

LIBRARIAN INSIDER

NEWS FOR LIBRARIANS

IOP

ISSUE 9

Welcome to the ninth issue of **Librarian Insider**, our quarterly newsletter dedicated to you. If you or your colleagues would like to be notified about future issues, please e-mail emma.bartovsky@iop.org

NEWS

Open-access journal celebrates 50th volume



In November, *Journal of Physics: Conference Series* published its 50th volume, making it one of IOP's fastest growing titles.

In 2006 alone, more than 2000 new articles have been published,

and articles have been downloaded more than 200,000 times from the journal's website. Since its launch in September 2004 it has published the proceedings of conferences held in the USA, UK, Germany, Japan and Australia, among many other international events.

All of the articles published in *Journal of Physics: Conference Series* are peer-reviewed and will be available in perpetuity through IOP's participation in the LOCKSS system. And as an open-access journal all articles are completely free to read at jpcs.iop.org.

ERL: first papers now live



Environmental Research Letters (ERL), our newest open-access journal, recently published its first articles.

Launched in October as an open-access Letters journal, *Environmental Research Letters* includes research articles, perspectives, news and editorials, as well as meeting notices for the entire

environmental science community.

The first content includes:

Images of the energy future by A Mason

stacks.iop.org/ERL/1/014002

Risks of the oil transition by A E Farrell and A R Brandt

stacks.iop.org/ERL/1/014004

The first issue is now available to read online at erl.iop.org. Further articles will appear in the near future.

New article numbering system for IOP journals



IOP is pleased to announce a change from the existing page numbering system to an article numbering system. This transition will

begin on 1 January 2007 and will initially only be implemented on the journals *Nanotechnology* and *Journal of Physics: Condensed Matter*. The two newest titles in the IOP portfolio, *Environmental Research Letters* and *Computational Science & Discovery*, will adopt the new system from the outset.

Article numbering offers important advantages and

flexibility as it speeds up the publication process. Articles will continue to be published on the web in advance of the print edition, and the use of article numbering will allow for papers in different issues or sections to be published as soon as they are ready, without having to wait for a whole issue or section to be allocated page numbers.

Other journals in the IOP portfolio will make the transition to article numbering in 2008, with the exception of *Physics in Medicine & Biology*, *Physiological Measurement* and *Physics Education*.

Please let your faculty members know about this important change.

More details will be available on the journal homepages. If you have any questions or comments about the new article numbering system, please contact us at production@iop.org.

EVENTS

IOP has been pleased to be represented at several international meetings in recent months. As always, we love meeting you and hearing your views on the issues facing librarians.

11th Annual Charleston Conference Reception



The Charleston Conference hosted its 26th Annual Meeting in Charleston, South Carolina in November. IOP Publishing and the Charleston Conference have been

linked together for over a decade. We were one of their first ever exhibitors, and we have sponsored their Cyber Café every year since its inception. We proudly hosted our 11th Annual Librarian Reception at this year's meeting. Approximately 70 librarians enjoyed cocktails, hors d'oeuvres and enjoyable conversation with their colleagues. A short presentation at the event informed guests about how we are partnering with the scientific community as well as the library community.

Frankfurt Book Fair



Thank you to all those librarians who stopped by our stand at Frankfurt Book Fair, Germany, in October. This picture shows Mrs Christine Hasemann of TIB Hannover, with Frauke Ralf,

our Senior European Manager, Journals (right).

Beijing International Book Fair



We attended the 13th Beijing International Book Fair (BIBF), China, in September where our Business Development Manager, Desmond Reaney, is pictured with

delegates from China International Book Trading Corporation. BIBF is China's largest and most international book fair and is considered by many to be a vibrant expression of China's 3,000-year old book reading culture.

APS Plasma Physics Meeting



On October 31st we hosted a reception at the American Physical Society's Division of Plasma Physics meeting in Philadelphia, USA. The Halloween spirit was in

the air as we hosted well over 100 respected members of the plasma physics community. Complete with Halloween masks and candy, everyone enjoyed a lively evening of great food, drink, and plenty of conversation.

We hope to see you at one of the following upcoming events:

Online Information

November 28–30, 2006, London, UK
Tony O'Rourke, Assistant Director, Journals will be presenting a talk on The Changing Face of Physics Information, on November 29, 15.00 – 15.30, Theatre A.

American Geophysical Union 2006

December 11–15, 2006, San Francisco, CA, USA
IOP will be hosting a reception in celebration of the launch of *Environmental Research Letters* on December 12.

Information Online 2007

January 30 – February 1, 2007, Sydney, Australia

ALA MidWinter Meeting

January 19–24, 2007, Seattle, WA, USA
(IOP Booth 2010)

Contact info@ioppubusa.com for details on our STS sponsorships.

End of year giveaway

To wish all our customers a very Happy New Year, we are giving away complimentary copies of our 2007 Wall Planner. To receive your Planner, available while supplies last, e-mail emma.bartovsky@iop.org. They are a great way to keep track of important dates and events in your coming year, and contain information on some of the landmarks in the history of physics.



DID YOU KNOW?

medicalphysicsweb – now live



We are proud to announce the launch of *medicalphysicsweb*, a unique website created specifically for the medical physics community. *medicalphysicsweb* will provide hospital physicists, university researchers, development engineers and senior executives with the latest fundamental science, engineering and clinical

applications that will underpin future advances in patient diagnosis and treatment.

The content includes **Research and Innovation News**, **Industry News and Analysis**, and a special **Talking Point**, an article intended to generate discussion and reader participation to the site. These specialized news channels are complemented by weekly opinion articles from academia and industry alongside regular highlights from our medical and biological journals.

Membership of *medicalphysicsweb* is free of charge and registration takes only a few minutes. Please pass this information on to relevant faculty members.

If you would like further information please visit medicalphysicsweb.org or e-mail us at info@medicalphysicsweb.org.

ASK LI

Earlier this year we announced that we would be taking responsibility for the sales and subscription fulfilment of Turpion titles, as a natural extension of our partnership with Turpion Ltd, established in 2004. We have received several questions as a result, and we take this opportunity to outline the changes, and how they will affect existing and new customers.

Which journals do these changes affect?

- Quantum Electronics • Russian Chemical Reviews
- Sbornik: Mathematics • Izvestiya: Mathematics
- Russian Mathematical Surveys • Physics – Uspekhi

How should these titles now be ordered?

IOP will take responsibility for the sales and fulfillment of the above listed titles effective with the renewal of journal subscriptions for 2007. The 2007 prices are available at www.turpion.org/main/sr.phtml.

Orders can be placed through subscription agents or prepaid directly to the relevant addresses at librarians.iop.org.

What are the subscription options for these titles?

In 2007 Turpion will continue to offer ‘Print and Electronic’ and ‘Electronic Only’ options. Both of these options can be subscribed to with or without the full archive for that title. All subscriptions will automatically include online access to a 10-year full-text archive at no extra cost.

The ‘Print Only’ option is no longer available, although all existing ‘Print Only’ customers will now benefit from online access to the current volume plus a 10-year full-text archive.

There is also the option to subscribe to all six Turpion

titles through the Turpion Journals Package, which will allow you to benefit from a 15% discount.

How will these titles be distributed?

Turpin Distribution Services Ltd currently circulates Turpion journals to all subscribers and will continue to do so until the completion of your 2006 subscription(s). In 2007 IOP will take responsibility for distribution.

Where will online access be hosted?

All electronic content will continue to be hosted by Turpion throughout 2007, with the future aim to integrate it into the IOP electronic journals platform. Online access to Turpion journals is available from four to six weeks before the print version. Turpion can set up access within three working days upon registration on their website www.turpion.org/main/reg_form.phtml. Once registered, a library need not register again – access is updated automatically upon subscription’s renewal.

Can customers subscribe to the Turpion Historic Archive separately?

The Turpion archive contains full-text articles of top-level research in physics, mathematics and chemistry from 1958-1996. In 2007, there continues to be three pricing options for the Historic Archive: one-time purchase fee, entire-archive annual subscription and single-title annual subscription. See www.turpion.org/archive.

IOP and Turpion are working closely together to ensure that there is a seamless transition to this new arrangement for all subscribers. In the meantime, if you have any enquiries regarding your Turpion subscription(s), please do not hesitate to contact us at custserv@iop.org.

**Do you have a question for us that you would like answered?
E-mail us at custserv@iop.org with ‘Ask LI’ in the subject line.**

MARKETING YOUR LIBRARY



Marcela Vsetickova,
Palacky University,
Olomouc, Czech
Republic

The library of the Palacky University of Olomouc resides in an old armoury of the 18th century. In the court, there is an inscription of a motto by John Amos Comenius, which says ‘*Make libraries of armouries*’; the Palacky library helps to fulfil his motto and contributes to the education and formation of future generations.

We talked to Marcela Vsetickova, Periodicals Librarian at Palacky, to discover some of the activities that are undertaken in order to promote its services to the wider public. Marcela pointed out that she and her colleagues use both traditional and modern methods to ensure they promote themselves. Since the internet is arguably the most widespread means of communication today, their website has become the primary means of promoting the library, and they use it to present their full range of services.

Marcela says “*we offer our visitors a rich selection of books and journals, a large collection of electronic information resources and the inter-library loan service. We perform searches and literature indexes for users who request them and we purchase books and journals for the Palacky University according to requirements given.*”

Their website is supported by a vast array of activities all designed to ensure that their patrons know about the services offered. These include:

- The university newsletter, ‘Journal’, which appears both digitally and in print, features important library information
- Colorful flyers are spread all around the library, and have proved very popular
- New databases are promoted to users by e-mail and information is also sent in print to the academics for whom the new database could be most interesting or relevant
- Tutors are provided with marketing materials about new books and journals which are received from publishers
- Guided tours are conducted for first year students, and for students from secondary schools, some of whom later become students of the Palacky University

In addition, many of Palacky’s librarians attend national and international conferences. So we hope to see Marcela and her colleagues at forthcoming library meetings, and thank her for sharing just some of Palacky University Library’s ideas with us.

If you would like marketing materials from IOP to help you promote your library resources, please contact info@ioppubusa.com (North & South America) or emma.bartovsky@iop.org (UK & ROW). If you have an idea that you want to share with other librarians, we would love to hear about it.

Changes to Electronic Journals usage statistics

We would like to advise you about some important changes in the way you request your Electronic Journals usage statistics, which will become effective in January 2007.

The changes will make COUNTER-compliant usage reports available back to January 2006 on a secure web site. The reports will be updated on the 20th of each month.

We will be e-mailing all site contacts and consortia administrators early in the new year with details of how to access the COUNTER reports for your institution or consortium.

The reports will include:

- Site overview
- Journal Report 1: Successful Full-Text Article Requests
- Journal Report 3: Successful Item Requests
- Journal Report 4: Total Searches Run

I’m sure you will agree that having COUNTER reports for this service will be a great benefit for you and your colleagues.

Please look out for details by e-mail of how to get your IOP COUNTER reports in the new year. If you have any questions before then, please contact us at custserv@iop.org.

We welcome your feedback and comments on **LIBRARIAN INSIDER**; please e-mail emma.bartovsky@iop.org

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