

Column: *Editorial*

This issue has something unique. For the first time, *EON* is re-publishing content from another source. I found the article *Digital Content and Strategic Reading - An Interview with Allen Rinear and Carole Palmer*, which was originally published in the Wiley-Blackwell newsletter *Publishing News*, and is re-published in *EON* beginning on the next page, so interesting, it was worth sharing with you in *EON*'s pages.

How many of our journals' readers are reading our articles this way? Is there a way to find out? If the number is significant, do we need to make changes to the way we present our content to facilitate strategic reading? What are the drawbacks of reading articles this way? What questions does this article raise for you?

Are there topics you have found interesting lately and would like to

see them covered in *EON*? We would love to hear from you. E-mail one of us at the addresses you can find on page 16.

Also in this issue is an article from a technical editor's perspective. I have been looking forward to bringing the "T" (of ISMTE)



Image via Flickr

perspective to *EON*, and the article that begins on page 9 provides an interesting description of one technical editor's job.

On page 7, ISMTE's executive director, Leslie McGeoch, describes how to customize Google Maps for a conference or an editorial board meeting. Finally, as always, Deborah Bowman has recruited another great Portrait for us beginning on page 11, and the latest information about the 2010 meetings can be found on page 14.

Kristen Overstreet
EON Editor

In this issue:

Article

- *Digital Content and Strategic Reading...* 2
- *Google Maps: Sharing Location Information...* 7
- *One Technical Editor's Experience* 9

Society Updates

- Meetings 14

Columns

- *Editorial* 1
- *Portrait of an Editorial Office* 11

Miscellaneous

- *Calendar* 15

Digital Content and Strategic Reading - An Interview with Allen Renear and Carole Palmer

Originally published in Wiley-Blackwell's *Publishing News* and reprinted here by kind permission of the authors.

Publishing News interviews Allen Renear and Carole Palmer of the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign, USA, on the future of digital content and strategic reading.

Article: Strategic Reading, Ontologies, and the Future of Scientific Publishing
Allen H. Renear and Carole L. Palmer,
Science 14 August 2009 325: 828-832.

1. Allen/Carole, can you define “strategic reading” for our audience?

Allen: It can be tempting to think of a typical reading scenario as looking for an article relevant to a problem, finding it, and then reading it, or most of it, proceeding more or less from beginning to end. But how much reading of the scientific literature fits this pattern isn't clear. As we noted in the paper, scientists sometimes appear to be surfing the literature almost as if they were playing a fast-paced video game, tracking references forward and back, rapidly formulating and refining search queries and filters, dodging publisher and integrator sites (to minimize clicks), and copying/collecting formulas, terminology, and sentences.

Carole: Yes, they often work through or with a number of articles in a relatively short period of time — scanning, filtering, comparing, and arranging fragments of content. They might scan short bits of dozens of articles within just a few minutes. This is what we call *strategic reading*. As a practice it is widespread in the sciences; we would say, in fact, that it is the norm, not the exception. Scientists can complete a satisfying session of strategic reading without ever ‘finding an article to read’ — perhaps never intending to find an article to read in the first place. Instead, they go to the literature with an information need that is more about assessing and absorbing information, rather than a more focused aim of finding information to read.

Allen: I think scientists engaged with the literature are more often than not hoping that they *won't* find an article to read. Finding an article to read, an article that needs to be read, in the traditional sense of linearly reading most of an individual article, is often bad news. They are hoping instead to gather the needed information without have to read (very much of) any single article.

Carole: Strategic reading is not a new phenomenon; it is just accelerated in

Strategic Reading

continued

the digital environment as seen in studies that show that the number of papers ‘read’ per year has risen considerably in recent years while the time spent per paper is decreasing. This is driven in part by the explosion of information in some areas of science, but also by the ability to work more effectively online. The work of Carol Tenopir and her colleagues is documenting these changes.

Allen: We believe that there will be a further increase in strategic reading as both need and opportunity continue to grow — and, with the integration of standardized scientific ontologies into STM publishing, there will be a very substantial escalation in the very near future.

2. Your review in *Science*¹ caught our attention for obvious reasons; has it generated comment amongst your colleagues?

Carole: It has. Among scientists, the most common response is confirmation of the trends we describe and optimism that emerging and future tools and systems will make their strategic reading easier. Most agree strategic reading is growing in importance. Some have even told me that they try to teach their students how to work with the literature in this way. I think they are pleased to now have a term for it.

Allen: We’ve also heard about our colleagues in the field of information

science having group discussions about the paper. It connects directly with the field’s interest in understanding scientific practices around digital information and how to design tools and systems for supporting science.

3. Your article talks about the original but limited revolution in ‘PDF-based digital STM publishing’ which took place between 1993 and 2003. You’re suggesting that we’re on the verge of a more profound revolution for enriched digital content. If the former took a decade, how long are we talking about for the latter?

Allen: I’d say that it will probably take more or less the same amount of time as the PDF revolution. The tricky part, as always, is knowing when to start the clock. Without minimizing the significance of the last five years of tools and systems development, I’d like to consider those years as prologue and say ten years from *now*. So I think that in 2020 we’ll be able to look back and say... wow, since 2010 there have really been some *major* changes in how we publish and use scientific literature; in 2010, content, indexing systems, and reading tools were still mostly optimized for the discovery and reading of individual articles, but now, in 2020, our tools and content are focused on supporting the rapid extraction of needed information from many articles. Maybe this will happen a little sooner — see David Shotton’s article in *Learned Publishing*² for examples on how

¹ Renear, A.H. and Palmer, C.L. (2009) Strategic Reading, Ontologies, and the Future of Scientific Publishing, *Science* **325** (5942), 828-832. DOI: 10.1126/science.1157784 <http://www.sciencemag.org/cgi/content/abstract/325/5942/828>

² Shotton, D. (2009), Semantic Publishing: The coming revolution in scientific journal publishing, *Learned Publishing* **22**, 85-94. DOI: <http://dx.doi.org/10.1087/2009202>.

Strategic Reading

continued

much is within reach right now. And, maybe because of the complex variety of highly evolved and still quite effective social institutions and practices involved, it will take longer; but for betting purposes I'm liking 2020.

4. Studies show that most scientists are scanning more and reading less, and using what they find in more varied ways – can you say more about this?

Carole: The prevalence of scanning behaviors, in general, was already well-documented for use of analog materials and reading. So it is an established practice that is needed more now than ever. It is also supported better in terms of both speed and precision, with digital formats, computationally available metadata, full text in digital form, and basic search engine functionality. Scientists can limit searches more precisely, follow relevance rankings, browse using search strings, and arrange parts of texts for comparison. Copying text, diagrams, illustrations, and formulas from a document into a notebook, or a search engine, is also common, and in some cases formulas can be processed by specialized tools. Hypertext links, in the text as well as Crossref links, can be exploited, and so on. And these are widespread cross-disciplinary behaviors that complement, in significance, new specialized tools such as those we described in the article (Textpresso and iHOP). The kinds of content that are important have not changed so much, but rather the means for identifying, extracting, and working is vastly improved—but there is much left to do.

5. One of the questions you ask is “How can ontologies help scientific publishing?” – how would you describe ontologies, their role and their value?

Allen: At bottom an ontology might be considered simply a standardized structured terminology identifying the kinds of things and relationships in some particular domain of interest. Contemporary scientific ontologies are precisely defined in logic-based languages (such as RDF and OWL) designed for computer-supported reasoning in the networked environments. Scientific ontologies seem to have been motivated primarily by the need to integrate data from multiple sources, with periodic batch-oriented scenarios of processing in mind. But increasingly they will be used to support interactive information retrieval, inferencing, and analysis as well.

6. You also talk about the enduring value of the ‘narrative’ provided by journal articles – it’s not just about the data then?

Allen: It is certainly not just about data, it is also about analysis, conjecture, and theory building as well. So the question here is less about comparing access to data with traditional narrative, but whether narrative can be usefully replaced by computer-processible formal languages used to analyze, explain, and predict. Our position is that (i) almost all narrative can be enhanced by terminological annotation; (ii) almost all narrative can be complemented by structured assertions in a formal language (cf. Berend Mons); and (iii)

Strategic Reading

continued

narrative cannot be completely replaced by structured assertions. While we do look forward to ‘datuments’ (Peter Murray Rust and Henry Rzepa³) and ‘structured abstracts’ (Michael Seringhaus and Mark Gerstein⁴), we know that natural language prose will never completely be replaced by assertions in formal language. And for good reason. The flexibility and nuance, and ease of use of prose (as noted by biologists Judith Blake and Carol Bult⁵) is uniquely valuable and can never supplant formal language. However we do believe the rhetorical structure of articles will change, eventually, probably resulting in more self-contained components. Of course the structure of the scientific article is famously durable, so no telling when this would take place.

Carole: I agree, but will we see, over time perhaps, changes in how scientists’ construct narrative to provide a better base for processing? I don’t think we’ll ever find an alternative to narrative explanation, but the way research and results are reported could evolve.

7. If more research is needed on ‘information behaviors’ exhibited by the users of journals – where would you start?

Carole: The concept of strategic reading is important, since it adds to our understanding of what fuels scientific discovery, but we still know rather little

about the fine details of strategic reading and the patterns of information needs in different fields and in different phases of the lifecycle of a research problem. We have a rough idea of patterns of actions, but we know less about what actions are relevant to what sorts of problems, and how effective those actions are and in what circumstances. For example, our research at the Center for Informatics Research in Science & Scholarship (CIRSS) on information and discovery in neuroscience has shown that the frequency of use is not a good indicator of importance. So what is? I think this is a key question to pursue. Also, as tools make strategic reading more efficient, will we spend less time working with the literature, or will we spend more time working with the literature, because diminishing returns are reached later? Knowing more about these dynamics will obviously help us design better tools, helping scientists not only cope with the information explosion, but actually benefit from it.

8. We’re almost certainly talking about ‘upstream’ changes to how articles are prepared, including how authors assemble and write their article – are authors ready to embrace the possibilities?

Allen: It is hard to predict the nature and pace of change in user practices, and you

³ Murray-Rust, P. and Rzepa, H.S. (2004), The Next Big Thing: From Hypermedia to Datuments, *Journal of Digital Information*, 5 (1), 248.

⁴ Seringhaus, M. and Gerstein, M. (2008), Manually structured digital abstracts: A scaffold for automatic text mining, *FEBS Letters* 582 (8), 1170. DOI: 10.1016/j.febslet.2008.02.073.

⁵ Blake, J.A. and Bult, C.J. (2006), Beyond the data deluge: Data integration and bio-ontologies, *Journal of Biomedical Informatics* 39 (3), 314-320. <http://dx.doi.org/10.1016/j.jbi.2006.01.003>

Strategic Reading

continued

don't want to get out ahead of that. Some changes, such as the adoption of general word processing, were blindingly fast, at least after graphical user interfaces and wysiwyg text processing emerged. But there is a lesson in that story. In the early 1980s wysiwyg text processing squared off against descriptive markup text processing. The descriptive markup approach, even without much support in editing tools, was still more efficient for authors, as well as providing many other advantages. I was on the wrong side of that losing battle then, so I marvel at the confidence of some of my younger colleagues who are so sure that authors will happily add terminological annotations and construct structured assertions as they compose their articles for submission. We can certainly hope this is so, and expect that at some point things will come together.

Contemporary editing interfaces with intuitive syntax support and context sensitive menus, and the fairly broad experience of users with those interfaces (HTML editing for instance), are a big difference between 1985 and now. But many likely scenarios of these changes would have accommodation downstream as well - validation (beyond syntax) at least, but probably additional enrichment and annotation as well. You may not think the business can bear it, that your production workflows would become too expensive, but presumably there would be cost recovery, and more, in providing new services and functionality. We have ideas about that as you know.

9. And authors are not the only groups likely to experience change in scholarly communication – how would you describe the outlook for your graduates given changes to how libraries operate and what they offer?

Carole: Selecting, configuring, and managing advanced tools for using the scientific literature will, of course, be a major part of the role of a librarian. User support as well, helping users access data, apply ontologies, and use analytical tools. We are preparing our students for this new world, and placing them not only in libraries, but in laboratories, publishing, and industry as well. One of our most popular specializations is Data Curation, preparing students to manage scientific data throughout its entire lifecycle of use, which includes integration with the literature.

10. Finally, what's next for the Graduate School in terms of research on scholarly communication?

Carole: This is one of the core research areas in CIRSS. Right now we are very involved in problems that will inform how large-scale data repositories will be developed for the sciences, and this includes determining data acquisition and curation processes and policies. This research is essentially about the future of the research library, and large-scale aggregation of research resources. Therefore we are very concerned with how data sets will be linked to and exploited in conjunction with related literature. We are investigating how

Continued on p. 14

Google Maps: Sharing Location Information

by Leslie McGeoch

ISMTE Executive Director

ismteoffice@gmail.com

Remember the days of spreading a large printed map across the dashboard of your car, trying to figure out where you were and how to get where you were going? Sometimes the maps were outdated, and sometimes they didn't provide enough detail or information to be truly helpful. Today, online mapping allows us to quickly focus on an area, view information about a location with a single click, and map our route whether we are driving, walking, or taking public transportation.

Google Maps is one online resource that not only allows the user to gather information for one-time personal use, but to save and share information using My Maps. My Maps can be used to save a map of your favorite restaurants in a city you often visit, to share driving directions from your workplace to your home before you host the office party, or, as we see here, to provide information about the various locations and transportation options available to attendees as they prepare for your conference.

A Google account is required to save to My Maps, but is not required to view a saved map. This article walks you through the steps I took to create a map for attendees of ISMTE's 2010 US Conference, but could easily apply to an editorial board meeting.

First, I went to Google Maps (<http://maps.google.com/>) and clicked My Maps. I signed in using my Google account information, which allows me to create and save maps. My Maps gives the user the option to give a map a title and description and to choose privacy settings. A public map is open

to any user and can be found in search results under Google Maps. I chose this option for the ISMTE 2010 US Conference map, because I want anyone interested in the Conference to be able to view the map from a link on www.ismte.org. For a closed event, such as a board meeting, you may choose to make your map Unlisted. Unlisted maps will not show up in search results and are accessed through a unique web address.

I started to build my map with the conference location address: the American College of Cardiology Heart House, at 2400 N Street NW in Washington DC. I used the search bar within Google Maps to search 'ACC Heart House.' The search bar is the best way to find a specific address or point of interest. The first search result was my desired location, but you may need to scroll through the search results in the left column to find your point of interest. Clicking the point of interest will open a small window on the map, with several options across the bottom of the window. To add this point to your map, choose 'Save to...' and then select the map to which this point of interest should be saved.

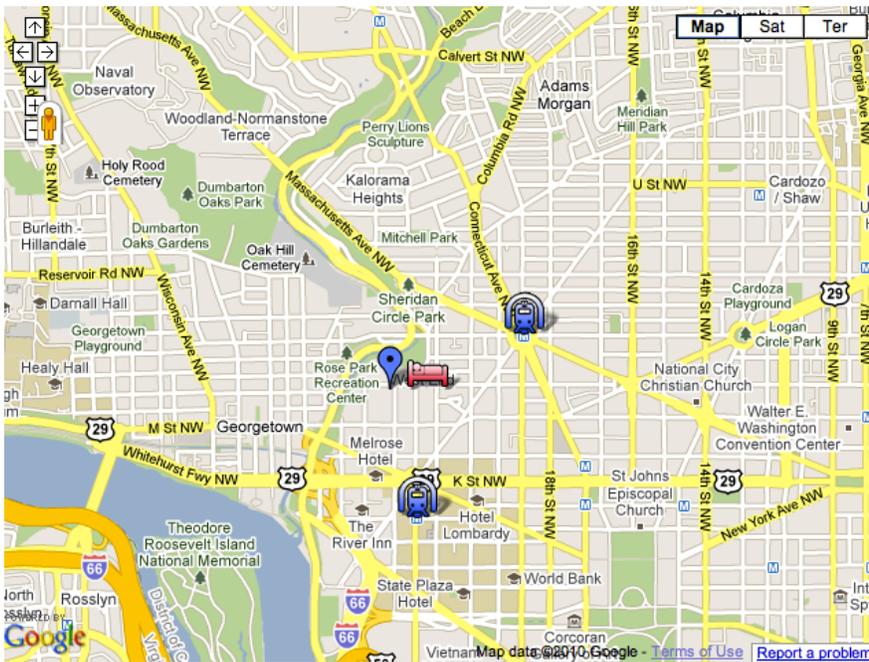
Next, I added the hotel address for the conference: Embassy Suites Downtown Washington D.C., at 1250 22nd Street NW. I used the search bar to find the hotel, clicked to open the window on the map, and chose 'Save to...' to save this location to my ISMTE 2010 US Conference map. I wanted to emphasize the Embassy Suites is the conference hotel, so I changed the icon associated with this location. To change the icon, make sure you are in My Maps, click edit to open the

Google Maps

continued

locations for editing, and then click on the location you would like to edit. This will open a small window on the map. In the editing phase, different options appear in this window.

I clicked on the station, saved it to my map, and changed the icon to show this is a subway station. I did the same for Amtrak's Union Station, using a train icon, and for the several



ISMTE 2010 US Conference Map; Customized from Google Maps

I can change the title for this location, change the icon, add a description, or edit the location information. To change the icon, I clicked the current icon in the upper right corner of the window. A variety of default icons are displayed. To emphasize these are the official conference accommodations, I chose a bed. Now a red bed shows on the map at the location of the hotel.

I also wanted to make transportation options clearly visible on the map. I zoomed in on the Heart House and noticed the Dupont Circle Metro Station a few blocks away, symbolized by a small blue M in a white box. I wanted to add this to my map and make it apparent as a public transportation option.

airports convenient to Washington DC, using an airplane icon.

After adding the conference location, hotel, and transportation options, I'm almost ready to share my map. In My Maps, I chose my ISMTE 2010 US Conference Map, clicked edit, and dragged and dropped my locations so they appear in my preferred order. Now the ACC Heart House is first, the Embassy Suites is second, and the transportation options are grouped by type. To make sure my changes are saved, I click 'Save' and then 'Done.' Now I'm ready to post a link to the ISMTE website.

Above the map, to the right, I select 'Link.' Google Maps gives me a link I can copy and paste, and also gives me an option to embed the map on the conference page. The embedded map can be customized as to size and zoom level. I copy the provided HTML code, and paste it into the source code for our website. Now anyone interested in viewing the map can open it through the conference website. See for yourself by visiting www.ismte.org/2010_US and clicking the 'Read More' link.



One Technical Editor's Experience

by Josh Fernatt

Technical Writer/Editor

josh.fernatt@gmail.com

According to the 2000 Census, about 96% of US citizens speak English as their primary language. In all the countries of the world, we have the largest population of English speakers. However, in regard to how we communicate ideas, that may be where our commonality ends.

The term *technical editor* is a broad one. In its most general sense, a technical editor works hand in hand with subject matter experts, or at least reads behind them, to ensure the accuracy and clarity of what goes from their minds to the page. In my role, my mission is to ensure the technical lexicon of the engineers can be understood by the layman.

I work with an engineering firm in Northern Virginia responsible for mapping floodplains and producing flood hazard data for FEMA publications called Flood Insurance Studies. These studies are presented to communities to use for floodplain management and to make their residents aware of any flood risks that exist. This is a huge simplification of the science and community partnership that goes into developing these documents, but the final products are always the same: Flood Insurance Studies and their accompanying flood hazard maps.

By the time our engineers involve me in the process, the research and field work has been completed and all that remains is to compress the information into a format that community managers, city engineers, and residents can read and understand. These documents are also very important in that they determine which property owners have to purchase flood insurance—a complex and often contentious

issue following the notable flooding disasters of the past decade. As most people aren't keen on having to add flood insurance costs to their mortgage bills, it is crucial the reasoning behind the requirement can be understood by someone who isn't a civil engineer.

Two characteristics every technical editor should possess are good person-to-person communication skills and patience. Because I am also sometimes responsible for formatting and assembling the final products into a single, cohesive file, there are many times when direct coordination with the project manager is needed to figure out what goes where. The larger the study, the more necessary this cooperation becomes, as numerous engineers may have been responsible for different segments. Because I currently work from home, the vast majority of this coordination takes place over the phone or by e-mail. But as I've found over the past three years as a telecommuter, technical editing is the perfect job for remote employees. I have access to all of the resources I need to complete my tasks, with none of the distractions sometimes found in an office environment.

In most cases, all a technical editor needs to successfully work from home is a Virtual Private Network (VPN) connection to access their employer's network and e-mail system, a cell phone, and a printer with scanner for marking up documents by hand. It goes without saying a computer with all the necessary editing and formatting software is also essential. It's also helpful to make yourself accessible to coworkers in the same way they would connect with you at the office. For

One Technical Editor

continued

example, my company cell phone allows my colleagues to reach me simply by dialing a four-digit extension.

A technical editor's patience most often comes into play (at least mine does) when a document has been written by a team of experts. It's the classic 'too many chefs in the kitchen' situation, and it is up to you as a technical editor to make the document cohesive and seem as if it has been written by a single author. Sometimes the review process may be out of order as well, which can be frustrating. There have been instances when I've completed my work on a document only to have it returned two months later following subsequent reviews by different stakeholders. Because technical editors know the most opportune time for their involvement in a document, they can also be instrumental in helping the document creators determine the various stages of review. You can save yourself the headache of revisiting something you

thought was complete by taking an active role in both defining how the document will evolve and the review process it will undergo.

The crux of technical editing goes back to the idea that while the overwhelming majority of the US population speaks and understands English, the level of subject matter knowledge between writer and reader is often different. Clearly, the vernacular of a hydraulic engineer can be very different from that of a mayor. Commonly, this difference is not automatically recognized by the engineer, who is just writing the way they think. A valuable ability of any technical editor is to serve as a translator between the two. While they remain behind the scenes, technical editors are paramount in generating effective documents that can be understood and used by their entire intended audience.



Thank you to our Corporate Supporters!

Gold Level

PLANetSystems Group, Wiley-Blackwell

Silver Level

Informa Healthcare

Bronze Level

***ACS Publications, American College of Cardiology
Aries, Oxford University Press, ScholarOne Thomson Reuters***

Interested in supporting ISMTE? Please visit <http://ismte.org/supporters.html>

What Do You Do? A Glimpse into the Role of One Managing Editor at ACS Publications

by Donna J. Minton, PhD

Managing Editor, American Chemical Society
d_minton@acs.org

As managing editor for the largest journal published by the American Chemical Society (ACS), I am often asked, ‘What do you do?’ Before I can answer, the question is usually followed by the comment, ‘You must read a lot of papers.’ In my early days as managing editor, I found the question (and comment) about what I do to be somewhat strange, naïvely thinking all managing editors have similar responsibilities. But after three years of working as a managing editor for ACS Publications, I understand clearly and appreciate that there is amazing variability in the roles and responsibilities of managing editors – even within a single publishing organization. I now see the position of managing editor involves a richness and complexity that are difficult to communicate quickly in casual conversation, and, for me, it is this depth and variety that makes the position dynamic, engaging, and satisfying.

The integral role of publishing in the scientific enterprise was a large part of the appeal for me to transition into publishing after obtaining a PhD in physical chemistry, and I feel very fortunate to have started my publishing career with the ACS, an organization of which I have been a longtime member. Having daily interactions with researchers in physical chemistry and thinking about the science from the perspective of publishing has turned out to be a much better

fit for my interests than troubleshooting leaky vacuum systems, and my expertise and background in physical chemistry has been valuable in my position as managing editor. Although I don’t directly contribute to scientific progress through research, I feel my position in publishing gives me a unique opportunity to be involved in the evolution of the field of physical chemistry.

Thus far, I have been working on four physical chemistry titles published by the ACS, all of which are parts of the *Journal of Physical Chemistry*. The *Journal of Physical Chemistry* contains four sections, *A*, *B*, *C*, and *Letters*, and combined, approximately 7,000 research articles in all areas of physical chemistry were published in the journals in 2009. I certainly don’t, nor would it be possible for me to, read every one of the 7,000 research articles published each year, but my position is an integral part in the entire publishing process. I help ensure articles are peer reviewed in a timely manner, all parts of the journal publishing process are coordinated, and the journals adequately reflect the needs of the chemistry community they serve.

I work closely with the editor-in-chief, Prof. George C. Schatz at Northwestern University, and his five office staff; in particular Davine Henderson, the coordinating editor. Together we monitor and plan special issues and feature articles for the journal. Cover art

What Do You Do?

continued

is another major task we coordinate, and with more than 150 issues published per year, there are nonstop decisions and modifications to be made. I also assist with manuscript processing procedures in the office, regularly update information for our authors, help the editor-in-chief with identifying candidates to be senior editors and editorial advisory board members, and assemble journal statistics and present, along with other ACS staff, the status of the journal at the meetings of the editors and the editorial advisory board.

Because of the large size and scope of the journals, we have 28 senior editors to handle the peer-review process. The manuscripts submitted to the editor-in-chief's office are distributed to the senior editors based on their areas of expertise. This process has essentially become one of my daily duties, and viewing all of these manuscripts provides a way for me to stay on the pulse of physical chemistry and satisfy my scientific curiosity.

In addition to the editor-in-chief's office, I interact and coordinate with my fellow ACS staff members who handle many critical aspects of the journals, including Editorial Office Operations, who manage the web-based manuscript submission system (the ACS Paragon Plus Environment, powered by ScholarOne Manuscripts); Web Strategy and Innovation; Journal Production and Manufacturing; and Sales and Marketing. Each one of these roles, in concert with the editorial direction set by the editor-in-chief, intertwine to create a fantastically complex and highly efficient publishing process for the thousands of manuscripts submitted each year. Sometimes I am struck with amazement at how these pieces all come together so seamlessly, especially in these changing times

where journals are moving more and more to an online presence.

All of the managing editors in ACS Publications are part of the Editorial Development Team, which has allowed me to venture into the strategic planning of the journal and into the development of new journals. In addition to my daily responsibilities with the *Journal of Physical Chemistry*, I have had the opportunity to be a part of the conception and launch of two new titles. Seeing an idea evolve from a concept to a recognized international journal has been deeply rewarding.

The majority of the duties I have mentioned in my role as managing editor are carried out through distance telework. My editorial office is thus virtual. I am located in Bozeman, Montana; the editor-in-chief's office is in Evanston, Illinois; ACS Headquarters is in Washington, DC; ACS Journal Production and Manufacturing is in Columbus, OH; and the senior editors of the journals span the globe. Much of my work is done through e-mail and the Web-based manuscript processing system, with weekly calls to ACS and the editor-in-chief's office and frequent calls from authors or reviewers. I travel regularly to Washington for meetings and to see my colleagues and discuss ideas with them. ACS also has two national meetings per year, which gives me another opportunity to see my ACS colleagues and allows me to stay in touch with the senior editors and the scientific community that provides the content published in the journals. Finally, I visit the editor-in-chief's office a few times per year to keep in touch with the staff and make adjustments in the office work flow.

What Do You Do?

continued

While I am located remotely from both the ACS Publications Headquarters and the editor-in-chief's office, there are several managing editors who are located at ACS in Washington, DC. At this point, only one of the ACS managing editors works onsite in the editor-in-chief's office. Furthermore, each managing editor at ACS is involved in different aspects of their respective journals, with some involved in creating and maintaining community sites, writing editorials or news articles, or development of new Web features. There is certainly no one-size-fits-all model for managing editors, which is a credit to ACS for allowing its managing editors to explore more fully our individual interests and meet the needs of the

community served by the particular journal or journals.

So, when I am asked, 'What do you do?' I tend to hesitate for a moment as I try to decide which aspect of my job to discuss. I greatly value every part of my position, from editorial work to advising the marketing staff to creating new titles, and I am especially proud to have a role in molding the journals in a way that is beneficial for ACS and the worldwide community of physical chemists who use the journals. I guess the short answer to this question is, 'Anything I can, as a publishing professional, to advance the field of physical chemistry, including reading a lot of papers!'



ISMTE is now on LinkedIn

An ISMTE Group has been created in LinkedIn. If you are already a LinkedIn user, simply join the group and make connections with your peers. If you are new to LinkedIn, it only takes a second to join and it's free.

To find the ISMTE group go to www.Linkedin.com. Then from your profile page, go to the search box in the upper-right. It defaults to the People search setting. Use the down arrow to pull up the menu options and select Group.

When you have located the ISMTE group (search using 'International Society of Managing and Technical Editors') click **Join This Group**, fill out any specifications regarding notifications of updates, then hit the blue **Join Group** button. When you have joined, make sure you take time to set up connections with your peers.

ISMTE Annual Meetings - 2010

Planning for the ISMTE annual US and European meetings continues full speed ahead. For the US meeting, presenters for journal metrics, copyediting, copyright, and social media have been added to the schedule, which is now almost complete. In addition to the standard program, Past President Jason Roberts will now host a breakfast meeting about the EQUATOR network for those interested specifically in science and medicine journals.

The agenda is now up on our website for the European meeting as well. Headlining the day are presentations on two important areas for the editorial office, Social Media and Plagiarism Detection, with plenty of time for practical workshops and discussion with your colleagues.

Conference Registration will be open soon!

Click here to see the conference agendas:

www.ismte.org/2010_Conferences

Washington, DC

August 3-4, 2010 with an opening reception and registration the evening of August 2.

Oxford

October 19, 2010 at St. Hugh's College.

Strategic Reading *continued*

continued from p. 6

services will need to be customized for different research areas, and interoperability with the range of emerging digital tools and computational approaches in the sciences. We are also involved in separate research on metadata and representation of large-scale aggregations, and a project on annotation interoperability. These areas are both fundamental to how we expect scholarly communication to evolve in the coming decade. Understanding how researchers work with information resources now, and how they can make the best use of digital materials for discovery and innovation in the future, is at the center of all of our research.

Thank you.

*Interview conducted by David Nicholson,
Journals Publishing Director-Life Sciences*

EON is seeking *column editors* for the *Tips & Tricks* and *Publication Partners* columns. The column editor is responsible for recruiting the column's articles. If you are interested, please contact the Editor, **Kristen Overstreet, at kristen.overstreet@mac.com. We look forward to working with you!**

Calendar of Events

Emerging Trends in Scholarly Publishing

8 April 2010

Washington, DC, USA
www.allenpress.com

ScholarOne User Conference

2-4 May 2010

Charlottesville, VA, USA
<https://www.onlineregistrationcenter.com/register.asp?m=192&c=9447>

Introduction to Journals Publishing

4 May 2010

Washington, DC, USA
<http://alpsp.allenmm.com>

High Impact Online Marketing: How to Market Your Journals in the Era of Online Communities and Social Media Marketing

7 May 2010

Washington, DC, USA
<http://alpsp.allenmm.com>

Taking eBooks to Market

11 May 2010

London, UK
www.alpsp.org

Journal Development

11 May 2010

Washington, DC, USA
<http://alpsp.allenmm.com>

Council of Science Editors

14-18 May 2010

Atlanta, GA, USA
www.councilscienceeditors.org

The Journal Editorial Office

19 May 2010

London, UK
www.alpsp.org

Effective Journals Marketing

9 June 2010

London, UK
www.alpsp.org

Editorial Manager User Group Meeting

17-18 June 2010

Cambridge, MA, USA
www.editorialmanager.com

Journal Development

16 June 2010

London, UK
www.alpsp.org

Understanding Copyright

23 June 2010

London, UK
www.alpsp.org

Introduction to Journals Publishing

30 June 2010

Oxford, UK
www.alpsp.org

Web 2.0 Online Communities & Social Media

5 July 2010

London, UK
www.alpsp.org

ISMTE US Conference

3-4 August 2010

Washington, DC, USA
www.ismte.org

International Academy of Nursing Editors

11-14 August 2010

Brisbane, Queensland, Australia
www.nursingeditors-inane.org/events.html

ISMTE European Conference

19 October 2010

Oxford, UK
www.ismte.org

Contact Information for ISMTE

Leslie McGeoch, Executive Director

International Society of Managing and Technical Editors

1107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606

Phone: +1 856 292 8512, Fax: +1 856 292 8513

E-mail: ismteoffice@gmail.com

ISMTE *EON*

EON is the official newsletter of the International Society for Managing and Technical Editors (ISMTE) and is published monthly. The contents and opinions expressed by the authors do not necessarily represent those of the Society, the Board of Directors, or *EON* editors, nor does the publication of an article constitute an endorsement on the part of ISMTE of the authors' organizations or companies. Submissions are welcome and can be sent to the editor at the address below. Submissions may be edited for style and format without the author's permission. Authors must seek permission to reprint any copyrighted material and provide this permission to the editor. *EON's* content belongs to the members of ISMTE. Users may view and download *EON* articles for personal, non-commercial use. Use beyond that allowed by the "Fair Use" limitations (sections 107 and 108) of the U.S. Copyright law require written permission from the *EON* editor.

Editor:

Kristen Overstreet

kristen.overstreet@mac.com

Associate Editors:

Susan Scalia

susan@awra.org

Emily Mueller

emueller@allenpress.com

Editorial Advisor:

Sirkka-Liisa Leinonen

sirkka-liisa.leinonen@pp.inet.fi

Section Editors:

Portraits: **Deborah Bowman**

dbowman@asge.org

Ethics: **Ira Salkin**

Irasalkin@aol.com

Taming Technology: **Lindsey Brounstein**

lbrounstein@gastro.org

A note on English: ISMTE aims to be a truly international society. English will represent our lingua franca, but we would like to stress that in materials published in EON or online that variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.

ISMTE Executive Office: 107 Mantua Pike Ste. 701 # 122, Mantua, New Jersey, USA 08051-1606

Phone: +1 856 292 8512 Fax: +1 856 292 8513, E-mail: ismteoffice@gmail.com