief

- Writing and Editing Abstracts
- Author-editor Communication
- Electronic Editing
- Online Resources
- Core Statistical Concepts
- Ethical and Legal Issues in Manuscript Editing

## Short Course on Journal Metrics

King's Garden North  
8:30 AM – 5:00 PM, Saturday, 2 May

### Objective

To explore the kinds of data available to journal managers and why it is important to know this data.

### Description

Journal managers have a plethora of data at their fingertips. This 1-day short course will look at available data and discuss what to do with it all. Participants will learn different ways to collect, analyze, and present journal data to editorial boards; detect trends and analyze changes; how to use online usage data in conjunction with circulation data for marketing the journal; and the value of readership surveys and competition surveys.

### Faculty

- Angela Cochran, Managing Editor, *Cancer and Cancer Cytopathology*
- Carissa Gilman, Managing Editor, *CA: A Cancer Journal for Clinicians*

### Program in Brief

- Journal Statistics
- Readership Surveys and Competition Analysis
- Building a Complete Journal Profile
- Partnering with Your Editors to Improve the Journal

# Conference Agenda

## Saturday, 2 May 2009

6:00 PM – 8:30 PM

Welcome Reception  
Grand Ballroom II

Join us and meet your colleagues, old and new, at this networking opportunity. Make sure to welcome the new members in attendance. Hors d'oeuvres will be served and a cash bar will be available.

## Sunday, 3 May 2009

7:30 AM – 5:00 PM

Annual Meeting Registration Desk Open  
Grand Ballroom Foyer

7:45 AM – 8:45 AM

Continental Breakfast  
Grand Ballroom I

8:45 AM – 9:00 AM

Opening Remarks  
Diane Scott-Lichter, CSE President  
Grand Ballroom I

9:00 AM – 9:30 AM

Business Meeting  
Reports by CSE officers on budget and annual planning  
Grand Ballroom I

9:30 AM – 10:30 AM

Keynote Address | **What's the Matter with Memory?**  
Grand Ballroom I

**Elizabeth F. Loftus**, PhD, Distinguished Professor,  
University of California, Irvine

New studies show the power of suggestion to make people believe that they have had experiences that they didn't have. People have been led to remember nonexistent events from the recent past as well as non-existent events from their childhood. They can be led to falsely believe that they have had familiar experiences, but also rather bizarre or implausible ones (e.g., that they witnessed demonic possession as a child). They can

be led to believe that they did things that would have been impossible (e.g., that they shook hands with Bugs Bunny during a trip to Disneyland). They can also be led to falsely believe that they had experiences that would have been highly traumatic had they actually happened. False beliefs have consequences for people, affecting later thoughts and behaviors. For example, people who are led to believe that as children they got sick eating particular foods show avoidance of those foods later on. False memories are important in life, especially in legal cases. When witnesses testify, they are often detailed, confident, and emotional. Juries are impressed. But people can be detailed, confident, and emotional, even when the memories are false. That's why they are so hard to spot. This session will address the importance of explaining scientific data effectively in a variety of non-research settings.

Moderator: *Diane Scott-Lichter, CSE President*



**Elizabeth F. Loftus** is Distinguished Professor at the University of California, Irvine, and holds positions in the Departments of Psychology and Social Behavior, and Criminology, Law and Society. She is the author of *Eyewitness Testimony* and co-author of *The Myth of Repressed Memory*. Her research of the last 20 years has focused on human memory, eyewitness testimony, and courtroom

procedure. Her work has been funded by the National Institute of Mental Health and the National Science Foundation. She received the William James Fellow Award from the American Psychological Association in 2001 for "ingeniously and rigorously designed research studies...that yielded clear objective evidence on difficult and controversial questions." She received her PhD in psychology from Stanford University and has published 22 books and over 450 scientific articles.

10:30 AM – 11:00 AM

Refreshment Break, please visit Exhibits and Posters  
Grand Ballroom II

# Conference Agenda

## Sunday, 3 May 2009 *continued*

### 11:00 AM – 12:30 PM

#### A1 | Why Should Editors Do Research?

*Grand Ballroom III*

**Drummond Rennie**, MD, Deputy Editor, JAMA; **Ana Marusic**, MD, Editor-in-Chief, *Croatian Medical Journal*; **Daniel T. Kulp**, PhD, Editorial Director, American Physical Society

Editors' jobs are becoming more challenging every year, with increasing responsibilities and fewer resources. Why should editors conduct research? How can they manage to conduct research as part of their already busy schedules? What important information can they find out when they do? Join three veteran editors as they share their experiences with conducting, interpreting, and applying research.

*Moderator: Christine Laine, MD, Senior Deputy Editor, Annals of Internal Medicine*

#### A2 | How to Make Science Interesting, and Why It's Important

*Grand Ballroom IV*

**Bruce Lewenstein**, PhD, Professor of Science Communication, Cornell University; **Chris Mooney**, science writer and author, *The Republican War on Science* and the upcoming *Unscientific America*

We often hear from scientists, educators, and policymakers that public interest in and understanding of science is on the wane, with dire implications for America's research enterprise and competitive standing worldwide. But what do we really know about the state of scientific literacy among the public and the impact it might be having? If things are indeed as bad as we hear they are, how did they get that way, and what's to be done? Do scientists and professional publishers have a special obligation to help, or is public education just not their problem? We'll explore these and other issues with authorities in this field.

*Moderator: John Tagler, MLIS, Vice President & Executive Director, Professional & Scholarly Publishing, Association of American Publishers, Inc. (AAP/PSP)*

#### A3 | Conflict of Interest: Issues, Policy, and Practice

*Rivers Room*

**Laurence Hirsch**, MD, Vice President, Medical Affairs, Becton Dickinson, and Immediate Past President, International Society for Medical Publication Professionals; **Katrina Kelner**, PhD, Deputy Editor, Life Sciences, *Science*; **Sarah Tegen**, PhD, Assistant Director for Editorial Development, Journals Publishing Program, American Chemical Society

At both scientific journals and pharmaceutical companies, conflicts of interest that may influence publication decisions are a daily concern. Journal editors worry about the accuracy or completeness of data in industry-funded manuscripts. Pharmaceutical writers and editors worry that journals and peer reviewers may have a bias against their manuscripts. Examples abound in both settings, but unambiguous policies and practices can make the management of conflicts of interest less worrisome. Panelists in this session include speakers from both scientific publishing and the pharmaceutical industry.

*Moderator: Michele Vivirito, Medical Writing Director, Amgen Inc.*

#### A4 | Freelancing Roundup

*Brigade Room*

**Janis Ramey**, MS, Ramey Technical Writing; **Seth Beckerman**, MA, Business & Technical Communications

Join two experienced freelance writers for a broad review of freelancing, including marketing, resources, finances, client relations, and professionalism. New freelancers—or those who seek to make the move to freelancing—are invited to ask questions, and those with experience can share their wisdom.

*Moderator: Gabe Waggoner, MS, Freelance Writer*

### 12:30 PM – 1:30 PM

**Lunch Break (lunch on your own). Please visit Exhibits and Posters.**

### 1:30 PM – 3:00 PM

#### B1 | Bridging the Geographic Science Gap: Modes of Quantitative Analysis for Scientific Papers

*Grand Ballroom III*

**Patricia Brennan**, MSIS, Manager of Evaluative Products and Services, Thomson Reuters; **Jevin D. West**, PhD Candidate, Head Developer of Eigenfactor.org, Department of Biology, University of Washington; **David Tempest**, MBA, Associate Director, Scientometrics & Knowledge Management, Elsevier

How are scientific papers and journals ranked and evaluated? This session will give an in-depth overview of quantitative evaluation systems for scientific papers, looking at the long-established and the newer methods to rank and correlate scientific research.

*Moderator: Adrian Stanley, Chief Executive Officer, The Charlesworth Group (USA)*

#### B2 | Science Editing Goes Global: CSE International Scholars, Editor Link, and AuthorAID

*Grand Ballroom IV*

**Iain E.P. Taylor**, PhD, Professor Emeritus, University of British Columbia Botanical Garden; **CSE Scholars**; **Barbara Gastel**, MD, Professor, Texas A&M University

How can science editors learn from and collaborate with editors and authors in countries with developing economies? The 2009 CSE Scholars will discuss how CSE, through its Editor Link program, can assist them and their colleagues in developing and improving their journals so that the substantial amount of research in resource-poor countries can be delivered effectively to the worldwide scientific community. Learn more about AuthorAID ([www.authoraid.info](http://www.authoraid.info)), a program to help researchers in developing countries publish and otherwise communicate their work. Provide your suggestions for how to make this resource as useful as possible to editors and authors.

*Moderator: Iain E.P. Taylor*

#### B3 | Greening Up Journals, Meetings, and Offices: Get Started Now!

*Rivers Room*

**Sue Silver**, PhD, Editor-in-Chief, *Frontiers in Ecology and the Environment*; **Kevin Pirkey**, Vice President, Odyssey Press and Allen Press, Inc.; **Mark Leahy**, General Manager, David L. Lawrence Convention Center

Printing your journal on recycled paper is important, but where else can you "green" up? Meetings, office supplies, lighting, heating, and cooling can all help reduce your carbon footprint. It's not as difficult as you think. Come and hear some innovative ideas about how you can help your organization save the planet.

*Moderator: Anna Sullivan, Senior Account Executive, Allen Press, Inc.*

#### B4 | Framing Science: Meeting the Needs of Diverse Audiences

*Brigade Room*

**Matthew C. Nisbet**, PhD, Assistant Professor, American University School of Communication; **Ginger Pinholster**, Director, Office of Public Programs, American Association for the Advancement of Science (AAAS)

Communicating science accurately and compellingly is more important than ever. How various audiences receive your message can affect public policy, funding, legislation, personal action, and even the future of the planet. A scholar who defined the concept of framing science and an experienced communicator will share their strategies for clear communication.

*Moderator: Jonathan Lifland, MS, Media and Communications Manager, Proceedings of the National Academy of Sciences (PNAS)*

### 3:00 PM – 3:30 PM

**Please visit Exhibits and Posters**

*Grand Ballroom II*



# Conference Agenda

## Sunday, 3 May 2009 continued

3:30 PM – 5:00 PM

### C1 | Bridging the Geographic Science Gap: Editors' View of Evaluating and Rating Scientific Papers

Grand Ballroom III

**Mauricio Rocha e Silva**, MD, Editor, *CLINICS*; **Ana Marusic**, MD, Editor-in-Chief, *Croatian Medical Journal*; **Adrian Stanley**, Chief Executive Officer, The Charlesworth Group (USA)

This session will pick up where Session B1, "Bridging the Geographic Science Gap: Modes of Quantitative Analysis for Scientific Papers" left off. Peer review is the pre-publication gold standard for evaluating scientific papers. Quantitative evaluation through citations is widely used post-publication, but when and how it should be used are hotly debated. This session looks at long-established and at newer methods to rank scientific research papers, through the eyes of editors, publishers, and readers from around the world.

*Moderator: Rebecca S. Benner, Managing Editor, The American College of Obstetricians and Gynecologists*

### C2 | Industry Update: What You Need to Know about the Initiatives of Professional Societies

Grand Ballroom IV

**John Tagler**, MLIS, Vice President & Executive Director, Professional & Scholarly Publishing, Association of American Publishers, Inc. (AAP/PSP); **Isabel Czech**, Executive Director, Association of Learned and Society Publishers (ALPSP) North America; **Ross MacIntyre**, MSc, Committee Member, UK Serials Group (UKSG); **Harvey Marcovitch**, PhD, Chairman, Committee on Publication Ethics (COPE)

Other professional societies worldwide have undertaken projects that can affect and inform CSE members and other science editors. Learn about their efforts on copyright protection, piracy, and intellectual property; their research on journal industry statistics, scholarly publishing practice, journal article versions, and publisher policies on author rights; their initiatives such as Project Transfer, Knowledge Bases and Related Tools (KBART), Journal Usage Factor, and Publisher and Institutional

Repository Usage Statistics (PIRUS); and their insights on publication ethics and pharmaceutical research.

*Moderator: Christine Arturo, Acquisitions Manager, BCSC, American Academy of Ophthalmology*

### C3 | How to Ensure the Integrity of Research Data in Published Papers: Images, Statistics, and the Editors' Role

Rivers Room

**Robert D. Cardiff**, MD PhD, Director, Center for Genomic Pathology, University of California, Davis; **David Wright**, PhD, Acting Chairperson and Professor, CARRS/CANR, Michigan State University, and Expert Consultant, Office of Research Integrity, US Department of Health and Human Services; **Steven Goodman**, MD MHS PhD, Acting Director, Oncology Biostatistics, Johns Hopkins Sidney Kimmel Cancer Center, and Senior Statistical Editor, *Annals of Internal Medicine*

Editors must ensure that published research is sound. Two factors make this responsibility challenging. 1) Research is complicated, with a dearth of experts to provide advice, for example, on mouse pathology or biostatistical analysis. 2) Software used to present data is sophisticated. As we pull primary data together from multiple sources, the potential for error and the temptation to mislead increase. Panelists in this session will present examples of mistakes and misrepresentations and offer advice for minimizing the publication of errors and deceptions.

*Moderator: Vivian Siegel, PhD, Director, Center for Science Communication, Vanderbilt University School of Medicine, Editor-in-Chief, Disease Models & Mechanisms, Executive Editor, Journal of the American Society of Nephrology*

5:00 PM – 6:00 PM

### President's Reception Featuring CSE 2009 Poster Presentations

Grand Ballroom II

CSE attendees share their insights and spirit of investigation with others at the Second Annual Poster Presentation. The individual with the best poster wins free registration to the 2010 CSE Annual Meeting, plus a copy of the CSE style manual, *Scientific Style and Format*.

## Monday, 4 May 2009

7:30 AM – 5:00 PM

### Annual Meeting Registration Desk Open

Grand Ballroom Foyer

8:00 AM – 9:00 AM

### Continental Breakfast in the Exhibit Hall

Grand Ballroom II

9:00 AM – 10:00 AM

### Plenary Address | Improbable Research—Less and More than Meets the Eye

Grand Ballroom I

**Marc Abrahams**, editor and co-founder of *Annals of Improbable Research* and organizer of the Ig Nobel Prizes

Improbable research almost forces people to laugh, then to think. Every year, the Ig Nobel Prizes draw attention to 10 spectacular examples of improbable research: the medical side effects of sword-swallowing; courtship behavior of ostriches toward humans under farming conditions in Britain; the effects of pre-existing inappropriate highlighting on reading comprehension; etc. But... (1) Most research, whether good or bad, valuable or worthless, draws little interest or attention from the general public—or from other researchers. (2) Almost every scientific breakthrough at first seems improbable—that's why people later call it a "breakthrough." Find out what role humor can play in communicating scientific research.

*Moderator: Diane Lang, CSE President-Elect*



**Marc Abrahams** is editor and co-founder of the science humor magazine *Annals of Improbable Research*. He is the father of the Ig Nobel Prize, designed to recognize scientific research articles that have a humorous or unexpected aspect. Abrahams writes the monthly newsletter *mini-AIR*, a weekly column for the British newspaper *The Guardian*, and a daily blog. *JAMA*

called him "the Puck of science." He has a degree in applied mathematics from Harvard College, spent several years developing optical character recognition computer systems (including a reading machine for the blind), and later founded Wisdom Simulators, a creator of educational software.

10:00 AM – 10:30 AM

### Refreshment Break, please visit Exhibits and Posters

Grand Ballroom II

10:30 AM – 12:00 PM

### D1 | What Do We Know about Editorial Decision Making?

Grand Ballroom III

**Drummond Rennie**, MD, Deputy Editor, *JAMA*; **Kirby Lee**, PharmD, Assistant Professor of Clinical Pharmacy, University of California, San Francisco; **Ellen Weber**, MD, Professor of Emergency Medicine, University of California, San Francisco

Editors know all about decision making; they do it every day. But is deciding what to publish a science or an art? What factors influence decision making and the peer-review process? What psychological factors may subconsciously influence an editor's decision? Join three researchers with very different perspectives on editorial decision making to learn more about the many influences on the editorial decisions you make.

*Moderator: Bruce Dancik, PhD, Editor-in-Chief, NRC Research Press*

# Conference Agenda

## Monday, 4 May 2009 *continued*

### D2 | The Evidence on Open Access

*Grand Ballroom IV*

**Tim Ingoldsby**, Director of Strategic Initiatives & Publisher Relations, American Institute of Physics; **Philip M. Davis**, PhD Candidate, Department of Communication, Cornell University; **Jocalyn Clark**, PhD, Senior Editor, *PLoS Medicine*

There is growing attention and obligation to disseminate research in open-access forums. Open access provides free availability to and unrestricted use of scientific literature. Speakers will discuss recent research that investigates the impact of open-access publishing and self-archiving on citation, readership, accessibility, and the influence of scientific articles.

*Moderator: Catherine Nancarrow, Managing Editor, PLoS Computational Biology, PLoS Genetics, PLoS Neglected Tropical Diseases, PLoS Pathogens*

### D3 | Copyright, Open Access, Subscriptions, and Permissions: What Editors Need to Know in the New Digital Publishing Environment

*Rivers Room*

**John Wilbanks**, Vice President, Science, Creative Commons; **Christopher Kenneally**, Director, Author Relations, Copyright Clearance Center; **Dale D. Berkley**, PhD JD, Senior Attorney, National Institutes of Health

Find out what science editors need to know about copyright and how it has traditionally been managed, as well as the various practices in place today (copyright transfer, license to publish, creative commons) and what they mean for authors and publishers (rights, liabilities, permissions). Discover copyright myths and facts, and learn what policies might be on the horizon (derivative use, attributions).

*Moderator: Joy Moore, Vice President, Global Partnerships, Seed Media Group*

### D4 | Word Tips for Editors

*Brigade Room*

**Bruce Rosenblum**, CEO, Inera, Inc.; **Nathan Day**, AM, Customer Support Specialist, Inera, Inc.

In this session, participants will get tips on how to work more efficiently by using the advanced (and often hidden) features of Word, with a focus on Word as an editing rather than an authoring tool. The curriculum includes personalizing Word, formatting options, document navigation, shortcuts, and more. The session will also address variations in these tools for different versions of Word (e.g., 2003 and 2007).

*Moderator: Margaret (Peggy) Perkins, MA, Director of Manuscript Editing, New England Journal of Medicine*

### 12:00 PM – 1:30 PM

#### Awards Luncheon

*Grand Ballroom I*

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

### 1:30 PM – 2:00 PM

#### Refreshment Break, please visit Exhibits and Posters

*Grand Ballroom II*

### 2:00 PM – 3:30 PM

#### E1 | Ethics Clinic

*Grand Ballroom III*

Ethical concerns in publishing involve not only blatant misconduct but also more commonplace behaviors incompatible with publishing-industry values. This interactive session from the CSE Editorial Policy Committee is designed to give attendees the opportunity to discuss specific ethical cases and how they might be handled. In keeping with the meeting theme of “Show Me the Data” we will discuss data sharing, dual use, and more.

*Moderator: Robert L. Edsall, MPhil, Editorial Director, Publications Division, American Academy of Family Physicians*

### E2 | How to Deal with Funding Mandates

*Grand Ballroom IV*

**Neil M. Thakur**, PhD, Special Assistant to the National Institutes of Health Deputy Director for Extramural Research; **Amy Brand**, PhD, Program Manager, Harvard University Office for Scholarly Communication; **Dominic Mitchell**, Publication Manager, UK, HighWire Press; **Ross MacIntyre**, MSc, Committee Member, UK Serials Group (UKSG)

Funding bodies and academic institutions worldwide are beginning to mandate deposition of scholarly articles in open-access repositories. This session will address the rationale behind these mandates and the practical side of dealing with them. What are the pros and cons of publisher compliance, and how can compliance be facilitated?

*Moderator: Erika Linke, MLS, Associate Dean of University Libraries, Carnegie Mellon University*

### E3 | What’s New with Search Engines?

*Rivers Room*

**Raul Valdes-Perez**, PhD, CEO, Vivisimo; **Natalie Glance**, PhD, Technical Staff, Google

This session will cover advances in the search experience, where bare-bones lists of results are shifting toward richer interfaces that incorporate spotlighting, social search, clustering, and navigation by metadata. The session will also cover how successive waves of social media—starting with discussion forums and review sites, building into photo sharing and social bookmarking, and exploding into weblogs, twittering, activity streams, and online social networks—have changed searching. Find out what these developments mean for science journals, as well as the power of social media to build reader communities for science journals.

*Moderator: Seth Beckerman, MA, Business & Technical Communications*

### 3:30 PM – 4:00 PM

#### Refreshment Break, please visit Exhibits and Posters

*Grand Ballroom II*

### 4:00 PM – 5:30 PM

#### F1 | How Do We Minimize Bias in Peer Review?

*Grand Ballroom III*

**Trish Groves**, MBBS MRCPsych, Deputy Editor, *BMJ*; **Amber E. Budden**, PhD, postdoctoral scholar, National Center for Ecological Analysis and Synthesis, University of California, Santa Barbara; **Mauricio Rocha e Silva**, MD, Editor, *CLINICS*

Peer-review processes are not wholly objective, but involve bias. Speakers will discuss the debate on open versus closed peer review, the evidence on quality of reviews by author- versus editor-suggested reviewers, the particular challenges within small or specialist scientific communities, and research on which author demographics predict the outcome of the review process. The session will suggest ways to improve the experience and practice of peer review for authors, reviewers, and editors.

*Moderator: Jocalyn Clark, PhD, Senior Editor, PLoS Medicine*

#### F2 | Research 101: How to Make Theory, Hypothesis Testing, Experimental Design, Statistics, and Google Analytics Work for You

*Grand Ballroom IV*

**Julie Fiez**, PhD, Professor, Department of Psychology, University of Pittsburgh; **Christian Schunn**, PhD, Associate Professor of Psychology, University of Pittsburgh; **Robbin Steif**, CEO, LunaMetrics, LLC

This tutorial will cover how to conduct research about your publications and users. Learn how to formulate and test hypotheses, such as those on manuscript quality, review quality, and review timeliness. Find out how to answer key editorial and publishing questions through experimental design, statistical approaches, and data analysis, such as using Google Analytics to mine your Web site usage data.

*Moderator: SiNae Pitts, PhD, Founder and CEO, Amphetamobile, LLC*

# Conference Agenda

## Monday, 4 May 2009 *continued*

### F3 | How to Communicate with the Media...and Stay Out of Trouble

Rivers Room

**Ginger Pinholster**, Director, Office of Public Programs, AAAS; **Jonathan Lifland**, MS, Media and Communications Manager, PNAS; **Andy Burness**, President, Burness Communications

Communicating science to the public and to various other audiences can be fraught with unforeseen consequences. How do you communicate what's important about new research clearly and without ambiguity? Experts in the high points and pitfalls of working with the media will share their secrets with you.

*Moderator: Bill Silberg, Vice President, Publishing and Communications, New York Academy of Sciences*

## Tuesday, 5 May 2009

7:00 AM – 12:00 PM

### Annual Meeting Registration Desk Open

Grand Ballroom Foyer

7:30 AM – 8:30 AM

### Continental Breakfast

Grand Ballroom Foyer

8:30 AM – 10:00 AM

### G1 | Report from an Authorship Retreat

Grand Ballroom III

Scientific publications are moving toward greater transparency regarding individuals' contributions. However, "authorship" remains closely tied to the act of writing, practices such as ghost and guest authorship persist, multi-collaborator and interdisciplinary research highlights differences in practices, and debate exists about the appropriateness of engaging professional writers. An Authorship Retreat held separate from the CSE Annual Meeting will gather stakeholders to develop a modern definition for "authorship" and recommendations

for responsible communication of the contributions of individuals to scientific publications. This session will report on the retreat outcomes and seek attendee input for an authorship definition.

*Moderator: Diane Scott-Lichter, Publisher, American Association for Cancer Research*

### G2 | Challenges of Creating Digital Libraries: Digitizing, Organizing, Storing, and Accessing Content

Grand Ballroom IV

**Gloriana St. Clair**, PhD, Dean, Carnegie Mellon University Libraries; **Ron Larsen**, PhD, Dean, School of Information Sciences, University of Pittsburgh; **Edward Galloway**, MLIS, Head, Archives Service Center, University Library System, University of Pittsburgh

How are digital libraries created, maintained, and used? How do we create interfaces that allow readers to find and use materials? Panelists discuss the dynamic world of digital libraries, with an emphasis on scholarly content and audiences. Topics include: technologies, infrastructure, choosing and maintaining a myriad of content types, robust search and retrieval and patron usage, plus lessons learned.

*Moderator: Tracey DePellegrin Connelly, MA, Executive Editor, GENETICS*

### G3 | Choosing and Changing Publishing Vendors

Rivers Room

**John Hawley**, Executive Director, The American Society for Clinical Investigation; **George Kendall**, MA, Managing Editor, *Anesthesiology*; **Frank Stumpf**, Independent Consultant and Board Advisor

Outsourcing operations? Pulling functions in house? Transitioning work to a new vendor? Whether you have changes in the works or are simply mulling over future possibilities, this session will provide process and workflow insights. Get the lessons learned from two publishers' real-life experiences, and find out what makes a transition successful from a vendor's perspective.

*Moderator: Dana Compton, Production Manager, PNAS*

10:00 AM – 11:00 AM

### Plenary Address | Human Computation

Grand Ballroom I

**Luis von Ahn**, PhD, Assistant Professor, Computer Science Department, Carnegie Mellon University

Over 200 million hours are spent playing computer and video games every day in the United States. By age 21 the average American has spent over 10,000 hours playing such games—an equivalent of 5 years working a full time job. What if this time and energy could be channeled into useful work? What if people could play computer games and accomplish work without even realizing it? What if billions of people collaborated to solve important problems for humanity or generate training data for computers? My work aims at a general paradigm for doing exactly that: utilizing human processing power to solve computational problems in a distributed manner. I focus on harnessing human time and energy for addressing problems that computers cannot yet solve. Although computers have advanced dramatically in many respects over the last 50 years, they still do not possess the basic conceptual intelligence or perceptual capabilities that most humans take for granted. By leveraging human skills and abilities in a novel way, I want to solve large-scale computational problems and/or collect training data to teach computers many of these human talents. To this end, I treat human brains as processors in a distributed system, each performing a small part of a massive computation. Unlike computer processors, however, humans require an incentive to become part of a collective computation. Among other things, I use online games as a means to encourage participation in the process. In this talk, I will describe my work in the area of human computation.

*Moderator: Ana Marusic, MD, CSE Past President*



**Luis von Ahn** is Assistant Professor in the Computer Science Department at Carnegie Mellon University. He is the recipient of a MacArthur Fellowship and was named one of the 50 best brains in science by *Discover* magazine in 2008. He was also named one of the 50 most influential people in technology in 2007 by *silicon.com* and one of *Popular*

*Science* magazine's most "Brilliant 10" scientists of 2006. He pioneered CAPTCHA, distorted words on Web sites that must be retyped to prove that you are a human and not a bot. reCAPTCHA harnesses CAPTCHA to assist in the digitization of books. His research interests include encouraging people to do work for free, as well as catching and thwarting cheaters in online environments. He holds a PhD and an MS in computer science from Carnegie Mellon University, and a BS in mathematics from Duke University.

11:00 AM – 11:30 AM

### Refreshment Break

Grand Ballroom Foyer

11:30 AM – 1:00 PM

### H1 | Control C, Control V: Plagiarism Detection in a Web 2.0 World

Grand Ballroom III

**Harold "Skip" Garner**, PhD, P.O'B. Montgomery Distinguished Chair and Professor of Biochemistry and Internal Medicine, UT Southwestern Medical Center; **Bernard Rous**, Deputy Director of Publications and Electronic Publishing Program Director, Association for Computing Machinery; **Harvey Marcovitch**, PhD, Chairman, Committee on Publication Ethics (COPE)

Learn how to define plagiarism, detect it, and deal with its ramifications. This session will explore plagiarism and plagiarism detection from theoretical, technical and operational perspectives.

*Moderator: Kirsty Meddings, Project Manager, CrossRef*

# Conference Agenda

## Tuesday, 5 May 2009 continued

### H2 | What Editors Need to Know about the Required Registration of Clinical Trials and its Impact on Publishing Clinical Trial Results

Grand Ballroom IV

Tracy Beck, PhD, Consultant Global Medical Business Operations, Eli Lilly and Company; Barbara N. Campaigne for Jude E. Walsh, Pharmacy Affairs Coordinator, State of Maine; Trish Groves, MBBS, MRCPsych, Deputy Editor, *BMJ*

Certain laws require the registration of clinical trials and the public posting of trial results. This panel will focus on the rationale for the requirements and the challenges that exist in meeting the requirements of clinical trial registry posting that may be considered pre-publication, while maintaining the ability to publish clinical trial results in medical journals. Panel participants will address the issues from a variety of perspectives, including industry, government, and medical publishing.

Moderator: Barbara N. Campaigne, PhD, Visiting Professor, Kinesiology and Applied Health Science, Indiana University

### H3 | How to Assess and Deploy Web Enhancements *Rivers Room*

John Shaw, Executive Director of Publishing Technologies, Sage Publications Inc.; Kevin Cohn, Director of Client Services, Atypon Systems, Inc.; Michael Clarke, MA, Director, Business and Product Development, American Medical Association; Joel Hammond, Director, Product Management and Development, Thomson Reuters

In the face of rapidly changing technology, science editors must be agile and provide their readers, authors, and editors with the services they need to further the communication of scientific research. This session will help you assess and deploy meaningful new features for online journals. What works and what doesn't, and how do you decide?

Moderator: John Shaw

### 1:00 PM Meeting Conclusion

# 2009 Application for Membership

Please indicate  Renewal  New member

Name \_\_\_\_\_ Highest degree \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

St./Prov. \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal code \_\_\_\_\_

This is my  Home address  Work address

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Include Area/Country code

Include Area/Country code

E-mail \_\_\_\_\_ URL \_\_\_\_\_

Sex  Male  Female

Age  29 or under  30-39  40-49  50-59  60-64  65+\*

\* You may be eligible for emeritus membership in CSE. Please contact the CSE office for more information on eligibility.

### Primary Field/Discipline check only one

- |  |   |
|--|---|
| <input type="checkbox"/> Human biology/medicine/health     | <input type="checkbox"/> Communications/education           |
| <input type="checkbox"/> Animal biology/veterinary science | <input type="checkbox"/> Computational sciences/engineering |
| <input type="checkbox"/> Humanities/fine arts              | <input type="checkbox"/> Plant biology/agriculture          |
| <input type="checkbox"/> Social sciences                   | <input type="checkbox"/> Physical sciences                  |
| <input type="checkbox"/> Business/law                      | <input type="checkbox"/> Other                              |

### Current Journal Affiliations list no more than three, without using abbreviations

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Payment

CSE membership is for a calendar year. Payments received on or after 1 October are credited for the following year. All payments must be in US dollars—either by a credit card, a check drawn on a US bank, or an international money order. Do not send currency. Checks should be made payable to CSE.

Amount \$ \_\_\_\_\_

Check/Money order  MasterCard  Visa  AmEx

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Check or credit card payments should be directed to: Council of Science Editors, Inc.

### Primary Role in Scientific Publishing check only one

- Chief Editor/Editor
- Sr/Assoc/Asst/Other Editor
- Manuscript Editor/Author's Editor
- Managing Editor
- Production/Graphics Editor
- Publisher/Director of Publications
- Librarian/Abstractor/Indexer
- Scientific Author/Writer
- Educator
- Marketing Professional
- Vendor
- Other \_\_\_\_\_

CSE occasionally makes its mailing list available to carefully screened organizations and individuals for one-time use. No other data are ever sold or traded.

- I do not want to receive CSE communications via e-mail.
- I do not want to receive CSE communications via fax.

### 2009 Dues

- \$172 Worldwide Regular Member
- \$45 Worldwide Student Member
- I would like to make a tax-deductible contribution to the CSE Scholarship fund to help a worthy editor attend CSE conferences and retreats. My contribution of \$ \_\_\_\_\_ is included with my payment.

Mail payment to:  
Council of Science Editors, Inc.  
Wachovia Bank  
P.O. Box 758928  
Baltimore, MD 21275-8928  
Fax: 703-435-4390  
Phone: 703-437-4377  
E-mail: CSE@CouncilScienceEditors.org  
www.CouncilScienceEditors.org

Membership application forms are also available on the CSE Web site.

Save the Date! | 53rd Annual CSE Meeting | 14-18 May 2010 | Hyatt Regency | Atlanta, GA

