

LIBRARIAN INSIDER

NEWS FOR LIBRARIANS

IOP

JUNE 2007

Welcome to the 11th 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 alison.hadley@iop.org

NEWS

AAS Journals now with IOP



We are pleased to announce that IOP Publishing (IOP) has been selected by the American Astronomical Society as the new publisher for their world-renowned research journals.

We will begin publishing *The Astronomical Journal* with the January 2008 issue. *The Astrophysical Journal Part I*, *Part II Letters* and *The Astrophysical Journal Supplement Series* are scheduled to begin production with IOP in January 2009.

AAS President **J. Craig Wheeler** said, "We are very pleased that IOP Publishing will be the new publisher of our cherished and prestigious journals and are very optimistic that our new partnership will lead to a necessary and valuable evolution of what it means to publish science journals in the globally-connected electronic age."

We are honored to add the AAS journals to our catalogue, and look forward to continuing to provide the best possible service to our customers and readers. If you have any questions about this publishing arrangement, please contact us at info@iopubusa.com (North, Central and South America) or custserv@iop.org (UK & ROW).

Important changes to IOP journal sizes for 2008



We have reviewed the current size of all our printed journals, and will be making the following changes, which will come into effect beginning in January 2008.

These journals will move from approximate B5 (176 x 250mm) single-column format to approximate US Letter size (210 x 286mm) double-column format:

• Journal of Physics B: Atomic, Molecular and Optical Physics • Journal of Physics: Condensed Matter • Reports on Progress in Physics

All other B5 journals will remain the same.

It is hoped that this will help to save paper for readers printing articles from the online journal.

"Most scientists interact with journals online and print out articles to study on A4/letter paper. Printed copies remain important when bandwidth is low, for archiving and for special issues, so the new larger format will reduce paper consumption by 30% as well as modernizing the journals" said **Jan Michael Rost**, Editor-in-Chief of J.Phys.B, at Max-Planck-Institut für Physik komplexer Systeme, Dresden, Germany.

All current A4 journals (210 x 297mm) will also be making the minor revision to approximate US Letter format.

This applies to: • Journal of Physics D: Applied Physics • Journal of Micromechanics and Microengineering • Journal of Optics A: Pure and Applied Optics • Measurement Science and Technology • Nanotechnology • Plasma Sources Science and Technology • Semiconductor Science and Technology • Smart Materials and Structures • Superconductor Science and Technology.

We are optimistic that these changes will reduce paper consumption and make these journals easier to use. We hope that you will be able to accommodate the new sizes into your 2008 collections. If you have any questions, please e-mail production@iop.org

EVENTS

2007 SLA Conference – Denver



Stella Ota celebrating her birthday in the PAM Daily Retreat

From the PAM Suite Daily Retreat, to an exhibit hall full of scrolling messages. From the launch of Scitopia (www.scitopia.org) to a standing room only Publisher Liaison Meeting. From a special birthday party, to a Gold Diggers' Ball, this year's PAM division had it all. **Joe Kraus** (University of Denver) did a superb job as the PAM Division Chair. (To learn a little more about Joe, check out our interview with him at <http://journals.iop.org/sixty/112>.)

The picturesque city of Denver hosted this year's lively and informative SLA Conference. The SLA's slogan is "Connecting People and Information". The 2007 Conference did that quite successfully. IOP Publishing was fortunate to have the opportunity to preview our new journals platform, IOPscience, currently in beta tests. **Tony O'Rourke**, Assistant Director, Journals, gave the PAM-Wide Roundtable a sneak peak at this

innovative journal platform, and much buzz ensued. **Terry Hulbert**, Head of e-Development & Strategy, discussed IOP's Community Websites, and how they serve the scientific community (at no cost) at the Physics Roundtable. More information on either of these hot topics can be found on our website at journals.iop.org or by contacting custserv@iop.org.

The PAM Suite once again offered an oasis from the organized chaos of the convention center. Guests enjoyed good food and even better company. We handed out exclusive PAM goody bags, stuffed with treats, including this year's collectible mug. We thank **Stella Ota** (Stanford University), for including us in her special birthday. We had a lovely celebration.

Back in the bustling exhibit hall, IOP was giving away our unique scrolling marquee pins (see the article on the competition we're promoting below), and we had a blast reading the creative messages that flashed throughout the convention center. We had a great opportunity to meet with our valued customers, answer questions, discuss 2008 pricing and new journals, and promote our new affiliation with the American Astronomical Society (www.aas.org).

Joe Murphy (Yale University) started a Facebook group dedicated to this year's SLA. To join, simply go to <http://www.facebook.com/group.php?gid=2382038915>. There are some great photos and commentary about the meeting.

We're all looking forward to 2008 in Seattle! See you there.

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

Beijing Book Fair (IOP booth 8B A01) August 30 – September 3, Beijing, China. Come and meet Rick Liu, our Regional Representative for China

KESLI AGM September 2007 (dates not available at time of print) Kangwondo, Korea. Attended by Patrick Doogue, Regional Representative

Malaysia Library Association Meeting September 2007 (dates not available at time of print) Malaysia. Also attended by Patrick Doogue

Competition: Win your own scrolling pins



Have you seen the new IOP Publishing electronic marquee pins yet? The "scrolling pins" have become a familiar sight around library conferences in 2007 and we have seen some interesting and very creative messages!

Which gave us an idea... we want to hear about your best scrolling pin message. Be sure to keep them clean! We will publish a list of our favorites in the next issue of Librarian Insider. The top choice will receive 5 additional scrolling pins for use around campus. Send your favorite messages to alison.hadley@iop.org to be entered into the competition.

DID YOU KNOW?

IOP joins sci-tech societies to create super research site



IOP Publishing has joined with 12 of the world's leading science and technology societies

to create more direct access to their collective content. This month, the group will launch scitopia.org, a free federated vertical search portal that will enable users to explore the research most cited in scholarly work and patents in a single click.

scitopia.org will aggregate the entire electronic libraries of the leading voices in major science and technology disciplines. More than three million documents, including peer-reviewed journal content and conference proceedings, spanning 150 years of science and technology will be searched through this dedicated gateway.

As a federated search, no new subscriptions are needed to use **scitopia.org**. For example, a subscriber to a single journal published by IOP could access the content via **scitopia.org** or through the IOP website. Additionally, because **scitopia.org** links directly to each society's digital library, searching will access real-time information, providing the most current research.

"scitopia.org's aim is to provide powerful, focused aggregation and an additional access point to the highest-quality scientific research available on the web today. It's an exciting collaboration and we're exhilarated by the plans we already have in place for ongoing and continuous development", said **Terry Hulbert**, Head of e-Development & Strategy at IOP.

"scitopia.org will offer the most direct route to the very latest research within hours of it appearing on the web."

Over 13,000 articles added to the archive for 2008



Niels Bohr, whose work can be found in the archive

Each year a new volume year of journal content published by IOP is added to the IOP Journal Archive. In 2008 subscribers will have access to content between 1874-1997, and we will add over 13,000 articles, bringing the total number of articles to over 157,000.

The extra content in 2008 is made up of the addition of the 1997 volume, plus the following journal volume years: • Chinese Physics 1992-1997 • Chinese Physics Letters 1984-1997 • Europhysics Letters (EPL) 1986-

1997 • Journal of High Energy Physics 1997 • Physica Scripta 1970-1997.

With all this additional content, perhaps 2008 will be the year that you will consider subscribing to, or even purchasing, the IOP Journal Archive. For more information please contact your Regional Representative (www.iop.org/EJ/enquiries).

Content from the most recent ten years (where available) continues to be included with your current journal subscription(s).

ASK LI

Our customer service department has received numerous enquiries into our 2008 package changes. We have chosen to address these here. More details can be found in our pricing bulletin which will be circulated to all customers shortly.

New packages for 2008

We are pleased to offer two new journal packages:

Package D+ contains eight journals in medical and biological science and includes *Journal of Breath Research*, a brand new addition to our collection, as well as *Bioinspiration & Biomimetics*; *Biomedical Materials*; *Journal of Neural Engineering*; *Journal of Radiological Protection*; *Physical Biology*; *Physics in Medicine and Biology* and *Physiological Measurement*.

Package D+ replaces the additional discount offers for new

titles for Package D subscribers only.

Package M features six important titles in pure mathematics and its applications. It includes *Inverse Problems*; *Izvestiya: Mathematics*; *Journal of Statistical Mechanics: Theory and Experiment*; *Nonlinearity*; *Russian Mathematical Surveys* and *Sbornik: Mathematics*.

Changes to existing packages

For 2008 the following additions will be made to journal packages:

Package Z: *Chinese Journal of Chemical Physics*, *Journal of Breath Research*, *Physics-Uspekhi* and *Quantum Electronics* are now included. The overall discount for Package Z remains at 22.5%.

Package B: *Physics-Uspekhi* is now included.

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

The Library & Information Association of South Africa (LIASA) organizes **South African Library Week** every year, to promote and celebrate library and information services throughout South Africa. This year the event was held between March 19–23, with the theme ‘*Libraries: your key to the future*’.

The University of Johannesburg was one out of several institutions participating. We spoke to **Pavlinka Kovatcheva**, Sciences Librarian, about her role in this year’s South African Library Week. The university library sees itself as playing an instrumental part in users becoming lifelong learners. Pavlinka believes that libraries are “*key partners in this competitive age of technological developments*”.

This year’s South African Library Week proved to be a huge success in attracting a large number of patrons and introducing them to several information resources, many of which they had not been previously aware. It is hoped that this will prompt patrons to ask for further information in the future.



A display promoting South African Library Week

With many of the students living in rural areas, with no access to electricity and computers, it was really important for library staff to make the most out of Library Week. Pavlinka stated, “*The challenge for us is to help these students to become information literate so one day they will be knowledgeable individuals and competitive employees*”.



Students at the University of Johannesburg

Throughout South African Library Week, a range of sponsored posters, new books, electronic database brochures and bookmarks were displayed at three of the campus libraries. Some lucky students even received library brochures and desk calendars!

The library plans in the future to advertise in local newspapers, newsletters, radio and to also make full use of the library website. Librarians also intend to present talks to patrons, on topics such as:

- Steps in online searching
- Reference help
- The top databases to use in your area of research and study
- The importance of the librarian in the technological age

While Pavlinka has found that the quickest and easiest way to market the library and its resources is through displays, she also believes that it is important to be innovative. Pavlinka says, “*In South Africa, the use of blogs, RSS, and all other technological tools to help the library, is still a new ‘thing’ but we are excited about it and will embrace them soon*”.

Another successful approach for the libraries could be to invite publishing representatives to present their products and new developments. IOP is always delighted to be invited to visit and talk with our customers about new or existing products and services. Please get in touch with your Regional Representative at www.iop.org/EJ/enquiries.

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

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

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