As most publishers and editors can attest, journals have certainly not been immune to current economic woes. Profit shares or royalties are hurting. The obvious reaction is to look at cost-saving measures. Editorial offices are an indispensable component in the publication process but that does not mean they are untouchable and immune from a financial review.

Looking for a Better Return on Investment

Problematically, journal editorial offices are often already run on a shoestring budget and cutting costs may lead to a decline in service delivery if hours are cut. Should that lead to slipping standards, authors may feel their paper will be treated better at rival titles. Instead, an alternative approach to a financial audit of an editorial office is to look and see if a greater return on investment can be achieved. How might this be accomplished? Most simply by investing in professionalism. The variance in editorial office staff skill sets and the quality of work performed across journals is huge. The editorial office is perhaps the only area of ‘amateurism’ that exists in journal publishing where appointments might well be based on nepotism or close working proximity to an editor (such as a departmental assistant). Most staff receive little more than basic training in the operation of an online peer review system (if indeed, one is even used) with little to no grounding in the publication process.

Critically, there are two approaches to professionalism journals can take to look to improve their investment...
FrontMatter is a quarterly newsletter devoted to issues that affect society and association publishers, with a particular focus on the use of technology.

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From time to time my email inbox expands to a point where I realize my optimistic plan to read all email the day it was received just isn’t going to see fruition. Sending meaningful responses to the flood is a separate lesson in prioritization. So when I read on the YouTube™ Blog that more than 20 hours of video are uploaded every minute to YouTube™, I was reminded that people, businesses, and organizations are all dealing with information overload. To help weed through the video surplus, YouTube™ created Citizentube™, a special blog devoted to chronicling the way that people are using video to change the world. While I am sure many people will appreciate this service, all the videos I’ve heard friends and co-workers recommend on YouTube™ were comedic, not world-changing. We hope you find FrontMatter helps ensure you aren’t missing important trends in the publishing industry.

Our inboxes and YouTube™ are not the only places we find ourselves wading through too much information. The recent commercials for Bing™, the new Microsoft® competitor to Google™ search, claim it is not just a search engine but is more importantly a decision engine. Watching those commercials I am struck by the thought that they seem to purport I should be happy there is a Microsoft® service to make decisions for me—and this alarms me on many levels. Why do they need to do this decision making for you? Bing™ claims there are there are four and a half websites created every second. Our Views and Reviews piece in this issue discusses “Identity and the Scholar.” Unique identifiers for knowledge discovery should only help combat information overload.

We are always interested in your feedback about the newsletter and ideas you have for future articles. Please e-mail comments, suggestions, or ideas to frontmatter@allenpress.com.
return: professionalize existing staff or hire professionals. By undertaking one of these steps, one can expect to see greater efficiencies emerge or the redeployment of staff time to efforts that could directly, or indirectly, lead to revenue generation. This article will address some methods that, through professionalism and the provision of enhanced service, lead to greater rewards on investment. It also challenges the way we all think about editorial offices and the people that staff them.

Reconceptualizing the Editorial Office

The editorial office is usually a single line item on a typical financial journal statement. Though an essential component, if it performs the basic requirements as expected, it is generally left quietly alone. The reasons for this are varied but perhaps stem from a degree of misunderstanding about what an editorial office does and even less recognition of what an editorial office can do. The role of the editorial office, however, is absolutely central to the effective publication of a journal, and in many ways it is the nexus of journal publishing. Figure 1 demonstrates how a full engaged editorial office can, does, or should have a hand in a variety of different publishing functions. When one thinks of the editorial office in these terms then it behooves those that fund its operation to look a little closer at what roles are being performed and how they are performed. It is doubtful, unfortunately, that few consider an editorial office in these terms.

The most successful offices contain staff that can properly situate their role in the publication process. They grasp, for example, the budgetary implications of failing to supply manuscripts to production departments in a timely manner or the cost consequences of not formatting manuscripts as requested by the publisher or typesetter. They recognize, by being intimately acquainted with the manuscripts passing through peer review, that they can assist sales staff in flagging content with reprint potential or spotting trends in submissions that might have other resale potential. They can contribute marketing support such as writing press releases or, again, identifying content with marketing potential.

Publishers should consider the editorial office as a partner; one that can balance commercial aspirations with editorial direction and policies. Publishing managers, production teams, and sales and marketing staff usually have responsibility for many journals. Editorial staff members are often focused solely on one journal and this dedication of effort can help projects stay on track. Editorial office staff equipped with an understanding of the business of publishing can act as a bridge between a publisher and an editor/editorial board that may be motivated but in need of direction for their energies. There is possibly nothing more frustrating than a positive editorial board meeting with lots of ideas and offers to help from both publishers and board members alike only for there to be little follow up or for enthusiasm to wane.

The model in Figure 1 is not a scenario that is only appropriate for self-published or large-scale journals. This model also works equally for small quarterly titles produced by large publishing outfits and all other journals in between. It works for journals where the publisher manages the editorial office in-house, and the same can be said for editorial offices that are separate from a publisher.

The possible roles and responsibilities of editorial offices are evolving rapidly, in response to the possibilities of online-based workflows. Additionally, successful editorial offices contain
staff that invests in professional development. They understand publishing, not solely the processing steps to move a manuscript from submission through review to acceptance.

Basic and Advanced Service Levels
The first step to understanding the work performed in an editorial office is to look at activities currently engaged therein. Basic tasks include, but are not limited to:

- Management of the peer review process – ensure manuscripts progress smoothly through peer review; reviewers have all the information they need; authors receive a review that improves the quality of their manuscript
- Issue compilation – assembling issues on time
- Editing – copyediting and proof-reading manuscripts; reformatting manuscripts to conform to journal style
- Reporting – examining trends; presenting submission and reviewer data at editorial board meetings
- Queries – handling problems; assisting with submissions; answering general questions about the journal such as requests for information on time from submission to acceptance or the specific formatting for manuscripts.

Though not appropriate in every journal context, there are several enhanced services editorial offices can offer. By deploying staff to engage in some of these activities, journals can expect a greater return on their editorial office investment.

Active engagement in content direction and commissioning
Editorial office staff might analyze data such as citation levels, usage, and author submission behavior to determine content that is successful by a variety of different criteria. This need not require subject expertise, though professional staff should take time to understand the ‘hot topics’ within the research context of their journal. Editorial offices could also undertake outreach to the readership to see what content they would like to see (or read more of). Armed with this information, proactive commissioning of content could be undertaken subsequently.

Developing resources/training for authors and reviewers
Editorial office staff should engage in efforts to improve submission quality (and of course, superior content sustains readership levels which in turn sustain subscription or circulation sales). Such practices include: working personally with authors to improve the quality of the material in both its written and organizational format; developing instructions on best practices in composition and submission; implementing a policy of reporting checklists to ensure minimum standards are met (e.g. CONSORT checklists for randomized clinical trials in medical journals) and also providing guidance for reviewers, which in turn should challenge authors to work harder to get their papers into shape.

Coordinating/producing ancillary content
Developing special online features such as: podcasts (some editorial offices with the help of free software/resources like Audacity and Skype...
are doing this themselves rather than paying vendors thousands of dollars); special online-only commentaries on editorial content; blogs; and writing enhanced table of contents alerts. Some savvy offices have embraced new social media engaging in Twitter and Facebook.

**Special project management**  Coordination of one-time collections of content such as: special issues or supplements; developing position papers and guidelines; and, for medical journals, patient focused material in support of scientific content published.

**Competitor analysis**  Research activities of rival titles. Can their innovations be translated into other journal contexts? Are there weaknesses with these journals such as a gap in content that can be exploited?

Considerable potential also exists to engage in business creation efforts. Sometimes editorial staff can act as an ‘intermediary’ or ‘translator’ between the business objectives of a publisher and the content aims of the editor.

For many medical, and some science, titles there are ample opportunities for editorial offices to undertake activities with clear revenue-generation outcomes. Starting simply, editorial staff could identify articles with reprint potential after training on what types of articles sell and by learning about product pipelines (for example, which products are close to FDA approval). Sales staff appreciate early notice of articles with reprint potential as it gives them longer to compile a sales approach. If a journal is so inclined, editorial office staff can also offer an expedited track for articles with sales potential. This is attractive for authors and study sponsors where speed to market is critical.

Editorial staff could also work with a publisher’s sales staff and subject thought-leaders to generate supplement concepts that can then be sold. They could also work with sales staff to apply pressure to have supplements directed towards their journal. Editorial offices build relationships with the author base, some of which are leaders in the field. That personal relationship could be employed to secure support for underwriting costs or developing saleable content. This relationship is often unique to the editorial office and not something a publisher might be able to tap into on its own.

**Auditing an Editorial Office**

It is imperative that publishers and societies examine their current editorial office operations and determine if it is resourced effectively. Are staff members focused on the right activities? Can some tasks be automated? Is staff investment in time commensurate to a financial or quality-related reward for a journal? For example, some online peer review management sites offer a degree of reference checking. Are staff members spending too long checking reference accuracy manually? Have accurate references ever contributed to a boost in subscription sales? Probably not.

Analysis of the effectiveness of current submission and review workflows is also a critical element of any audit. Does the current workflow reflect the demands placed on the journal? Could the editorial office benefit from looking at other models? Three causes of inefficiency are: a lack of direction, conservatism (‘we’ve done it this way for years’), and the application of old models to new workflows (such as hard copy models in new online environments). Such inefficiencies are common in editorial offices that have been left alone for years. If the publisher is not checking in with an editorial office, it is likely no one else is either.

**Introducing Professionalism into the Editorial Office**

Professional editorial staff come with an expectation that they can perform their roles and responsibilities with greater efficiency. Indeed, they are probably equipped to audit themselves based on their experience and knowledge of comparable standards at other journals. They should be able to deliver more in less time with attendant cost savings. Time savings could enable a redeployment of staff time towards customer-focused activities and business generation efforts. In short, professional staff can deliver either more for less cost (efficiency means less billable hours) or at the very least more for current levels of expenditure.
A change in editors is a good time to consider employing professional editorial office personnel. Even if the hiring is not the direct responsibility of a publisher, more publishers are choosing to get involved – not unreasonable when they are often footing the bill for the editorial office. Alternatively, with the ability to work remotely, many current editorial office staff are looking to continue in their role and wish to invest time in learning skills as part of their professional development. So, where can professional staff be found? How can you professionalize current staff?

The movement to professionalize editorial offices is new and has only really emerged in response to the development of online editorial office systems. The International Society of Managing and Technical Editors (ISMTE, www.ismte.org) was set up as a peer-to-peer learning organization with many members already handling more than one journal. Established to enhance the professionalism of editorial office staff, ISMTE has begun to provide networking and training infrastructures, establishing best practices, and studying and reporting on editorial office practices. Amongst its membership it now also offers to the industry a corpus of highly trained staff capable of handling several journals. Companies that provide a suite of editorial office management services have also launched in recent years the aim to provide both the basic and enhanced services at affordable rates. Professionalism does not, however, mean the total automation of the process. Good editorial offices succeed because they build relationships and staff take the time to learn what its readers and authors desire and what constitutes good content and where to look for it. Editorial staff, therefore, need to be visible and accessible. They also need to be knowledgeable and have good customer relations skills to go along with the necessary ability to handle project management and multiple deadlines.

There are several financial advantages to hiring a professional managing editor. As independent contractors they remove certain overhead, most obviously office space, equipment costs and, where relevant, health insurance. Professionals may also assume the costs for ongoing professional development and training. Intensive short courses on how to use an online peer review system are not cheap. Over the long term, the ability of professionals to stay with a journal (as opposed to the upheaval associated with a change in editors) removes the burden of repeated orientation training costs and the expenditures associated with office relocation. The wisdom of hiring a graduate student or departmental administrator part time for what may well be the same cost of a professional is highly questionable. Alternatively, if there is a desire to train existing staff in situ, though office overhead burdens may remain, some investment in professionalizing existing staff will also lead to the same benefits as hiring a professional. This brings us back to the assertion that some training and professional development can lead to a greater return on investment. Indeed many members of ISMTE are individuals that represent the first generation of managing editors who have invested in skills training and stuck with a journal despite a transition in editors.

The Future of Editorial Offices

This article is not intended to act as an infomercial for professional managing editors. Nor does it advocate removing existing staff, though hard-nosed decisions made in tough economic times might lead one to question the value of staff that consistently refuse to adapt to new methods or change their (inefficient) ways. The article does, however, question the financial sense of blindly handing over stipend checks without clearly defined roles and responsibilities. Editorial offices can fall into a professional no-mans-land with no obvious management structure for professional development and standards. All parties involved in the publishing process, be it the publisher or the journal owner, have a vested interest in looking a little closer at their return on investment. To get a better sense of the potential of properly trained editorial staff involves banishing preconceptions surrounding the limits of what editorial offices and their staff can and should do. Instead, journal publishing needs to embrace the centrality of the well-run editorial office (see Figure 1). Publishers should welcome this potential additional support structure that compliments their aims and objectives. Everyone will appreciate the inevitable improvement in quality.
The University of California Press recently received the Sustainability Award from the Napco organization’s two journals Business Executive and Book Publishing.

This was a great honor for us and the recognition represented the culmination of many years of effort to plan and establish a corporate philosophy—to endeavor to operate in the most sustainable manner possible with regard to our book manufacturing. It is relatively easy to establish a policy of this nature, but much harder to implement it and continue supporting it on a regular basis until, at last, it finally does merge into being part of one’s daily activities.

That’s because old habits die hard for all of us, and we were no different at UC Press. It took a major effort to identify the consequences and reality of continually using only virgin pulped paper and specifying certain binding materials that contained chemicals harmful to the environment. It was an education curve to gradually recognize that as buyers of the text papers, binding cloths, and the various binding boards, we could actually have an influence on the supply end of the process. Suppliers will invariably make what the market asks for, but to make such processing changes was exorbitantly expensive for a mill and that meant no single publisher would carry the day.

Because University of California Press is a member of the American Association of University Presses (a trade association that includes more than 100 organizations who share significant amounts of information with each other), we and a few other presses who were of the same inclination started to host sustainability related seminars with our colleagues at other university presses. Over a period of several years a few of the paper mills listened and it reminded us of the huge change that was implemented about 25 years ago, when we switched over to what is now an industry standard in text papermaking, namely acid free paper. That came about largely attributable to market pressure from publishers over a span of several years.

The most frequently used term many years back was just the basic “recycled”. That appears to have morphed into “sustainable” and today it is accompanied by a host of acronyms and phrases e.g., PCW, TCF, ECF, PCF, “chain-of-custody” and “no old growth trees were cut” etc. (See this issue’s Acronym Soup for definitions)

The industry terms concerning chlorine content in the pulping process became familiar to us; terms such as TCF, ECF, and for post consumer waste papers, PCF, meaning Processed Chlorine Free – because nobody knows how the original paper was pulped.

On the issue of sustainability we slowly inched into ever increasing percentages of text papers that contained recycled pulp, and this included not only mill broke, but also real post consumer waste content that had been de-inked and blended in with a percentage of virgin pulp.

Initially the recycled text papers were more expensive, but that too has changed and today the gap is much smaller with a more continuous and plentiful supply of previously printed material. Long story short, today we are able to specify several papers, both uncoated and coated, that are 100% post consumer waste and PCF. If there are any with lesser percentages of PCW the virgin component can be traced with the chain-of-custody method and publishers can seek reassurances that, for certain papers, it is guaranteed that no old growth trees were cut.

Today many of the University of California Press titles are manufactured from cover to cover with recycled content text papers, recycled content coated paper dust jackets, and paperback covers.

You might ask yourself, why bother with all that? Without grandstanding one can respond that once you have seen and truly understand the consequences to the climate and the environment, you realize the linkage of the intricate chain that ultimately comes back to the severe detriment of humans. Our lifestyle and eventually our very survival can depend in some part on how we function today with regard to how we respect or gradually destroy our environment.

It could be said to be a selfish approach to establish a sustainability policy at your publishing house, but if we all work together with such an approach we will demonstrate to paper mills, the binding board manufacturers, and binding cloth suppliers that all of us are in this together. *
Getting the Most from Your Marketing Budget

Finding money for marketing can be a challenge in any economic condition, so when a recession hits, the first instinct for most is to cut the marketing budget. Unfortunately, this is the time when marketing is most important. Those whose presence in the market fades instead of staying in front of their audience is destined to be forgotten.

The good news is that there are many affordable ways to remind potential members and subscribers that your organization is alive and well. This three part series provides details about what your organization can do in times like these.

Symbiotic Relationships

Symbiotic Relationships with other related, but not necessarily competing publications, societies, or organizations in order to target prospective subscribers is a great way to get targeted lists with little or no investment. Start by surveying your membership and subscribers to learn what other publications they read. Many disciplines have cross-over with other non-competitive publications. Then, look for relationships that are mutually or at least commensally beneficial for the other publication or society.

Approach those societies with a proposal to trade out print and online advertising space, or booth space at an annual meeting. You could offer the society’s members a discounted first year subscription or free trial offer. Special offers are often perceived as benefits of membership, reinforcing the value of the society.

If the other organization is willing, swap mailing lists for promotional efforts, then cherry pick only those in disciplines with appropriate cross-over. Marketing lists can be very expensive. By working cooperatively, you get very targeted lists with little or no investment and these prequalified prospects are more likely to be interested in your journal. Target these individuals with special e-mail or direct mail offers.

Another cost-saving approach to reaching out to these targeted potential subscribers is to send a sample journal or article collection focused on the cross-over discipline in the same polybag as the symbiotic journal. Your costs are only the additional postage and overrun of sample publication.

For those mutually beneficial relationships, both organizations can offer special membership/subscription rates for individuals taking both publications. Don’t forget to post reciprocal links on both websites. Co-exhibiting at major library or discipline-specific industry meetings is also worth considering.

2009 Open Access Week Imminent

Open Access advocates believe research should be freely accessible online, immediately upon publication. Proponents of the Open Access philosophy will unite October 19–23, 2009 to mark the first ever Open Access Week. This week-long celebration of all things open access is an extension of the inaugural Open Access Day held in 2008. Participants and organizers viewed the 2008 Open Access Day as a great success with 120 participants from nearly 30 countries. Organizers are hoping for repeat success this year with an even larger participant base and a greater variety of activities and opportunities for education. The goal of Open Access Week is simple: to broaden awareness and understanding of Open Access.

SPARC, the Scholarly Publishing and Academic Resource Coalition, PLoS, Public Library of Science, and Students for Free Culture are all organizations responsible for the 2008 Open Access Day, and will again lend their support as organizers for Open Access Week. These founding organizations are joined in their efforts by eIFL.net, or Electronic Information for Librarians, Open Access Directory, and OASIS, the Open Access Scholarly Information Sourcebook.

The change from one Open Access Day to an entire week is motivated by feedback from last year’s participants. It was fairly difficult to cram the massive amount of material available on open access into a one-day event. Similarly, managing open communication across several international time zones proved to be a significant challenge. The 2009 Open Access Week will allow participants to take better advantage of the various resources provided.

Organizers will help to provide program materials so that participants can host their own activities to celebrate Open Access Week. The “event-in-a-box” approach allows participants access to a wide variety of education materials such as videos, flyers, podcasts, blogs, even Open Access t-shirts and buttons, to help participants create their own unique experience. Organizers will also work directly with registered participants to craft program tracks that fit their individual needs. Some suggested program tracks include “Administrators’ introduction to campus open-access policies and funds,”
Identity and the Scholar

As electronic information becomes the standard media of scholars, problems of identity become more transparent and more annoying to those who are trying to find and use data. In the days of print articles, variations of house reference style where one publisher used initials and another full names presented no problem to the consumer of the reference—a human individual.

But now, computers use those references to make links. CrossRef was originally founded to make reference links from one article to another possible. The technology that enables this is the Digital Object Identifier, or DOI. Our mission transcends reference linking though, and at the request of CrossRef members and led by Geoffrey Bilder, Director of Strategic Initiatives, CrossRef is now exploring issues of identity through a pilot project we call Contributor ID. Three major issues exist: 1) authentication and authorization, 2) name variations, and 3) name disambiguation.

Authentication and Authorization
Many of us have the problem of authentication—having myriad logins for our computer services, including web applications. Managing our login credentials for these services is, frankly, a nightmare. Scholars may have different logins for each journal they are involved with: whether as authors, readers, reviewers, or editors. A number of attempts have been made to simplify authentication. Shibboleth and OpenID are two examples. A separate related problem is one of authorization—what services a user can access once through the gate.

Name Variations and Disambiguation
The next two problems of people identification are related. The first is name variations, where the same author can be referred to in multiple ways—whether through display differences among publishers (like CA Meyer and Carol Anne Meyer) or name changes (for example married names and maiden names). Disambiguation, where different people share the same name (like Carol Meyer, the photographer, and Carol Meyer, the CrossRef marketing manager), is a related difficulty.

Unique Identifiers for Knowledge Discovery
Partially because other organizations are already wrestling with authentication and authorization, and partly because those problems require deep integration with existing publisher systems (which may be difficult to address in a collaborative way), the issue of most interest to CrossRef and likely to be addressed by Contributor ID first is that of knowledge discovery. If a unique person identifier could be assigned when an author first submits a manuscript, and then travel with the metadata when an accepted article is deposited at CrossRef and assigned a DOI, then a number of applications would be possible. Users could determine all the unique individuals related to a particular content item. Likewise, users could find out all the articles or other content contributed by any one individual. Or, users could view a public profile about an individual. Rich relationships between contributors could be mined by linking co-authors, editors, bloggers, commenters, or other scholarly communicators.

Where To Next?
CrossRef has held a number of talks with other organizations that have an interest in unique people identification. The next step is to create a prototype phase to see how a unique Contributor ID might work in practice. *

For further reading on this topic see articles listed at http://frontmatter.allenpress.com.
eBook: Worth a Second Look

eBooks are taking no hostages as they become more popular among readers and publishers. Earlier this year, Aptara hosted an eBooks Webinar titled “Leveraging Technology for Fast, Lower Cost Production.” eBook technology is an enticing production option for publishers that rapidly deliver publications to computers and eBook programs and devices. Publishers need to ensure they are taking advantage of the technologies that will enable them to integrate with the XML driven workflow which makes this option an affordable and necessary step in future production.

Utilizing an XML workflow and producing content in an eBook format allows publishers to market books, magazines, and newspapers in an electronic format. By using an XML workflow and an eBook format, publishers are able to parallel publish their content. The publication goes through the stages of production as one file reducing the time to market, enabling the availability of other revenue channels, providing an overall cost savings, and ensuring easy data maintenance.

Various formats for eBooks are available, and most devices support five or more formats available from many sources. A leading format in this emerging technology is .epub. An XML-based format, .epub allows for (continually) reflowable digital publications. The functionality of an .epub file, or similar format, allows the publisher to produce a single file during production. The format allows unencrypted reflowable digital publications to be used in various formats providing the reader with the convenience to choose their file delivery method.

Available Devices
An eBook is the digital media equivalent of the traditionally printed book. These electronic documents are read on a computer, or available for download to an eBook reader device. Stanza, currently free of charge for the iPhone, is also available for download to your PC and uses .epub technology. Stanza is available from Lexcycle, which was acquired by Amazon at the end of April 2009. There are several eBook devices available here in the United States, but two that have set themselves up to be major competitors are the Kindle 2 by Amazon and the Sony Reader. These modestly priced ($300-$400) devices each offer incentives to join their flock of readers and are locked in a race to be number one. The Kindle 2 offers monthly magazine and newspaper subscriptions downloaded to your device through wireless internet. They have over 250,000 available titles with prices ranging from free to $400, though the more expensive titles are large handbooks and textbooks. Sony Reader on the other hand has signed a deal with Google to provide over 500,000 titles to readers. Google has been working on a (rather controversial) scanning project for several years now and boasts a massive library, which has just been signed with Sony exclusively. Sony offers a similar store to Amazon with a similar price range.

Challenges for eBooks
There are still challenges ahead for eBooks and the devices that they utilize. Conversion costs are expected due to changing workflow and production models in publishing companies. The price of keeping up with competitors and emerging technologies in the eBook area could also spell trouble for smaller distributors. High consumer expectations are an additional issue with the technology. They not only want to be able to read the books from their device, but also access interactive supplemental video, audio, etc. Consumers want to access their content anywhere at anytime, but they expect the device to be affordable. They anticipate these concessions from other electronics, why not from their eBooks and eBook readers? Amazon and Sony offer hundreds of thousands of books for their devices, as well as magazines and newspapers. As this technology becomes more wide spread and affordable, societies may see a push to have their content repurposed for use as an eBook. Exponential sales towards the end of 2008 revealed that scientific and scholarly publishers may see the need to integrate their workflows with .epub, or a similar format, in the near future.
Herpetologica Wins SNAP Excel Award

The Herpetologists’ League’s journal Herpetologica has received a Bronze SNAP Excel Award in the category of Cover Illustration. Publisher Mary Reilly and Publishing Coordinator Daniela Bone accepted the award at the 29th EXCEL Awards Gala in Washington, D.C. on June 4, 2009.

The SNAP Excel Awards are awarded annually by the Society for National Association Publishing (SNAP) to “the best and brightest in association publishing.” In 2009, 181 winners were selected from over 1,000 entries.

Allen Press redesigned Herpetologica’s cover layout in 2007, introducing color photographs and an updated layout to its covers beginning in 2008. The award-winning cover features a Santiago poison frog from one of the issue’s articles.

Herpetologica is a quarterly journal containing original research articles on the biology of amphibians and reptiles. It has been co-published by The Herpetologists’ League and Allen Press Publishing Services since 2005.

Did you know

Many offset printers use both sheetfed and web presses. Sheetfed presses print directly to sheets of the chosen paper. The paper on web presses is printed on a continuous roll. The terms “roll-fed” and “web-fed” are used synonymously. John F. Webendorfer introduced the first roll-fed offset lithographic press to the US in 1931 and the term “web” is derived from his name.


All E-Text Book Campus

Northwest Missouri State University is taking a bold step towards the integration of eBooks in academia, casting a speculative eye in the direction of this emerging technology and how it can benefit the faculty and students. Long interested in how they can help their students cope with the rising prices of textbooks, the University currently holds a rental program for textbooks and class materials. To further these efforts, and encouraged by the possibilities eBooks provide, the University recently instituted a new study to determine the effectiveness of eBooks in place of printed textbooks.

Last fall they conducted a similar study with a small group of students on the campus. Each student in the study received a Sony PRS 505 e-reader model and evaluated the device and use of eBooks during the semester. Ultimately they decided that the Sony model was not designed for the use they had envisioned, but they were hopeful for the eBooks integration on campus.

For the spring semester the University enlarged the study. Five hundred students, in 10 different courses, used eBooks exclusively for their coursework. They largely viewed the eBooks from their laptops, already provided by the University, but a small amount also tested out the newest version of the Sony e-reader, the PRS-700.

The study had mixed results, about fifty percent of students preferring to have tangible text books to the eBooks. School administrators are hopeful that some of the fifty percent of negative reactions will come to the positive side when they see the interactive capabilities of the eBook. University officials are convinced that this will help students learn by providing the capability for interactive learning during studying.
Acronym Soup

How well do you know the paper on which your publication is printed? Acronyms abound in the printing and publishing industry. Here we define some paper-associated acronyms you may have heard or used.

PCW, or postconsumer waste, refers to paper that has completed its original consumer end use and has been collected and recycled into new paper.

ECF means elemental chlorine free, and refers to a bleaching process that uses chlorine-derivative compounds but not chlorine gas.

PCF, or process chlorine free, means no chlorine or chlorine compounds were used in the papermaking process. However, if the paper was recycled chlorine may have been used in a previous life.

TCF means totally chlorine free and describes 100% virgin fiber paper manufactured with no chlorine or chlorine derivatives used in the bleaching process.

These acronyms and more can be found in “Seeing Green,” which includes information about the benefits, as well as challenges, of working towards the idea of sustainability. You can find “Seeing Green” on page 7 of this issue of Frontmatter.