

IOP Publishing

Welcome to the 30th 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 holly.purcell@iop.org.

OCLC adds IOP content to WorldCat databases



We are all aware of the growth in online information and resources that the research community has to navigate, and the confusion over where to find trustworthy search platforms that deliver quality content. Online Computer Library Catalog's (OCLC's) WorldCat service is a library management system that provides a possible solution for researchers. Bringing content from multiple publishers together, WorldCat offers a single location where your researchers can find relevant articles across the world's library collections. IOP is one of ten publishers to have recently signed an agreement with OCLC, which will see abstracts from over 60 IOP-hosted journals included in WorldCat's services. IOP's Journal Archive has also been included, providing users with access to 186,000 articles published in the physical sciences since 1874.

If you have a WorldCat subscription, you will soon see abstracts of IOP-hosted content appearing in your search alongside results from other participating publishers. Clicking on an abstract will then refer you to the IOPscience platform where the full text can be accessed through the appropriate journal subscription. Graham McCann, Head of Product Management and Innovation at IOP, said "This agreement supports our commitment to providing our customers with the best access to high-impact research. By adding IOPscience abstracts to OCLC's services, we are helping our researchers who use WorldCat's popular discovery services to quickly get access to the content they need".

More information about WorldCat services can be found at worldcat.org or contact our customer services team with any questions.

Article Evolution for all IOP journals



In the September, 2011 issue of *Librarian Insider*, we told you about our recently launched, ongoing project called Article Evolution. Starting with two of our journals, this project aimed to improve the online delivery of our articles, and give readers a more interactive and enhanced experience of the presented research.

Article Evolution is now available for 41 IOP titles, giving researchers the benefits of the project across more subject areas and journals.

Many new features include video abstracts, zooming into figures, MathJax technology to improve mathematics readability on screen, figure browsing, and additional export options. There is even an enhanced mobile view that gives better viewing options for abstracts and article pages on mobile devices.

For more information, please visit the [Article Evolution page](#).

COUNTER Silver Sponsor status



We are pleased to announce that the Executive Board of Counting Online Usage of Networked Electronic Resources (COUNTER) has awarded IOP Publishing Silver Sponsor status for our work on COUNTER compliance.

This means that IOP is continuously providing credible and consistent usage reporting in line with COUNTER regulations, helping librarians understand how information is accessed within their institutions.

You can find out more about COUNTER on our librarian channel or at projectcounter.org.

ALA Midwinter/STS reception



Attendees at the American Library Association's (ALA's) 2012 Midwinter Meeting enjoy the social occasion.

Dazzling downtown Dallas, TX, was the backdrop for the ALA 2012 Midwinter Meeting in January, 2012. IOP Publishing was delighted to once again sponsor the SciTech Section's (STS's) exclusive dinner reception. The stars of the reception were out at the eclectic City Tavern on Main Street, where more than 70 guests shared a festive Tex-Mex buffet. STS members and their guests looked sharp in custom bolo ties and neckbadge wallets, sporting "Saturn in a hat" flashing pins.

A big "thank you" goes out to John Meier (Penn State University), and Maxine Schmidt (University of Massachusetts) for all of their help in making this event a success, and also to Maribeth Slebodnik (Purdue University Libraries) for her lovely thank-you toast. We look forward to continuing our efforts in supporting this lively and active section, and hope to host a similar event in January, 2013.

EVENTS

EBSCO Open Day

April 19, 2012
Amsterdam, The Netherlands
Attended by Kathryn Zerboni
(Regional Representative).

ANKOS

April 26–28, 2012
Elazig, Turkey
Attended by Patrick Doogue
(Regional Representative).

Info 2012

May 14–16, 2012
Tel Aviv, Israel
Attended by Kathryn Zerboni
(Regional Representative), Marie
Moment (Business Development
Manager), and Olaf Ernst
(Commercial Director).

Deutscher Bibliothekartag 2012

May 22–25, 2012
Hamburg, Germany
Attended by Frauke Ralf (Regional
Representative), and Olaf Ernst
(Commercial Director).

IATUL

May 29–June 2, 2012
Warsaw, Poland
Attended by Lukas Piasecki
(Regional Representative).

100th Deutscher Bibliothekartag

June 7–10, 2012
Berlin, Germany
Attended by Frauke Ralf (Regional
Representative), who will be on
the panel of the GESIG meeting
discussing Allianz-Lizenzen in
Germany.

eIFL General Assembly

June 26–28, 2012
Minsk, Belarus
Attended by Yann Amouroux
(Regional Representative).

DID YOU KNOW?

IOP Travel Stipend Award returns for SLA 2012



With budget cuts affecting many institutions across the world, new librarians are often restricted from attending important community events due to conference fees and the high cost of travel.

Knowing the importance of these events to graduates in their first few years of librarianship, we thought it was important to help tackle the problem and provide some support for struggling new professionals facing the financial squeeze.

In 2009 we launched the IOP Publishing SLA Travel Stipend Award, a sponsorship program for new librarians who wish to attend the event

for the first time. Four winners receive \$1,000 to help facilitate their attendance, ensuring that they do not miss out on important discussions, meeting with their peers, or gathering essential knowledge about the PAM industry, which is so beneficial to their careers.

We were delighted to offer the program again for SLA 2012 in Chicago, IL, and were pleased to receive many applications from new librarians wishing to attend the conference. The deadline for entries is now closed, and the four lucky winners have been informed. Look out for the announcement in the June issue of *Librarian Insider* to find out more about the winners.



60 seconds with...

Carsten Erdmann, Corporate Sales Manager, IOP Publishing

Tell us a bit more about your role.

I am newly appointed to look after all of IOP's corporate customers in my territories, whether they subscribe to a single journal or to a global corporate licence agreement. I intend to work closely with this customer group to properly understand their research needs, provide them with support, and answer any questions. I am also the first point of contact for any new corporate customers in my sales territories who are interested in IOP content.

Where are you based, and which IOP customers will you be working with?

I am based in Germany and will be working with customers from all corporate sectors in Europe, the Middle East, and all of Africa. The majority of our current corporate customers work in the fields of medicine, engineering, material science, and aerospace, but we hope to expand on this by building relationships with companies working in other industrial sectors.

What is your background and where have you worked in the past?

I grew up in Cape Town, South Africa, but have spent most of my professional life living in the UK and Germany. I have extensive experience of corporate customers within the STM industry, having worked as a Corporate Account Manager for Springer Publishing in London. Prior to this I worked in similar roles for Factiva and Reuters PLC.

What is the last book you read, and which book would you recommend reading?

I always enjoy easy reading with a flavor of adventure. James Patterson's detective series would be something like that. I would recommend any of his books!

Name one place you have always wanted to visit.

I have always wanted to go to Everest Base Camp. The view at 6,500 m must be breathtaking. I will see it one day.

Are you planning on attending any events this year where IOP customers can meet you?

The earliest meeting I plan to attend this year is the AGM (Arbeitsgruppe, Elektronische Medien in der Patentinformation), and I will be at the Frankfurt Book Fair in October this year too.

IOPscience extra posters now available for your library



Are you a subscriber to **IOPscience extra**? Would you like to receive some materials to help you promote the package to your researchers? **E-mail us** and we'll send you a free selection of our "Innovation", "Clarity", and "Inspiration" posters for your library and faculty.

Introductory guide for authors



The publishing process has changed rapidly in recent times due to new technologies, and the growing complexity of publication models. This can be confusing for researchers, especially early on in their career when they have limited experience in this area.

To assist authors in making the right choices for their paper, we have created an impartial **"Introductory guide for authors"**. This is a handy document that provides an overview of the publication process as well as a

step-by-step guide through the stages of planning, writing, editing, and submitting research.

Scientists provide the fuel for innovation—we want to ensure that they have all the information they need to share their ideas in the best way possible.

This important resource is available electronically or in print. To receive your copies, e-mail **Zoe Anderson** with your postal address, and the quantity you would like for your library.

Spotted!



IOP has once again hit the small screen. **Classical and Quantum Gravity** had a brief cameo on CBS's *The Big Bang Theory* in early 2012.

The appearance can be found in season five, episode 15, "The Friendship Contraction", shortly after the title credits.

If you watch closely, you can see Leonard putting a copy of the journal into his backpack while in the university cafeteria.

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