As the industry’s leading trade association, AAP/PSP strives to create a better organization for publishers of professional and scholarly information. While PSP is developing new infrastructure, programs and member benefits, we need your help. Individuals on staff at PSP member organizations are the Association’s backbone. You determine the direction PSP takes – from the marketplace to the Hill.

**LEAD!** Take an active role in influencing the direction of PSP by joining one of our many service committees:

- **American Medical Publishers Committee (AMPC)**
  - Educate, advocate and engage in outreach and philanthropy, and frame issues of relevance to medical publishers, including promoting a positive image of scientific and medical publishing.

- **Books Committee**
  - Participate in discussions of important and emerging issues in the book publishing industry and hear from industry experts who are invited to attend each meeting. Help educate the industry through programming and training for every level of book publishers, from the highly successful Books Boot Camp, to specialized workshops on various topics including e-Marketing, Finance for Non-Financial Professionals and e-Books.

- **Education Committee**
  - Develop educational programming, such as seminars, webinars and boot camps, for both our members and the larger publishing community. Share your knowledge by becoming a speaker at PSP educational events.

- **Electronic Information Committee**
  - Inform AAP/PSP members about developments, issues and opportunities in electronic publishing. Plan the EIC Satellite Seminar, a cutting-edge educational program held each year at the PSP Annual Conference. Play a role in electronic product submissions for our awards program.

  - In 2009, the EIC launched a Seminar Series on Selected Topics in Electronic Publishing consisting of a set of four talks in the spring and four more in the fall, which will continue in 2010. The series is targeted to staff new to electronic publishing and addresses the transition underway from print to the electronic side of scholarly and professional publishing through a succession of programs dealing with different topics in electronic publishing.

- **Journals Committee**
  - Discuss business models, technology, legislation and activities of unique concern to the journals publishing community. Organize various educational seminars including the extremely popular biennial Journals Boot Camp.

- **Public Issues Task Force**
  - Benefit from reports by AAP’s legal and government affairs department. Members represent PSP commercial houses, university presses and learned societies, and follow the progress of current legislation, national and international trends, government competition, standards, archiving, linking – all regulatory, political and legislative issues that influence or impact the business of professional publishing.

- **Public Relations Committee**
  - Help prepare and promote policy messages important to PSP members and other stakeholders in scholarly communication. Produce a continuous flow of positive communications regarding the merits of professional and scholarly publishing. Market and publicize PSP programs to the publishing industry and the media. Develop programs that provide PSP members with information, data and tools to better articulate the benefits and value of scholarly publishing.

**Have you decided to join AAP/PSP?**

- **Please contact:**
  - **John Tagler**
    - Vice President & Executive Director, PSP
  - **Phone:** 212-255-0200 ext. 223
  - **Fax:** 212-255-7007
  - **Email:** tagler@publishers.org

**A Message From Our Executive Director**

Scholarly and professional publishing and PSP have a significant role in the nation’s future. Scholarship, research and communication are increasingly important forces in moving society forward. For PSP to be truly effective requires the commitment and involvement of our members. Active members determine the goals and objectives for the organization and possess the knowledge and experience to achieve those goals. PSP can only be an agent of change and advancement through engagement by and partnerships with our members. Considering how quickly technological innovation advances – often with sporadic jolts along the way – our community needs to be aware, flexible and responsive. This can be realized through a two-way exchange of ideas and information. My door is always open to members’ thoughts and suggestions, and their contributions will always be warmly received and appreciated.

– John Tagler, Vice President & Executive Director, PSP

The PSP Division of the AAP is changing and expanding. We welcome you and invite you to have a voice and a role in working with us to ensure the future of publishing.
Join AAP and PSP, and you’ll find yourself in good company. PSP boasts a membership of more than 130 organizations representing the leaders in professional and scholarly publishing. Among our members are:

- American Academy of Pediatrics
- American Chemical Society
- American Institute of Physics
- American Medical Association
- Cambridge University Press
- Columbia University Press
- Council on Foreign Relations
- Council on Library & Information Resources
- CQ Press
- Elsevier
- Harvard University Press
- IEEE
- J. Paul Getty Trust Publications
- John Wiley & Sons
- Johns Hopkins University Press
- Lynne Rienner Publishers
- Massachusetts Medical Society
- McGraw-Hill
- MIT Press
- Modern Language Association
- New England Journal of Medicine
- Oxford University Press
- Pearson Education
- Sage Publications
- Silverchair Science + Communications
- Springer Publishing Company
- Thomson Reuters
- University of Chicago Press
- Virginia Museum of Fine Arts
- Wolters Kluwer Health
- Yale University Press

www.pspcentral.org

Benefits of PSP Membership

Publisher Advocacy and Outreach

PSP advocates public policies that support intellectual freedom and intellectual property rights and works to foster an understanding of the professional and scholarly publishing environment among policymakers in Congress and the various government agencies.

As an advocate, PSP:
- Promotes an understanding of the role that professional and scholarly publishing plays in the research process.
- Advances in research and scholarship are the cornerstones of progress in all fields and industries.
- Supports authors’ and publishers’ intellectual property rights and works to refute the growing misconception that copyright is obsolete and unnecessary.
- Publishes guides, surveys, and reports, many of which are available only to PSP members.
- Collaborates with libraries to make more information accessible to more people in more formats than ever.
- Monitors and challenges piracy and other unauthorized uses of publishers’ copyrighted materials.
- Encourages all publishers to remain totally committed to the integrity and reliability of their information, standing as a guardian of a content, and supporting the standards, requirements and incentives for maintaining an accurate record of advancement in research and scholarship.
- Provides a strong, unified association dedicated to protecting, promoting and advancing the interests vital to your organization.

Member Communication and Information

PSP connects with its members via a series of regular communications:
- Distribution of the PSP Bulletin, a quarterly newsletter (in printed format and online) to participating members to keep them abreast of activities at PSP and developments related to the industry.
- Subscriptions to PSP... Links, a semi-monthly alert service to direct readers to events, job listings, suggested readings, industry news, important new developments and other topics relevant to professional and scholarly publishing.
- The PSP Speakers Bureau, which provides expert speakers on industry issues and presents the PSP mission and message to the media, the government, the publishing community at large and the general public.
- A dedicated PSP website, www.pspcentral.org, to provide members with more information and enhanced resources, from updates on the latest legislative efforts to our PSP Issues Glossary, a reference guide to help members navigate the landscape of associations, government agencies and other organizations shaping public policy on issues critical to PSP members.
- An email communications network exclusively for members to share their ideas, opinions and connect with the PSP Executive Council.

Education and Programming

Members’ staff receives discounts on registration fees for all PSP educational programming, including seminars, webinars, and other learning-based events, that provide the most up-to-the-minute information on industry developments and technological progress.

Annual Conferences

Significant discounts on registration fees are available to members so that staff can attend the PSP Annual Conference and the AAP Annual General Meeting, two special opportunities to learn, network and share experiences with colleagues in publishing and related industries.

The American Publishers Awards for Professional and Scholarly Excellence (PROSE)

The PROSE Awards annually recognize the very best in professional and scholarly publishing. Presented since 1976, the Awards honor outstanding books, journals and electronic content published in more than 40 disciplines. Judged by subject experts from academia and publishing, librarians, and medical professionals, PROSE winners are recognized each year at the PSP Annual Conference in Washington, DC for their commitment to pioneering research and for their contribution to the conception, production and design of landmark works in their fields.

The R. R. Hawkins Award, presented to the outstanding work among all the publications selected for recognition, has been given more than 30 times since its inception. Hawkins Award winners represent a broad range of disciplines including the arts such as Three Thousand Years of Chinese Painting (Yale University Press), medicine represented by the Atlas of Clinical Gross Anatomy (Elsevier), and economics with The Race between Education and Technology (Harvard University Press) – the 2008 Hawkins Award winner.

For more information about the PROSE Awards please visit www.proseawards.com.

Networking Opportunities

PSP provides unparalleled networking access within the publishing community, as well as opportunities to build relationships with sister organizations and new communities, such as library associations and educational institutions.

PSP and Social Responsibility

PSP is active in a number of philanthropic projects, including:
- Research2Life includes UN-based initiatives that provide scientific information in the areas of health, agriculture and environmental science to developing countries (HINARI, AGORA and OARE).
- patientINFORM, a free online service that provides patients and caregivers access to some of the most important, up-to-date research about the diagnosis and treatment of specific diseases.
- PSP’s own efforts to provide core medical and women’s health texts to Afghanistan’s very first OB/GYN training program in the history of that country.

“American publishers, large and small, are caught in a rapidly evolving digital world with great risk and opportunity at hand. Public policy decisions have a profound impact on our industry. Membership in AAP/PSP gives the professional and scholarly publisher a network of allies to help understand our changing environment, to speak out on public issues and to protect our intellectual property from the threat of piracy.”

– Tom Allen, President & CEO, AAP