



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

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An Interview with Tom Allen

by Myer Kutz, PSP Bulletin Editor

When you ask Tom Allen, AAP President and CEO, questions about himself – why he joined AAP, what it’s been like during his first year, and where he wants to lead the organization – the answers you get are clear and candid. That was my experience during a 45-minute telephone talk we had in April. For example, when I asked what attracted him to the AAP job, he mentioned, by way of background, that he’s been a book lover and extensive reader all his life, he’d been a lawyer for 19 years before serving as a Maine congressman for a dozen years, and wanted to stay in Washington, with Maine as his home base. The attraction, he went on, was “public advocacy for a client whose views are aligned with my own” and the opportunity to serve in an “industry whose health is of central importance to society.” In answer to a follow-up question –

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From the Executive Director’s Desk

by John Tagler, PSP Executive Director

This issue’s column departs from its usual form. Rather than discuss industry developments, conference speakers or statistical surveys, I have decided to turn the floor over to two people who have valuable information to impart.

One article, by Hill Slowinski, will inform you about significant publisher-driven programs that, while not widely known either within or outside the PSP industry, have recently gained new momentum and are offering services to the public at large. The second article is the first column contributed by Dan Duncan, who has extensive public policy experience and is willing to share on a regular basis insights on fundamental issues continually bandied about in the digital environment – copyright, digital piracy, government policy and privacy protection. As I turn you over to the two contributors, I ask that you become engaged in these programs and issues.

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I invited **Hill Slowinski** to write about two publisher initiatives, several years in development, to provide public access to critical health science information. Hill has been a long-standing AAP/PSP Public Issues Task Force Chair and a PSP Executive Council member, and was Council Vice-Chair in 2008, when I joined PSP. He has also served on PSP’s American Medical Publishers Committee, the springboard for one of the projects he discusses. He has an extensive

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knowledge of the publishing community's commitment to disseminating medical research information where it is needed. I have asked him to share background information on two important projects – *patientINFORM* and the Emergency Access Initiative – both of which he helped get off the ground. After a couple of challenging years and rethinking, *patientINFORM* has been newly re-launched this spring with a wider mission. The Emergency Access Initiative got its first real test following the Haiti earthquake this past January when it allowed health care professionals access to a vast array of emergency medicine information during a crisis. The service performed admirably under pressure. Both *patientINFORM* and Emergency Access Initiative are off to a solid start but need more participating publishers and more cooperation from those already involved, who are willing to spread the word.

Our second guest contributor, Dan Duncan, Senior Director of Government Affairs at The McGraw-Hill Companies in Washington, DC, provides a different perspective. During my two years at PSP, I have come to regard Dan, who has also served as Chair on the Public Issues Task Force, as insightful about the legislative front. While it is not possible to relate legislative action technicalities in this newsletter, Dan will provide an

overview of the environment in which legislative and regulatory developments impact PSP – what things behind the scenes may mean and what unanticipated consequences they may have. He provides a reality check on developments and trends that will hopefully engage publishers with policymakers. Dan has launched this series with a provocative column, and I look forward to his sharing future insights and opinions.

You'll find Hill Slowinski's article, "New Developments in Two Significant Publisher-Sponsored Initiatives: *patientINFORM* and the Emergency Access Initiative," on page 2, and Dan Duncan's article, "It's a New World Out There: Policy Challenges for Publishers," on page 6.

Correction:

In the Winter 2010 issue of the *Professional/Scholarly Publishing Bulletin*, Volume 9, Number 1, p. 5, an error occurred in the column, "From the Executive Director's Desk," paragraph # 8, under the subheading "Sales and Revenues." The total 2008 revenue for the 25 reporting publishers was listed as \$6,312,814 when, in fact, three zeros were omitted, and the correct total revenue statistic is \$6,312,814,000. Apologies for the error. The correction has been made to the online version of the *Bulletin* that appears on pspcentral.org.

New Developments In Two Significant Publisher-Sponsored Initiatives: *patientINFORM* and the Emergency Access Initiative

by Hill Slowinski

Two publisher-supported initiatives regarding access to medical information have recently been noted for making more medical information more available and more accessible. PatientINFORM has been a leading project for several years, and the Emergency Access Initiative (EAI) after almost a decade of discussion, planning, technical coordination and organizing, launched in a matter of days in response to an international disaster in January.

patientINFORM: access + interpretation = understanding + empowerment

I met recently with Maurice Long and Aime Ballard-Wood shortly after PSP's Annual Conference to hear the latest improvements in *patientINFORM*. This project is a major initiative that has been underwritten by the AAP/PSP and STM.

In 2003, publishers and librarians began a new discussion on how to get current information in medical journal articles to patients and other interested individuals outside the subscription process in response to one-off requests. The public was locating little or no information, or information of questionable integrity, on the Internet. Publishers, medical societies and librarians all recognized the need to expand their involvement in providing credible, reliable and comprehensive information beyond subscribers and libraries in order to aid experts, patients, caregivers, family, researchers and other health care professionals.

Over the previous decade, publishers had been developing their online content delivery models, and had already incorporated a pay-per-view process into their web sites as one alternative. But several voluntary health

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An Interview with Tom Allen

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whether the job turned out to be what he thought it would – Allen said, “the thing that surprised me most was how fast the publishing industry is changing. Talking to Pat Schroeder (past AAP President and CEO, for 12 years), I got the impression that publishing is a mature industry. Well, it’s anything but mature. There are huge changes every month, it seems – ebook sales went from 1% of the market to 3% from April to December last year – and the speed of change has caused publishing business models to change rapidly.” Asked about the greatest challenges he faces in his new job, Allen said “the publishing industry needs to be better understood. The public doesn’t appreciate that publishers are much more than printers, that they improve authors’ submissions and enable them to reach wider audiences. This lack of appreciation among the public of what publishers really do is connected to the ‘culture of free’ and an acceptance of digital piracy, and if more people had a greater appreciation of the value of the publishing industry, there wouldn’t be acceptance of piracy.” Allen is quick to point out that to help avoid piracy, an industry does have to give the public what it wants. “What happened to the recording industry was that the public wanted to buy single songs, not albums.” Not that the solutions to an industry’s problems in the digital age are simple. In any case, Allen goes on, “I didn’t expect the challenges to be quite so significant and pressing. But I like standing in the fire.”

He’d better, because there are problems wherever publishing is involved. “People devising education policy,” Allen points out, “don’t realize that publishers, who can improve student success rates, aren’t often at the table when policy issues are discussed. There has been a severe reduction in funding at the state level on educational materials, even though they account for less than a penny of every dollar spent. And on the PSP and trade sides of the business, as electronic readers and other devices become ubiquitous, publishers want to maintain the direct connection between authors and readers.”

Allen is buoyed by the two arms of what he terms “AAP’s greatest strength”: the 24-person professional staff in Washington and New York, and the members, “who contribute so much expertise that the AAP’s impact is much larger than the staff size would indicate.” In the midst of so much rapid change, he said, “it’s hard to get

a fix on what my job used to be like.” Asked if he’s visible enough, he replies, “not yet. I knew the litigation and legislative arenas, but I parachuted into this industry and I’ve needed time to learn about it. The staff and the board have been a great help. The division heads are really good people, and they’ve been tolerant of me.” One thing he’s learned is, “AAP has been organized around market sectors, but distinctions are breaking down because major issues – copyright, piracy, value – affect all members.” And his focus needs to be world-wide. So, for example, Allen works with U.S. trade representatives on piracy in Asia or on PSP or Google issues here in the U.S. – anywhere the value of copyright is at stake. “I like the complexity,” he says.

When I met Allen for the first time, at the PSP Annual Conference in February, he struck me as being hearty and fit. During our interview, he told me that he ran indoor and outdoor track, and was a running back and safety in football, two positions that can produce injuries. “I had only one knee injury, though, in high school, and some shoulder dislocations,” he said, “the last time playing touch football in Oxford, 45 minutes from a hospital, unfortunately.” It sounded like he hasn’t forgotten the pain, and never will. He’s never stopped exercising, “but I can’t run on asphalt roads anymore. I’m confined to cushioned treadmills now.”

He still lives in Portland, and he and his wife maintain an inherited farmhouse in Sebago as a vacation home. Their two grown daughters also live in Portland. There are two grandchildren.

Towards the end of his 12 years in Congress, he challenged Susan Collins for her Senate seat. She won handily, but “we ran a great campaign and I have no regrets.”

When I asked Allen about his vision for the AAP, he replied, “I want this organization to be a respected participant and impact player on copyright, education and technology issues. The movement to digital makes it imperative for the publishing industry to engage in public policy because the government can make all sorts of rules that affect the digital environment.” He sees the AAP in the role of “protector - of intellectual property, educational materials funding, and free speech.” As we were saying goodbye, he added, “I don’t miss the House of Representatives, I’m having too much fun.”

New Developments In Two Significant Publisher-Sponsored Initiatives: *patientINFORM* and the Emergency Access Initiative

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organizations (VHOs) recognized the limited risk to public patient requests and proposed providing significant articles summarized for the patient and abbreviated in length. John Wiley & Sons, the Welch Medical Library at Johns Hopkins University and others initiated collaboration with other publishers. (This conversation pre-dated NIH's Public Access Policy.) The effort to address the need to provide medical information in context was another step in increasing the nation's health literacy and making communications between patient and doctor more productive.

Initial Version

In its inaugural version, *patientINFORM* modeled a three-pronged structure involving patients, the public and publishers. *patientINFORM* concentrated on three diseases – cancer, diabetes and heart disease – which accounted for nearly two out of every three deaths in America.

The American Cancer Society, American Heart Association and American Diabetes Association offered resources and staff and committed to participate and promote the effort to produce written summaries of a selection of the most highly relevant medical research based on newly published medical journal articles. These summaries were then made available to users via the health associations' web sites and publishers created toll-free links into full text of the original journal articles.

The venture recognizes value in helping patients and caregivers understand new research developments. Medical journal articles are commonly written by experts and specialists for review and used by medical professionals and their peers, and employ technical vocabulary and medical theory, concepts and information specifically used and understood within the discipline.

Summaries of major medical articles, selected by related VHOs, were professionally written in consumer-friendly text and made available at no charge. Readers would also be provided links to final published versions of summarized articles. Links would allow free access to the full articles, with no fees or registration.

Second Version

In its second stage of evolution, *patientINFORM*'s business plan projected expanded participation and extended coverage to include a wider range of medical

conditions. The objective was to provide access to a larger body of summaries and articles covering the next most significant public health threats. The goal of *patientINFORM* continued to be to provide a consumer-friendly resource to help the general population understand some of the most serious diseases and medical conditions.

In these next few years, the project encountered several challenges, including the loss of two executive directors, a decrease during the recession in funding within the VHOs for the editing projects, and time constraints in scheduling and managing the volume of summaries to be produced. Nevertheless, its value to the public remained one of the core strengths to continue to move forward with the project.

New Objective and New Web Site

Recently, the web site has been completely redesigned to be more helpful to users. *patientINFORM.org* now directs users to participating health organizations' web sites to find information about recent research along with access to original journal articles. It also identifies participating publishers' web sites to find and access research articles that are most relevant.

patientINFORM helps users gain access to research in two ways. It allows participating health organizations that create research summaries, news reports or other online analyses to place special links on their sites to associated research articles in participating journals. A few participating society publishers have policies and procedures to provide articles to patients and caregivers at no charge. The goal of *patientINFORM* is to encourage all participating publishers to develop such programs. These links from health organizations' web sites provide users with access to full journal articles for free, without subscriptions.

To better serve the public, *patientINFORM* has transitioned from a source for medical information to a brand or seal of approval. It is a source of assurance for users to view the *patientINFORM* name or logo on a health organization's web site as confirmation that the organization provides information about the latest relevant medical research along with links to original research articles without subscriptions or other fees.

The new *patientINFORM* advances more information about other ways publishers facilitate patient access and introduces a new section about using publisher or journal

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sites to find relevant research articles. If one sees *patientINFORM* on a publisher or journal's web site, it is clear that the publisher allows those free links from participating health organizations or can help patients and caregivers find and access relevant journal articles in other ways.

As technology and the needs of those seeking medical information have changed, *patientINFORM* has responded. In its new version, *patientINFORM* has migrated to serve as a gateway or conduit directly to web sites of participating publishers. It now provides more service than a list of participants. It provides information to users on where to find medical information, how to read and understand it, sources of continuing support and additional information, and advice on seeking competent medical advice.

Emergency Access Initiative

After the PSP Conference, I met with Jack Farrell (Jack Farrell & Associates) and Maria Collins (EAI project lead, NLM) for a briefing on the successful launch of the Emergency Access Initiative. In January, for the first time, the Emergency Access Initiative was activated in response to the earthquake disaster in Haiti.

The Beginnings

EAI's history spans almost a decade, having been first discussed in the aftermath of 9/11. EAI serves as a temporary collection replacement or supplement for libraries and hospitals affected by disasters that need to continue to serve medical staff and affiliated users. Support for emergency access to journal articles in times of natural disasters again increased dramatically after hurricane Katrina in 2005.

EAI became a key project of AAP/PSP's American Medical Publishers Committee. Recruitment efforts encouraged PSP members to participate. Publishers supported the concept of freely releasing content via the Internet in times of humanitarian need and medical emergency but worried about reducing or removing technological safeguards. The matter was reduced to a challenge to determine the mechanisms for hosting and providing the gateway for access.

After multiple discussions of project needs and concerns, NLM proposed a technical solution of a NLM hosted proxy server that was agreeable to publishers. A

small NLM team was charged with taking the idea, creating a pilot, setting up the web site, conducting usability tests, and coordinating content access and production implementation. While discussions were ongoing on implementation issues, an editorial committee of medical librarians was established in 2006 to recommend titles for the initiative. The committee identified 325 core journals and a small number of monographs for the EAI collection.

A year was devoted to getting publisher agreements in place and establishing access to the titles via EAI, including publishers creating EAI users accounts and NLM staff entering titles into PubMed's LinkOut program and EAI web site title list. Publishers anticipated users' ability to search PubMed and sought to assure free access to designated EAI titles. In order to do so, users must have accessed PubMed from the EAI site for links to free full-text articles. On the technical side, EAI resides on three web servers at NLM for load balancing and redundancy, and at an offsite location for disaster recovery and backup.

Today, the EAI collection is a combination of common biomedical journal titles, reference books and emergency medicine related titles – as of Feb 2010 220 journal titles and 69 books.

First Activation

EAI was originally conceived for use in response to natural disasters in the US. The guidelines for EAI activation called for a regional disaster that disrupts access to biomedical literature for health care professionals, students and other users of multiple health science libraries in the United States for an extended period.

The first real test of the program, however, came in response to the Haiti earthquake disaster. EAI was still in the testing phase when the earthquake struck. A participating book publisher contacted NLM regarding activation. The initiative supported medical and response teams on the ground in Haiti; many of these teams are US based. Other publishers agreed. NLM contacted the project's Activation Team, which moved to activate that day. NLM notified all participating publishers of activation, and the NLM technical team worked to ready the EAI site for production rollout. Several publishers worked to provide access to titles. Over the weekend, the team scaled up the project to its current multiple web

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server platform, tested the website and content delivery, and confirmed operations of redundant servers.

Within three days, the EAI site had launched. Initial publicity announcements were sent and publicity messages expanded to a wider audience throughout the week. The launch was publicly announced through press releases from NLM, medical libraries and publishers, and on a myriad of website, blogs, Twitter, email lists, listservs and subscriber lists.

Participants include American Academy of Pediatrics, American Association for the Advancement of Science, American College of Physicians, American Society of Health-Systems Pharmacists, ASM Press, B.C. Decker, BMJ, EBSCO, Elsevier, FA Davis, Mary Ann Liebert, Massachusetts Medical Society, McGraw-

Hill, Merck Publishing, Oxford University Press, People's Medical Publishing House, Springer, University of Chicago Press, Wiley and Wolters Kluwer. In addition, CDC and WHO included major public health titles.

The initial activation period was for one month. By mid-February, the project activation team decided to extend the free period an additional 4 weeks through March 19.

Statistically, there were 2,835 visitors, of which 554 returned more than once; 4,743 visits; 88,473 page views and 217,105 hits to the web site. The web site and project have received very positive comments, including blog entries such as, "I...think it is brilliant. The NLM deserves all kinds of attention and praise for doing this, as do contributing publishers."

It's a New World Out There: Policy Challenges for Publishers

by **Dan Duncan**, Sr. Director for Government Affairs at The McGraw-Hill Companies. He has worked in policy areas affecting publishers for over 20 years. The views expressed are his own and do not represent those of McGraw-Hill.

Professional and scholarly publishers – like their counterparts in other sectors of the information content industry – have good reason to feel battered and misunderstood by policymakers over the last few years. Spurred by seemingly relentless criticisms and mischaracterizations from the library community and consumer groups, Internet service providers (ISPs), and digital equipment manufacturers, publisher groups have faced numerous inquiries from governments around the world on a broad swath of issues. Moreover, policies affecting publishers have expanded far beyond their perennial concerns with effective copyright laws and enforcement in the United States. As publishers expand globally and digitally, they must be aware of competing or conflicting policy proposals from around the world and weigh in on issues ranging from government information policy to privacy to rules governing Internet operation.

While several publishing colleagues have worked on these matters for a good number of years, it is my observation that many publishers have yet to realize the importance of engaging with policymakers on a broad range of issues in many nations – either directly or through their trade associations like AAP. In this column, I will briefly highlight some current debates certain to inform new policies now being considered. My goal is to

inform and inspire my industry colleagues to work harder and more cooperatively in their common interest. In future columns, I will provide more detail about some of these developments and provide a candid (if admittedly somewhat biased) assessment of where pitfalls lie for publishers.

Copyright remains the most important collective set of laws and rules by which publishers live or die. To state the obvious, copyright provides publishers with the ability to determine how and when their products and services are distributed and under what conditions they may be used further. It is the set of policies that provide incentives and guarantees to seek remuneration on which publishers must rely if they are to succeed in their current operations and at the same time continue to provide innovative information solutions to their customers. Most publishers would say that current copyright laws are proving ineffective in stopping piracy of their works – whether print- or digital-born. Like the movie and music industries, information content piracy has been increasing at alarming rates, as the Internet expands its geographic reach and technology tools become available to everyday users.

If you read or listen to statements from the library community or consumer groups or ISPs, however, they cast copyright as a hindrance, not a boon, to the availability

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of quality information, particularly on the Internet. Their arguments can be summarized easily: copyright is a monopoly control mechanism that publishers have exploited to raise prices and to prevent citizens from obtaining and using content. Their solution: policymakers should be wary of enacting new laws or regulations that strengthen publishers' ability to stop piracy over the Internet and instead focus on creating new exceptions to copyright that go beyond current fair use provisions and create new, statutory "rights" for users. In short, if publishers had fewer legal protections and users had more rights, then all would be well in the digital world and piracy would disappear.

These debates have been raging in law journals, on blogs and listservs, and in numerous court and regulatory filings ever since passage of the *Digital Millennium Copyright Act* in 1998. Recent signs in Europe – where the European Commission has announced a new "Digital Agenda" – and in the United States – where Congress seems poised to resolve or abandon efforts to reform patent law after several years – portend an active two or three years ahead on the copyright policy front. If publishers do not engage early and often with policymakers, they are likely to find themselves greatly disadvantaged when new rules are enacted.

Government information policy has often been considered an obscure area of the law, affecting only a few publishers that acquire published information from government agencies and repurpose that content for sale. In the United States, there is a long tradition of non-government publishers disseminating information by and about government. The *Freedom of Information Act* and provisions in the *Paperwork Reduction Act of 1995* specifically recognize that the government must respond to publisher requests for information government agencies have gathered or created and that government has an obligation to encourage the continuation of a non-government publishing sector focused on acquiring and using information created by and for government.

Those sound practices have greatly benefitted the American public and predate even the Constitution but are now being called into question, as STM publishers can well attest. Congress has already mandated that those publishers must provide the National Institutes of Health (NIH) with copies of their published journal articles that are based on research funded by NIH within a year of publication. NIH posts those articles on a public web site, but publishers receive no compensation and are not

able to exert control over how their copyrighted materials can be used further. For all practical purposes, STM publishers will now be effectively limited to a one-year period to gain revenues from their journals before their customers and competitors simply go to the NIH website, download, copy and redistribute articles freely.

Clearly, the STM publishing sector is greatly threatened by the program, but STM and other publishers that incorporate federal research into their journal articles and textbook chapters could soon find themselves under even greater threat. Congress is set to establish new rules through reauthorization of the *America Competes Act* and a proposed **Federal Research Public Access Act**. In both cases, proposals are pending that would expand the NIH program model to all federal agencies that fund research that would never see the light of day, were it not for the efforts of publishers.

"The Internet...what's that?" Hard to believe that just a few years ago that question was not uncommon within publishing circles. Even those who had a sense of the Internet's potential – both good and bad – would admit today that their vision has been overtaken by the rapid pace of technological developments. Now, I would say, there are few publishers who do not design the vast majority of their products to be delivered and accessed digitally. At the same time, only a few publishers have paid attention to the continuing debate in Washington over "net neutrality." Put simply, net neutrality is a set of rules that the Federal Communications Commission (FCC) has proposed to govern ISPs' activities in managing their systems.

One important principle for publishers among the FCC's proposed net neutrality rules is that ISPs may not interfere with their users' ability to receive non-discriminatory access to lawful content delivered through their ISP. That principle is important for all publishers, since without it, there is a good likelihood that ISPs will degrade transmission of information content. That certainly is the case if you look at some statements from executives of the larger ISPs who have stated that they will not raise rates on their end-users in order to finance future infrastructure improvements but rather will assess "access fees" on publishers that want to ensure their information is delivered in a timely and uninterrupted manner to their customers that may be using any number of ISPs to access the Internet. That could easily mean that each publisher will be forced to pay each and every ISP a fee, if they want to assure that their information gets to

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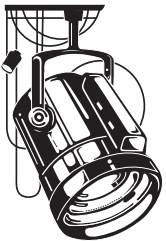
end-users quickly and in the manner they designed. ISPs have already successfully challenged in court the ability of the FCC to set such rules, but the FCC is working on ways to establish rules within the constraints imposed by the courts. The time is now for publishers to learn more about this debate and to engage with policymakers.

Privacy protection is not something that most publishers worried about before the advent of the Internet. Even today, most publishers focus on privacy protection for their users by establishing and abiding by privacy policies posted on their websites. Indeed, debates about privacy in Washington and Europe are focused on creating new protections for consumers to control how their personal information is gathered and used.

However, there is another aspect of current privacy protection debates that holds potentially serious threats to publishers' ability to discover and stop piracy of their materials on the Internet. Existing regulations – including self-regulatory principles – make it clear that personal information gathered over the Internet can be disclosed in connection with legal proceedings, investigations of

crimes or other wrongdoing. Nevertheless, some of the same groups that call for an end to copyright or expansion of user rights also have argued that the need to protect privacy as paramount over the need and rights of publishers to pursue infringers active on the Internet. Should regulations be changed so that ISPs and website operators are required to protect user privacy first and foremost, publishers will find themselves very much disadvantaged in their attempts to find and bring to justice individuals who are pirating their works.

There are clearly many policy areas and debates about which publishers – regardless of their business model and regardless of their content – must remain aware. Debates in the world's capitals on all these issues are already happening. I hope to bring further insights to you about some of these developments, but my greater hope is that regardless of your company's size or whether your organization is a for-profit or not-for-profit enterprise, you become more engaged with PSP and AAP and assist these organizations in providing input and resources to help protect our common interests.



Spotlight On... OCLC, WorldCat and the Publisher Supply Chain

by **Renee Register**, Senior Product Manager, OCLC

OCLC is looking to connect publishers with libraries worldwide. An important focus of OCLC research and development over the past few years has been to break down silos and increase interoperability between publisher and library metadata, allowing both communities to fully leverage the rich stores of metadata created by libraries and publishers. The ubiquity of web-based discovery and ordering and the explosion of e-content make good metadata the single most important tool in exposure and end-user discovery of published content for both the publisher supply chain and for libraries. The rich bibliographic data contained in WorldCat along with the OCLC's longstanding relationship with libraries and the global reach of OCLC affiliations uniquely position OCLC to maximize synergies between library and publisher

metadata. In the process, publishers can increase the visibility of their content and enhance the depth and quality of their metadata, thus helping retain and grow revenues in the library market

For more than 40 years, OCLC, the largest library services and research enterprise in the world, and 72,000 libraries in more than 171 countries and territories, have worked together to build WorldCat—the largest database of bibliographic information in the world. The WorldCat database contains over 178 million bibliographic records that represent more than 1 billion items held by participating institutions. Works represented in WorldCat span thousands of years and nearly every form of human expression in multiple physical and electronic formats. WorldCat includes

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records for books, videos, serial publications, recorded books and music, electronic books, sheet music, genealogical references, cultural artifacts, digital objects, websites and much more. Over 470 languages from 112 countries and territories are included.

OCLC partners with national libraries in many countries to ensure their collections are represented in WorldCat. Over 35 national libraries contribute records to WorldCat. Most recently, more than 16.3 million French records were added to WorldCat, following completion of batchloading projects from the Bibliothèque nationale de France (BnF), Système Universitaire de documentation (Sudoc) and the Bibliothèque municipale de Lyon (BM Lyon).

Another recent project involves adding records to WorldCat that represent digitized books from the Google Books Library Project and the HathiTrust Digital Library to provide greater access to and increased visibility of these rich digitized collections.

WorldCat on the Web

WorldCat data works behind the scenes to power many OCLC services to libraries but is also publicly available on the web through WorldCat.org. WorldCat.org is the focal point of OCLC's Web-scale strategy, serving as a Web portal to the WorldCat catalog and a supporting program of data syndication that draws users from other popular Web destinations. OCLC partnerships with key search engines such as Google, Google Books, Yahoo! Search and Windows Live Search—which index

WorldCat data for popular and unique works – allowing further exposure of publisher content. Plug-ins for browser toolbars and Facebook pages and apps for mobile devices allow web users easy access to WorldCat.org

OCLC Services for the Publisher Supply Chain

OCLC Metadata Services for Publishers automatically adds publisher title metadata to WorldCat and mines the WorldCat database to enrich publisher metadata and deliver it back to publishers or supply chain partners in ONIX format.

Contract Cataloging for Publishers creates and distributes MARC records to publishers' library customers for immediate patron access in coordination with publication of electronic or print resources.

OCLC welcomes mutually beneficial partnerships with publishers, eContent providers, Web sites, information providers, industry vendors and others. WorldCat succeeds when it leads users to as much high-quality content as possible.

For more information about WorldCat and the world's largest library community, please visit <http://www.oclc.org/us/en/worldcat/default.htm>. Learn more about OCLC Metadata Services for Publishers enhances publisher ONIX title metadata to help sell more titles, at <http://publishers.oclc.org/en/default.htm>, and find out about partnership opportunities with OCLC at <http://www.oclc.org/us/en/partnerships/default.htm>.

FAQs on PSP web site

PSP has created a set of FAQs intended to help answer questions about scholarly publishing and access to scholarly literature. The document is available at: <http://www.pspcentral.org/JournalFAQ.cfm>. The scholarly publishing community plays an indispensable role in the scientific research enterprise – by facilitating scholarly communication, disseminating scientific information, managing the scientific record and coordinating the peer review process. Publishers' continuing investments in digital platforms with the latest Web 2.0 capabilities have helped deepen their contributions to the scholarly community and the public – expanding accessibility, improving interoperability and fuelling innovation.

There is an ongoing public debate about how to expand access to published scientific literature to the research community and the public, while ensuring continued quality, integrity, preservation and sustainability of scholarly communications. Publishers share the goal of widening access and have been at the forefront of the effort that has made more scholarly information available to more users than at any time in history.

Make sure you and the staff in your publishing house are up-to-speed on the points addressed in the FAQ document. Check it out today!

Seminars

Online Advertising 101: Where is The Current Market for Online Advertising?

Tuesday, July 20th, 2010

12:00-3:00pm

Association of American Publishers

71 Fifth Avenue,

New York, NY 10003

This seminar is designed to offer a broad overview and market update to publishers with basic to intermediate level online advertising programs. A panel of advertising executives from the Professional and Scholarly journals market present and discuss their current offerings, the challenges of the current market, and the opportunities they see in the future.

Moderated by:

Rich Kobel, Sales Director, Publisher Services Group, Cadmus Communications, a Cenveo Company

Program:

12:00-12:30pm	Lunch
12:30-12:35pm	Introduction
12:35-1:00pm	Presentation 1: Overview of Current Market
1:00-1:25pm	Presentation 2: Dynamics of the Sale
1:25-1:35pm	Break
1:35-2:00pm	Presentation 3: Measurement and Metrics
2:00-2:25pm	Presentation 4: Tools and Technologies
2:25-2:45pm	Looking Forward: Interactive Panel Discussion
2:45-3:00pm	Final Q&A/Wrap Up

Panel:

1.) Overview of the Current Market

Established and emerging formats in technical publishing

*Marion Delaney, Associate Publisher/
Advertising Sales Director, IEEE Media*

2.) The Dynamics of the Sale

Packaging, marketing and selling your online inventory

*Andrew Douglas, Global Head of
Display Advertising and Sponsorship,
Nature Publishing Group*

3.) Measurement and Metrics

The importance and Challenge of Measuring Traffic and Usage

*Jaime Trapp-Brewster, National Sales
Manager, Professional Health, Kantar
Media*

4.) Tools and Technologies

Infrastructure required to play and succeed in the market

Speaker TBD

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Seminars

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Usage Statistics and Publishers: Implementation and New Insights

Monday September 20th, 2010

10:30am-3:30pm

CQ Press Offices

2300 N Street, NW, Washington, DC

Who should attend? Anyone involved in the publishing, marketing and sales of online journals, books and databases who is interested in quantitative measures of product performance, impact and status.

COUNTER usage reports are already well established among librarians as essential tools for assessing the value of the journals and other online products in their collections. But there is another, growing area of activity that is gaining in importance as the body of reliable, COUNTER-compliant usage data increases and as usage statistics feature more prominently in assessments of the value, status and impact of online publications. This area may be termed 'usage bibliometrics' and COUNTER is working actively with other organizations on the development of new, usage-based measures of value, status and impact. ISI's journal Impact Factors, based on citation data, have become generally accepted as a measure of the quality of scholarly journals, and are widely used by publishers, authors, funding agencies and librarians. There are, nevertheless, misgivings about an over-reliance on Impact Factor alone in this respect. The availability of the majority of significant scholarly journals online, combined with the availability of a growing body of reliable COUNTER-compliant online usage statistics, raises the possibility of a parallel usage-based measure of journal performance becoming a viable additional metric.

This workshop will look at the usage-based metric tools already developed by COUNTER for measuring the performance of online publications as well as the potential of emerging usage-based tools to provide insights into research performance of individuals and institutions. Important questions the Workshop will

address include: What should we measure? Technology continues its relentless march and the way the usage of online publications is recorded and reported must take this into account; what was a meaningful metric 5 years ago may no longer be meaningful in the emerging technology environment. How much can we expect publishers to invest in recording and reporting usage? We live in an age where our capacity to generate data is almost infinite, while our capacity to absorb and interpret data is limited by time and resources. Generating, collecting, processing and storing data is a costly process and all stakeholder groups involved must be convinced that the exercise is one in which the benefits justify the costs. What performance metrics can be derived from usage statistics?

Many librarians already routinely calculate 'cost-per-download' and 'cost-per-FTE' and these have become helpful barometers of the value, or otherwise, of individual titles or collections of titles. There are other, usage-based metrics that are also being considered. Journal Usage Factor is one. ISI's journal Impact Factors, based on citation data, have become generally accepted as a valid measure of the quality of scholarly journals, and are widely used by publishers, authors, funding agencies and librarians as measures of journal quality. There are, nevertheless, misgivings about an over-reliance on Impact Factor alone in this respect.

(Continued on back page)

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- Director of Production & Manufacturing
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Seminars

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The Workshop will encourage discussion and debate, based around the following presentations:

1. Whence COUNTER?

Peter Shepherd
 Director, COUNTER

2. Journal Usage Factor:

a usage-based alternative to Impact Factor

Richard Gedye
 OUP, Chair of the Journal Usage Factor
 Steering Group

3. Usage statistics in context:

related standards and tools

Oliver Pesch
 EBSCO and Chair NISO

4. COUNTER: a publisher perspective

Terry Hulbert
 AIP (speaker to be confirmed)

5. COUNTER: a librarian perspective

Kathy Perry/Tansy Matthews
 VIVA, the Virtual Library of Virginia

6. Whither COUNTER?

Peter Shepherd/Richard Gedye

– this presentation would focus on the future directions that COUNTER could take and would invite an open discussion involving all participants

For more information and to register for these seminars please visit
www.pspcentral.org

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