



OSTR  
2008

51st Annual Meeting

A Climate for Change

16-20 May 2008 | Hyatt Regency Vancouver | Vancouver, BC

program

# CSE 2008

## Welcome!

Welcome to the 51st Annual Meeting of the Council of Science Editors. The Program Committee has assembled an exciting group of sessions, and we have three very distinguished guests who will help us see through a larger lens that may give context to the sometimes mundane and otherwise overwhelming work of editing for scholarly journals. Endangered polar bears and human medical genomics are front and center on the science pages and remind us of the enormous pace of change that the world faces. A futurist will remind us that we must surely take the future more seriously and seek ways to accommodate rates of change in currently poorly studied areas that few would have dared to predict a few years ago. Please also take time to welcome new CSE members and particularly the 4 international scholars who this year come from El Salvador, Myanmar, Sudan, and Nigeria, and don't forget to visit the first Annual Posters Presentations and the various exhibitors' booths.

There are few better times to welcome visitors to Canada than spring in Vancouver. Weather is always unpredictable, but the many parks, coffee shops, local mountains, small art galleries, and entertainment venues will tempt us all to explore. The meeting coincides with the Victoria Day holiday, when Canada remembers the birthday of ...yes, Queen Victoria. Of course we don't want you to be tempted away from the sessions, but evenings will give you lots of time to relax and eat in some of the finest restaurants on the continent, if not the in the world. The diversity of international cuisine is as good as anywhere. You can get all the details by visiting the now famous "Hookey Desk," located right beside the Registration Desk.

The Program Committee and the Local Arrangements group want to thank Seth Beckerman for his endless patience and Robin Turner and Heather Hassell at Drohan Management for working so hard during the past months.

Ana Marusic, CSE President  
Bruce Dancik and Iain Taylor, Program Committee Co-Chairs



# A Climate for Change

16-20 May 2008 | Hyatt Regency Vancouver | Vancouver, BC



Hyatt Regency Vancouver

## What Is the Council of Science Editors?

The CSE's mission is to promote excellence in the communication of scientific information. The CSE's purpose is to serve members in the scientific publishing and the information science communities by fostering networking, education, discussion, and exchange and to be an authoritative resource on current and emerging issues in the communication of scientific information.

The Council of Biology Editors (CBE) became the Council of Science Editors in 2000. The new name more accurately reflects our expanding membership. The CBE was established in 1957 by joint action of the U.S. National Science Foundation and the American Institute of Biological Sciences. Today, it enjoys close relationships with a number of international scientific publishing organizations, but it functions autonomously, relying on the vigor of its members to attain the goals of the organization. Any individual interested in the purpose of the CSE is eligible for regular membership.

## Who Should Attend the Annual Meeting?

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

### CSE Board

Ana Marusic, President  
Diane Scott-Lichter, President-Elect  
Diane Lang, Vice President  
Monica Bradford, Past President  
Rebecca S. Benner, Secretary  
Frank Stumpf, Treasurer  
Anna Trudgett, Treasurer-Elect  
Jessica Ancker, Director  
Christine Arturo, Director  
Devora Krischer, Director  
Barbara Gastel, Ex Officio: Editor, *Science Editor*  
Seth Beckerman, Ex Officio: Web Editor  
Robin Turner, Executive Director

### 2007-2008 Program Committee

Bruce Dancik, Co-Chair  
Iain E.P. Taylor, Co-Chair  
David Baldwin  
Patricia K Baskin  
Rebecca S. Benner  
Philippa J. Benson  
Pam Erickson  
Betsy Garman  
Penny Hodgson  
Richard T. Kobel  
Lynelle Korte  
Devora Krischer  
Ana Marusic  
Don McClain  
Julie McKeel  
Walter Pagel  
Mauricio Rocha e Silva  
Angela Schmeckebier  
Diane Scott-Lichter  
Diane Sullenberger  
Margaret A. Winker  
Gavin Yamey

# Welcome Reception

in the Exhibit Hall

Saturday, 17 May, 6:30 pm – 9:00 pm

Hors d'oeuvres and Cash Bar

## First Annual CSE Poster Session

CSE attendees can now share their insights and spirit of investigation with other members; the individual with the best poster wins free registration to next year's CSE meeting plus a copy of the CSE Style Manual. Poster presenters must attend their posters on Sunday, 18 May, from 3 to 4 pm. Posters may be viewed during all breaks on Sunday, 18 May, and Monday, 19 May. Posters must be set up in the Exhibit Hall between 8:00 am and 10:30 am on Sunday, 18 May, and removed from the Exhibit Hall between 5:30 pm and 7:30 pm on Monday, 19 May.

— Margaret Winker, Convenor



# At A Glance Schedule

## Friday

8:00 am – 5:00 pm Short Course for Journal Editors | Plaza A

## Saturday

8:00 am – 4:30 pm Short Course on Journal Editors | Plaza A

8:00 am – 4:45 pm Short Course on Publication Management | Georgia A-B

8:30 am – 5:00 pm Short Course for Manuscript Editors | Regency E

8:30 am – 5:00 pm Short Course in Statistics for Editors | Balmoral

6:00 pm – 6:30 pm New Members Reception | Regency A-C

6:30 pm – 9:00 pm Welcome Reception and Opening of Exhibit Hall | Regency A-C

## Sunday, 18 May

7:30 am – 5:00 pm Annual Meeting Registration Desk Open | Regency Foyer

7:30 am – 5:00 pm Speaker Ready Room Open | King George

7:45 am – 8:45 am Welcome Continental Breakfast | Regency D-F

8:45 am – 9:00 am Opening Remarks | Regency D-F

9:00 am – 9:30 am Business Meeting | Regency D-F

9:30 am – 10:30 am **Keynote Address** | Polar Bears, Seals, and Climate in Hudson Bay and the High Arctic

10:30 am – 11:00 am Refreshment Break and Visit Exhibits and Posters | Regency A-C

11:00 am – 12:30 pm **A1** | Transitioning to a Paperless Workflow | Plaza C

**A2** | Migration from Print to Online | Plaza B

**A3** | Writing Workshops: Three Practical Designs Improve the Publishability of Trainee Writing | Plaza A

**A4** | PKP Project, Open Source Software Helping Journals Around the World | Georgia B

12:30 pm – 1:30 pm Lunch Break (lunch on your own) and Visit Exhibits and Posters  
Regency A-C

1:30 pm – 3:00 pm **B1** | The Changing Workplace: Considering Personal Work Styles, the Global Office, and Building a Team | Plaza C

**B2** | Editing Around the World in 80 Minutes | Plaza B

**B3** | Working with Web 2.0 | Plaza A

**B4** | English-as-an-International-Language Authors (Formerly Non-Native-Speaking Authors) in Science Deserve Programmatic Assistance | Georgia B

- 3:00 pm – 4:00 pm Refreshment Break and Visit Exhibits and Posters | Regency A-C
- 4:00 pm – 5:30 pm **C1** | Ethics of Image Manipulation and Current Tools for Screening of Images | Plaza C  
**C2** | Author Aid Task Force | Plaza B  
**C3** | The Changing Life of a Manuscript Editor | Plaza A  
**C4** | Cost-effective Content Delivery Methods: Taking Your Online Journal to the Next Level | Georgia B

## Monday, 19 May

- 7:30 am – 5:00 pm Annual Meeting Registration | Regency Foyer
- 7:30 am Registration Desk Opens
- 7:30 am – 5:00 pm Speaker Ready Room Open | King George
- 8:00 am – 9:00 am Continental Breakfast in Exhibit Hall | Regency A-C
- 9:00 am – 10:00 am **Plenary Address** | Genetics, Pharmacogenomics, and Drug Safety  
Regency D-F
- 10:00 am – 10:30 am Refreshment Break and Visit Exhibits and Posters | Regency A-C
- 10:30 am – 12:00 pm **D1** | Editing by or for Non–English-Speaking Writers or Readers  
Plaza C  
**D2** | What’s the Hook? Pitching Science Stories to Mass Media  
Plaza B  
**D3** | Editorial Policy Committee Ethics Clinic — An Interactive Discussion  
Georgia A  
**D4** | Emerging Technologies in Publishing | Georgia B
- 12:00 pm – 1:30 pm Awards Luncheon | Regency D-F
- 1:30 pm – 2:00 pm Visit Exhibits and Posters | Regency A-C
- 2:00 pm – 3:30 pm **E1** | Achieving Transparency in Reporting Health Research | Plaza C  
**E2** | Charting the New World of Science Journalism Online: Ethical Quandaries and Challenges | Plaza B  
**E3** | Is Your Journal Worth the Paper It’s Printed On? | Plaza A  
**E4** | Listening to Our Readers | Georgia B
- 3:30 pm – 4:00 pm Refreshment Break and Visit Exhibits and Poster Presentations  
Regency A-C

- 4:00 pm – 5:30 pm **F1** | EditorLink — International Scholar Editors Tell CSE How We Can Help | **Plaza C**  
**F2** | Alternatives to the Impact Factor | **Plaza B**  
**F3** | Building the “Health Knowledge Commons”: Open Access, Human Rights, and What the Commons Means for Researchers and Editors | **Plaza A**  
**F4** | How Easy to Cheat? How Easy to Uncover Cheating? | **Georgia B**
- 5:30 pm Take Down Exhibits and Posters
- 5:30 pm – 6:30 pm Author Aid and EditorLink Task Force meeting

## Tuesday, 20 May

- 7:00 am – 1:00 pm Annual Meeting Registration | **Regency Foyer**
- 7:00 am Registration Desk Opens
- 7:00 am – 11:00 am Speaker Ready Room Open | **King George**
- 7:30 am – 8:30 am Continental Breakfast | **Plaza and Georgia Hallway**
- 8:30 am – 10:00 am **G1** | The Author’s Summary: Scientists Making Their Work Accessible | **Plaza C**  
**G2** | Conflict of Interest in Disclosures and Advertising | **Plaza B**  
**G3** | Registration of Clinical Trials: Looking Back and Moving Ahead | **Plaza A**
- 10:00 am – 11:00 am **Plenary Address** | Thinking Like a Futurist | **Regency D-F**
- 11:00 am – 11:30 am Refreshment Break
- 11:30 am – 1:00 pm **H1** | Data Sharing | **Plaza C**  
**H2** | E-Journal Preservation | **Plaza B**  
**H3** | Mind the Gap: Communicating Science to Diverse Audiences | **Plaza A**
- 1:00 pm Meeting Ends

# Committee Meetings Schedule

## 18 May, Sunday

5:00 p.m. – 7:00 p.m.	Education Committee	Kensington
5:00 p.m. – 7:00 p.m.	Web Committee	Constable
5:00 p.m. – 7:00 p.m.	Editorial Policy Committee	Oxford
5:00 p.m. – 7:00 p.m.	Program Committee	Brighton

## 19 May, Monday

5:30 p.m. – 7:00 p.m.	<i>Science Editor</i> Editorial Board	Brighton
5:30 p.m. – 7:00 p.m.	Publications Committee	Oxford
5:30 p.m. – 7:00 p.m.	Finance Committee	Constable

## 20 May, Tuesday

1:00 p.m. – 9:00 p.m.	Board Meeting	Seymour
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Are you interested in  
joining a CSE committee?

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



# Short Course for Journal Editors

8:00 am to 5:00 pm, Friday, 16 May

8:00 am to 4:30 pm, Saturday, 17 May

Plaza A

## Objective

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

## Course Description

The Short Course for Journal Editors is both an introduction for newly appointed editors and a refresher for experienced colleagues. There are formal presentations on the fundamentals of editing, the editorial board, journal management, publishing ethics, and operating business practices. The small group discussions are at the core of the course, because they provide opportunity for detailed consideration of decision making, manuscript improvement, allegations of inappropriate behavior, and, most important, the issues that participants bring to the table.

## Who Should Attend?

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

## Faculty

William L. Lanier, MD, Editor-in-Chief, *Mayo Clinic Proceedings*, Department of Anesthesiology  
Mayo Clinic

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

Stephen D. Prudhomme, MS Director, Scientific Publishing, American Heart Association

Iain E.P. Taylor, Editor, *Davidsonia*, University of British Columbia Botanical Garden

Terry Van Schaik, Publisher, American Society of Clinical Oncology

## Program in Brief

Friday, 16 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
- Organization, Compositions, and Function of an Editorial Board

Saturday, 17 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

8:00 am to 4:45 pm, Saturday, 17 May

Georgia A-B

## 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-range role that they play.

The keynote session of the course will be titled “We Can All Manage to Lead.” Further sessions will address the following topics and will include question-and-answer periods: Managing Communications and People; Managing at a Small Society; 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.

## Who Should Attend?

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

## Faculty

Patricia Baskin, MS, Managing Editor, *Neurology*

Kenneth F. Heideman, MS, Director of Publications, American Meteorological Society

Lois Smith, Communications Director, Human Factors and Ergonomic Society

Angela Cochran, Managing Editor, *Cancer and Cancer Cytopathology*

Denis Baskin, PhD, Former Editor-in-Chief and current Executive Editor, *Journal of Histochemistry and Cytochemistry*; Associate Editor, *Endocrinology*

## Program in Brief

- Management and Leadership
- Managing Communications and People
- Managing a Small Society
- Working with Editors in Chief and Associate Editors
- Perspectives of Editors, Authors, and Reviewers
- Problem-solving and Discussion Session

# Short Course for Manuscript Editors

8:30 am to 5:00 pm, Saturday, 17 May

Regency E

## Objective

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

## Course Description

This 1-day course is designed both for novices and for experienced editors who need to stay current in the skills required for mechanical and substantive editing of scientific materials for publication. Morning sessions address topics of central importance to scientific manuscript editors (grammar and usage; tables); afternoon sessions on statistics and on ethical and legal issues allow participants to expand their knowledge in these areas.

The 2008 course includes a faculty panel discussion on grammar and usage, focusing on questions submitted by this year's course participants. The session on tables provides a comprehensive overview that serves as both a clear and detailed introduction for less experienced editors and a focused, systematic review for more experienced editors whose skills need refreshing. These sessions have been among the most popular in the course.

The afternoon session on statistics provides a clear and engaging overview of statistics from a manuscript editor's point of view, including common statistical terms and tests and their relevance during editing. The day concludes with a session on ethical and legal issues that confront manuscript editors, including copyright and permissions, financial conflicts of interest, informed consent and IRB approval, and criteria for authorship and acknowledgement.

An informal discussion with course faculty ends the afternoon. All participants receive a three-ring binder containing course materials.

## Who Should Attend?

Manuscript editors at any level of experience and expertise.

## Faculty

Jessica Ancker, MPH, Columbia University College of Physicians and Surgeons; Course Organizer, CSE Short Course on Statistics

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

Elizabeth Huyck, MA, Chief Manuscript Editor, Astronomy Journals, University of Chicago Press

Margaret Perkins, MA, ELS, Director of Manuscript Editing, *New England Journal of Medicine*

Gordon Rudy, PhD, Managing Editor, *Infection Control and Hospital Epidemiology*

## Program in Brief

- A Brief Guide to Editing Tables
- Usage Issues for Science Editors
- Statistics for Writers and Editors
- Ethical and Legal Issues in Manuscript Editing

# Short Course in Statistics for Editors

8:30 am to 5:00 pm, Saturday, 17 May

Balmoral

## Objective

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

## Course Description

This course will discuss how editors can read, understand, and edit a number of types of basic statistical analyses, as well as how to identify situations when they should seek expert statistical advice. Thus, it is designed to help participants become better consumers of statistical information, not to teach them how to perform statistical analyses. Topics to be covered include descriptive statistics, confidence intervals, statistical graphics, the concepts underlying hypothesis testing, measures of association and correlation, and randomized clinical trials.

## Who Should Attend?

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

## Faculty

Jessica S. Ancker, MPH, Columbia University, College of Physicians and Surgeons  
Tom Lang, MA, Tom Lang Communications

## Program in Brief

- Descriptive Statistics and Confidence Intervals
- Introduction to Hypothesis Testing and *P* Values
- Sample Size and Power
- Measures of Association, including Relative Risks and Odds Ratios
- Statistical Graphics
- Practical Exercises in Interpreting, Presenting, and Editing Statistics

# Conference Agenda

## Sunday, 18 May 2008

7:30 am - 5:00 pm

Annual Meeting Registration Desk Open

**Regency Foyer**

7:30 am - 5:00 pm

Speaker Ready Room Open

**King George**

7:45 am - 8:45 am

Welcome Continental Breakfast

**Regency D-F**

8:45 am - 9:00 am

**Opening Remarks**

Ana Marusic, CSE President

**Regency D-F**

9:00 am - 9:30 am

**Business Meeting**

**Regency D-F**

Reports by CSE Officers on budget and annual planning



9:30 am - 10:30 am

**Keynote Address | Polar Bears, Seals, and Climate in Hudson Bay and the High Arctic**

Dr. Ian Stirling, Canadian Wildlife Service, Environment Canada

**Regency D-F**

**Ian Stirling, OC, FRSC**, Emeritus Research Scientist, Canadian Wildlife Service, Environment Canada, and Adjunct Professor in the Department of Biological Sciences, University of Alberta, Edmonton, AB. Ian has done research on polar bears throughout the Canadian Arctic for 37 years and polar seals (Arctic and Antarctic) for 42 years. For his work, he has won the Northern Science Award and been made an Officer in the Order of Canada and a Fellow of the Royal Society of Canada.

He participates in a number of national and international committees on polar bears and marine mammals and has authored or co-authored over 200 scientific articles and 3 books.

*From the speaker:* Long-term climate warming in western Hudson Bay is causing the sea ice to break up earlier, with negative effects on polar bears. From 1981 through 2007, the condition of adult male polar bears and females accompanied by dependent young declined significantly. The average date of breakup is now about 3 weeks earlier than it was in the early 1970s. That trend is correlated with steadily warming air temperatures in spring (0.3°-0.4° C from April through June per decade) for the past 50 years. There is a significant relationship between the time of breakup and the condition of adult males and females (i.e., the earlier the breakup, the poorer the condition of the bears). Changes in ringed seal and harbour seal populations also appear to be under way but are not well understood. In the High Arctic, areas of multiyear ice and low productivity may, in the short term, become more productive habitat for polar bears and seals. However, if long-term projections of the disappearance of ice in the polar basin are correct, this improvement will be temporary. Potential future problems for polar bears and seals in the future will be discussed.

Ana Marusic, CSE President; Editor, *Croatian Medical Journal*; Moderator

10:30 am - 11:00 am

Refreshment Break and Visit Exhibits and Posters

**Regency A-C**

11:00 am - 12:30 pm

### **A1 | Transitioning to a Paperless Workflow**

**Plaza C**

Doug Parker, Senior Production Manager, American Society of Clinical Oncology; Mike Hepp, Head of Technology, Dartmouth Journal Services/Sheridan Press; Amy McPherson, Managing Editor, *American Journal of Botany*; Beth Hazen, Production Editor, *American Journal of Botany*; Tanda Jaipean, Production Coordinator, *Journal of Histochemistry and Cytochemistry*; Betsy Garman, Production Editing Administrator, *Journal of Clinical Oncology*, Moderator

Is a paperless workflow right for you and your organization? This session will discuss the costs and benefits of transitioning to a paperless workflow. Speakers will discuss the decision-making process as well as actual processes for implementation, software options and tips, and organizational methods. Each panelist will have a unique perspective regarding the paperless workflow as a result of their individual responsibilities and relationship with the system (as a Production Manager, Vendor, and Editor).

### **A2 | Migration from Print to Online**

**Plaza B**

Denis Baskin, Executive Editor, *Journal of Histochemistry and Cytochemistry*, *Endocrinology*; Judy Luther, ARL, President, Informed Strategies; Jo Anne Newyear-Ramirez, Coordinator, Electronic Health Library of British Columbia; Patty Baskin, Managing Editor, *Neurology*, Moderator

The growing number of online-only journals and journals that publish all or most of their printed content online seems to point to a future in which print is considered expensive and outdated. However, print continues to be in demand in some communities for various reasons, including cultural and financial ones. Speakers from journals who benefit from online publication and those to whom it is important to continue with print publication will discuss the advantages and disadvantages of both.

### **A3 | Writing Workshops: Three Practical Designs Improve the Publishability of Trainee Writing**

**Plaza A**

Iain Taylor, Editor, *Davidsonia*, University of British Columbia Botanical Garden; Walter Pagel, Director, Scientific Publications, M.D. Anderson Cancer Center; Pamela Derish, Scientific Publications Manager, Department of Surgery, UCSF; Walter Pagel, Moderator

Many CSE members are authors' editors, but all editors have insight into effective scientific writing. That insight can be applied to teaching, as well as editing. Speakers at this session will describe three different editor-designed writing workshops aimed at helping young scientists and clinicians improve their ability to write publishable research articles.

### **A4 | PKP Project, Open Source Software Helping Journals Around the World**

**Georgia B**

John Willinsky, Professor of Education, Stanford University; Rowland Lorimer, Director, Canadian Centre for Studies in Publishing, Simon Fraser University; Kevin Stranack, Librarian, Public Knowledge Project, Simon Fraser University

Now with more than 1000 users all around the world, this open source peer review and hosting platform developed by the Public Knowledge Project team is helping journals around the world move into the 21st century ... at minimal cost. Here's a chance to get both a technical update and views from the founders and users on where the PKP project may be heading and how it's being used in the field.

12:30 pm - 1:30 pm

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

1:30 pm - 3:00 pm

## **B1 | The Changing Workplace: Considering Personal Work Styles, the Global Office, and Building a Team**

### **Plaza C**

Patty Baskin, Managing Editor, *Neurology*; Ken Heideman, Director of Publications, American Meteorological Society; Nancy Devaux, Editorial Services Manager, Dartmouth Journal Services; Patty Baskin, Managing Editor, *Neurology*, Moderator

The journal work and workplace are evolving along with technology and the globalization of publishing. Telecommuting and teleconferencing, flexible schedules, subcontracting, and outsourcing are increasingly common. Job satisfaction differs depending on expectations of specific generations and cultures. Speakers will talk about leading teams of geographically and generationally diverse employees and about working from home and remote offices.

## **B2 | Editing Around the World in 80 Minutes**

### **Plaza B**

Ana Ivanis, *Croatian Medical Journal*; Iain Taylor, Editor, *Davidsonia*, University of British Columbia Botanical Garden; Mauricio Rocha e Silva, Editor, *Revista CLINICS*, São Paulo, Brazil; Mauricio Rocha e Silva, Moderator

This session will cover the triumphs and pitfalls of editing scientific journals in developing countries. Once upon a time they used to be quite invisible, but Internet, PUBMED, and open access have dramatically altered all of this, we hope for the better.

## **B3 | Working with Web 2.0**

### **Plaza A**

Hilary Spencer, Product Development Manager, Nature Publishing Group; Mark Cassar, Acting Publisher, AIP Journals, American Institute of Physics; Julie Noblitt, Highwire; Richard Kobel, American Institute of Physics, Moderator

The proliferation of tools, services, and options for social networking can be confusing and challenging to manage for editors and their staffs. Which Web 2.0 tools are best suited for science editors and their readers? How are publishers leveraging them to enhance their titles? What goals and objectives are editors and publishers seeking to achieve via these tools? What seems or does not seem to be effective thus far? Representatives from a group of progressive scientific publishers will present their ideas, experience, and case studies to address these and other issues.

## **B4 | English-as-an-International-Language Authors (Formerly “Non–Native-Speaking Authors) in Science Deserve Programmatic Assistance**

### **Georgia B**

John Benfield, David Geffen School of Medicine at UCLA; Christine Feak, English Language Institute, University of Michigan; J. Patrick Barron, IMCC; John Benfield, Moderator

Language professionals (Japan, US) and a US surgeon shall describe programs that have helped English as an International language (EIL) authors (who provide >50% of articles) fully participate in their discourse communities. Interactive learning programs plus specialty-specific corpora, and concordance software have provided powerful tools for 3-way (author-LP-peer) language assistance.

3:00 pm - 4:00 pm

Refreshment Break and Visit Exhibits and Poster Presentations

### **Regency A-C**

4:00 pm - 5:30 pm

### **C1 | Ethics of Image Manipulation and Current Tools for Screening of Images**

#### **Plaza C**

Dana Compton, Production Manager, *Proceedings of the National Academy of Sciences*; Shelley Potler, Group Leader, Cadmus Communications; Kenneth M. Yamada, Chief, Laboratory of Cell & Developmental Biology, NIDCR, NIH; Angela Schmeckebier, Assistant to the Editor-in-chief, *Journal of Histochemistry and Cytochemistry*, Moderator

With the advent of new technologies to visually represent scientific and visual information comes an increasing potential for misuse of these technologies. Tools for detecting fraudulent images are being developed for publishers and editors who receive digital images, videos, and audio files. Speakers in this session will discuss the ethics of image manipulation and tools available for screening images.

### **C2 | Author Aid Task Force**

#### **Plaza B**

Iain Taylor, Editor, *Davidsonia*, University of British Columbia Botanical Garden; Barbara Gastel, Texas A & M University and INASP; Iain Taylor, Chair, Author Aid Task Force, Moderator

Speakers in this session will relate their experiences with the AuthorAid Task Force project working overseas and on the Web to find and assist young authors who are doing a wide range of excellent research projects and are preparing and publishing research papers. You are invited to share your experiences as you have tried to help authors, particularly through work online.

### **C3 | The Changing Life of a Manuscript Editor**

#### **Plaza A**

Devora Krischer, Consulting Medical Editor, CVS Caremark; Michele Vivirito, Medical Writing Director, Amgen Inc.; Leslie Neistadt, The Hughston Foundation, Inc.; Norman Grossblatt, National Academy of Sciences; Devora Krischer, Consulting Medical Editor, CVS Caremark, Moderator

Change permeates every aspect of science communication, including the work of the manuscript editor. How have increasingly complex ethical standards, electronic media, and the Internet changed this centuries-old profession? Join us to pose your questions and share your experiences in our free-ranging discussion.

### **C4 | Cost-effective Content Delivery Methods: Taking Your Online Journal to the Next Level**

#### **Georgia B**

Scott Williams, Research Assistant, PERFUSE Angiographic Core Laboratory; Gavin Yamey, Editor, *PLoS Medicine* and *PLoS Neglected Tropical Diseases*; Anthony C. Doll, Manager, Graphics Services, Duke Clinical Research Institute; Julie McKeel, Manager, Communications/Web Services, Duke Clinical Research Institute, Moderator

What are some cost-effective ways to deliver different content formats to meet the variable learning styles of your readership? How can you use the Web to develop content and collaborate with multiple authors and editors? How can you post a variety of content types to the Web on a shoestring budget? Come learn about what to expect in the next few years.



# Monday, 19 May 2008

7:30 am - 5:00 pm  
Annual Meeting Registration  
**Regency Foyer**

7:30 am  
Registration Desk Opens

7:30 am - 5:00 pm  
Speaker Ready Room Open  
**King George**

8:00 am - 9:00 am  
Continental Breakfast in Exhibit Hall



9:00 am - 10:00 am  
**Plenary Address | Genetics, Pharmacogenomics, and Drug Safety**  
**Regency D-F**

**Michael Hayden, FRCP (C), FRSC**, Killam Professor of Medical Genetics at the University of British Columbia and Canada Research Chair in Human Genetics and Molecular Medicine. He is also the Director of the Center for Molecular Medicine and Therapeutics (CMMT) in Vancouver. He pioneered the development of predictive testing for Huntington disease (HD) and has made major contributions to understanding how changes in specific genes result in HD, premature coronary artery disease, and diabetes. He is also co-leader of the GATC project, a BC-led national

strategy to prevent adverse drug reactions in childhood. Dr Hayden plays a key role in bringing benefit to communities living with HIV/AIDS in South Africa. He is coordinating fundraising efforts for a community centre for HIV/AIDS-affected youth in Masiphemelele Township, Cape Town. Dr Hayden also continues to collaborate with Vancouver's arts community to promote an active dialogue between scientists and the public. In 1999, he commissioned the musical play, "The Score," which was recently adapted to the big screen and reviewed as one of the ten best movies at the Vancouver Film Festival in January 2006.

*From the speaker:* (Address co-authored by Bruce Carleton): Adverse drug reactions (ADRs) are potentially life-threatening responses to medications. In the USA and Europe, ADRs rank as the 4th to 5th leading cause of death and cost billions annually in health care costs. Children are at an increased risk of severe ADRs because they can metabolize drugs differently than adults, and more than 75% of medications used in children are untested in pediatric populations. We hypothesize that genetic polymorphisms in drug metabolism genes underlie a significant portion of concentration-dependent ADRs. The objectives of this national research program are to establish a network of full-time ADR clinical surveillors from across Canada to recruit and archive biomaterials and all relevant clinical data from patients who have experienced severe ADRs, and drug-matched controls from inpatient, outpatient, and emergency departments at pediatric tertiary care hospitals. To identify genetic variants that are predictive of specific severe ADRs, patient DNA samples are genotyped for 3072 genetic variants in 248 drug-metabolism-related genes using an Illumina genotyping array. Development of a national ADR surveillance network took 18 months and included collaboration at multiple levels from senior administration to support staff. In more than 2 years of active surveillance, over 1200 severe ADRs and over 8000 drug-matched controls have been enrolled. Novel biomarkers have recently been identified for several serious ADRs, including life-threatening anthracycline-induced cardiotoxicity, cisplatin-induced hearing loss, and maternal-infant codeine CNS depression. We conclude that active ADR surveillance networks are effective for ADR report-

ing and drug safety biomarker research. Design of the network allows capture of a broad range of ADR cases and targeted surveillance of specific drugs or ADRs of principal concern. Efforts are now under way to translate these early findings into the clinic for the benefit of patients.

Diane Scott-Lichter, Publisher and Head of the Publications Division, American Association for Cancer Research, Moderator

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

Refreshment Break and Visit Exhibits and Posters

**Regency A-C**

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

**D1 | Editing By or For Non-English-Speaking Writers or Readers**

**Plaza C**

Mauricio Rocha e Silva, Hospital das Clinicas, Sao Paulo Univ Med College; Ana Marusic, Editor, *Croatian Medical Journal*; Roy Turkington, Associate Editor, *Journal of Ecology*, University of British Columbia; Mauricio Rocha e Silva, Moderator

English is the established lingua franca of science. This session plans to discuss the main hurdles facing speakers, readers, and writers of the three major language trunks (other than Anglo-Saxons) native to over 50% of humans. Speakers will endeavor to outline practical points in ensuring that such hurdles are made easier to negotiate.

**D2 | What's the Hook? Pitching Science Stories to Mass Media**

**Plaza B**

Eve Savory, Science Reporter, CBC television; Margaret Munro, Science Reporter, CanWest News; Gary Marcuse, Programming Executive, CBC Documentary Unit – Vancouver; Iain Taylor, Editor, *Davidsonia*, University of British Columbia, Moderator

Does your subject have fur, teeth, or claws? Does it fly, burn, or explode? Will it solve a crisis? What does it take to get science stories onto mainstream media? Will the integration of television, Web, and print media open more opportunities for in-depth reporting, provide new outlets for specialized journals, and enhance science literacy? Or not? Three award-winning journalists offer tips and discuss their experience.

**D3 | Editorial Policy Committee Ethics Clinic — An Interactive Discussion**

**Georgia A**

Heather Goodell, Moderator

Ethical concerns in the publishing profession involve not only blatant acts of misconduct, but also the more commonplace behaviors that our industry considers incompatible with its values. This session is an interactive session from the CSE Editorial Policy Committee, giving users the opportunity to discuss specific ethical cases and the pros and cons of handling those cases.

**D4 | Emerging Technologies in Publishing**

**Georgia B**

Raymond Everngam, Managing Publisher, CTSNet; Philip M Davis, PhD Student, Dept of Communication, Cornell University; Kristen Fisher Ratan, Journal Products Manager, High-Wire Press; Patty Baskin, Managing Editor, *Neurology*, Moderator

Web 2.0 and 3.0, personalized Webs, Web communities, podcasts and Webcasts.... What are the possibilities for scholarly publishing and distribution of information? Speakers will present several innovations being developed and predict their usefulness in journal publishing.

12:00 pm - 1:30 pm

## **Awards Luncheon**

### **Regency D-F**

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

1:30 pm - 2:00 pm

Visit Exhibits and Posters

### **Regency A-C**

2:00 pm - 3:30 pm

## **E1 | Achieving Transparency in Reporting Health Research**

### **Plaza C**

Doug Altman, Professor of Statistics in Medicine, Wolfson College, Oxford; Iveta Simera, Centre for Statistics in Medicine, Wolfson College, Oxford; David Moher, Director, Chalmers Research Group (CRG), University of Ottawa; Jessica Ancker, Moderator

The session will address the importance of transparency and high-quality reporting of health research, explore the large body of evidence that shows this is not how things are now, and investigate the benefits of using reporting guidelines for different user groups, including researchers, editors, and publishers. Attendees will also receive a brief introduction to available guidelines (e.g., CONSORT, STROBE) and EQUATOR Network resources.

## **E2 | Charting the New World of Science Journalism Online: Ethical Quandaries and Challenges**

### **Plaza B**

Stephen J.A. Ward, Director University of British Columbia School of Journalism; Alfred Hermida, UBC School of Journalism, Eric Jandciu, Research Coordinator, UBC School of Journalism; Iain Taylor, Editor, *Davidsonia*, University of British Columbia, Moderator

This session will discuss the issues that arise when science journals engage in doing science journalism. What journalism standards should journals adopt when reporting science news and how is online journalism changing the landscape? The workshop will cover the ethics of science communication, some science journalism statistics, and the challenges of reporting science online. The session will conclude with a discussion of some concrete problems.

## **E3 | Is Your Journal Worth the Paper It's Printed On?**

### **Plaza A**

Frank Locantore, Director, Magazine PAPER Project, Co-op America; Guy Dresser, Vice President of Operations, Allen Press Inc.; Dana Compton, PNAS; Devora Krischer, Consulting Medical Editor, CVS Caremark, Moderator

Do you know what sort of paper your journal is printed on? Good papers with high recycled content are increasingly available at competitive prices. These products use less wood, water, and energy and create less pollution than papers made solely from virgin wood. This session reviews the environmental impacts of papermaking and guides journal editors on how to minimize the environmental impacts of their print publications.

## **E4 | Listening to Our Readers**

### **Georgia B**

Angela Brady, Vice President, Stratton Publishing and Marketing, Inc.; Rebecca Benner, Managing Editor, *Obstetrics & Gynecology*, Moderator

This session will address the thoughtful and targeted development of survey instruments, provide general benchmarks and parameters for analysis of results, and share a case study of one publication that effectively surveyed its readership and implemented change based on the feedback received.

3:30 pm - 4:00 pm

Refreshment Break and Visit Exhibits and Posters

4:00 pm - 5:30 pm

### **F1 | EditorLink — International Scholar Editors Tell CSE How We Can Help**

#### **Plaza C**

Elsheikh Elsiddig Badr, Editor-in-chief, *Sudanese Journal of Public Health*; Soe Aung, Editor-in-chief, *Myanmar Medical Association Newsletter*; Kenneth R. Fernandez Taylor, Editor-in-chief, *Revista Signos Vitales*; A.E. Ohwovoriole, Editor-in-chief, *West African Journal of Medicine*; Kenneth F. Heideman, Director of Publications, American Meteorological Society, and Iain Taylor, Editor, *Davidsonia*, Moderators

Do journal editors in the developing world want help from their colleagues in developed countries? If so, the well-supported editorial community needs to know those needs. CSE's EditorLink Support Project answers calls for assistance rather than suggesting what we think is useful. The panelists in this session will present some of those calls for help and ask those in attendance to provide ways and means to meet those needs.

### **F2 | Alternatives to the Impact Factor**

#### **Plaza B**

Marian Hollingsworth, Director, Public Relations, Thomson Reuters; Jevin West, University of Washington; Diana Schmidt, Biology Librarian, University of Illinois, Urbana/Champaign; Bruce Dancik, Editor-in-chief, NRC of Canada Research Journals, Moderator

Most editors and authors can wax poetic about the problems associated with the use and misuse of the Impact Factor. Yet, the Impact Factor continues to reign supreme for assessing articles, journals, researchers, and in some cases entire university departments. The search is on, however, to find new assessment tools for measuring the impact of scholarly publications. During this session, some of these new tools will be discussed.

### **F3 | Building the “Health Knowledge Commons”: Open Access, Human Rights, and What the Commons Means for Researchers and Editors**

#### **Plaza A**

Anita Palepu, Co-Editor, Open Medicine; Claire Kendall, Deputy Editor, Open Medicine; Jocelyn Clark, Senior Editor, *PLoS Medicine*; Gavin Yamey, Senior Editor, *PLoS Medicine*; Gavin Yamey, Moderator

On December 26, 2007, President George Bush signed a bill into law mandating that NIH researchers make their papers freely available. This new law is the latest step toward creating a digital library of health research that is universally available—free to read and free to reuse. In this session, editors from two open access health journals discuss the implications and impact of creating such a library, with a particular emphasis on public health, health research, and human rights. They will also give a “state of the art” update on recent open access mandates and legislation worldwide.

### **F4 | How Easy to Cheat? How Easy to Uncover Cheating?**

#### **Georgia B**

Trish Groves, Deputy Editor, *British Medical Journal*; Thomas Gerber, Departments of Radiology and Internal Medicine-Cardiology, Mayo Clinic; Margaret Winker, Deputy Editor, Division of Scientific Online Resources, *JAMA*; Penny Hodgson, Executive Editor, *American Heart Journal*, Moderator

For years scientific journals have struggled with such misdeeds as plagiarism and redundant publication. In this era of rapid access to the work of others, instances of misdeeds appear to have increased but so have instances of discovering such inappropriate publications-related activities. Come learn from three speakers about clever new ways researchers attempt to cheat the system, both high- and low-tech means of uncovering them, and a related survey that is currently under way.

5:30 pm

Take Down Exhibits and Posters

5:30 pm - 6:30 pm

Author Aid and Editor Link Task Force Meeting

## Tuesday, 20 May 2008

7:00 am - 1:00 pm

Annual Meeting Registration

**Regency A-C**

7:00 am

Registration Desk Opens

7:00 am - 11:00 am

Speaker Ready Room Open

**King George**

7:30 am - 8:30 am

Continental Breakfast

**Plaza and Georgia Hallway**

8:30 am - 10:00 am

### **G1 | The Author's Summary: Scientists Making Their Work Accessible**

**Plaza C**

Monica M. Bradford, Executive Editor, AAAS, *Science*; Patrick Keeling, UBC Botany and Canadian Institute for Advanced Research; Mark Winston, Biological Sciences, Simon Fraser University; Iain Taylor, Editor, *Davidsonia*, University of British Columbia, Moderator

The recent experimental initiative by *Science* magazine (November–December 2007) to publish an author's summary at the beginning of each research paper was welcomed by many. A representative from *Science* will report on the progress of the experiment. A second speaker will assess other initiatives to make published work more approachable by the interested professional, and a third speaker will address the need for researchers to be more responsible for publicizing the results and impact of their work.

### **G2 | Conflict of Interest in Disclosures and Advertising**

**Plaza B**

Michael Vasko, Publications Director, *Archives of Physical Medicine and Rehabilitation*; John Komacko, Regulatory Consultant, Eli Lilly US Regulatory Affairs Group; Richard Newman, Division Director, Journal Sales and Online Business, American Medical Association; Patty Baskin, Managing Editor, *Neurology*, and Pam Erickson, Eli Lilly and Company, Moderators

Pharmaceutical and medical equipment companies are increasingly sponsoring studies with the ultimate intention of marketing drugs and products. In addition, they advertise heavily in clinical and research journals to reach their intended target audiences. Speakers will talk about the growing necessity of guarding against the influence of industry sponsorship by establishing tight policies regarding definitions of authorship (including ghost authorship) and disclosure of author conflicts. Also addressed will be setting limits on the content and placement of advertisements both in print and online and the regulations already in place for industry advertisers.

### G3 | Registration of Clinical Trials: Looking Back and Moving Ahead

#### Plaza A

Karmela Krleza Jelic, Ottawa Group; Ana Marusic, *Croatian Medical Journal* and ICMJE, Moderator

Since the International Committee of Medical Journal Editors (ICMJE) initiated a policy in 2005 that requires investigators to deposit information about trial design into public clinical trials registries before the beginning of the study, the international research community set trial registration as a standard in research. This session will explore where we stand now with trials registration and what we head for in the future, especially regarding the development of international standards for reporting the results of clinical trials. Representatives from different stakeholders' groups will present their opinions, experiences, and views of the future.



10:00 am - 11:00 am

#### Plenary Address | Thinking Like a Futurist

#### Regency D-F

**Blake S. Godkin**, Programmer/Planner, SHW GROUP, Education Architects, Engineers & Educational Facility Planners in Plano, Texas. Blake's expertise centers on research and training in the creation and management of new ideas. He has designed, delivered, and evaluated a number of university courses that focus on teaching design process, creative problem solving, futures studies, change leadership, and idea communication. Blake has spoken nationally and internationally on creativity education, creative thinking, the design process, and the future of education. Before coming to the SHW Group, Blake worked for Texas A&M University, where he taught courses in design

process, creativity, invention, and futures studies. Currently he is working on his dissertation research for a PhD in Urban and Regional Science. The focal point of his research is the re-design of organizational design processes to be more effective for the creation and management of new ideas.

*From the speaker:* In a time of accelerating change—when the future of any nation will be based on how well it creates and manages new ideas—we can no longer make current decisions based primarily on past experience. This is why it is imperative to become comfortable with the process of thinking like a futurist. But how do we begin thinking like a futurist? In what ways might we communicate (create) and evaluate (manage) new ideas? During this session, these questions will be answered through the presentation of a collection of deliberate guidelines and tools designed to help people make current decisions in light of their future effects. Monica Bradford, Executive Editor, *Science*, Moderator

11:00 am - 11:30 am

Refreshment Break

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

## **H1 | Data Sharing**

### **Plaza C**

Michael Whitlock, Editor-in-chief, *The American Naturalist*; Francis Ouellette, Associate Director, Informatics and Biocomputing, Ontario Institute for Cancer Research; David Baldwin, Managing Editor, Ecological Society of America Journals, Moderator

Most journals require that their authors share the data to support the conclusions presented in published papers. However, the devil is in the details when it comes to enforcing this requirement. Journal editors are being asked to arbitrate disagreements between authors and researchers with regard to just how much data must be shared. And the problem becomes even more complicated when a political agenda is behind the request for data. Come to this session to learn more about the issues surrounding data sharing.

## **H2 | E-Journal Preservation**

### **Plaza B**

Eileen Fenton, Executive Director, Portico; Vicky Reich, Director, LOCKSS Program, Stanford University Libraries; Patricia Cruse, Director, Preservation, California Digital Library, Berkeley; Jayne Marks, SAGE Publications Inc.; Kevin Cohn, Product Development Manager, Atypion; Toni Tracy, Director, Publisher Relations, Portico, Moderator

The continued transition to reliance upon electronic resources has progressed dramatically, and researchers, students, faculty, and libraries share a common concern about the vulnerability of these resources and the need to take protective action today to ensure their ongoing availability. Publishers now have an important role to play in the digital preservation of their content, and our panelists will share their own experiences in this important arena.

## **H3 | Mind the Gap: Communicating Science to Diverse Audiences**

### **Plaza A**

Ivan Oransky, MD, Managing Editor Online, *Scientific American*; Jennifer Henry, Publishing Manager, Nature Publishing Group; Devora Krischer, Consulting Medical Editor, CVS Caremark, Moderator

Internet access opens research and new science to everyone, from the general public to scientists in other disciplines. Patients stay abreast of medical research. And the increasingly interdisciplinary nature of science means findings must be accessible to scientists in other fields. Learn to make science relevant—and understandable—to disparate audiences.

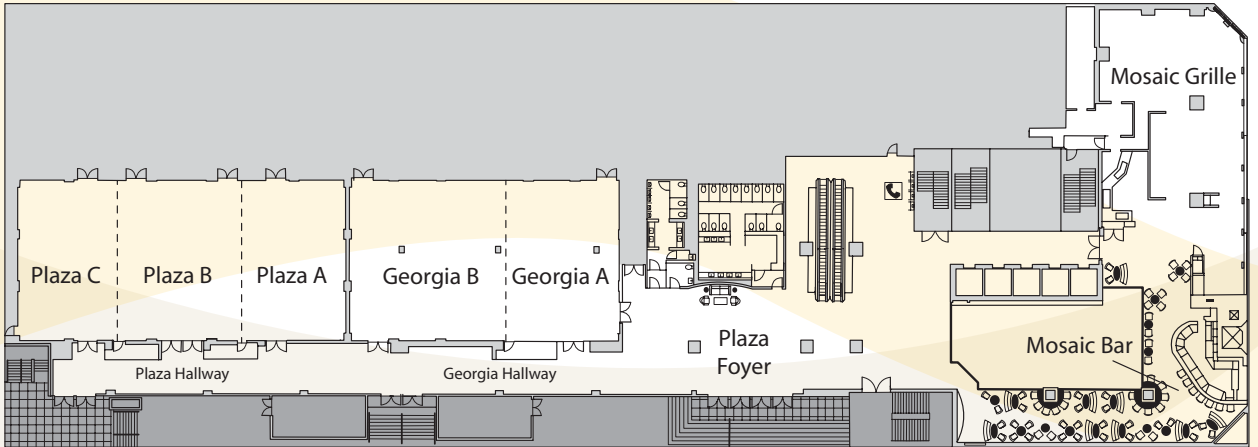
**1:00 pm**

Meeting Ends

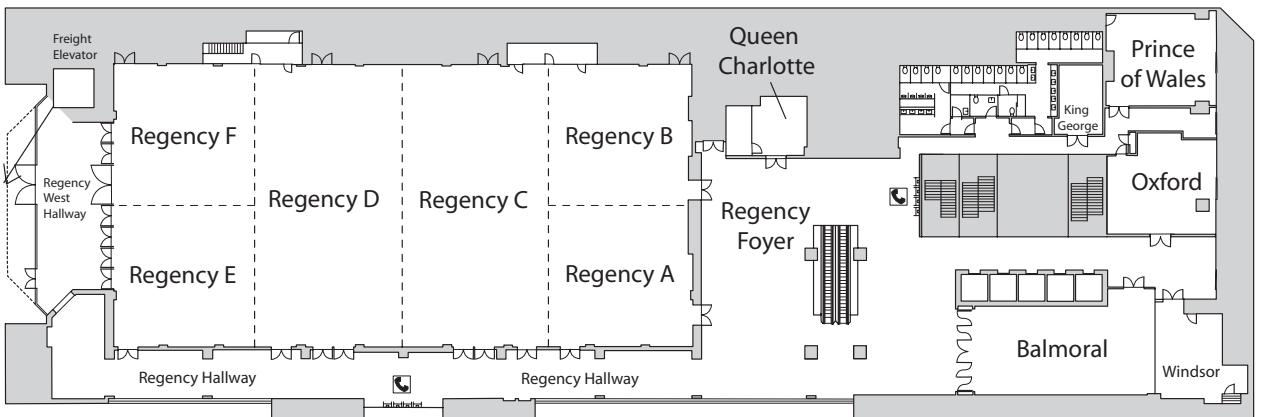
# Floor Plans

Hyatt Regency Vancouver

## Plaza Level (Second Floor)

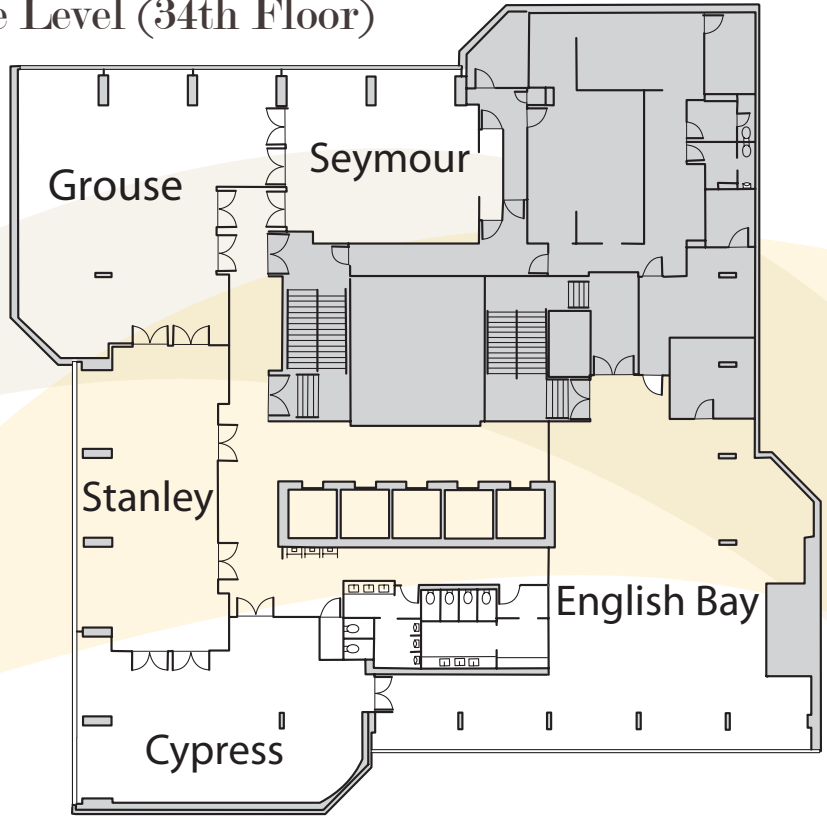


## Convention Level (Third Floor)

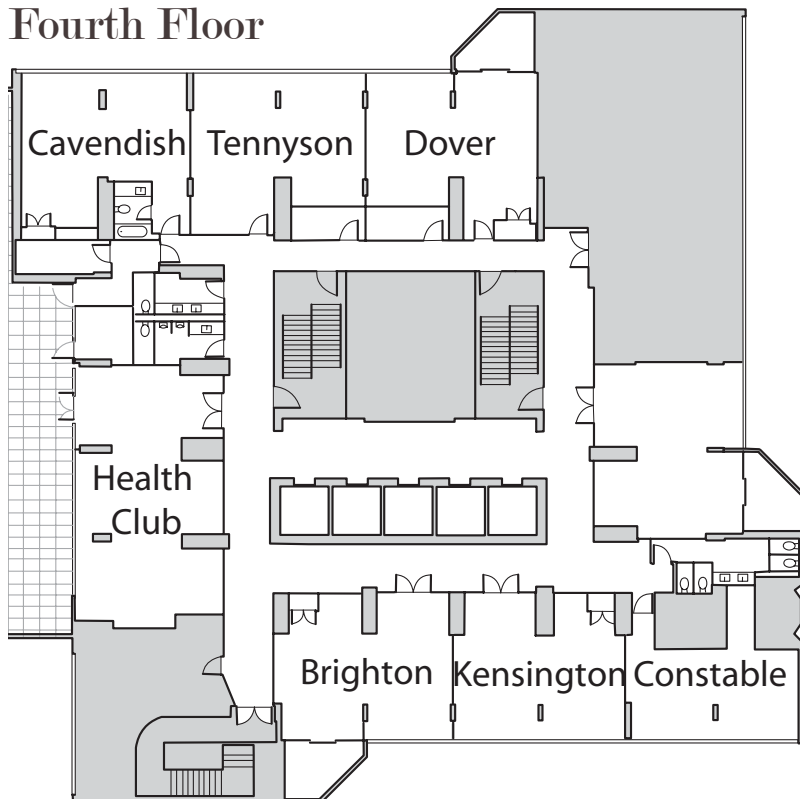




## Perspective Level (34th Floor)



## Fourth Floor





# 2008 Application for Membership

## Applicant Information

Please indicate  Renewal  New Member

Name: \_\_\_\_\_ Highest Degree: \_\_\_\_\_

Title: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_ This is my:  Home Address  Work Address

Telephone: \_\_\_\_\_ 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*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Primary Role in Scientific Publishing *check only one*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Chief Editor/Editor               | <input type="checkbox"/> Production/Graphics Editor         | <input type="checkbox"/> Educator               |
| <input type="checkbox"/> Sr/Assoc/Asst/Other Editor        | <input type="checkbox"/> Publisher/Director of Publications | <input type="checkbox"/> Marketing Professional |
| <input type="checkbox"/> Manuscript Editor/Author's Editor | <input type="checkbox"/> Librarian/Abstractor/Indexer       | <input type="checkbox"/> Vendor                 |
| <input type="checkbox"/> Managing Editor                   | <input type="checkbox"/> Scientific Author/Writer           | <input type="checkbox"/> Other _____            |

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Master Card  Visa  AmEX Amount (US Dollars) \$ \_\_\_\_\_

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

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See <http://www.CouncilScienceEditors.org>





52nd Annual CSE Meeting  
1-5 May 2009 | Hilton Hotel & Towers  
Pittsburgh, PA

# Pittsburgh2009

