

LIBRARIAN INSIDER

NEWS FOR LIBRARIANS

IOP

FALL 2005, ISSUE 5

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

NEWS

IOP Journals Access for Hurricane Katrina Victims

The following is a letter from Steve Moss prepared on behalf of all staff at IOP Publishing worldwide. It was posted on our website (www.iop.org/EJ/news/) as well as the SLA's IPANDAnet blog (<http://slablogger.typepad.com/ipandanet/>) in early September. If you, or anyone you know, were affected by Katrina and need access to IOP's journals, please contact us using the information below.

As the effects of Hurricane Katrina unfold, we sadly recognize that the future of many libraries remains uncertain. Our thoughts and prayers go out to those who have been affected by this catastrophe.

However, we realize that the need for information doesn't ever come to a halt, even when access is not easily available. Thus, we have put systems into place to ensure that professors, researchers, librarians and students affected by this tragedy can gain access to all IOP journals for at least the remainder of 2005.

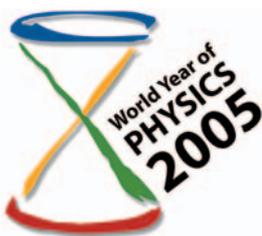
If your access to research published by the Institute of Physics has been disrupted, please contact us by phone at 215-627-0880 or by email at info@ioppubusa.com for instructions and a password. You will then be able to access all of our journals from any remote location.

We encourage all of our readers to help the hurricane victims. There are many websites that can direct you, but the SLA's site is a good start: <http://www.sla.org>.

Sincerely,

Steve Moss
Institute of Physics Publishing, The Americas
Moss@ioppubusa.com

'Spacetime 100 Years Later'



New Journal of Physics (www.njp.org), IOP's open-access research journal (co-owned by Deutsche Physikalische Gesellschaft) recently published the third of its three celebratory focus issues in recognition of the 100th anniversary of Albert Einstein's *annus mirabilis*. **'Spacetime 100 Years Later'**, edited by Richard Price and Jorge Pullin, collects together reviews from some of the leading exponents working in relativity to provide a glimpse of the current status of what Einstein wrought in 1905, as well as a historical perspective on how ideas about spacetime have evolved since then.

*"Perhaps most remarkable about the breakthroughs in physics that the young Albert Einstein introduced in the *annus mirabilis* of 1905 was the revision of our ideas of space and time themselves" comment Price and Pullin. "The revision has become a permanent feature of our understanding of reality and the ensuing rethinking has led to even more outrageous revisions, like the idea of black holes or a universe beginning with a Big Bang."*

This NJP volume celebrates this stature and surveys where Einstein's spacetime ideas have led us. It's both fascinating and accessible. NJP is always free to read at www.njp.org. This special issue can be directly accessed at www.njp.org/focus/spacetime

MARKETING YOUR LIBRARY

At IOP, we love hearing about the creative ways that librarians promote their products and services to the users at their institutions. With this issue of the Librarian Insider we are introducing this new feature to enable librarians to share marketing ideas with each other. Each issue will focus on a different concept or event hosted by an innovative librarian. Maybe you'll get a new idea on how to motivate your own users!

For the past 3 years the University of Houston-Clear Lake has held a "TechKnow Day" to demonstrate to students, faculty and staff all the technology available on campus.

This year, the Alfred R. Neumann Library was the hit of the event. Their booth boasted a creative theme: The Information Matrix. With four librarians dressed as Neo and Trinity from the Matrix movies, the team of proactive librarians were on-hand to tell attendees how the library provides information, how users can take information away from the library and details on utilizing sources other than the internet, such as journals.iop.org.

TechKnow Day gave the librarians the opportunity to share information with users that are otherwise not coming to the library. Karen Berrish, Web Content Reference Librarian, told us - *"Our TechKnow Day booth was a big success this year, thanks in large part to the colorful IOP posters and cool flashing pins sent by Debra Wills at IOP. The pins went really fast, but as you will see in the photos, at least two librarians grabbed theirs first and wore them all day."*

Karen acknowledges that some patrons no longer need to come to the library - *"Even if people just came for a pin, it gave us the opportunity to engage them in conversation and share something new with them. An opportunity we might not have if they don't come to the library. We need to go outside of the library and get to where the patrons are."*

Karen hopes that maybe the next time one of the patrons is looking for information they may just use the library website first. Being proactive will become more important in the future as technology allows for more wireless users. Having a TechKnow Day is a great venue for getting your message out there - and a chance to have some fun!



Gary Thomson and Karen Berrish doing their Matrix impressions at of Houston-Clear Lake's "TechKnow Day".

For marketing materials for promoting your library and the resources you offer please contact your Regional Representative or send an email to info@ioppubusa.com (US) or Gabby.russell@iop.org (ROW).

To have your library featured in "Marketing Your Library", send an email to info@ioppubusa.com telling us about your promotion and/or event. We'll contact you for additional details, and photos if you have them!

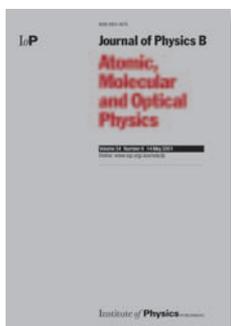
60 seconds with...

Randy Reichardt, University of Alberta's Information Services Librarian, is currently being featured in 60 seconds with... an all new interview-style Q & A segment of our recently updated journals homepage (journals.iop.org).

60 seconds with... was introduced to offer a fun, informative and casual look at those shaping the science community and has so far included a cross-section of librarians, faculty and staff members. Mr. Reichardt was chosen for his commitment to librarianship, his ability to embrace the "next big thing" (Randy was blogging before most of us had even heard the term), and his unique interests that go well beyond the confines of the Library.

To learn more about Randy Reichardt, you can read the entire interview at <http://journals.iop.org/sixty/>. 60 seconds with... is updated monthly, so be sure to visit journals.iop.org often to see who we feature next. Interested in being interviewed? Send us a note at info@ioppubusa.com.

Quantum optics titles to merge



Research in the field of quantum optics has seen such immense growth in the last few years that the borderline between two of our optical physics related titles, *Journal of Optics B: Quantum and Semiclassical Optics* (JOPB) and *Journal of Physics B: Atomic, Molecular and Optical Physics* (J. Phys. B) is no longer meaningful. With the future direction of the field in mind we have decided to merge JOPB with J. Phys. B. This union will create a platform for the development of optical, atomic and molecular physics with ultracold atomic physics at the center of the journal. Professor Jan-Michael Rost, Editor-in-Chief of J. Phys. B said, “We believe that the atomic physics and quantum optics community as a whole will benefit from the unified journal.”

Other topics already well represented in J. Phys. B and JOPB will be communicated to a significantly broader readership, thus generating a larger impact for our authors' research. IOP will publish the two journals until the end of 2005. In 2006 the newly merged title, which will carry the *Journal of Physics B: Atomic, Molecular and Optical Physics* moniker, will be launched as a home for all the communities represented by the original journals. Subscribers to J. Phys. B and JOPB have been contacted with further information about the merged title and 2006 subscriptions.

As a result of this merger, the following changes will be made to the journal discount packages in 2006: *Journal of Optics B: Quantum and Semiclassical Optics* will no longer be included in Package Z. Package E will be discontinued. *Journal of Optics A: Pure and Applied Optics* will now be included in Package B.

EVENTS

IOP is always pleased to be represented at international meetings of information professionals. We like to hear your views on issues facing the publishing sector and discuss how we can help you make the most of your subscriptions. This fall, IOP will again be exhibiting at the Frankfurt International Book Fair in Germany, Online Information in London, and the Charleston Librarian Conference in South Carolina.

We invite you to visit us at these meetings where you will be able to participate in demonstrations of our electronic services and take a look at our latest titles. Please refer to the events calendar below for details of our stand locations. We look forward to seeing you!



IOP at Online Information 2004, London

Frankfurt International Book Fair

Frankfurt, Germany, October 19 – 23, 2005
Hall 4.2, Stand J415

Online Information

London, UK, November 29 - December 1, 2005
Stand 76

Charleston Conference Vendor Showcase

Charleston, SC, November 2, 2005
Francis Marion Hotel, Table 39

ALA MidWinter Meeting

San Antonio, TX, January 20 – 23, 2006
Henry B. Gonzalez Convention Center, Booth #1104

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!

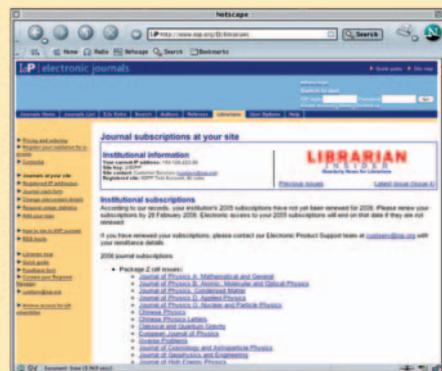
DID YOU KNOW?

Online help is just a click away

Albert Einstein said “*The important thing is not to stop questioning.*” We have to agree. While our customer service team is always available to respond to your inquiries, we also have a link on our exclusive Librarian’s Channel devoted to providing answers to your IOP questions.

By accessing librarian.iop.org, you can find answers to frequently asked questions for librarians. Whether your question is general, such as “How do I use Electronic Journals?” or specific, “How can I add an IP address?” you will probably find the information you require.

If after reviewing the FAQ page you still have questions, you can use our online facility to contact the IOP representative who is dedicated to your institution. Simply click on the “Contact your Regional Manager” link and help is just a phone call – or an email – away.



Impact Factors show growth

The 2004 Impact Factors released by ISI® have shown that authors who publish their work with IOP are now being cited more than ever before, reflecting the increasing quality, visibility and use of the science in our journals. In all, 23 titles have seen an increase in Impact Factor and of those, 10 increased by more than 20% on 2003 results. These journals include:

- Nanotechnology:** 3.322, up 44%, and ranked among the top ten journals in the applied physics category
- Semiconductor Science and Technology:** 2.152, up 34%
- Classical and Quantum Gravity:** 2.941, up 28%
- Journal of Micromechanics and Microengineering:** 2.048, up 20%
- Measurement Science and Technology:** 1.118, up 36%

Impact Factors for all of the titles in the Journal of Physics series have increased compared to previous years, with **Journal of Physics: Condensed Matter** now at 2.049.

New Journal of Physics, the open-access journal for physics co-owned by IOP and the Deutsche Physikalische Gesellschaft, has seen a 24% increase to 3.095.

Journals published by IOP in conjunction with partner organizations have also seen significant growth in citation: **Physics in Medicine and Biology**, owned by the Institute of Physics and Engineering in Medicine, has seen an 11% increase to 2.368

- Metrologia**, a journal of the Bureau International des Poids et Mesures, now has an Impact Factor of 1.314, up 33%
- Journal of Cosmology and Astroparticle Physics**, a new electronic-only journal created by the International School of Advanced Studies (SISSA), received its first Impact Factor – an impressive 7.914

Jerry Cowhig, Managing Director of Institute of Physics Publishing, commented: “*These results are excellent news for our authors as well as readers of IOP journals. We are grateful to our authors and referees for enabling us to achieve these results. We will continue to strive to offer a first-class publishing service to the scientific community.*”

Visit our individual journal websites for further information on all IOP journals – a complete list of titles can be found at journals.iop.org.

ASK LI

Hugh Rodriguez at the Instituto Mexicano del Petroleo library asks: *“Do you have a separate price list or subscription information for customers in Latin America?”*

LI says: We are happy to direct our customers in Latin America to a special page on our website dedicated to their unique needs. The página latinoamericana can be accessed via the pricing and ordering page on the Librarians Channel. Alternatively, users can go directly to the page using this link:

<http://www.iop.org/foreign/latwelc.html> We have created a Spanish version of our 2006 Journals Bulletin, which can be requested by emailing info@ioppubusa.com, or can be viewed online at <http://www.iop.org/foreign/Boletin2006.pdf> In addition, 2006 sees our first ever Portuguese-language Bulletin. Though at Librarian Insider publication, the Portuguese Bulletin was not yet complete, interested users should be able to access it by the middle of October via the link above.

David Bilski, Serials Acquisitions Specialist at The University of Washington Libraries in Seattle asks: *“Can you provide further details regarding Physica Scripta? University of Washington Libraries subscribes to Physica Scripta and the companion Topical Volumes (on CD-ROM) through our agent. When IOP begins offering the journal, will the Topical Volumes be included as well? If so, will the CD-ROM format remain unchanged? If they will not be included, would agents continue to offer the Topical Volumes on CD-ROM?”*

LI says: Topical issues will indeed be included as part of your Physica Scripta subscription. In 2006, they will be delivered in the usual CD-ROM format. We will review CD-ROM delivery next year and may phase it out in favor of a Web version depending on customer demand and satisfaction with online only for this part of the journal. Our next issue of Librarian Insider will feature additional information about Physica Scripta, but until then, you can access the journal’s website at www.iop.org/Journals/PhysScr or contact your Regional Representative or our customer services team at Custserv@iop.org with specific questions.

Debra Bailey Kolah, Science Librarian at Rice University, offered the following suggestion to LI: *“Just a bit of feedback--would it be possible to put a date next to the Issue number on the front--even just spring or winter, etc. would be good--I'm looking at a paper copy that I have of one--and I have NO idea what year or month it came out...this isn't a problem if you are looking at it online I'm sure--but I guess I must have gotten this one in the mail or printed it to "read later"...”*

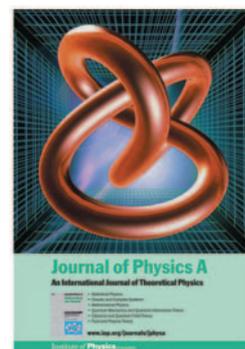
LI says: Thanks for the great suggestion Debra. We suspect that you received your printed copy of the Librarian Insider in your goody-bag at the SLA meeting, but of course readers often print out copies of the newsletter to review at a convenient time. We love your idea of incorporating a time frame, and since LI is published quarterly, we thought that labeling the season of the newest issue seemed appropriate. Thus you will have noticed that the issue you’re reading right now is our Fall edition. Thanks again Debra, and keep those great ideas coming!

**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

You don't have to subscribe to *Journal of Physics A: Mathematical and General* to appreciate this month's eye-catching 3-D-style poster. For those of you who do hold a subscription to this important title, the poster will reinforce to your readers the broad scope of this "International Journal of Theoretical Physics."

To receive your complimentary poster, please email laura.shaw@iop.org This offer is available while supplies last.



We welcome your feedback and comments on **LIBRARIAN INSIDER**; please email laura.shaw@iop.org

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