

Kevin Bouley Re-Elected ASIDIC President Iris Hanney and Barry Bealer Join Executive Committee Fall Meeting Considers Open Access

ASIDIC held its Fall 2004 meeting at the Ritz-Carlton Hotel in Phoenix, AZ on September 19-21. The meeting was keynoted by **David Worlock**, Chairman of Electronic Publishing Services, Ltd., followed by a number of speakers, who addressed several viewpoints of the current debate on Open Access to publications. The Technical Program is summarized in this Newsletter. **Erica Mobley** (Inspec, Inc.) was Program Chair. **Rick Noble**, Local Host, went to great lengths to ensure comfortable surroundings for the approximately 65 attendees, including a fascinating visit to the Challenger Space Center on Monday evening. There, ASIDIC visitors learned how students create and control "missions" as training exercises, followed by dinner served in a soaring atrium adorned with large murals tracing the development of the space age.

Committee Reports

Treasurer: ASIDIC Treasurer **Mike Walker** (NewsBank, Inc.) reported that ASIDIC's cash position is good. Because of excellent sponsorship receipts for the Fall meeting, the association's asset base should improve this year.

Executive: ASIDIC president **Kevin Bouley** (Nerac, Inc.) reported on the Executive Committee meeting. Thanks to the generosity of TechBooks, the newsletter archive is now available on the web site. It will be mined to create a historical database which will be available later this year. Traffic on the ASIDIC web site will also be tracked. Membership renewal invoices for 2005 dues will be going out soon; please renew your membership promptly. Membership dues are now \$495 for Full Members and \$250 for Associate Members; meeting fees are \$350 for Members and \$495 for Non-members.

Finance: **Jay ven Eman** (Access Innovations) noted that the financials are now much better than they were several years ago, and the 2005 budget is appropriately conservative.

Membership: **Carolyn Finn** (Thomson Scientific) welcomed the new members that have joined ASIDIC since the last meeting.

Standards: A listserv reporting standards of interest to ASIDIC members is now available. For further information or to subscribe, please contact **Marjorie Hlava** (Access Innovations, mhlava@accessinn.com).

Sponsorship: **Kevin Bouley** noted that sponsors help make ASIDIC meetings profitable and are a good way for an organization to gain visibility. He thanked Infotrieve, Elsevier, and Thomson Scientific for their generosity in sponsoring the Fall meeting. TechBooks sponsored new conference bags.

Spring 2005 Meeting

The spring meeting will be held March 20-22, 2005 at the Royal Sonesta Hotel, New Orleans, LA. **Marjorie Hlava** will be Local Host, and **Carolyn Finn** will be Program Chair. The topic of the meeting will be "Search Wars and the Next Wave of Internet Innovation". Until recently search engines have been neatly divided into two camps—those that support free Web information and those that support the invisible Web. As the Web users defy lines between the invisible Web content and free Web content, the wars heat up between the traditional search engine providers and the traditional scholarly information industry. Has the time come for Web search engine providers to compete with traditional disseminators of scholarly information, or will a new era of partnerships for delivery of content emerge? We will explore the search engine wars and the next wave of Internet products and services.

This will be an exciting meeting in an excellent location, and one which you will absolutely not want to miss! Mark your calendar now!

Future Meetings

The Fall 2005 meeting will be in the San Francisco area. **Randy Marcinko** (Marcinko Enterprises) will be Local Host. The Spring 2006 meeting will be in Fort Myers, FL; **Iris Hanney** (TechBooks) will be Local Host.

Elections

The Nominating Committee—**Miriam Drake** (Information Management & Planning), **Jay ven Eman**, and **Randy Marcinko**—presented the following candidates:

President	Kevin Bouley (Nerac, Inc.)
Member-at-Large	Iris Hanney (TechBooks)
	Barry Bealer (Really Strategies)

There were no further nominations, so these candidates were elected by acclamation and congratulated. A listing of the new Executive Committee is attached to this newsletter.

President's Column

By Kevin Bouley

Dear Friends,

There is something to be said of the old Chinese curse, "May you live in interesting times." These are certainly interesting times. As I begin my second term as ASIDIC president, I offer my thanks to you, the ASIDIC membership, and the Executive Committee for all your support during the past year. I would also renew my call for those among you with passion to step forward to help guide and lead the organization.

The holiday season is nearly upon us and before it gets too far along, I ask that you mark your calendars and save the date for the Spring meeting, March 20-22, 2005, hosted by Margie Hlava from Access Innovations. The Royal Sonesta Hotel in New Orleans will be the backdrop to a timely and exciting program being assembled by Carolyn Finn from Thomson Scientific.

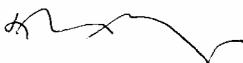
The Fall program, which combined interests in open access and linking, came together nicely with the help of the membership and was very well received by all those in attendance. My thanks to Erica Mobley from Inspec for her role as Program Chair and to Rick Noble whose hosting arrangements at the Ritz were second to none.

Thanks also to Frank Bilotto from Vivisimo, who has agreed to make the newsletter backfile, generously sponsored by TechBooks, searchable using the Clusty engine.

The announcement last Thursday by Google has prompted many to contemplate a future that allows access to scientific and technical content through other than traditional channels. The Spring program is entitled "Search Wars and the Next Wave of Internet Innovation". It will focus on the new Internet products and services, particularly in the area of searching, as well as the interactions between Web search engine providers and traditional online searching services. Please visit www.asidic.org for updates to the program. And if you have suggestions for the program—either topics or speakers—please get in touch with Carolyn as soon as you can, because the program is now being assembled.

While it is sometimes easy to succumb to the gloom and doom outlook regarding change, particularly changes as significant as these, it is within the venue of an ASIDIC meeting that we can make sense of the issues that surround us. For those of us seeking to better understand these changes and their impact, the Spring program promises to deliver on a developing topic area of interest to us all. I look forward to seeing you in New Orleans.

Regards,



New Members

ASIDIC welcomes the following new members:

INIST-CNRS

2 Allee du Parc de Bravois
Vandoeuvre-les-Nancy, Cedex, France 54514
Representative: Marc Guichard
E-mail: guichard@inist.fr
Phone: +33 (0)3 83 50 46 80

open-conference

2nd Floor, 145 - 157 St John Street
London EC1V 4PY, England
Representative: Peter McKay
Phone: +44 (0)845 226 7598
E-mail: peter.mckay@open-conference.com

Vivisimo, Inc.

2435 Beechwood Blvd.
Pittsburgh, PA 15217
Representative: Frank Bilotto
Phone: (412)-422-2499, x125
E-mail: bilotto@vivisimo.com

ASIDIC thanks InfoTrieve, Thomson Scientific, and Elsevier for their generous sponsorship of the Fall Meeting and TechBooks for its sponsorship of the conference bags.

TECHNICAL PROGRAM SUMMARY

Introduction to the Meeting

Open access (OA) is a major issue in scientific publishing. While new digital technologies and networked communications are credited for creating this popular alternative to the traditional subscription-based publishing model, it has caused concern among traditional publishers that have been forced to raise legal and technological barriers to limit how information is being used. Is open access ready to move out from the community of advocates to the more mainstream and financially conservative publishers? We explore publisher strategies and concerns as open access continues to grow in the marketplace.

KEYNOTE ADDRESS

Open Access: Free for All – Or More Expensive for Everyone?

David Worlock, Chairman, Electronic Publishing Services, Ltd.

Huge divisions exist in the information industry today. Where is the industry going? Have the issues become major stress factors? OA publishing is frequently thought of as an “author pays” model, but it can also be viewed as an open archive access model dependent on local or institutional information repositories. Many information users feel that traditional subscription-based publishing models are broken. If so, is it because users’ needs are better met by an author pays model, market economics have changed, or wider access has had a significant impact? It is important to see that the scholarly publishing model can be changed; indeed it *must* be changed because print on paper is rapidly approaching the end of its life in today’s increasingly

digital environment. Publishing is being impacted by many factors, including multimedia, virtual database publishing, data mining, visualization, portals with advanced taxonomies, and advanced research services. OA publishing and institutional repositories have the potential to be equally significant. Network connectivity has changed everything. What are our roles and relationships in that environment? Huge stresses have been created; old relationships cannot survive the changeover to a digital network.

The current STM publishing market amounts to about \$7 billion, with the academic sector being the largest. Journals account for about half of the revenues, followed by online databases and books. It is a market in transition; in the sci-tech portion, print is the delivery channel about 40% of the time, but in the medical part, print is used over 60% of the time.

The UK House of Commons Select Committee on Science and Technology recently conducted an inquiry on scientific publications. Its report, released in July 2004, made 82 recommendations. The inquiry also raised the following questions, which the Committee did not seek to answer. However, we already know the answers to some of these questions (they are indicated following the question in italics).

1. Will OA hasten the end of print publishing but also disenfranchise those who cannot work online? *This is already happening without OA publishing.*
2. What interest would OA publishing have in archival maintenance and preservation?
3. Would it be fairer to charge submission fees as well as acceptance fees in the OA model?

4. If OA works, will the major commercial publishers adopt it anyway? Is the mixed publishing economy inevitable?
 5. Is OA just a distraction from the fundamental changes in scholarly communications (mixed media articles; evidential database publishing; sector portals) or does it arise because of them?
 6. Is copyright an issue in OA? Would current practice work as well on a license as it does on an assignment? *No. Ownership is not the issue; dissemination is.*
 7. Is OA inherently unfair, in that large research-based universities—Cambridge, Harvard, MIT—will pay more than their less research-orientated peers? *Yes.*
 8. Is OA inherently unfair, in that 35% of commercial users of research articles will get a free ride? *Of course!*
 9. Will market rules like NIH proposes in the US work in a global content economy? *No.*
 10. How can we ensure, beyond partial schemes like HINARI and AGORA, that developing world researchers get access if we do not have OA? *By inviting researchers from the developing world to visit other countries, they can obtain access.*
 11. Is OA more of a threat to the future of learned society publishing than it is to commercial publishing? *Yes.*
 12. Are librarians in particular threatened by OA? Does it mean a more pronounced drive towards individual research project and departmental repositories? Or will it move towards national archives run by PubMed Central? *Librarians may be threatened, but they are crucial change agents.*
 13. Is the OA publishing model fatally flawed? If revenue comes only from accepted articles, will OA publishers need to create capital reserves to even out years of lower than normal acceptance? *The model is flawed as a business model, especially if it depends totally on article submissions.*
 14. Will the financial model pressure the OA publisher to publish more than strict peer review would suggest was appropriate?
 15. Will OA move us from a profit system to a patronage system, and corrupt peer review in the process? *Possibly, but peer review must change radically in a digital age anyway. By providing feedback to researchers, many networks create their own peer review.*
 16. Why do we need repositories? Can we not store everything in distributed environments and centralize the metadata repository and the persistent identity? *We are now distributing nearly everything anyway through preprint servers etc. So we do not really need to worry about this.*
 17. Who is in charge of standards and loading conventions in local repositories? Who makes sure that academics load, and that standards develop?
 18. Most of the OA models at present lose money—OUP, PLoS, BioMed Central, IOPP—and need charitable or commercial support to survive. How can they move into profitability without sharply raising prices for accepted articles? *Most people will not pay more than \$500. Nobody is going to make money from OA.*
 19. What about certainty? How will the researcher be sure of finding everything? *This is the greatest issue—how to find everything.*
 20. Is the real center of the market now searching and secondary publishing (Scopus v. Web of Knowledge) and not primary publishing at all?
- Peer review is a key battleground. It must change radically in a digital world. We

must move away from simple word matching in searching (i.e. Google). RSS, instant messaging, and similar technologies are becoming more important. The digital revolution is still coming; we must talk about all the issues of market access, not just OA.

Session 1. Exploring Open Access From Several Viewpoints

Open Access in Action

Henry Hagedorn, University of Arizona

Ever since World War II, the government has invested huge amounts of money in supporting research. Much of the money goes to universities, government agencies, and national laboratories. The receiving institutions have spent heavily to provide the infrastructure for these research efforts. Research results were formerly published nearly exclusively by scientific societies, but it did not take long for commercial publishers to see a market opportunity. They gained control of the publications by claiming copyright on them, despite the research being funded using public money. This happened because it was in scientists' interests to allow it. Publishers have created journals in every imaginable scientific sub-discipline and are now charging inordinately high prices to allow scientists to read their own and colleagues' work. Publishers claim that they are adding value by providing scientists with a way to disseminate their work, but it really should be called "value subtracted" because the high prices are impeding the free flow of information in the academic community. Society really owns the data, which should be published in journals that are freely available to all.

Possible publishing institutions for OA journals include research institutions, government agencies, or even libraries. The Uni-

versity of Arizona library has been publishing *Journal of Insect Science* (JIS) for four years. To date, about 185 manuscripts have been received, and about half of them have been published. JIS is digital, peer reviewed, and free to readers and authors online. We provide no cost inclusion of color, sound and video, and the authors retain copyright. The journal has both an Editorial Board and an Advisory Board.

The concept that libraries should consider publishing academic journals was first broached within SPARC. Carla Stoffle, Dean of Libraries at the University of Arizona, and a founding member of SPARC, mentioned this idea at a meeting of University of Arizona faculty in 1999, which was intended to raise the consciousness of the faculty about rising journal costs. From this initial idea, it was decided to begin publishing an OA journal on insect science, and JIS was born.

Editing JIS is essentially the same task as it would be for any journal, but over the past four years we have refined the process of handling manuscripts considerably. Manuscripts are submitted as attachments to e-mail. A PDF version is created and sent via e-mail to reviewers. Reviews are sent to the author by e-mail. After a manuscript is accepted, it is copyedited and sent with tables and figures to the library, again by e-mail, where the text is converted into HTML and PDF, both of which are posted to the website. The editorial process is entirely electronic: there is never a paper copy of the manuscript, nor is a paper copy sent to reviewers.

Why have we not resorted to an automated system for handling manuscripts? Automated systems are too expensive for a single journal. But, more importantly, automated systems are just that: automated. Personal

contact with the authors is important, and the automated systems make that difficult. They also can make the process of submission of a manuscript more difficult for the author. Currently, the author only has to send an e-mail with attachments. A few send a CD of a more complex manuscript with many figures or movies. Usually that works very well.

Some of the costs of publishing a digital journal are absorbed by the university and granting agencies. The time spent by faculty who are editors and reviewers is typically absorbed by the university, although it is considerable. Faculty and universities consider these hidden costs a normal part of academic life. If a university publishes an academic journal there are the costs of computer hardware and software, plus the salaries of the people who maintain this equipment. In addition, there are costs for salaries of staff that work on formatting the journal.

Once a manuscript is accepted it is sent to the library for formatting. It takes about 7 to 8 hours per paper to format it in HTML and PDF, which costs about \$200/manuscript. At about 36 papers/year, salary costs for formatting amount to about \$7,200.

The SPARC website has a discussion of the cancellation of some Elsevier journals by Cornell University libraries. Cornell lists 161 journals that they decided to cancel. The average subscription cost for these journals was \$1,570. A Wiley journal on insect science now publishes about 50 papers a year and it costs \$2,000 for a one year subscription for a library. That averages out to about \$40 per paper.

JIS is just beginning its fourth year. As the number of papers published grows, the cost to the university library will grow. At some point, the journal will have to generate funds

to support this effort. We believe that when the journal reaches this stage, charging authors to publish in an academic journal is a reasonable financial model for an academic institution to use.

Why should authors be willing to pay a fee for publishing in a free access journal?

- The paper is available online free to all. Access is therefore unlimited.
- We provide a PDF version of the paper to the author and readers, which takes the place of the cost of expensive reprints.
- The author retains copyright.
- We suggest that asking authors to pay for formatting is reasonable, about \$200 in our case, as long as charges for authors who do not have such funds are waived. This compares to the \$500 that BioMed Central charges per manuscript, and \$1500 that PloS charges. (They need to do this because they are supporting a large organization.) By being a very small part of a library, JIS does not pay for that superstructure. The Federal and State governments pay this cost, which is appropriate as part of their mission of supporting research.

Our financial model therefore has two steps. Initially, the academic institution supports founding a journal, and, once the journal is well established, the authors are asked to pay for formatting costs while the academic institution covers overhead costs. The costs of initiating JIS are a very small fraction of the huge financial commitment that the university makes in supporting the academic community.

We need to shift our focus to a larger goal: establishing OA journals. Academic institutions produce a large proportion of the literature in the scholarly world but they have not traditionally published scholarly papers.

It is time for this to change. It is reasonable to consider the cost of publication to be part of the cost of sponsoring research by both academic institutions and granting agencies. If sufficient numbers of academic institutions accepted this concept, the result would be an increasing number of low cost OA journals, and the cost of journals for all academic libraries would be dramatically reduced. Costs should be shared in this process. If the University of Arizona library bears the costs of publishing a few OA journals and other libraries publish other OA journals, the costs of journal subscriptions would fall dramatically.

Many commercial publishers have increased the cost of subscriptions substantially, and libraries are now spending millions of dollars purchasing scientific journals. Several universities have cancelled their subscriptions to Elsevier journals, and others may follow suit. Libraries should devote some of the savings to creating journals that will compete with the high cost commercial journals.

The academic library is part of the scholarly enterprise and understands the desire of scholars for free access. It is also deeply involved in digitization of academic work and has the expertise needed for formatting manuscripts. And the library is not driven by market demands.

One of the unusual features of the academic library is that it exists not to make a profit, but rather to serve. The library has always been the wellspring of the concept of the free exchange of information within the academic community, which is a key feature of how academia serves society. The stranglehold that commercial interests now have on academic publishing is the antithesis of this concept.

Open Access Publishing: The Author's Point of View

Donna Cromer, University of New Mexico

There have been three extensive research surveys on authors' views of OA publishing, and their opinions are beginning to be quantified. One thing is certain: OA publishing is not for the money! Authors like what they do and feel they are a part of the knowledge creation cycle. They publish because of prestige, career goals, tenure, to obtain grants, etc.

The RoMeO (Rights Metadata for Open archiving) survey investigated intellectual property rights issues relating to the self-archiving of research papers in institutional repositories. 542 academic authors from 57 countries participated in the survey; about half of them were scientists. Although 58% had made their research papers freely available on the Web, 88% had used other research papers found on the Web. 81% of the respondents found papers on authors' personal web pages, not by using standard search engines or databases.

The Publisher's Association conducted another survey in 2004 with a representative sample of authors in various disciplines. It asked their opinions about the current situation in scholarly communications, how they choose where to publish, who they want to read their articles and their attitudes towards emerging publishing models. Younger authors are more open to the newer publishing models; older ones stated they would never publish in a journal without a print version. About 80% of the respondents knew little or nothing about OA journals. 38% had had some experiences with page charges.

A study by JISC/OSI found that many authors had a very high awareness of OA publishing and some of its benefits, and the vast

majority said they would deposit copies of their published articles in OA repositories if their employer or funding body required them to. Authors who had published in OA outlets had positive attitudes; those who had not perceived the journals as having slower publication times, a smaller readership, and fewer citations.

At Los Alamos National Laboratory, government scientists have the same goals and concerns when it comes to publishing. Some older scientists are set in their ways and see no reason to change, but younger scientists are more flexible, having grown up in the electronic information world. Publishing is part of the performance review process and citation counts are a big factor. There is some pressure to publish in certain journals, and scientists are interested in data that show OA papers are more highly cited than non-OA papers.

A recent University of New Mexico Faculty Senate Library Committee white paper entitled “The Crisis in Scholarly Communication” strongly supported publishing in OA journals:

“for the publishing paradigm to change, senior faculty must become familiar with open-access electronic publishing, use and support it, convince their departments to reward publication in such journals, and in their capacity as mentors influence junior faculty and graduate students to utilize this form of publication...Use of open-access, electronic publications whenever possible should be encouraged and supported by faculty and administrators.”

Some authors are concerned how those with power over furthering their careers would regard publishing in OA journals. The way to valuing OA is for already established researchers to lead the way. These concerns may be ameliorated by a study of conference presentations which found that citations to OA papers were 157% higher than those to

non-OA papers. In the astronomy area, publishers with restrictive access policies were determined to be cutting their potential readership in half, thus lowering their eventual impact. The physics literature was similar, but the margin of OA citations was 280% greater.

Citations to articles that have been deposited in institutional repositories, whether published in an OA journal or not, increased their citation impact by as much as 40%. One study noted that self-archiving one’s research output in an institutional archive provides OA by definition and went on to say,

“If the 500,000 authors of articles that appear each year in the 20,000 scientific journals around the world were to archive their material, we would have OA by definition. Self-archiving maximizes and accelerates research impact, and hence research productivity, progress and its rewards.”

Open Access: the Libraries’ Perspective. Underlying Issues and Long-Term Implications

David Stern, Yale University Libraries

To readers, OA means free and immediate access; publishers view it as an alternative delivery support model that must maintain their revenues. It is a serious misconception to view OA as a single price model because several revenue sources exist. The notion that OA means “author pays” began because of the initial examples of OA journals published by BioMedCentral and PLoS.

The major issues of OA include the interests of the parties in the publishing chain—authors, readers, publishers, and editors. Long-term issues include peer review, revenue sources, and archiving and migration

responsibilities. There is an inherent conflict between these special issues.

- Readers want immediate access to all the data, authenticity, peer review, and archival access.
- Authors want the recognition that is gained by peer review, recognized journals, quality editorial boards, and a good journal impact factor to ensure a viable citation history. They also want cost-free publishing so they can use all their grant funds for research.
- Editors want filters for reducing the number of papers, software to facilitate reviews, and an effective grievance process.
- Publishers want their revenues protected, as well as the prestige that comes from increasing revenues. They must recover their costs.

Existing cost models and revenue streams:

- Author page charges. Few institutions could handle complex direct sourcing. Even prestige journals cannot survive on author charges.
- Institutional revenue sources (are these really OA?) allow differential pricing options, but again there are not enough institutions to cover current spending levels.

Neither of these models addresses the problems of corporate fair share of revenues.

Alternative revenue streams include government revenue sources, endowments and subsidies, or enhanced fee-based services (current awareness, etc.).

Underlying issues can make OA sources more attractive. Direct payments to publishers would reduce redundant overhead and provide centralized tracking and analysis of usage. Consortial plans could be implemented, replacing today's multiple systems. Differential pricing based on actual

use and guaranteed levels of usage by libraries would replace today's price increases dependent upon publisher-declared inflation rates. Expansion of society-based peer review systems would remain viable as long as the peer review system remains in place.

Long term implications for OA:

- Peer review drives OA. It requires recognized editorial boards and an outlet for publications. For-profit publishers are less dependent upon peer review because they tend to accept many articles without review so that they will have enough material to continue publishing their journals and ensuring profitability. One way to reduce per-article costs is to reduce the number of articles requiring expensive peer review. The costs of peer review must be supported, but the revenue should be used to support the publishing process, not for other purposes. Tiered and differential pricing models can make publishing fees more equitable based upon local needs and vested interests.
- Archiving and migration responsibilities need to be supported. Options include hosting databases of articles at centers of excellence or distributed hosting. Self-archiving is widespread, but it has serious scalability issues.

OA has benefits and can support peer review infrastructures. Societies should have the editorial board advantages and educate the authors. Revenue can be handled through centralized and more efficient means, with fair allocations through differential pricing. Enhanced navigation services will generate additional revenue. Archival and backfile revenue is a key strategy issue. Selective peer review and publication is one layer of a revised and viable scholarly network.

Ebrary's View of Open Access

Kevin Sayar, ebrary

Ebrary bridges the gap between libraries and publishers by focusing on end users. It has mainly book content. Most of its content is in the form of PDF files, which helps to protect the publisher's copyright. It is easier to make an open access argument with journals than with books; universities are not subsidizing book publishers as much as journal publishers.

Session 2: Strategies for Managing Copyright and Intellectual Property

Copyright, Electronic Information, and Open Access

Duncan Alford, Georgetown University Law Center

The U.S. copyright law began with the Constitution. It has been interpreted by subsequent court decisions to apply to "*original works of authorship fixed in any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device.*"

Copyright does not apply to ideas, processes, concepts, or principles. It begins as soon as the work is created; the © symbol is no longer required, nor is registration with the Copyright Office. (Registration is still permissible and gives an author increased legal protections.) The term of a copyright is life of the author plus 70 years, except for "works for hire" for which the term is the first of 95 years from first publication of 120 years from first creation. Ownership is by the author(s) of the work except for "works for hire". Rights of the owner are: reproduction and distribution of copies, prepara-

tion of derivative works, and performing or displaying the work.

Copyrights can be transferred, usually by license. Sample license agreements are available at several web sites: www.licensingmodels.com, www.library.yale.edu/~license/standlicagree.html, and creativecommons.org.

License agreements are generally prepared by the publisher and hence their provisions favor publishers. Some of the issues addressed in license agreements are definitions, allowed users, methods of access, allowed and prohibited uses, price (in many cases, hourly use in a year can determine the subscription fee for the following year), and warranty (the publisher should warrant that it has the legal right to distribute the product, it is not infringing on the rights of others, and the product is free from defects). Publishers may seek indemnity clauses in their agreements, but the information buyer or user should *not* indemnify the publisher. (In fact, public institutions are usually prohibited from indemnifying third parties.)

Fair use is a special provision of the copyright law that was first developed in the 19th century. Factors considered in determining whether a proposed use qualifies as fair use include the purpose or character of the use, the nature of the copyrighted work, the amount of the work that will be used, and the effect of the use on the potential market for the copyrighted work. Fair use can be prohibited by the license agreement, so the Use and Prohibited Use sections of the agreement should be closely reviewed.

Worrisome trends in copyright legislation are the shrinking public domain, lengthening of copyright terms, the increasing importance of electronic information and resulting reliance on license agreements for access

instead of ownership, and growing oligopolies of publishers.

Session 3: Bringing it All Together—Open URLs and Open Access

Finding (Open Access) Information

Peter Noerr, MuseGlobal, Inc.

The information food chain encompasses the processes of discovery to delivery. Discovery is done by formulating queries, which involves discovering and accessing sources to obtain a citation, then linking to the document. Discovery and searching can be collapsed into a single process using metasearching—searching several sources simultaneously and receiving a unified set of results. However, metasearching has several assumptions and problems:

- The right sources must be known and commercially available,
- Connection technology must be able to perform the task, and
- Semantics of the query must be meaningful to each source.

OA increases the number of available sources, some of which may be small, ephemeral, and without indexing in any aggregated service.

To link to the document and retrieve the full text, one can use one of these three methods:

- Use the document's URL directly if it appears in the citation.
- If the document must be retrieved from a supplier other than the publisher, it will be necessary to send the link to a "link resolver" to create a document supplier URL.
- Send a query to suppliers requesting the link. The supplier returns details on price, availability, etc., and the user then

decides which supplier to use. (This is called "Broadcast resolution".)

Direct linking is technically easy and quick, but it may not return the best copy. OA can improve linking if the citation is from an OA source (but such sources must be recognized). Problems will arise if the OA source contains preprints or unauthorized versions of documents. Link resolution can provide a link to the "best copy", using pre-set rules, but it is slower and maintenance of a database of article sources is required, which may be very difficult. Broadcast resolution has the significant advantages that it links to the "best" copy (as determined by the user), and less maintenance is required because it does not depend on a list of journal titles, just the suppliers. The tradeoff is that it is slower and requires a metasearch engine. OA has little impact on broadcast resolution because the user decides which is the "best copy".

In the future we can expect to see a proliferation of sources and consequent loss of aggregation as well as a growing need for directories to find sources. OA presents several challenges, which are generally solvable by technology. The biggest stumbling block is the associated costs.

Accessing Open Access

Jim Pringle, Thomson Scientific

Challenges to OA include searching and linking. Is there enough content to access? Thomson Scientific recently studied the impact of journals listed in three OA directories with a combined total of 1,190 journals: Directory of Open Access Journals (www.doaj.org), SciELO (www.scielo.br), and J-STAGE (<http://www.lib.meiji.ac.jp/olj/list/12000.html>). In February 2004, 192 titles from these directories were covered in Thomson ISI databases; by June the total

had risen to 246. Most of the covered journals were in the life sciences and medicine.

Depending on the publisher's goals, there are a number of routes to OA. Some publishers have a long history, which they have carried into the OA model. Others are newer and are seeking to establish a reputation. And some regional publishers are using OA to gain global awareness of their journals.

The citation study mapped the content of OA journals against the amount of content that is really open. (Some journals were launched as OA, so all their content is open.) Others have made not only their current material open, but their backfiles as well. And others do not have the entire backfile available, or make it available only after an embargo period. The determining factor of what is available seems to be whatever fits the publisher's business model.

Good quality content is available in OA journals. In terms of ranking metrics, OA journals appear to be about on the same level as trade journals. OA implies the ability to link to the full text freely, without entitlements or authentication. ISI uses Open URLs to link to many journals, DOIs for others, and receives direct feeds for some journals.

The world of institutional repositories is much less structured than that of OA journals. There is a wide variety of objectives and content types and a variety of selection principles. Metadata cannot be relied upon; many repositories do not have metadata associated with their articles. The use of article identifiers is in its infancy, and quality control practices are not well established. For both OA journals and repositories, there are few straightforward solutions and major

challenges to effective searching and linking.

Open Access and OpenURL: Changing the Business Model

Eric Van de Velde, California Institute of Technology

Technology is changing the business models of all parties in publishing. They are experiencing new competitors, disrupted revenue streams, elimination of old jobs, and risky investments in new ventures—and they still must continue serving users! Today's college freshmen were born in 1986 and have spent all of their high school years on the Internet. They will not put up with service disruptions such as being forced to go to a second location to get information, identifying themselves, requiring an intermediary, or paying for information. Instead, they will put up with a lower quality of information.

The core mission of academic libraries is to provide the *best* information to users, not just "good enough" information. Libraries are the natural partners of publishers because they can help implement authentication methods that protect users' privacy, reduce the need for intermediation, and produce OA information. The Cal Tech Collection of Open Digital Archives (CODA, <http://coda.caltech.edu>) was started in January and now contains 2,633 documents, including theses, technical reports, conference proceedings articles and abstracts, and miscellaneous materials. It is staffed by librarians, information professionals, a technical support person, and support staff. CODA is a good example of an OA institutional repository. Its theses experience about 7 unique accesses per thesis per month. There is no advertising, only access. For CODA, OA has been a success!

The user community has become very educated about library issues such as the complexity of license agreements. If they know that information is available, they want it despite licensing issues. As OA grows, risks to libraries include loss of a physical location because shelves are no longer needed and loss of user interaction because all access is electronic. But we must recognize that OA is a reality, and the value of paper has become a negative. Handling costs and physical storage space have high costs. Contract negotiations are expensive and time-consuming; we need standardized contracts. Publishers must therefore focus on the total cost of providing information and take this into account in their negotiations.

Session 4: CEO/Executive Panel

This panel, departed from the traditional format of individual presentations followed by discussion, instead featuring a “fireside chat” among three executives and a moderator. The executives were Wes Crews (WC), CEO, Infotrieve; John Regazzi (JR), Managing Director, Market Development, Elsevier Science; and Kevin Fitzpatrick (KF), VP, Business Development, Lippincott, Williams & Wilkins (LWW). The panel was moderated by Kevin Bouley (KB), CEO, Nerac. Participants examined the 20 unanswered questions propounded by David Worlock in connection with his keynote address. The following is an edited transcript of the conversation.

The future of A&I databases

JR: The A&I industry is declining, which is a troubling trend. OA navigation and discovery systems are important and will drive A&I services. User needs are constantly changing, and the kinds of information they want is

changing. In the future, we may need to focus on portions of articles.

What is the nature of OA?

WC: What are the new market needs of customers? Costs are straining traditional access. Is this constraining the scientific research process? The economics of OA will not support a viable commercial economy. The tenure process drives the need for strong branded publications. Many researchers (over half) learn about articles from their colleagues. Serendipity is still important, and it is much different from research.

KF: Content is an important revenue stream for societies, so they have a vested role in OA.

KB: Customers want to point, click, and retrieve. OA may be a way to get information, but it is a disruptive technology.

WC: Costs increase for seamless connectivity and access, primarily because of broken links. DOIs will help.

KB: OA could be more costly than controlled access!

JR: Researchers tend to rank access good to excellent. OA is about buyers' problems and funding. We must believe that OA will take costs out of the system. Many author-pay models are underpriced, resulting in subsidization of OA. Author prices must increase.

Is copyright an issue in OA? Wouldn't current practice work as well on a license as it does on an assignment?

JR: Licenses would work just as well. The problem is enforcement of copyright and who protects the rights.

Is OA more of a threat to the future of learned society publishing than it is to com-

mercial publishing?

KF: Societies have other revenue streams besides publishing: membership dues, conference fees, advertising. Increasing journal subscriptions is important, so OA might be a threat. Societies must change their practices in response to users' needs.

JR: It is more than OA. Technology has lowered the barriers to OA, and it is here to stay as an alternative way to publish. How will commercial publishers respond? Searching will become a commodity; the big opportunity is to integrate it into workflows.

KF: Print is dead. Do we continue to publish print journals out of habit? What is the role of print? What is driving it?

JR: There is a difference between access for research and access for the public. Universal access includes multimedia and access to print. In the developing world, print is a big component of access. Print journals exist because customers ask for them.

WC: Eliminating print does not decrease costs very much—only about 12%.

KF: If print went away, access would not flow like water!

JR: Sales of print versions of A&I databases are mostly to the developing world.

Is OA good for science?

JR: Producers pay more than readers, so big universities pay more than less research-oriented institutions. Marginally profitable journals will find it hard to assert editorial leadership. OA will change the dynamics.

What is the role of advertising in OA journals?

KF: Pharmaceutical advances are the cornerstone of the OA model. The Pub-

lic Library of Science asked LWW to advertise in their journals.

JR: Few Elsevier journals have significant advertising, so they must have an individual subscriber base or a broad appeal. We may see more advertising in OA journals, but many are very specialized and have few opportunities to increase their revenue by advertising.

Is OA a social change? How will the economics evolve?

JR: It is a fundamental change. Systems must be easy to use and perceived free *at the point of use*. The real issue is who pays. How are libraries funded? Many libraries cannot afford subscriptions and are looking for OA. A funding basis and the ability to acquire it are needed for users. Tuition is also increasing, but libraries typically receive only 0.2% of a university's tuition revenue.

What is the role of scholarly societies in OA?

KF: Medical societies set standards for acceptance of articles and for public relations. The publishers handle everything else. The role of the societies is important and must continue.

WC: We must find ways to drive revenues and profit growth. Would we be happy if journal prices increased at the same rate as the Consumer Price Index?

JR: Elsevier has had to lower some prices so that libraries will renew their subscriptions.

What are the opportunities of OA?

KF: Issues of sustainability have caused publishers to look at their business models and liberalize their access policies. We need to find out how to

satisfy user wants.

WC: OA provides an opportunity for additional research to be published that might otherwise be constrained. More availability of good scientific research will advance science and innovation.

JR: We must make information available to the public, particularly medical information.

How will OA change business models?

JR: If it becomes a market need, the author-pays model would become standard, and commercial publishers would institute charges. Publishers will adapt in response to the market, or just to remove costs. But it is hard to remove much of the costs.

WC: Commercial publishers have the ability to change and understand their users. They will add services (filtering, user help, a service orientation). Scientists do not want to search many sites; because of time pressures, they just want answers. There is always a need for value-added services.

KF: There is a need for portals to aggregated content. Editing processes and alerting services are important aids that publishers can provide.

JR: It is most important to understand trends, but how can we do that?

What is the role or threat of OA to source materials?

WC: It is a time for precision and for idea creation and brainstorming. There is also an opportunity to improve the scientific communication process.

JR: There is a conflict between societies and OA. Large publishers have a wider distribution of revenue than societies. OA is a market share battle for authors and where they will publish. The societies will have prob-

lems with this. OA is free because Google is free. How long will this continue?

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ASIDIC EXECUTIVE COMMITTEE (2004-2005)

President: Kevin Bouley
Nerac, Inc.
One Technology Drive
Tolland, CT 06084-3900
PHONE: 860-872-7000
FAX: 860-871-7835
E-Mail: kbouley@nerac.com

Immediate Past President: Miriam Drake
Information Management and Planning
1860 Brockton Glen
Atlanta, GA 30329
PHONE: 404-636-0154
FAX: 404-248-1703
E-Mail: mdrake@bellsouth.net

Treasurer: Mike Walker
Newsbank, Inc.
P.O. Box 219
Chester, VT 05143-0219
PHONE: 802-875-2397
FAX: 802-875-2341
E-Mail: mwalker@newsbank.com

Member-at-Large & Secretary: Kurt Keeley
American Water Works Association
6666 W. Quincy Ave.
Denver, CO 80235-30098
PHONE: 303-347-6171
FAX: 303-794-6303
E-Mail: kkeeley@awwa.org

Member-at-Large: Barry Bealer
Really Strategies, Inc.
618 S Broad Street 2nd Floor
Lansdale, PA 19446-5200
PHONE: 215-631-3107 x13
FAX: 215-631-9358
E-mail: bbealer@reallysi.com

Member-at-Large: Carolyn Finn
Thomson Scientific
3501 Market St.
Philadelphia, PA 19104-3389
PHONE: 215-386-0100 or 800-336-4474
FAX: 215-386-6362
E-mail: carolyn.finn@thomson.com

Member-at-Large: Craig McKinnis
Valeo Intellectual Property
209 Madison St.
Alexandria, VA 22314
PHONE: 703-706-0374
FAX: 703-549-0338
E-Mail: camckinnis@valeoip.com

Member-at-Large: Iris Hanney
TechBooks, Inc.
1930 SW 48th Lane
Cale Coral, FL 33914-6986
PHONE: 239-549-2384
FAX: 239-549-3168
E-Mail: iris.hanney@techbooks.com

Member-at-Large: Erica Mobley
Inspec, Inc.
379 Thornall St., 2nd Floor
Edison, NJ 08837-2226
PHONE: 732-321-5575
FAX: 732-321-5702
E-Mail: emobley@inspecinc.com

ASIDIC SECRETARIAT

Donald Hawkins
P. O. Box 3212
Maple Glen, PA 19002-8212
PHONE: 215-654-9129
FAX: 215-654-9129
E-Mail: info@asidic.org

ASIDIC COMMITTEE CHAIRS (2004-2005)

Standards
Finance
Publications
Membership
Long Range Planning
Marjorie Hlava (Access Innovations, Inc.)
Jay ven Eman (Access Innovations, Inc.)
Donald Hawkins (ASIDIC Secretariat)
Carolyn Finn (Thomson Scientific)
Miriam Drake (Information Management and Planning)

ASIDIC FULL MEMBERS

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Informed Strategies	Judy Luther
Next Wave Consulting	Deborah L Wiley
open-conference	Peter Mckay
Pearson NCS	Bobbie G Gutierrez

FALL MEETING ATTENDEES

Duncan Alford
Georgetown University Law Library
111 G Street NW Room 204A
Washington, DC 20001
Phone: 202 662-9144
E-mail: dea22@law.georgetown.edu

Francis Andre
INIST-CNRS
2 Allee du Parc de Bravais
Vandoeuvre-les-Nancy, Cedex F-54514
Phone: +33-3 83 50 46 87
Fax: +33 3 83 50 46 50
E-mail: francis.andre@inist.fr

Dana Armstrong
INSPEC Inc
379 Thornall St
Edison, NJ 08837-2225
Phone: 732-321-5579 x 204
Fax: 732-321-5702
E-mail: darmstrong@inspecinc.com

Mary C Berger
Mary C Berger Associates
65 Weed Avenue
Norwalk, CT 06850-2226
Phone: 203-852-9331
E-mail: marycberger@aol.com

Kevin A Bouley
NERAC Inc
One Technology Dr
Tolland, CT 06084-3900
Phone: 860-872-7000
Fax: 860-871-7835
E-mail: kbouley@nerac.com

Harry F Boyle
Chemical Abstracts Service
PO Box 3012
Columbus, OH 43210-3012
Phone: 614-447-3630
Fax: 614-447-5470
E-mail: HBOYLE@CAS.ORG

Dennis Brunning
Arizona State University
Library C20
Tempe, AZ 85248
Phone: 480 965-7693
Fax: 480 965-9127
E-mail: brunning@asu.edu

Wes Crews
Infotrieve
11755 Wilshire Blvd 19th Floor
Los Angeles, CA 90025
Phone: 310-234-2036
E-mail: wcrews@infotrieve.com

Donna Cromer
University of New Mexico
Centennial Sci & Eng Library
Albuquerque, NM 87131-0001
Phone: 505-277-4753
E-mail: dcromer@unm.edu

Marina DeLima
INSPEC Inc
379 Thornall Street
Edison, NJ 08837
Phone: 732 321-5575
E-mail:

Miriam A Drake
Information Management and Planning
1860 Brockton Glen
Atlanta, GA 30329-2580
Phone: 404-636-0154
Fax: 404-248-1703
E-mail: mdrake@bellsouth.net

Raymond Duval
INIST-CNRS
2 Allee du Parc de Bravais
Vandoeuvre-les-Nancy, Cedex F-54514
Phone: +33-3 83 50 46 40
Fax: +33 3 83 50 46 50
E-mail: duval@inist.fr

Drucilla Ekwurzel
American Economic Association
2403 Sidney St #260
Pittsburgh, PA 15203-5118
Phone: 412-268-1044
Fax: 412-268-6810
E-mail: ekwurzel@econlit.org

Melanie Faithful
IOP Publishing Inc.
506 Bancroft Way
Franklin, TN 37064
Phone: 615 591-8612
Fax: 615 591-0354
E-mail: faithful@ioppubusa.com

Carolyn Finn
 Thomson Scientific
 3501 Market St
 Philadelphia, PA 19104-3389
 Phone: 215-386-0100 x1478
 Fax: 215-387-4706
 E-mail: carolyn.finn@isinet.com

Kevin Fitzpatrick
 Lippincott Williams and Williams
 530 Walnut Street
 Philadelphia, PA 19106
 Phone: 215 521 8606
 E-mail: kfitzpatrick@lww.com

Marc Guichard
 INIST-CNRS
 2 Allee du Parc de Bravais
 Vandoeuvre-les-Nancy, Cedex F-54514
 Phone: +33-3 83 50 46 80
 Fax: +33 3 83 50 46 50
 E-mail: guichard@inist.fr

Henry H Hagedorn
 U of Arizona
 Forbes 410 PO Box 2100
 Tucson, AZ 85721-0036
 Phone: 520 621-1151
 Fax: 520 621-1150
 E-mail: hagedorn@ag.arizona.edu

Donald T Hawkins
 ASIDIC Secretariat
 PO Box 3212
 Maple Glen, PA 19002-8212
 Phone: 215-654-9129
 Fax: 215-654-9129
 E-mail: dthawkins@verizon.net

Marjorie Hlava
 Access Innovations Inc
 PO Box 8640
 Albuquerque, NM 87198-8640
 Phone: 505-265-3591
 Fax: 505-256-1080
 E-mail: mhlava@accessinn.com

Thomas H Hogan
 Information Today Inc
 143 Old Marlton Pike
 Medford, NJ 08055-8570
 Phone: 609-654-6266
 Fax: 609-654-6266
 E-mail: hoganiti@aol.com

Edward M Johnson
 US Patent & Trademark Office
 PO Box 1450
 Alexandria, VA 22313-1450
 Phone: 703-306-2621
 Fax: 703-306-2737
 E-mail: ed.johnson@uspto.gov

Jana G Johnson
 Research Corporation Technologies
 101 N Wilmot Road Suite 600
 Tucson, AZ 85711
 Phone: 520 748-4455
 Fax: 520 748-0025
 E-mail: jjohnson@rctech.com

Kurt M Keeley
 American Water Works Association
 6666 W Quincy Ave
 Denver, CO 80235-3098
 Phone: 303-347-6171
 Fax: 303-794-1440
 E-mail: kkeeley@awwa.org

Bruce H Kiesel
 Thomson Scientific
 3501 Market Street
 Philadelphia, PA 19104
 Phone: 215 386-0100 x 7482
 Fax:
 E-mail: bkiesel @thomson.com

Ellen King
 Agilent Labs Library
 3500 Deer Creek Road - MS 26U-1
 Palo Alto, CA 94304
 Phone: 650 485-6690
 Fax: 650 485-5206
 E-mail: ellen-king@agilent.com

Ruth K Koolish
 Information Sources Inc
 PO Box 8120
 Berkeley, CA 94707-8120
 Phone: 510-525-6220
 Fax: 510-525-1568
 E-mail: rkoolish@searchsoftbase.com

Sul Lee
 University of Oklahoma Libraries
 401 West Brooks St
 Norman, OK 73019-2121
 Phone: 404 325 2611
 Fax: 405 325-7550
 E-mail: shlee@ou.edu

Polin Lei
 AWHONN
 2000 L St NW #740
 Washington, DC 20036
 Phone: 202 261-2424
 Fax: 202 728-0575
 E-mail: polinl@awhonn.org

John Lippert
 Infotrieve
 11755 Wilshire Blvd. 19th Floor
 Los Angeles, CA 90025
 Phone: 310 234-2036
 E-mail: jlippert@infotrieve.com

Michael Mahoney
 NERAC Inc
 One Technology Dr
 Tolland, CT 06084-3900
 Phone: 860-872-7000
 Fax: 860-872-7835
 E-mail: mmahoner@nerac.com

Randall W Marcinko
 Marcinko Enterprises, Inc.
 825 Grove St
 San Francisco, CA 94117-1711
 Phone: 415-626-4636
 Fax: 415-626-4652
 E-mail: randy@marcinko.com

Erica Mobley
 Inspec Inc
 379 Thornall St
 Edison, NJ 08837-2225
 Phone: 732-321-5575
 Fax: 732-321-5702
 E-mail: emobley@inspecinc.com

Michael Montembeau
 NERAC Inc
 One Technology Drive
 Tolland, CT 06084-3900
 Phone: 860 872-7000
 E-mail:

David Myers
 Wolters Kluwer, Medical Research Division
 333 7th Ave 20th Floor
 New York, NY 10001-5004
 Phone: 646-674-6354
 Fax: 646-674-6301
 E-mail: dmyers@ovid.com

Rick Noble
 248 Lead King Drive
 Castle Rock, CO 80108-8306
 Phone: 303 660-9842
 E-mail: rick_noble@comcast.net

Peter Noerr
 Muse Global
 4001 s 700 E #220
 Salt Lake City, UT 84107-2537
 Phone: 801-426-8441
 Fax: 801-426-8404
 E-mail: peter.noerr@edulib.com

Ed Pastorius
 Infotrieve
 11755 Wilshire Blvd. 19th Floor
 Los Angeles, CA 90025
 Phone: 310 234-2036
 E-mail: epastorius@infotrieve.com

Jan Peterson
 Infotrieve
 11755 Wilshire Blvd. 19th Floor
 Los Angeles, CA 90025
 Phone: 310 234-2036
 E-mail: jpeterson@infotrieve.com

Gerri Potash
 NERAC Inc
 One Technology Dr
 Tolland, CT 06084-3900
 Phone: 860-872-7000
 Fax: 860-871-7835
 E-mail: gpotash@nerac.com

John Regazzi
 Elsevier Science
 360 Park Ave South
 New York, NY 10010-1710
 Phone: 212 633 3900
 Fax: 212 633-3965
 E-mail: j.regazzi@elsevier.com

Jeanne Richardson
 Arizona State University Libraries
 4498 E Lafayette Blvd
 Phoenix, AZ 85018
 Phone: 480 965-5345
 Fax: 480 965-9127
 E-mail: jeanne.richardson@asu.edu

Dan Ruth
 Sage Publications
 2455 Teller Road
 Thousand Oaks, CA 91320
 Phone: 805 499-0721 ext 7251
 E-mail: dan.ruth@sagepub.com

Kevin Sayar
 www.ebrary.com
 318 Cambridge Avenue
 Palo Alto, CA 94303
 Phone: 650 475-8703
 Fax: 650 475-8881
 E-mail: sayar@ebrary.com

Gretchen Schlag
 US Government Printing Office
 Washington, DC 20401
 Phone: 202 512-0141
 E-mail: gschlag@gpo.gov

Frederick K Schoff
 Foundation Center
 79 5th Ave
 New York, NY 10003
 Phone: 212 807-3621
 E-mail: fks@fdncenter.org

Hazel H Seaba
 University of Iowa Drug Information Service
 100 Oakdale Campus N330 OH
 Iowa City, IA 52242-5000
 Phone: 319-335-4800
 Fax: 319-335-4440
 E-mail: HAZEL-SEABA@UIOWA.EDU

Suzanne Sincavage
 Pacific Intelligence International Inc
 5770 Armada Drive Suite 200
 Carlsbad, CA 92008-4603
 Phone: 760 496-3525
 Fax: 760 496-3501
 E-mail: drsincavage@pacificintelligence.com

Scott Smith
 Gale Group
 27500 Drake Road
 Farmington Hills, MI 48331-3535
 Phone:
 E-mail:

Marcelle Soviero
 Really Strategies
 618 S Broad Street
 Lansdale, PA 19446-5200
 Phone: 609 466-5305
 Fax: 609 466-0110
 E-mail: msoviero@reallysi.com

Karen J Spence
 US Dept of Energy
 Office of Scientific and Technical Information
 1 Science.gov Way
 Oak Ridge, TN 37830
 Phone: 865 547-0295
 Fax: 865 576-5870
 E-mail: spencek@osti.gov

David Stern
 Yale University Kline Science Library
 219 Prospect St PO Box 208111
 New Haven, CT 06520-8111
 Phone: 203 432-3447
 Fax: 203 432-3441
 E-mail: david.e.stern@yale.edu

Michael J Tansey
 MedCases Inc
 1401 Walnut St
 Philadelphia, PA 19102-3128
 Phone: 215-789-2732
 Fax: 215 636-9120
 E-mail: mtansey@medcases.com

Eric Van de Velde
 California Institute of Technology
 Fairchild Library Mail Code 1-43
 Pasadena, CA 91125
 Phone:
 E-mail: evdv@library.caltech.edu

Jay Ven Eman
 Access Innovations Inc
 PO Box 8640
 Albuquerque, NM 87198-8640
 Phone: 505-265-3591
 Fax: 505-256-1080
 E-mail: j_ven_eman@accessinn.com

Michael G Walker
 Newsbank Inc
 PO Box 219
 Chester, VT 05143-0219
 Phone: 802-875-2397
 Fax: 802-875-2341
 E-mail: mwalker@newsbank.com

Walter L Warnick
 US Dept of Energy
 Office of Scientific and Technical Information
 1 Science.gov Way
 Oak Ridge, TN 37830
 Phone: 301 903 7996
 Fax: 301 903-8972
 E-mail: warnickw@osti.gov

Deborah L Wiley
 Next Wave Consulting
 PO Box 2428 PMB 8446
 Pensacola, FL 32513-2428
 Phone: 410-474-0788
 Fax: 202-478-0211
 E-mail: deb@consultnw.com

David Worlock
 Electronic Publishing Services Ltd
 26 Roseberry Avenue
 London, EC1R 4SX
 Phone: 020 7837 3345
 Fax: 020 7837 8901
 E-mail: drw@epsLtd.com