



Members of the Professional/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 4, No. 4, Winter 2004

PSP Outreach Campaign Develops Ads to Connect With Key Audiences

by Barbara Meredith, VP, AAP-PSP Division

In an effort to remind academics and librarians about the indispensable role publishers play in disseminating scholarly information, PSP has embarked on an advertising campaign. On behalf of the PSP Outreach Committee, PSP ExCo member Brian Crawford and his colleagues at Wiley have created two separate sets of print advertisements that can be used or adapted to represent PSP's broad membership demographic. The first advertisement, "Open Your Eyes," underscores the vast resources of scholarly information that traditional publishers provide. The second set of advertisements, "What's Important to You...Is Important to Me," features individuals describing the many different responsibilities involved in journal or book publishing. The latter advertisement is designed as a template that can be adapted to highlight each PSP member publisher's own people and approach to pub-

(Continued on page 3)

Chairman's Corner

Almost two years have passed since I first wrote to you from this platform. At the upcoming annual PSP Conference I will have fulfilled my term as Chair of the PSP Executive Council, and during the PSP Business Meeting I will pass the gavel to Dr. Marc Brodsky, CEO and Executive Director of the American Institute of Physics.

Although we still face most of the same basic issues as in early 2002, the immediate danger

(Continued on page 5)

Report of PSP/AAP Strategy Committee Meeting December 2003

Committee Goals

The Committee convened to consider how the Professional/ Scholarly Publishing Division of the Association of American Publishers (PSP/AAP) should go about selecting which of the many issues before the PSP Executive Council should be addressed and funded as strategic activities in 2004-2005. The Committee's recommendations will be presented to the PSP/AAP Executive Council for action.

Updated Mission and Objectives Statement as a Basis For PSP Strategic Activities

The Committee first reviewed the current PSP Statement of Mission and Ongoing Objectives as last revised in 2001. Editorial revisions were proposed to clarify and endorse the Statement. The revised mission and objectives are as follows:

The Professional/Scholarly Publishing Division is part of the Association of American Publishers (AAP), with Division headquarters and staff at the AAP offices in New York City. The Division's mission is to represent the common interests of its members who publish for professional, scholarly, research and commercial markets in such areas as business,

(Continued on page 2)

In this issue:

PSP Outreach Campaign Ads .Page 1
Chairman's Corner .Page 1
Draft Report of PSP Strategy Committee .Page 1
PSP Journal Statistics Project .Page 3
Revamping PSP Boot Camp .Page 4
New PSP Members .Page 7

Draft Report

(Continued from page 1)

law, science, technology, medicine, social and behavioral sciences, and the humanities. To these ends, the Division:

1. Informs and educates its membership about important issues via publications, the Annual Conference, meetings, and a web site;
2. Proposes and promotes policy positions and standards important to scholarly and professional publishers and may fund AAP Core projects related to these objectives;
3. Provides continuing professional education opportunities designed to enhance the skills of member company employees in all areas of professional and scholarly publishing; and
4. Recognizes the excellence of members' publications through the PSP Annual Awards Program.

The objectives that PSP has pursued in recent years and plans to continue in 2004-2005 are to:

1. Promote and protect copyright and intellectual property throughout the world;
2. Keep abreast of the opportunities and ramifications of developing technologies that affect the changing structure of professional and scholarly publishing;
3. Foster outreach, service and communication to the library, author, reader, and other user and customer communities and work with these groups' key associations on issues of mutual interest; and
4. Monitor regulatory and legislative developments that bear on members' interests worldwide and participate in the legislative process, where appropriate.

Review of Past Activities Deemed Strategically Successful

In order to determine what might be useful future activities, the Committee compiled a list of some successful PSP activities of the past few years. These included:

1. Core connections provided for multi-publisher ad hoc actions to deal with specific problems or opportunities, e.g., Subito misuse of IP, RoweCom bankruptcy, and requests to National Library of Medicine for objective criteria for inclusion in MedLine;
2. Initial work to create the Digital Object Identifier, which subsequently enabled the CrossRef cross publisher reference linking service;
3. Outreach campaign to inform important audiences about how PSP publishers add value, embrace technology and are allies with academia;
4. An awards program that attracts many submissions and recognizes excellence in book, journal, and electronic publishing;
5. Well-attended journal boot camps that help train publishers' staffs;

6. Annual Conferences that attract contributors and audiences to timely, informative programs and useful networking opportunities;
7. Leverage in addressing special member concerns via connections to copyright and IP activities of AAP, AAUP, STM, IPA, CAPP, and other groups;
8. Several seminars per year that address special and timely topics of member interest;
9. Two very active Committees, Journals and Electronic Information, that produce useful programs and significant publications; and
10. A Public Issues Task Force that established a new and popular session at the Annual Conference.

Some past activities were deemed to be less successful. For example, although the Public Issues Glossary is a high-quality product, it does not seem to be used to a degree commensurate with the effort that goes into its production and maintenance. The Industry Statistics program has not yet been able to gather enough meaningful information. The PSP Web Site, while useful for finding specific information such as that needed for conference registration, seems underused. Two committees (Library Relations and Marketing) were effectively dormant and were ultimately discontinued.

Criteria For Identifying Strategic Activities

The Committee proposes criteria for identifying and supporting strategic PSP/AAP activities. These include:

1. Match activity to Mission and Ongoing Objectives;
2. Include the diverse interests of members, e.g., journals and books, humanities and sciences, small and large publishers;
3. Ensure that an activity is timely and is driven by a changing environment, e.g., need for better public image, government threats to copyright protection; and
4. Ensure that an activity is an important PSP core activity, e.g., Annual Conference, seminars, boot camps, statistics.

Proposed List of New Strategic Activities To Be Considered

The Committee examined a number of ideas for possible new PSP activities:

1. Office of Foreign Assets Control (OFAC) regulations that require U.S. publishers to obtain a license to edit manuscripts from certain countries. This appears to be a significant threat to First Amendment free speech and freedom of the press.
2. Journal industry statistics and marketplace data. The different requirements for soliciting data relevant to journals, compared to ongoing AAP book statistics, need to be addressed.
3. More information about and tracking of Open Access initiatives.

(Continued on page 3)

Draft Report

(Continued from page 2)

4. Dealing with future potential financial crises of subscription agents similar to the RoweCom problems of 2003.
5. The growing problems of the abuse of free sample copies.
6. Improved usage statistics of online journals. Does COUNTER do this in a satisfactory and affordable manner?
7. Parallel importation of books. While parallel imports are a well-recognized problem for textbook publishers, they may be a looming problem for PSP members as well.

Respectfully submitted by:

Strategic Planning Committee:

Marc H. Brodsky (American Institute of Physics), Chair

Pieter S. H. Bolman (Elsevier)

Bill Cook (American Chemical Society)

Brian Crawford (J. Wiley & Sons)

Lynne Rienner (Lynne Rienner Publishers)

Barbara Meredith (AAP/PSP), Staff Liaison

Ads

(Continued from page 1)

lishing. Both series emphasize the people behind the publishers, helping put faces to companies, associations, and societies. They also reflect the different types of organizations and academic specialties that PSP represents.

PSP will soon offer individual member publishers the choice of featuring ads—at no charge—in their own journals and catalogs. In addition PSP will be reaching out to other international publishing associations and their members to ask them to join with us in this campaign. Given the number of member-published books and journals, extensive “opt-in” participation could result in a vast audience outreach and achieve significant resonance within the academic community. After PSP has had several months to evaluate the impact of the “opt-in” campaign, the outreach committee will also consider purchasing ad space in influential industry trades.

Any PSP members who would like to receive an electronic copy of the ads and additional information about how to participate, please feel free to email your request or comments to me at bmeredith@publishers.org.

Examples of the ads appear in an insert in this issue.

AAP/PSP Inaugurates Journal Statistics Project

by James Pringle, ISI

PSP has begun a major initiative designed to compile a comprehensive statistical profile on a global scale of professional and scholarly journal publishing. The Journal Statistics Project has the ambitious goal of surveying the more than 3000 publishers of scientific and scholarly journals in 2004.

PSP has discussed the project since early 2003. It took on greater urgency as members reviewed emerging policy issues, such as the role of legislation in Open Access Publishing and the ways publishers can contribute to wider access to scholarly information. To support their positions, PSP members sought metrics on numbers of journals published, numbers of journals available electronically, circulation of print and electronic journals, and percentage of electronic journals available under various access models.

After reviewing available sources, members concluded that no consistent set of statistics tailored to PSP’s goals currently exists. While library organizations have been active in collecting statistics on purchase patterns, budgets, and collection patterns for both print and electronic journals, no equivalent work has been undertaken from publishers’ perspective.

Working with Kathryn Blough, VP, who directs AAP’s

monthly and annual statistics programs, PSP’s Journals Task Force defined a survey project that is ambitious in scope but simple in design. The Task Force members determined that project success would depend on collecting maximum useful information with minimum publisher effort. For example, a survey form to be sent to the relevant contact at each publishing house will request information at the program, rather than the individual journal, level, and statistics will be collected annually rather than a monthly.

Information to be collected includes overall numbers of journals published, overall circulation figures, and revenues. Within these general categories, more detailed statistics will be collected in such areas as institution-wide vs. individual access, percent of “open access” journals, and print vs. electronic circulation. All individual publisher information will be kept confidential, and only aggregate figures will be reported.

The survey is now being refined. PSP’s goal is to have useful results by mid-year 2004. If successful, the initial project will create a statistical atlas of professional journal publishing today. It will also provide a baseline for future studies. PSP will run the program annually, and will thus be able to study trends over time in this fast-changing industry.

Revamping the Journals Boot Camp

by Jono Hardjowirogo, Association for Computing Machinery

During last September's PSP Journals Boot Camp in Philadelphia, it became clear to some of the faculty and organizers that several new developments in journal publishing were not being covered sufficiently. The boot camp model that we were using was already sixteen years old, after all, and a revamping was clearly in order. The question is: what to add in the coverage and how to implement it?

Feedback from attendees was also helpful in determining what else needs to be done to make the boot camp more enjoyable while continuing to be challenging.

Toward this end, the Journals Committee has formed a subcommittee, which will discuss and recommend appropriate changes for future boot camps.

The boot camp is meant to provide a crash course in journals publishing. Attendees come from every part of journals publishing, and the boot camp exposes them to publishing processes they may not be familiar with. The camp is in essence a hands-on seminar. The faculty instructs attendees in acquisitions, planning, presentation, and selling. A basic publishing spreadsheet with complete production costs is provided to all attendees. Because all the courses use the spreadsheet as illustration, the spreadsheet is in fact the most important piece of material in the boot camp. Currently, little instruction is provided to attendees on how to use the spreadsheet. We hope to rectify this situation.

In the scenario used for the boot camp, an Association is entertaining the idea of moving its journal from one publishing house to another. The idea is to bid for the journal to move it to your publishing house by offering the Association better royalties or cash guarantee. Attendees were grouped into six or seven groups of six each. Each group represented a typical publishing house that would bid for the journal. To make it more interesting, each group was designated a commercial, nonprofit, or association publishing operation. Some attendees felt that it may be better to use as an example a journal in the humanities or social science, inasmuch as many of the attendees seemed to be from that venue.

Many concepts and processes have been incorporated into journals publishing since the Boot Camp was started six-

teen years ago. Some are just beginning to be implemented. Among them are:

1. Digital file format
2. Peer review tracking system
3. Digital library
4. Library consortia
5. Open access

Now that print publishing is seen as going by the way-side, understanding what our options are for producing usable digital file formats is extremely important. While print journals are still staples for most publishing houses, subscriptions based on print and digital combinations, or even on digital only, are taking hold. For the purpose of the boot camp, this may mean adjustment in the subscriptions revenue.

The use of peer review tracking systems in journals publishing is increasingly popular among major publishers. (Obviously, the high cost of such systems can put them beyond the reach of smaller publishers.) Such systems promote speedy review process, which in turn lead to on-time publishing and more predictable revenue streams. The use of such systems was surprisingly featured by all groups during the boot camp exercise, which clearly indicates that it will become a standard feature in most publishing houses.

The use of digital libraries often means that less emphasis is put on print journals for distribution. To date, the way of assigning revenue to a journal from a digital library still eludes publishers. Until a satisfactory way is found, most publishers will continue to rely on using the print model in distributing revenues for a journal.

The emergence of library consortia in the US and around the world has also changed the pricing structure of journals subscriptions. In future boot camps, licenses to consortia will definitely play a larger role.

Open access is a new concept that has recently invaded the journals publishing area. Several publishers responded by making selective files available to everyone. How to address this potentially ground-shifting concept will also be discussed.

Mea Culpa

There are two corrections from the last bulletin:

In the Chairman's Corner the journal is called *PLoS Biology*.

In the first sentence of "PSP Outreach Campaign Enters New Phase," the third line should read, "scholarly book and journal publishers."

My apologies — The editor

Hot Topics at the Charleston Conference

by Katina Strauch, University of Charleston

The 2003 Charleston Conference (the twenty-third) had a record 729 attendees. Since its inception in 1980 with 25 people, the Conference has seen a steady rise in the number of registrants, who include librarians, publishers, vendors, aggregators and consultants. The Charleston Conference supports exhibits only the day prior to the main Conference, so vendors and publishers are free to attend as full-fledged participants in the programs without having to support exhibit space.

The conference began with three preconferences -- **Serving our Users: The Value of Usability, Technical Services Workflow**, and **Serials Management**. Over 200 people attended. **The Charleston Advisor's Vendor Showcase** from 12-6 PM on Wednesday, November 5 had 44 booths and was visited by well over 400 people. The main conference began on Thursday, November 6 and lasted through Saturday, November 8. The theme was **Games**

People Play. There were over 135 speakers.

Some of the hot topics under discussion:

Portals: Is there a role for libraries? How can the library maintain its role as the gateway to information? Said honors senior student David Lyle: "I don't use the library Website. It's too confusing. I go to Google."

Pricing models: Librarians expressed concerns that the alternatives that are being offered or suggested either don't work for librarians or don't work for publishers. Said one librarian: "We need a new pricing model. There are so many good electronic products. Many of us just can't afford to pay for both print and electronic access. And we certainly can't afford to buy everything good that is out there."

Budgets: Library budgets are being stretched beyond institutional funding sources and there is more and more information to buy. Grants and donations are being actively

(Continued on page 7)

Chairman's Corner

(Continued from page 1)

then of the US Government involving itself directly in primary and secondary STM publishing has receded somewhat with the disappearance of PubScience and the change of PubMedCentral from a compulsory end station of biomedical articles to a so-far-little-used voluntary one. Instead, a different initiative, involving many of the same people, appeared on the scene in the form of the generously, privately funded Public Library of Science, giving rise to the continued high decibel debate about the moral and economic merits of Open Access. As regards the latter, now that a to-all-intents-and-purposes small, but not negligible, number of articles has appeared in OA journals, there is still no convincing indication that these journals are here to stay, and that their articles will become permanently available as part of the scientific and medical online edifice. Perhaps OA publishers, such as PloS and BioMedCentral, should be asked to open their books (as most for-profit and not-for-profit publishers do) so that authors and readers can form their own judgments as to the economic viability of these enterprises.

The dot-com era, with all its promises, is still too near to take everything on trust!

Of continuing concern is the publisher-librarian relationship. Although our discussions with the Council on Library and Information Resources (CLIR) were very constructive and cordial and are leading to some follow-up on electronic document delivery and interlibrary loan, more and broader dialog is needed to really make a significant change for the better. The fact that publishers collectively waived more than \$70M in subscription income as a result of the RoweCom bankruptcy undoubtedly contributed to improved publisher appreciation, but librarians' current dire situation, combined with a SPARC-led vision of a promised land of free access, no doubt raises hopes of a solution to the library funding problem different from one that most publishers feel able to offer. In short, the coming two years are likely to be a least as interesting as the past two. Please join me in wishing Marc Brodsky every success in leading us through this next period!

Pieter Bolman
Elsevier

Minutes of Oct. 23 Meeting of Publishers Advisory Panel with NLM

by Jack Farrell, McGraw-Hill

1. LSTRC Update.

For the period JUNE 2003-OCT 2003, LSTRC reviewed 140 titles and recommended 25 titles for MEDLINE admission. An additional 28 titles were provisionally recommended provided their content is supplied digitally. This composite admission rate of 38% (53/140) was below the prior two periods of 44% and 43%, respectively. The Panel expressed its concern about the decreasing rate and expressed a desire to see a reversal in the upcoming period. NLM noted this concern. Other facts of interest regarding the LSTRC review: a) 57% of journals reviewed were non-US, b) 70% of admitted journals now send content in XML format — up dramatically from just two years ago, c) LSTRC includes 15 members, all of whom are listed on the NLM web site, d) NLM noted the approval rate for NIH grants is 19% vis-à-vis the 38% approval rate during the recent LSTRC period.

2. Report of the International Committee of Medical Journal Editors Meeting.

NLM reported on several issues raised at this meeting, including a) the suggestion that medical journals play an educational role in addressing claims made to the public via TV coverage of health issues, b) a stronger role for journal editors in approving advertising content (NOTE: several Panel members cited the prevailing policy of their respective companies, which does give final advertising approval to journal editorial boards.)

3. Archiving Seminar (3/03) post meeting review.

The Panel noted that per the tally of post-meeting evaluations, the March 2003 co-sponsored Archiving Forum was an unqualified success. Post meeting evaluations revealed: 62% rated the meeting “excellent.” 38% rated the meeting “good.” Composition of the 85 attendees was: 15% NLM staff, 20% Industry, 27% publishers, 38% librarians. The Panel and NLM look forward to collaborating on future educational meetings. The date targeted for the next co-sponsored meeting is MARCH 2005 — topic to be determined. Betsy Humphreys (NLM) and Jack Farrell (Panel) will coordinate. A web-cast of the Archiving Forum can be found at the NLM web site.

4. Medical information to health professionals unaffiliated with medical schools or hospitals.

NLM led the discussion about an informational need

in the market, which it perceives as going unmet — namely, access by “rural or unaffiliated” individuals seeking one-time access to subscription-based journals or databases. The Panel noted that existing policies within each organization allow single-user one-time access to digital content, and posited that market solutions exist for this need. Going forward, NLM will collaborate with the Panel to research who these users are, to define this need with greater specificity.

5. CrossRef.

Ed Pentz presented a state-of-the-art review of the journal consortium CrossRef whose usage continues to grow at a dramatic rate. Mr. Pentz indicated how inclusion of DOIs throughout CrossRef gives the content added gravitas as readers use the DOI to navigate to the native work for further exploration. The Panel would like similar placement of DOIs within the leading NLM databases, namely MEDLINE and PubMed. The technical roadblocks to this implementation seem surmountable as most XML-supplied data have DOIs in place. NLM noted that the DOI does appear within the bibliographic data for each entry, but the Panel requests a more obvious placement of the DOI within the content. Discussion of this topic will continue on future agenda.

6. Developing World Journals meeting with African editors Fall 03.

NLM continues to play a leading role in this important initiative to partner African medical journals with their Western counterparts. To date, four such partnerships have been established to share education, knowledge, and technical expertise that will help sustain these fledgling organizations, which face tremendous odds within their local markets. The Panel continued to express its interest in participating in this effort, and several Panel member companies are involved in the ongoing pilot program. The Panel requested from NLM the list of African medical publishers whose journals are currently “provisionally recommended.” The Panel will then explore the possibility of providing technical expertise to these journals to elevate their status to “Recommended.”

The next meeting of the Publishers Advisory Panel and the NLM is tentatively scheduled for Thursday, March 18, 2004, 10:30-NOON at the NLM offices in Bethesda, MD.

Charleston

(Continued from page 5)

pursued. Said one librarian: "It's time to return to the collection development model of purchasing. We can't buy everything that is out there. We need to choose what we are buying carefully, the way we used to do."

Print versus online: Only 12% of libraries have given up paper subscriptions. Neither document delivery nor interlibrary loan has proved a suitable response to the need for quick, reliable information delivery. Said one speaker: "80% of the 5,500 electronic journals in Ohiolink have been used at some point. ...In the future 90% of serials will be bought in consortia arrangements, and most paper subscriptions will be moved to storage."

Usage: End users like desktop delivery of full-text articles, but how can libraries know if a particular online resource is really worth the money that the library is paying? Usage statistics are difficult to compile, compare, and interpret, but some sort of statistical base for comparison is necessary. Said one librarian: "It's impossible to get good data on use in the electronic environment, but I'm not sure that

we ever had good data even about print. We know if someone looks at a book, an article, or a journal, but we don't know if they really read it or use it."

Archiving: Electronic information is no longer a novelty. Librarians and publishers are concerned about persistence of electronic information and whether or not it will survive for future generations. Are institutional repositories the answer? Should research libraries plan to collect in specific areas? Should the government fund archiving? Said one librarian: "I am astounded that the national libraries, especially in the United States, have not taken the lead in archiving. Part of the mission of libraries is to preserve information for posterity."

The Charleston Conference Website, <http://www.katina.info/conference/>, contains PowerPoint presentations from the 2003 Conference, which have been supplied by speakers. Greenwood Publishing/Libraries Unlimited will publish the proceedings of the 2004 Conference, edited by Rosann Bazirjian (Penn State) and Vicky Speck (ABC-Clio) in the fall of 2004. Obviously, there's plenty of fodder for future Charleston Conferences. The next one is November 3-6, 2004.

New PSP Members

Stoeger Publishing

www.stoegerpublishing.com

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Contact: Julie Brownlee

e-mail: jbrownlee@stoegerindustries.com

online: www.stoegerbooks.com

Stoeger Publishing has been publishing outdoor books since 1925. The current catalog contains more than 60 titles on Guns & Collectibles, Hunting, Shooting, Fishing, Cooking, Motorcycles & Trucks, and Photography. Flagship publications are the Shooter's Bible and the Gun Trader's Guide, which are universally recognized as definitive reference works

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Gival Press, LLC, a privately held independent literary publishing house, founded in 1998 by Robert L. Giron, publishes poetry, fiction, essays, and non-fiction in English, French, and Spanish. Gival publishes the work of poets and authors who demonstrate quality and whose work has a message, be it philosophical or social.

FYI: Announcements

Stanford University's HighWire Press has announced the launch of a new feature for institutions, 'Shop for Journals'. 28 society publishers, with content hosted on HighWire, have banded together to create a way to select from an initial list of 60 journal titles and create custom packages, with more titles expected to join in 2004. To support this program, these publishers have developed a standard set of Guidelines for Institutional Access (defining authorized use and users), and have agreed to use a common tiered pricing model, based on type of institution.

<http://highwire.stanford.edu/shopforjournals>

Member governments of the United Nations have given their support to initiatives that offer free access to research results published in the electronic versions of scientific journals. The endorsement is contained in the Declaration of Principles discussed during the World Summit on the Information Society (WSIS), which opened in Geneva in a three-day meeting this past December and concludes in Tunisia in November 2005. Go to <http://www.itu.int/wsis/>.

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aap

FYI: Announcements

The 2004 **NFAIS Annual Conference**, “The Battle for Mindshare: Information Access and Retrieval in the Year 2010,” is scheduled for February 22-24, 2004 at The Ritz Carlton Hotel in Philadelphia, PA. The objective of the meeting is to identify the challenges and opportunities that are developing as a result of the new information environment being shaped now by Yahoo!, Google, and similar search engines. The meeting will open with a speaker from Yahoo! Search, presenting a picture of the information future from their perspective. This talk will be followed by a presentation of case studies in which searches performed using both traditional resources and the web are compared, and by a panel of experts who will describe the current information usage behavior in the corporate, government and academic environments. The remainder of the conference will showcase how traditional information providers can leverage current trends to their advantage through innovative use of content, technology, text mining and new business models. To access the preliminary program, registration forms, and other conference-related information, go to:

http://www.nfaiss.org/events/event_details.cfm?id=25.

Or contact Jill O’Neill, NFAIS Director of Communication and Planning at jilloneill@nfaiss.org or 215-893-1561.

CrossRef has announced that it will drop its DOI retrieval fees for all members and affiliates starting in

January 2004. This move gives all CrossRef users unlimited access to DOIs, and is particularly significant for secondary publishers, as DOI links from citations and bibliographic databases to full text are expected to increase greatly as a result. The decision by the CrossRef Board to drop DOI retrieval fees is the latest strategic move intended to open access to the CrossRef system. In May 2003, CrossRef made library accounts on its system completely free. CrossRef integrates with the OpenURL, and several local linking platforms now incorporate it; these include ExLibris, Serials Solutions, SISIS, Endeavor, Fretwell Downing, SIRSI, and Openly Informatics. Fifty scholarly and professional publishers have signed on in the last six months to CrossRef, bringing the total members to 250. Several hundred thousand book and conference-proceeding DOIs have been added to the CrossRef system, including 700 books from Oxford University Press. With these additions, CrossRef now covers over 8,700 journals and nearly 10 million individual content items.

To see a book chapter DOI in action, click on

<http://dx.doi.org/10.1002/0470841559.ch1>

for an example from John Wiley & Sons, or

<http://dx.doi.org/10.1093/0198297122.001.0001>

for an example from OUP.

PSP Bulletin Committee

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