

LIBRARIAN INSIDER

NEWS FOR LIBRARIANS

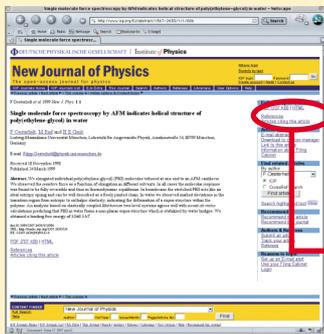
IOP

ISSUE 4

Welcome to the fourth issue of **Librarian Insider**. If you or your colleagues want to be notified about future issues of LI then please email laura.shaw@iop.org
For more quarterly IOP news and information about conferences and events, please read on...

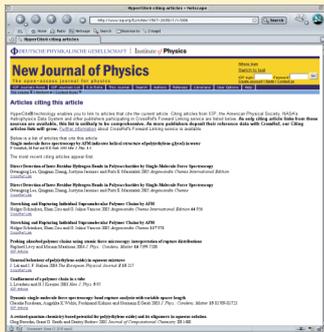
NEWS

IOP Journals now include 'cited-by' links throughout journal archive



Papers published in IOP Journals now have even more links to citing articles. Not only can you link to citing articles from The American Physical Society and NASA's Astrophysical Data System (a facility we introduced in 2003), you can now link to citing papers in many other publishers' journals. These citing articles are now in place in our entire journal archive – back to 1874. They can be found on the abstract pages of applicable papers.

To take a look at forward linking in action, go to the following paper from *New Journal of Physics* and select the 'Articles citing this article' link on the right-hand side: www.iop.org/EJ/abstract/1367-2630/1/1/006



New Journal of Physics is our open-access electronic-only title (co-owned by the Institute of Physics and Deutsche Physikalische Gesellschaft) so the 'cited-by' links are available to all. For our other journals, this facility is limited to subscribers.

CrossRef's Executive Director, Ed Pentz, said:

'Forward Linking – where publishers retrieve and display links to other articles that cite their content – is a natural extension of the CrossRef linking network and will provide a better online reading environment for researchers and scholars.'

As other publishers follow our lead, you will start to see more and more 'cited-by' links from our papers. Similarly, when reading papers on other publishers' websites, you will come across 'cited-by' links back to IOP journals. Comprehensive information trails, forwards and backwards in time, will become a reality.

Great Response for IOP's First ACRL Raffle

IOP has been working closely with the Sci-Tech Section (STS) of the ALA for several years now. As a show of support to this important community of librarians, we exhibited at the Association of College and Research Libraries' National Conference in Minneapolis in April. We held a raffle which, while open to all conference attendees, allowed STS librarians to enter twice.

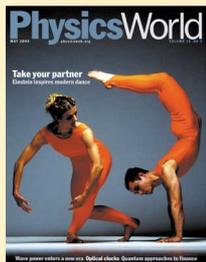
There was a lot of excitement surrounding the raffle, and in fact one of our winners told us that she's never won anything before in her life!

Please join us in congratulating our three lucky winners:

- 1) **Ben Wagner**, SUNY- Buffalo: *I-Pod Mini mp3 Player*
- 2) **Jennifer Harter**, MIT: *Portable DVD Player*
- 3) **Teresa DeLoach**, University of Texas: *\$100 Amazon.com gift certificate*

We enjoyed having the opportunity to meet with the librarians at this lively conference and look forward to participating at the next ACRL event.

Einstein Year celebrations with a difference!



In celebration of the 100th anniversary of Albert Einstein's seminal work, which changed physics and the way we understand our world, and as part of the World Year of Physics 2005 celebrations, IOP is organizing and participating in many events and activities in the UK and

Ireland. The aim of Einstein Year and World Year of Physics 2005 is to highlight to audiences of all ages that physics today is just as exciting and diverse as in Einstein's time.

As part of the celebration, IOP has already published celebratory focus issues on Einstein's work in *New Journal of Physics* (www.iop.org/EJ/journal/-page=extra.wypfocus/1367-2630/1) and *Journal of Physics B: Atomic, Molecular and Optical Physics* Vol. 39 Issue 9, and a special Einstein issue of *Physics World* in January 2005.

One of the highlights of the Einstein Year celebrations will be a new dance work by the Rambert Dance Company, based in London, UK, which was commissioned by IOP Managing Director, Jerry Cowhig, and uses Einstein's theories as its inspiration.

The dance work is entitled 'Constant Speed' and is choreographed by Rambert artistic director, Mark Baldwin. It uses the theories such as Brownian Motion, to create an exciting series of dance movements and creative elements. The brightly colored costumes, interesting lighting and the

music of Franz Lehar (1870-1948) all integrate to create an fascinating union between art and science.

The dance premières at Sadler's Wells in London from May 24-28, 2005.

Read more about 'Constant Speed' in an interview with Mark Baldwin in the May issue of *Physics World* at <http://physicsweb.org/articles/world/18/5/3/1>

Happy Birthday, Albert Einstein!



Innovative Physics A-level students from Bochum in Germany joined in the World Year of Physics 2005

celebrations by organizing a play to celebrate Einstein's birthday. Using paper masks and IOP flashing pins as props, they discussed Einstein's theories and those of other well

known physicists of the time, such as Max Planck and Niels Bohr.

Everyone involved had to choose a character to play at the beginning of the school year. They then had to carry out research on their chosen individual. Each person tried to find someone in their area of interest i.e. one student who wants to study medicine chose Wilhelm Conrad Roentgen. They then studied their life, work place and theories. The students had a lot of fun with this project and learned a great deal about atomic and quantum physics.

For more information about Einstein Year and organized events, please visit www.einsteinyear.org

EVENTS

Special Libraries Association

Toronto, Canada, June 5 – 8, 2005, Booth 1731

Be sure to visit the PAM Suite Daily Retreat. Watch your email and PAMNet for details.

Online Conference - South Africa

Pretoria, South Africa
June 21 – 23, 2005

ANKOS annual meeting

Sakarya, Turkey
June 16 – 18, 2005

North Carolina Library Association Biennial Conference 2005

Winston-Salem, North Carolina, USA
Sept 21 – 23, 2005

If you would like to meet us at these events, please contact your IOP Regional Manager (full details at www.iop.org/EJ/enquiries). We look forward to seeing you there!

CONFERENCE NEWS

SLA Conference, 2005



The IOP booth at SLA conference, 2004.

As a proud sponsor of the Physics-Astronomy-Mathematics (PAM) Division of the SLA, IOP offers support in many ways.

At the upcoming Annual Conference in Toronto, we are pleased to present speakers of the highest caliber on three PAM panel discussions. First, Ken Lillywhite, our Business Director, will be speaking at the PAM Vendor Update on Sunday, June 5th from 1:30 to 3:00pm. On Monday, June 6th, Desmond Reaney, our Consortia Business Development Manager, will be participating in the International Issues in Developing Countries panel from 3:30 to 5:00pm. And on Wednesday, June 8th, Steve Moss, our Vice President for the Americas, will be speaking on the Physics Roundtable from 11:30am to 1:00pm. I'm sure all of these sessions will be interesting and lively.

If you're looking for somewhere to rest between all the exciting sessions, IOP will once again be hosting our exclusive 'PAM Suite Daily Retreat'. The daily retreat is a place where PAM members can take a relaxing break from the hustle and bustle of the convention floor. The suite is stocked throughout the day with food and drinks, and we even offer a few

computers to enable our guests to check their emails without waiting on endless lines at the conference-provided cyber cafe. This year the Daily Retreat will be open on Monday and Tuesday, June 6th and 7th, from 9:00am to 4:00pm in the PAM Division Suite. We will have special goody bags available exclusively at the Suite which include the 2005 collectible mug! You won't want to miss it!

We also sponsor one of the Division's two evening Open Houses. We hope that all PAM Members will join us on Monday, June 6th from 7:00pm to 11:00pm in the



Librarians enjoying themselves with IOP in last year's PAM Suite.

PAM Suite for complimentary cocktails and hors d'oeuvres.

And, of course, we'll be expecting to see you all at our booth, #1731. We'll have a great selection of our world-famous flashing pins. As always, they'll be certain to be the talk of the show, so be sure to stop by and pick one up before they're all gone. And don't leave the booth without having a personal demonstration of our Librarian's Channel, a website dedicated to the needs of librarians.

We look forward to seeing you in Toronto this June!

IOP Reception at the APS March Meeting

We know that happy and satisfied journal users are important to the success of your library. We work closely with our authors and end-users to ensure that they receive maximum benefit from their relationship with the Institute of Physics. As such, we recently hosted our 8th Annual Journals Reception at the APS March Meeting in Los Angeles. Nearly 100 esteemed members of the physics community joined us for an evening of great food, drink and conversation. In a short welcome address, Steve Moss, Vice President, IOP, Inc., encouraged guests to keep reading and keep submitting to IOP's important journals.

Professors from many major institutions attended this event. We had representatives from UCLA, University of Calgary, Princeton, RPI, Brookhaven National Lab, and Emory University, just to name a few. You can check out the photos online at www.iop.org/EJ/news/ (click on the 'IOP Reception at the APS March Meeting' link). Perhaps you will recognize some of your library patrons!

DID YOU KNOW?

Registering for e-access is easy!

With our new online registration form, we have made the process of registering for full text access to your journal subscription even easier. In addition to the latest issues, subscribing institutions also gain access to a 10 year backfile, plus a whole host of value added features, all at no extra cost!

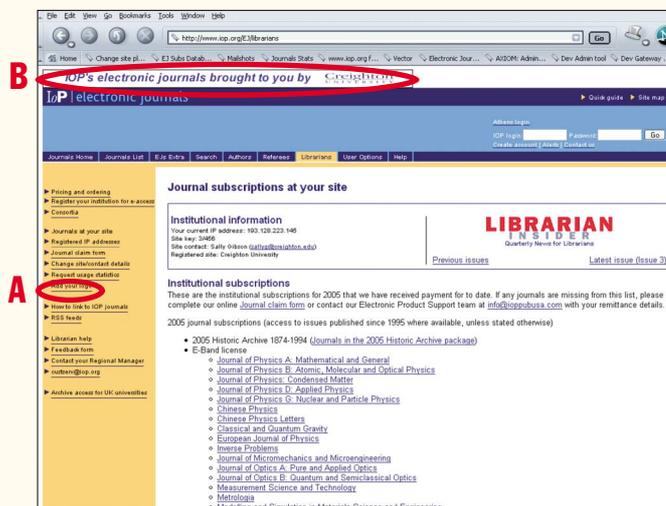
If you haven't already registered, more information about registering and our online registration form can be found at www.iop.org/journals/register

Add your logo to IOP's Electronic Journals service

In 2002, we launched a tool to enable you to add your organization's logo to our Electronic Journals service. After featuring the tool in Issue 1 of Librarian Insider, many of you have taken advantage of it. If you haven't already added your logo, you can do this at any time and it's simple and easy to do.

The 'Add your logo' tool can be found in our Librarians channel at www.iop.org/EJ/librarians (see the link on the right-hand side of the page (A)). Once you have supplied your logo, it will appear at the top of all pages in our Electronic Journals service so it will be highly visible (B). You can even specify a URL that you would like your branding to link to, e.g. your institution's website.

Adding your branding to our web pages is a good way of letting your users know that full text access to our journals is not an automatic entitlement but has been arranged by your organization. It highlights the important service that you provide.



If you have any questions about adding your logo, our Electronic Product Support team are here to help. Please contact them at custserv@iop.org

IOP Physics Reviews

Do you have colleagues and patrons who are too busy to keep abreast of the latest developments in their research area? Then we have the service for you! The IOP Physics Reviews service, launched in 2002, brings together all review articles published in the Institute's journals, including topical reviews and those from our dedicated review journal *Reports on Progress in Physics*.

The review articles in our journals cover all areas of physics and are among the most widely downloaded and heavily cited. Our Editors regularly identify topical areas of interest and commission leading scientists to write expert commentary on them. Often useful as guides to raw data and original research material, they also serve as a

valuable tool for researchers wishing to keep up with the latest developments. Intended to bring unity and cohesion to a field, review articles are especially important to newcomers to a research area.

The articles in IOP Physics Reviews can be displayed by subject, by journal or by date. The service is free to all but access to the full text of articles identified in it is subject to subscription status. Non-subscribers of the source journals can purchase the articles online by simply clicking on the full text PDF links.

Visit IOP Physics Reviews today at <http://reviews.iop.org> and take a look at the review articles in your area of interest!

ASK LI

Athens authentication in IOP's Electronic Journals service

Institute of Physics recently announced the implementation of Athens authentication in our Electronic Journals service. Eduserv Athens is an access management system used primarily by UK institutions to control access to web based subscription services. Since implementation we have received a number of questions from customers about how it works and how they can register for Athens access. Please read on for additional information...

How do I login into IOP's Electronic Journals service using my Athens login?

To login to our Electronic Journals service using your Athens username and password, visit the journals homepage at <http://journals.iop.org> and click on the 'Athens login' link in the top right-hand corner of the page (C). This login link can be found on every page of our Electronic Journals service. Users can login with their



Athens username and password to get access to their institution's subscriptions, both on- and off-site.

Your site must be Athens registered to use this service.

How can I find out if my site is Athens registered?

To find out if your site is Athens registered, visit <http://auth.athensams.net/orglist.php>

I have an Athens username and password but it doesn't seem to work in the IOP Electronic Journals Service

First, check with your Athens Administrator. The name of

the Athens Administrator at your institution can be found at <http://auth.athensams.net/orglist.php>

If you are the Athens Administrator and you cannot login, check with the Eduserv Athens Service desk at athenshelp@eduserv.org.uk to see if IOP's Electronic Journals service has been set up in your list of available resources. If this is the case, refer to our Athens help page www.iop.org/EJ/help/-topic=athens/ or email custserv@iop.org

I have a personal account set up in your Electronic Journals service for my alerts. Will this still work?

Yes, this account will still work. Existing personal accounts set up for alerts and other personalization options in IOP's Electronic Journals service are not connected to the Athens authentication. You will still need to use your existing username and password to get access to these accounts.

Do we always have to use our Athens username and password to access on- and off-campus from now on?

No, if your institution has IP addresses registered with us then you will still be able to access IOP's Electronic Journals service on campus by IP address recognition. Off-campus you can access the Tables of Contents and abstracts of all articles. You can use your personal username and password to access your saved alerts, etc. If you have any Athens personal accounts set up, which allow roaming access, these should also work off-campus.

Further information about Athens is available at www.eduserv.org.uk/athens

If you have any questions about Athens and access to our Electronic Journals, please contact laura.shaw@iop.org

Do you have a question for us that you would like answered? Email us at custserv@iop.org with the subject line 'Ask LI'.

Collectible posters

Help your users keep up-to-date with work published in IOP journals with this issue's free email alerts poster. It provides all the information you need to know about using this free service. Following on from the recent success of *Journal of Neural Engineering's* selection for MEDLINE®, we are re-issuing our popular JNE poster. To receive complimentary copies

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