



Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference

Professional/Scholarly Publishing Bulletin

Volume 10, No. 3, Summer 2011

Brian Crawford Joins Association of American Publishers Board of Directors

Effective July 2011, Brian Crawford, Ph.D., President of the Publications Division of the American Chemical Society (ACS) and a prominent publishing executive and former research scientist, has been appointed to serve on the Board of Directors of the Association of American Publishers (AAP) until 2015.

“We are delighted to have Brian join the AAP Board,” said David Young, Board Chairman and Chairman and Chief Executive Officer, Hachette Book Group. “Brian will help expand the diversity of our leadership group by serving as a representative of not-for-profit publishers. Since that community has also played a critical role in the publishing industry’s migration to digital delivery, his insight will be valuable.”

Dr. Crawford has more than two decades’ experience in the U.S. scientific, technical and medical (STM) information industry, including subscription journal, book and digital publishing in both the commercial and not-for-profit professional society sectors. He joined the ACS in 2004 as Senior Vice President of the Journals Publishing Group, and assumed his current position in 2007.

(Continued on page 2)

From the Executive Director’s Desk

by John Tagler, PSP Executive Director

In assessing the spring season for publishing and library conferences, it is interesting to note how some topics that were hot a year ago have suddenly fallen off the radar screen. Also, topics handled effectively at one conference can take on totally different, and sometimes banal, spins at another conference.

But I find much useful information in the AAUP (Association of American University Presses), NASIG (North American Serials Interest Group) and SSP (Society for Scholarly Publishing) conferences, with each offering a slightly different but equally insightful perspective on PSP publishing. Usually, I manage to attend two and, if schedules and geographic locations cooperate, all three conferences. This year, however, they overlapped by two days

so it was impossible for anyone to cover two, let alone all three, conferences completely.

Nevertheless, let me share highlights and observations of those sessions I was able to attend in recent months.

STM Spring Conference (Washington, DC, April 27th – 28th) STM gives itself a challenge with its day-and-a-half conference made up entirely of plenary sessions with no breakout or concurrent programs. Success hinges on gathering solid

(Continued on page 2)

In this issue:

Brian Crawford Joins AAP Board.	Page 1
From the Executive Director’s Desk.	Page 1
2010 R.R. Hawkins Award Winner Speech . . .	Page 3
Spotlight On...BookStats	Page 8
2012 PSP Annual Conference Program	Page 9
2011 PROSE Awards Submissions.	Back Cover

Brian Crawford Joins Association of American Publishers Board of Directors

(Continued from page 1)

An active member in his professional communities, Dr. Crawford was previously Chair of the Executive Council (2006 – 2008) of AAP's Professional and Scholarly Publishing (PSP) Division and served for eight years as a Council member including two years as Vice Chair (2004 – 2006). He previously served as President of the Board of Directors of The American Medical Publishers Association (AMPA). Effective in 2011, Dr. Crawford also currently serves as a member of the Executive Board of the International Association of STM Publishers.

In commenting on his AAP Board appointment, Dr. Crawford noted, "As professional and scholarly publishers continue to pursue a range of new digital publishing technologies and to grapple with important issues related to leveraging their copyrights and sustaining their investments in publishing innovations in order to broaden global information access, I look forward to joining with AAP Board members in addressing the shared concerns of commercial and non-profit publishers engaged in journal and book publishing across the life and physical sciences, medicine and social sciences."

In his present role at the ACS, Dr. Crawford holds general management responsibility for that scientific society's peer-reviewed journals portfolio and all editorial, digital, publishing, marketing, sales, web innovation and product development functions of the ACS' industry-leading periodical, *Chemical & Engineering News*. ACS is the world's largest scientific society and the leading non-profit publisher in the field of chemistry and allied sciences.

Dr. Crawford spent 15 years at John Wiley & Sons, Inc., holding publishing and executive roles including Vice

President and Publishing Director, Global Life and Medical Sciences, where he led the strategic development and overall management of Wiley's life and medical sciences publishing business. Prior to Wiley, he was Vice President and Editor with Alan R. Liss, Inc. (1988-89), a privately-held book and journal publisher that became the wholly-owned Wiley-Liss, Inc. subsidiary. He began his publishing career within the Journals Publishing Division of Academic Press, Inc., where he gained recognition for the conception, development and publication of *Genomics* in 1987, the first journal devoted to the eponymous field of scientific study devoted to the human genome that emerged in parallel with the publication.

Prior to entering publishing, Dr. Crawford was active in both scientific research and university teaching. He was appointed as a J. Robert Oppenheimer Fellow of the Los Alamos National Laboratory and joined in early Department of Education-funded efforts that subsequently led to the international initiative to map and sequence the human genome. Dr. Crawford received a B.S. cum laude with High Honors in Chemistry from the University of Maryland and completed his doctoral studies in biochemical and biophysical sciences at The Johns Hopkins University School of Public Health.

The AAP Board represents more than 300 U.S. organizations that are AAP members and span commercial, educational, professional and scholarly publishing. The 20 members of the AAP Board of Directors provide a cross-section of the executive leadership of the U.S. publishing industry. Members are elected to four-year terms.

From the Executive Director's Desk

(Continued from page 1)

speakers who can maintain the interest of a range of attendees. I'm happy to report that the standard at this year's STM conference was quite high.

Keynoter David Levy aroused a considerable controversy – always a good thing. Levy talked about achieving a balance between the 'fast world' (the digital environment) and the 'slow world' (the world of craft and contemplation that formerly characterized academia). His theory is that people have little time to think and are driven by the 'More-Faster-Better' economic dictates that define Western society. Ironically, we now have remarkable tools for discovery and scholarship but less time available for thought. He maintains that the engineering mentality that created manufacturing and the business mentality that

created the modern corporation in the late 19th century have spilled over to create the modern university. After all, he notes, "Who sits on the boards of most universities? Industry and business leaders." Levy feels the focus is no longer to educate as much as it is to plug people into jobs. He sees that sensibility trickling down to K-12. He calls for a re-balance in adopting the best of both worlds. Some attendees found the presentation rather retro while others, like me, found it a refreshing change from the hyperactive techie keynote speakers who intimidate the audience with dazzling displays of gadgets, buzzwords and cutting-edge technology.

A panel on the future of scholarly publishing was opened by David Bousfield, Vice President & Lead Analyst

(Continued on page 5)

Dear Readers,

At the 2011 PSP Annual Conference, John Donatich, Director of Yale University Press, delivered an acceptance speech on behalf of the 2010 PROSE/R.R. Hawkins Award Winner: the press's Atlas of the Transatlantic Slave Trade. Mr. Donatich's speech struck a chord with many in the audience, as he captured publishing's very essence, where experience, insight and instinct combine to create something new and important.

The Atlas's acquisitions editor recognized that data collected in an online database – charts, tables and maps documenting 300 years of transatlantic slave trade – offered a rich opportunity for analysis. He also recognized that two scholars – David Eltis and David Richardson – had the expertise to meet the challenge of interpreting the data. Mr. Donatich provides glimpses into author, editor and publisher insights and commitment that are necessary for achieving excellence in publishing. Mr. Donatich speaks eloquently about the continuing role and importance of publishers. A video is available on YouTube at:

http://www.youtube.com/watch?feature=player_embedded&v=RQZl6Ht4HO8.

For those who want to savor his words, here is an updated version of the speech.

2010 PROSE Awards Luncheon R.R. Hawkins Award Winner Speech

John Donatich, *Director of Yale University Press*

Updated August 2011

I remember being at the National Book Award ceremony several years ago when Steve Martin was the emcee and all these well behaved authors and publishers were timidly coming up to get their award and he gently prodded them, saying, “Give a woo! Pump a fist! Give a woo!” So here is my little “woo!”

It's a true honor to have this prize. I remember when we acquired this book, I actually thought the thought that you dare not utter until you're standing here, which is, “this could be a prize-winner.” When Chris Rogers, the acquiring editor of the *Atlas of the Transatlantic Slave Trade*, began this project shortly after coming to Yale in 2005, we all saw it as a perfect fit for the press and the university given Yale's rich legacy in the field of slavery studies. He pitched the idea to David Blight, who is the director of the Gilder Lehrman Learning Center for the Study of Slavery, Resistance & Abolitionism. David and his colleague, Rob Forbes, enthusiastically embraced the idea and recommended David Eltis, who is with us today, and David Richardson as the best candidates for authoring this atlas. It's difficult to imagine anyone but Eltis and Richardson as the lead authors given the many years of research they have given to documenting the voyages of the slave trade and creating the Voyages website with a major grant from the National Endowment for the Humanities. I should also recognize that Carol Watson from the NEH is with us as well today.

The transatlantic slave trade persisted for three hundred and sixty-six years, and resulted in the forced deportation of twelve and a half million Africans to the New World. It

is a phenomenon that we have struggled with for centuries as historians, as students, as writers, as American citizens. It's not only one of history's greatest crimes against humanity, but also an event of such magnitude and importance that it is impossible to represent adequately. Not being able to grasp the scale of the story or find a way to tell it has been tantamount to our cultural inability to sufficiently reckon with it. The magnitude of the event astounds. By 1820, African slaves constituted some 80% of all immigrants to the New World since 1500. The average death count on board the ships negotiating the Middle Passage was 15%. Modern capitalism, or the economic fortune of the Americas, would be unimaginable without this exploitation of human capital.

With the *Atlas of the Transatlantic Slave Trade*, scholars David Eltis and David Richardson have given us an invaluable key to understanding the Atlantic slave system. The highly-detailed collection of nearly 200 maps especially created for the book explores every detail of African slave traffic. Based on an online database, the project draws on 35,000 slaving voyages, covering roughly 80% of what we know of all such voyages ever made. We learn which nations participated in slave trade, where the ships were outfitted, where the captives boarded ship, where they were landed in the Americas and, finally, the geographic dimensions of the eventual abolition of the traffic. We learn how the winds and currents of the North and South Atlantic resulted in two mostly separate slave trades, one connecting Africa with Portuguese Brazil and the other, Europe, the Caribbean and America. Professors Eltis and Richardson have made unprecedented empirical discoveries, beginning

(Continued on page 4)

2010 PROSE Awards Luncheon

R.R. Hawkins Award Winner Speech

(Continued from page 3)

with a continually expanding demographic census. They record slave revolts and mutinies, those momentous occasions of heroism and human drama, which inhibited even larger numbers of atrocities. They document the surprising and upsetting complicity of Africans in creating and maintaining the slave trade. There are also stunning art and primary materials exhibited in the *Atlas* that tell the human side of the story, outside the maps.

It is easy to forget that this is a story about real people when one turns page after page of maps and tables that quantify the business of slavery so starkly and dispassionately. But it is this very lack of sensationalism and sentimentality that brings home the awfulness of the atrocity. By adding art and diary entries, poems, letters of slaves, the *Atlas* also gives the reader a humanistic counterbalance to the geographic, stark citations in the maps. The maps, however, are the headline story of the book. The plan was for 125, originally, but we ended up with over 204 color maps. Don Larson of Mapping Specialists, Paul Lechance of University of Ottawa, and the famous geographer Harm De Blij pored over every map and, of course, the authors and the editorial advisory board worked together as a well-oiled machine in refining and ensuring that they would be accurate, original and accessible.

This was terribly challenging because nothing like them had ever existed, and everything needed to be conceived from scratch. We thank that cartographer team and their excellent work. The Voyages website, if you haven't seen it, is a phenomenal database about the slave trade in the Atlantic from the 15th to the 19th Century. It includes far more data than the *Atlas* could ever hope to contain, as well as a dynamic interactive learning experience. From the start, this has been a richly collaborative experience. David Blight helped organize author-editor meetings in New Haven and wrote a very moving epilogue. David Brion Davis wrote a superb introduction to the *Atlas* so that any reader could enter this world with a sound understanding of the history of the slave trade. Robert Harms of the Yale History Department saved the teams on several occasions by correcting and advising us on all things African. This is as much an African story as anything else, and the maps are populated with real, young, old, male, female Africans, detailing the regions they lived in and the languages they spoke.

And then there's the money we needed to pay for the maps, the art, the research, the team expenses, the meetings.

In 2005, Yale raised over \$100,000 in grant money to pay for the *Atlas*. Eric Papenfuse, a bookseller in Pennsylvania, actually gave us the largest gift. The Gilder Lehrman Institute, University of Hull and several restricted endowments at Yale also helped subvene the project. And, of course, none of this would have been possible without the NEH support of the Voyages website.

At Yale, I'd like to single out Mary Pasti, the manuscript editor who took on the daunting job of correcting inconsistencies and refining literally thousands of loose ends to perfect the project to the state it sits in front of you today.

The other night, as I was packing my suitcase, I tried to explain to my 14 year old daughter what this award means. "Is that like your Oscars?" she asked me with a fair amount of teenage sarcasm. "No, not exactly. It's more like the Screen Guild," I said, "when the industry examines itself and recognizes its peers."

I am so honored to receive this award from such a distinguished group of judges.

David Brion Davis, in his introduction to the *Atlas*, writes of our contemporary discomfort in using the word "evil." But it's hard to find another word that describes the traders who subjected the captured slaves on board the ships to such inhumane conditions. Professor Davis further extends lessons to be learned from this shameful chapter of our history, and I quote: "Our Western culture tends to worship the magic of the free market, the invisible hand that allegedly promotes the common good. Yet it was uncontrolled market forces that determined how many African slaves could be crammed into the hold of a ship – with the chained and padlocked males lying together for five weeks or more, hunched on their sides and wedged like spoons locked together, unable to stand or stretch out, surrounded by feces and urine-drenched floors – to satisfy consumer demand for sugar, rum, tobacco and coffee. As it happened, these stimulants did little to improve the world or enhance human health and well-being."

"If history can teach us some unexpected lessons," Professor Davis continues, "here is one: we should recognize that Britain's 1807 law, which ended the country's 130-year dominance of the slave trade and led to the economic decline of the British Caribbean, was a revolutionary move toward regulating the global market." And it is this way that the evil mistakes of our past can teach us a lesson today.

(Continued on page 5)

2010 PROSE Awards Luncheon R.R. Hawkins Award Winner Speech

(Continued from page 4)

So, in closing, I just wanted to give a shout out to what each of us in this room does every day. We all agree that the digital revolution is both enhancing and troubling our publishing industry, but in my humble view, a book like the *Atlas* and other books that were nominated today point a way forward, especially for us not-for-profit scholarly presses. We return to our roots, really, in the discovery of primary documents and other empirical evidence and in the way we enable scholarly commentary and analysis of those materials – all with the aim of gathering the findings in a physical book that draws, focuses, curates and analyzes. The digital revolution, in fact, returns us to our original mission. The book is the mark in time in which all that information is culled and refined; it is the physical manifestation of the thought experiment, a supreme intellectual endeavor that we have spent centuries cultivating. It begs the question, “What needs to be a book?” and I would offer that the *Atlas* needs to be a book. A reference book, in fact, because it fulfills various obligations. The research demonstrates a passionate commitment and almost athletic

joy in managing masses of new primary documents and material. The structure invents a new model of managing that complexity. The prose contributes terminology to lingua franca of the discipline. The book crosses disciplines with ease. It listens to its own internal echoes, and while perhaps narrow in scope, the book feels close. You can feel the breath of the intellect on the page.

Some of the foodies among us will know that the Italians have a phrase, “slow cooking,” to describe an activist rejection of all things prepackaged, processed, fake, and an embrace of all things natural, whole, organic and handmade. And there may be a lesson for us in this. Information on the Web and our digital platforms is only as good as what we feed it. It’s great for finding out what you want to know, but less good in discovering what you didn’t realize you want to know. That is what books are for, whether in print or digital: to empower a single deliberate mind at work to reach another mind. Not so much “slow cooking” as “slow thinking.”

From the Executive Director’s Desk

(Continued from page 2)

at Outsell, who presented an overview of industry statistics. Having just finished analyzing the PSP journals industry survey for 2009 and written the spring *PSP Bulletin* column summarizing the findings, I was intrigued about how the Outsell and PSP observations of trends compared. Due to time limitations, Bousfield didn’t divulge much about the universe in the study or the methodology used. He was followed by Kevin Fitzpatrick, Senior Vice President, Business Development at the American College of Cardiology. He spoke about engaging the College’s membership and the external reader community to create a multi-dimensional communication and information chain. In one compelling example, he outlined the launch of CardioSmart, the College’s patient education and support program that seeks to engage, inform and empower patients to better participate in their own care. People in health care and scientific fields often think in terms of their known user community, but the CardioSmart approach was to work with Walmart and Coca-Cola® to reach out to the widest possible community – the consumer market – as quickly as possible. Certainly an instance of out-of-the-box thinking.

Several librarians were on the program to provide a user’s perspective. Most notably, Rick Anderson, Associate

Director for Scholarly Resources & Collection at University of Utah, spoke about the major industry influences affecting the future of libraries. Four key factors influencing library research strategy in the short term are: (1) the outcome of the Google Books Settlement, (2) whether the “Big Deal” continues to be a major collection alternative, (3) the emergence of Patron-Driven Acquisition and (4) the growth of open access publishing. He discussed strategies as far out as 2030 in terms of scenario planning and pitfalls for research libraries. Michael-Levine Clark, Collections Librarian, University of Denver, looked at collection development 20 years out and offered advice for publishers: digital in every way possible, growing demand for delivery to mobile devices (especially as the K – 12 generation move into universities and the workplace), a move to article purchase rather than subscriptions, expansive growth in e-books and on-demand printing. He also suggested that print legacy collections will largely become a thing of the past. James Mullins, Dean of Libraries & Professor at Purdue University, reviewed his university’s commitment to national data preservation programs and addressed the inherent challenges and limitations. Despite efforts to manage, share and preserve data sets, the policies and practices for managing this responsibility have been loosely

(Continued on page 6)

From the Executive Director's Desk

(Continued from page 5)

defined and slow in coming. Mullins feels the guiding principles of librarianship – to gather, organize and preserve the traditional scholarly output – need to be applied to data sets in order to deal with the volume, diversity, multiple locations and variety of formats that characterize these unwieldy collections.

Perhaps the most eye-opening aspect of the program was inclusion of graduate student speakers to give publishers a first-hand view of how students (albeit at a quite high level in the academic pecking order) are dealing with information resources. The most intriguing thing about the presentation by Frank Hammond, a post-doc at Harvard's School of Engineering & Applied Science, was not his insight about publishing or information providers, but his negative perceptions about publishers, which underscored the poor job publishers have done in educating librarians, researchers, authors and students about the publishers' contribution to the scholarly communication chain. A Ph.D. student, Cody Dunne from the Human-Computer Interaction Lab at University of Maryland, spoke about the development of ASE (Action Science Explorer), a tool that uses bibliometric link mining of co-authorship and citation analysis to create ties between individuals, their papers and their institutions. When asked about the discovery tools they found most useful in their graduate research and that they continue to use, both grad students said, unequivocally, "Google Scholar," and pointed to no other noteworthy services. Does this mean that all the money publishers and libraries have invested in developing resources to provide enhanced search and discovery tools is trumped by Google Scholar? A sobering thought, indeed.

Society for Scholarly Publishing (Boston, June 1st – 3rd) The SSP conference contrasts with STM's in a number of ways, not least in the multitude of sessions and speakers. But sometimes less is more, because selecting from four concurrent sessions can be a shot in the dark and one often feels that another session would have been a better choice.

To be sure, SSP topics and speakers have been extremely dynamic over the past three years. The 2011 conference, however, was more low key than in the recent past.

Jon Orwant, Engineering Manager at Google, discussed how current technologies offer good search capabilities, but discovery leaves a lot to be desired. The market of ideas is inefficient, but there is an excess of both supply of and demand for information. To reduce the

inefficiencies, publishers need to extract and repackage information – which revolves around data mining capabilities. Orwant showed the evolution of patterns and shifts in issues, terminology and intellectual thought over the centuries (more specifically during recent decades) as documented by the occurrence in the published literature of specific terms and language associations over time. The analyses were based on data mining of content in Google Book Search. Orwant's presentation was fascinating, and the data mining results impressive, but was this a call, via a very engaging and compelling message, to entice publishers to participate in Google Book Search?

A concurrent session highlight – and one of the best conference sessions I attended this spring – was "Ghosts in the Machine: The Industry of Medical Authorship." This session explored the spectrum of medical ghostwriting: the good, the bad and the unethical. At one extreme are articles authored by communications or marketing departments of pharma companies and submitted by researchers to reputable journals with no attribution to the origins of the articles. At the other end, consulting authors clean up writing style, or verify the statistical or economic methodologies of the articles. There is also a huge grey area in between. Annette Flanagan of AMA presented research into ghostwriting and disclosure patterns over several years' span. To some degree the studies have been complicated by the mere definition of ghostwriting and how it's interpreted across the spectrum of authors. One conclusion is a need for increased awareness, specificity and guidelines. Reinforcing the notion that this topic is getting a lot of traction, I couldn't help recollecting a plenary session at the STM conference a few weeks earlier. A keynote speaker, Aleks Krotoski, discussed how the digital environment has increased the complexities of following ethics guidelines. Even with the best of intentions it can be difficult for collaborators to follow guidelines created for the print environment. The audience was with her from the start so she didn't need to convince them of the importance of the issue, but Krotoski focused a bit too much on summarizing the issues rather than delving into examples, issues and possible solutions.

An experiment entitled "Chat with Librarians: Get Answers to Your Questions about Libraries" was something approximating speed dating with the chance to rotate among eight different roundtables with librarians available to answer questions and discuss issues of interest with attendees. It didn't turn out quite as described in the program (or probably conceived by the planners), and while this session was lively, it posed some logistical problems.

(Continued on page 7)

From the Executive Director's Desk

(Continued from page 6)

Still, kudos to the planners for an ambitious approach and something that can probably be refined. Another concurrent session, "Lessons Learned and Lessons Learning," promised a different approach to discussing the career paths of people in various publishing or publishing-related roles. Speakers included Tracey Armstrong (CCC), Todd Carpenter (NISO), Helen Henderson (Ringgold) and David Smith (CABI). While the concept was good and the speakers noteworthy, the presentations were generally a bit too anecdotal and the speakers didn't seem to be working from the same guidelines, so here was more creative program planning that could be tweaked.

The closing speaker was John Palfry of Harvard Law School, well known among publishers as the driving force behind the Digital Library of America. His topic was, "Who Needs Libraries and Publishers? The Future of Scholarly Communication." Although well-known as an advocate for institutional repositories and open access, Palfry took a guarded approach – it was a publishing conference, after all. He has previously appealed to Harvard Law faculty to support open access and has been a strong supporter of building a university repository for Harvard's intellectual output. In his speech he reviewed the changing patterns of learning and addressed changing roles for libraries and librarians. There were no great revelations, although he did say, not surprising, that even the wealthy universities no longer have increasing budgets and have abandoned the aspiration of building comprehensive collections. He sees increased need for academic institutions to cooperate. No great library can succeed in isolation – even Harvard. The shared mission, he said, is for academics, researchers, publishers and librarians to continue to communicate and strive for wider access.

American Library Association (New Orleans, June 24th – 28th) After a dynamic conference in Washington, DC, in 2010, this year's ALA was a letdown. Total attendance was down 23 percent, with 14,969 attendees vs. 19,513 attendees last year. From PSP's perspective, the concentration of government officials and agencies in DC helped focus discussions on public policy and government-related issues. This year, there was little new or provocative information to report... with a couple of exceptions.

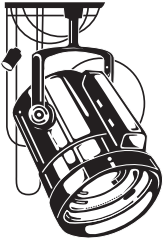
One intriguing program was a half-day seminar sponsored by NISO and BISG, "The Changing Standards Landscape." The seminar was diverse and illustrative. My take-away was the leadership of scientific and scholarly publishers in the migration to digital delivery, dating from the mid-1990s. Trade publishers are now grappling with

many of the same issues that PSP members were addressing more than a decade ago. Much progress has been made in technology development so that many challenges our community faced are now non-issues, but there is the same learning curve – and fear factor – that PSP publishers experienced. Peter Brantley, who usually likes to be provocative and poke fun at publishers, said that publishers face an extraordinary opportunity with the growth in e-books distribution. He foresees the environments surrounding digital books and journals becoming the foundation for dynamic social networking. He cautions, however, that e-books need to be interactive and updated and not static. Another speaker, Michael Cairns, traced several trends: (1) librarians' migration to e-resources to address space constraints, (2) libraries are driving changes in publishing and are very willing to assume the publisher's role if publishers don't respond and (3) advice to book publishers to look to serials publishers for examples of success, and a few pitfalls, in the transition to digital.

A SPARC/ACRL session provided the usual revival-meeting atmosphere. David Carlson, Library Director at Southern Illinois University and Chair of the SPARC Steering Committee, opened by generating enthusiasm about the forthcoming Berlin 9 Conference on Open Access to be held in Washington, DC, November 8th – 10th <http://www.berlin9.org/about/declaration/index.shtml>. Two speakers new to me – Dr. Dieter Stein, Heinrich-Heine-University Düsseldorf, Germany, and Lorraine Harricombe, Dean of Libraries, University of Kansas – delivered platitudinous speeches in praise of open access that were emotional, simplistic and riddled with misinformation. One of Harricombe's mantras was: "Requests don't work, mandates do." She also dubbed the open access movement "copyright" – a pretty good moniker, I must admit. The call to action was to support FRPAA and there was the promise that librarians could make it pass this year with enough support; attendees were pointed to the SPARC advocacy website:

<http://www.arl.org/sparc/advocacy/frpaa/highered.shtml>.

The session wrapped up with Jennifer McLennan (SPARC Director of Programs and Operations), calling for attendees to sign the Berlin Declaration in advance of the November meeting to ensure a strong show of support when SPARC makes a push in DC to influence federal and academic policy makers, researchers, academic societies and librarians. McLennan also mentioned a SPARC Open Access meeting in Kansas City, March 10 – 12, 2012, further reinforcing SPARC's commitment to open access support.



Spotlight On... BookStats

New Publishing Industry Survey Is Now Available for Purchase

PSP Publishers Are Encouraged to Participate in Future Surveys... Sign on Soon

On August 9th, BookStats, the most comprehensive statistical survey ever conducted for the modern U.S. publishing industry, capturing its size, scope, revenue and rapid strategic expansion across multiplatform content and sales distribution channels, was released.

BookStats was produced jointly by the Association of American Publishers (AAP) and the Book Industry Study Group (BISG), the leading U.S. book trade association for publishing standardized best practices, research and education made up of publishers, retailers, manufacturers, distributors, wholesalers and librarians. BookStats details three-year growth in net revenue and unit sales across the publishing industry, spanning 2008-2010, and offers data and analysis of the total industry and individual Trade, K-12 School, Higher Education, Professional and Scholarly markets.

Using data from nearly 2000 publishers, plus additional databases and resources, BookStats examines the publishing industry from three distinct angles: by categories (including breakdowns of fiction and non-fiction), formats (including hardcover, paperback, e-books, Internet and bundled products and services) and sales distribution channels (physical and online retail, independents, export sales, wholesalers/jobbers and institutional sales).

“The BookStats study indicates that the publishing industry is healthy and growing during a time of unprecedented change,” said Dominique Raccah, Founder and CEO, Sourcebooks, and Chair of the BookStats Committee. “Publishers in every sector of our business have made significant investments in content and technology to better serve their audiences’ needs and those efforts seem to correlate with the results we’re seeing.”

The survey shows that total U.S. publishing revenues are growing (2010’s \$27.94 billion is a 5.6% increase over 2008) and total U.S. publishing unit sales are up (2.57 billion net units sold in 2010, a 4.1% increase over 2008). The professional and scholarly publishing sector is experiencing significant gains. The professional market’s \$3.7 billion net sales in 2010 was a 6.3% increase over 2008, and scholarly publishing experienced a 4.7% growth (\$191 million in net sales from 2008 to 2010).

“The BookStats results indicate that the American public is in want of more information to enrich, educate and entertain,” said Tina Jordan, Vice President, Association of American Publishers and Co-Chair of BookStats. “And the growth in all markets illustrates how publishers have made their mark as content innovators, given their investment and commitment to producing and distributing the highest quality content, and the numerous technologies in which they make that content available.”

PSP publishers not currently participating in BookStats are encouraged to join this important industry overview going forward. For further information, please contact Tina Jordan as detailed below.

The complete BookStats survey is now available for purchase along with a supplemental online dashboard enabling customization of the data. To purchase BookStats, please contact Tina Jordan, AAP, tjordan@publishers.org and 212.255.0275, or Angela Bole, BISG, angela@bisg.org and 646.336.7141.

SAVE THE DATE!

2012 PSP Annual Conference

Prospering with Digital: Making Investments Pay

February 1st-3rd, 2012
Renaissance Mayflower Hotel, Washington, DC

Program

WEDNESDAY, FEBRUARY 1, 2012

4:00pm–6:00pm

Plenary #1:

(Grand Ballroom)

Organized by Thane Kerner (Silverchair) & Glen Campbell (Elsevier)
Oxford Style Debate of the Proposition
“Privacy is Obsolete in the Digital World”

6:00pm-7:30pm

Evening Reception

(State Room)

(Dinner on Your Own)

THURSDAY, FEBRUARY 2, 2012

8:00am-9:00am
Continental Breakfast
(State Room)

9:00am-10:00am
Keynote Speaker:
(Grand Ballroom)
TBD

10:00am-10:45am
Networking Break

10:00am-10:45am
PSP Business Meeting
(Senate Room)

10:45am-12:00pm

Symposium topic #1:

(Colonial Room)

Moderator:

Susan J.A. Harris

Senior Director, APA Journals

American Psychological Association

“Forward Thinking” Session

The “trusted identity” concept is gaining traction in the research community, and one of the challenges of the web with all of its resources is the difficulty in knowing what/who you can trust. ORCID and ISNI have made headway in outlining systems to disambiguate authorship. The next step is to create a “trusted network” such that authors’ ownership of their research is clear, semantic provenance. This amounts to a highly trusted community.

Speakers:

Hal Warren (APA)

10:45am-12:00pm

Symposium topic #1:

(Grand Ballroom)

Organized by Tom Easley (NEJM)

Thriving on Disruption:

Lessons for Scholarly Publishing from Consumer Content

From Napster to the Kindle, Google to the iPad, producers and distributors of consumer content have faced staggering changes in user behavior and enabling technology over the past decade. As Scientific, Technical, Medical and Scholarly publishing continues its march away from historic user behavioral norms driven by digital innovation, what lessons can we derive from adjacent industries developing and delivering content? This session will explore three distinct viewpoints - from the [specifics to come*] industries – offering STMS publishers insights and strategies to navigate existing and forthcoming market opportunities.

* preferred preliminary organization types to approach could include consumer books, newspapers, magazines or music.

(Continued on page 10)

2012 PSP Annual Conference*(Continued from page 9)*

12:00pm-1:30pm

PROSE Awards Luncheon

(State Room)

1:30pm-2:15pm

Networking Break

2:15pm-3:30pm

Plenary #2:

(Grand Ballroom)

Moderator: **Dan Duncan**

Sr. Director, Government Affairs

McGraw-Hill Companies

Public Policy & Issues Plenary

Topic TBD

4:15pm-5:30pm

Symposium topic #2:

(Colonial Room)

Moderator:

H. Frederick Dylla*Executive Director & CEO**American Institute of Physics***Data Repositories and Data Management**

Data underpins the research published in STM journals and books. Increased bandwidth, cheaper storage and advances in network-enabled collaborative science have enabled the proliferation and growth of datasets. Storage and management of data have primarily been the responsibility of the data generators who have utilized multiple means (including their own servers and deposit to third party databases) to store and share their work. Researchers and their institutions now face increased responsibility for the long term management and sharing of data with the introduction in 2011 of requirements by funding agencies, such as the National Science Foundation, that grant recipients provide a formal data management plan. These plans aim to implement consistent, robust data management practices (from data collection in the lab, to peer review, publication, deposition, duration and archiving) and include how and where the data are to be made accessible to the research community. This session will explore the implications for meeting these requirements from the perspective of publishers, journal editors, the research community, professional societies and government agencies.

4:15pm-5:30pm

Symposium topic #2:

(Grand Ballroom)

Moderators:

William Deluise*Executive Editor, Education and Content Development, Health Sciences • Wiley-Blackwell**John Wiley & Sons, Inc.*

and

Audrey D. Melkin*Director of Business Development**Atypon Systems, Inc.***The Game-Changers: Five Organizations that Could Revolutionize Scholarly Publishing**

Across Scientific, Technical, Medical and Scholarly publishing, new players are opening untapped content distribution channels, innovating around established business models and enhancing the end-user experience - and none of them would characterize themselves as STMS publishers. This fast-paced, interactive session introduces the philosophies, approaches, products and services of five organizations changing the industry landscape. It provides insights into the risks and opportunities that these groundbreaking entrants represent and gives STMS publishers a deeper understanding to develop their own partnership or competitive strategies.

5:30pm-6:00pm

Networking Break

6:00pm-7:30pm

Evening Reception

(State Room)

(Dinner on Your Own)

(Continued on page 11)

2012 PSP Annual Conference*(Continued from page 10)***FRIDAY, FEBRUARY 3, 2012**

8:00am-9:00am

Continental Breakfast

(State Room)

9:00am-10:15am

Plenary #3:

(Grand Ballroom)

Organized by Scott Grillo (McGraw-Hill)

E-books and the Resizing of the STM Book Industry

The long awaited rise of the e-book finally arrived in full force for STM publishers with the launch of the 4-color tablet. While most of the discussion surrounding e-books in STM have focused on the positive, robust growth, streamlined supply chain, embedded multimedia, etc., this discussion asks whether or not there are negative repercussions underfoot as that balance shifts to digital. Specifically, are we witnessing a resizing or a resetting of the STM book market? Market analysis has traditionally pegged the size of the STM book market around \$4 billion, but how quickly will that erode (or grow) as we move away from a world where five books need to be sent into the supply chain to make one sale to a world where there is no supply chain multiplier? What sort of implications will this have for our industry and the infrastructure that has been built over time to support it? How much will a shift to a smaller, more efficient market and distribution model be worth to the industry?

10:45am-12:00pm

Symposium topic #3:

(Colonial Room)

Organized by Mike Clarke (Silverchair) & John Tagler (AAP)

Industry Updates/Services Report

A session featuring three organizations who will update the PSP industry on their programs and services.

10:45am-12:00pm

Symposium topic #3:

(Grand Ballroom)

Organized by Michael Fisher (Harvard University Press) & Nicola Hill (AACR)

Using Google/Leveraging Google

Since its launch in 1998, Google has evolved and grown to become a formidable player in the information arena. Recent statistics show that Google is the search engine of choice for about 60% of Americans, and that percentage is higher overseas. Initiatives, such as Google Scholar, Patent Search, and partnerships with dozens of major libraries, indicate that Google will continue to have an impact on publishing. The panel will discuss how scholarly publishers can leverage Google for search optimization and discoverability, and extend their reach in the market.

Adjournment

For up-to-the-minute information on the PSP 2012 Annual Conference visit www.pspcentral.org

AAP Members Can Now Tweet on New AAP Website

AAP continues to upgrade its new website, www.publishers.org, with the introduction of a new service that provides yet another membership benefit.

To give members more visibility and to bring up-to-the-minute information to its redesigned homepage, AAP is now adding real-time member Tweets. AAP invites all members to submit as many company Twitter accounts as they'd like. All AAP requires is that the accounts are officially sanctioned and managed by member organizations, and not personal Twitter accounts.

AAP member Tweets will scroll continually in a live format box on www.publishers.org. Visitors to the site will see the account's user name along with the posting. Due to space limitations, Twitter profile images cannot be accommodated.

If your company would like to participate in this new Twitter function, please email your Twitter user names to Jasmine Zick, Project Manager, AAP Communications, at jzick@publishers.org.

- Director of New Media Development
- Director of Production & Manufacturing
- Director of Finance
- Director of Human Resources
- Editorial Director
- Sales & Marketing Director

Route to:

Association of American Publishers, Inc.
 71 Fifth Avenue
 New York, NY 10003-3004



First Class
 U.S. Postage
PAID
 New York, NY
 Permit No. 5335

Open Season: The 2011 PROSE Awards Now Accepting Submissions!

As summer draws to a close, the Professional and Scholarly Publishing (PSP) Division of the Association of American Publishers (AAP) is pleased to announce that the 2011 American Publishers Awards for Professional and Scholarly Excellence (PROSE) submissions period is now open.

Following a successful 2010 season – with 491 entries from more than 60 publishers, PROSE broke its previous submissions record for the third consecutive year – PROSE is back and bigger than ever in 2011.

Now entering its 36th year, PROSE is expanding publisher eligibility requirements to create a more inclusive program. Previously limited to members of AAP/PSP and the Association of American University Presses (AAUP), PROSE is extending a special invitation to all AAP members to enter the 2011 competition. Of course, to be considered for a prize, works must still meet PROSE guidelines and criteria.

In another first, the 2011 PROSE Awards Luncheon will be webcast from the PSP Annual Conference in Washington, DC, on Thursday, February 2, 2012, bringing the awards ceremony live to a much larger audience than ever before. PROSE will encourage publishers to hold viewing parties at their offices around the country, and will ask participants to submit party photos for posting on the PROSE website: www.proseawards.com.

PROSE is also expanding on improvements enacted last year by PROSE Chairman John A. Jenkins, President and Publisher, CQ Press, and the PROSE Planning Committee. E-products and journals continue to be eligible for the five PROSE Awards for Excellence and the R.R. Hawkins Award, the top PROSE prize. Members of the Electronic Information and Journals Committees will continue to evaluate each e-product and journal entry, and will present recommendations to PROSE judges so that recommended e-product and journal entries will be included with books in the subject category judging process.

To further its marketing, publicity and branding reach, PROSE hired two interns for this summer. Of particular note,

interns Erin D’Amelio (a third-year student at Lafayette College) and Kristin Wowk (a third-year student at American University) revised the PROSE databases – updating, organizing and greatly expanding the PROSE, PSP, AAUP and AAP mailing lists. Thanks to their efforts, PROSE will be reaching all the right people in its targeted marketing campaigns throughout the 2011 awards season.

The 2011 PROSE Awards Luncheon will feature the debut of another new, specially produced film, more multimedia presentations and new special guests. PROSE encourages publishers to submit book cover art with entries for use in these multimedia presentations, which will be posted online at www.proseawards.com and on YouTube – invaluable exposure for submitting publishers and winning entries. The Awards Committee also encourages publishers to provide more information about submissions by including supplementary materials, including published reviews, reader reports and editor, publisher or writer endorsements. These materials help immensely in the judging process.

The 2011 Call for Entries and Entry Form are available online only at www.proseawards.com. And don’t forget to follow PROSE on Facebook, LinkedIn and Twitter for the most up-to-date information throughout the entry period!

The PSP *Bulletin* is published quarterly. All material in the PSP *Bulletin* is protected by copyright, but may be reproduced or quoted with proper credit. This newsletter is provided as a service. AAP does not assume any liability for errors or omissions. Please direct all communication to Sara Pinto, PSP Division, Association of American Publishers, 71 Fifth Avenue, New York, NY 10003, Tel.: 212-255-0200, Email: spinto@publishers.org.

Editorial Staff

Myer Kutz, Editor

Editorial Contributors

Kate Kolendo, Sara Pinto, John Tagler