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2007 Annual Meeting

The View Gets AAP Honors

ABC's award-winning talk show, *The View*, was chosen to receive the 2007 "AAP Honors" award, for its outstanding work in promoting American books and authors, and was presented with the award on March 6 at the AAP Annual Meeting.

Recipient of the 2003 Daytime Emmy Award for "Outstanding Talk Show," *The View* is broadcast live Monday through Friday, and features a team of four dynamic—and very different—women discussing contemporary events. AAP President and CEO Pat Schroeder said that "Despite the differences in age, background, and experience among *The View*'s hosts, they are *all* passionate about reading, and this passion comes through every time the discussion turns to books and authors." In the 10 years it has been on the air, *The View* has featured authors covering a broad range of subjects including politics, finance, autobiography, and fashion.

The show's Executive Producer Bill Geddie, and Talent Producer Sue Solomon, along with two of the show's hosts, Joy Behar and Elisabeth Hasselbeck, were on hand to accept the award, which comes with a \$5,000 donation to a charity of the winners' choosing. *The View* designated First Book, an international nonprofit organization that provides children from low-income families with new books, often the first books they have ever owned.

The AAP Honors were inaugurated

in 1997 to acknowledge the contributions of individuals and organizations *outside* the book industry who have helped focus public attention on American books and their importance in our society. Previous winners have included C-SPAN's Brian Lamb, country music star Dolly Parton who created the "Imagination Library" literacy program, and Oprah Winfrey.

Highlights

Digital was the name of the game on March 6 as some 250 attendees crowded the ballroom at the Yale Club in New York to hear a roster of speakers explore the ways in which traditional media is being redefined and reconfigured by the digital landscape, from changing business models, to content access and delivery, intellectual property rights management, and market strategies.

TIME Inc. CEO **Ann Moore** emphasized the strategic importance of getting their strongest brands onto digital platforms. She stressed the huge power in collaboration, with traditional media bringing the "great, trusted editing skills" to online news and information. She did admit that TIME Inc. tries to hang on to its print readers, who generate about \$118 in annual revenue compared with \$5 for online users, as long as possible.

Quoting the late Charles Clark's observation that "the answer to the machine is the machine," **Mark Bide** of Rightscom Ltd. described the work of ACAP (Automated Content Access Protocol) to develop a standard system that will

allow publishers to express digital content access and usage policies in a language that search engines can be programmed to recognize. AAP subsequently announced that it had joined ACAP.

In a spirited dialogue with Richard Sarnoff of Random House, Adobe CEO **Bruce Chizen** highlighted the growing demand for free web content accessed through mobile devices, and the scramble to upgrade wireless technology in the U.S., which he said is *far* behind that of Japan and Europe. Adobe innovations—including new desktop software that launched on March 27—will make it easy for publishers to take their content and re-purpose it, but he cautioned publishers to remain focused on the fact that their true strength lies in producing quality content. "Somebody needs to filter out all the garbage out there." Addressing the serious threat of digital piracy, Chizen said that Adobe and other members of the Business Software Alliance lose one-third of their revenue annually to piracy and those losses represent more than the total losses of AAP, RIAA, and MPAA members combined. Fighting back, he maintained, will require new initiatives in education, digital rights management, and enforcement, and a willingness to "continue to prosecute and to publicize those prosecutions."

Tina Sharkey, CEO of BabyCenter, LLC, stressed the importance for "GenY" of social media connecting people with one another. While previous generations "went online" GenY "lives online," a critical difference she stressed. These sites, while not creating content themselves

are powerful “buzz” generators, and Sharkey emphasized the importance of getting users to “act passionately on your behalf,” and to harness the power of bloggers.

In a speech that generated a good deal of media interest even before the meeting, Microsoft’s Associate General Counsel **Tom Rubin** hammered Google for “making money on the backs of others” in its online book search project and contrasted their approach with Microsoft’s, which he maintains grows out of a “common understanding of the creative process.” Stressing the need to advance technology in ways that respect copyright, Rubin spoke of the need for collaborative efforts to address a host of issues, including a process or safety net to deal with the problem of “orphan works.”

Peter Bloom, managing director of private equity giant General Atlantic, delighted his luncheon audience with technological sleight of hand, including a demonstration of the power of digital watermarking, the efficacy of clustered search engines, the amazing accomplishments of robotic surgery, and the philanthropic potential for public education of a donor-directed charity called Donors-Choose.org.

The Business Meeting: FY 2007/2008 Budget Approved

The membership approved an operating budget of \$ 9.0 million for fiscal year 2007/2008, with \$ 5.2 million allocated to Core. \$1.1 million was allocated to Higher Education; and \$ 2.7 million to the two divisions (\$ 1.5 million for School Division and

\$ 1.2 million for PSP). A shortfall of \$0.7 million will be drawn from cash reserves.

Publishers Elect Sarnoff, Ethridge, Sargent to Head AAP Board

Richard Sarnoff (Random House), Will Ethridge (Pearson Education) and John Sargent (Holtzbrinck Publishers) were elected as AAP officers for fiscal year 2007/2008, which began April 1, 2007. Sarnoff will serve a two-year term as Chairman of the AAP Board of Directors, succeeding Anthony Lucki, with Ethridge as Vice-Chair and Sargent as Treasurer.

SIP Annual Meeting

Highlights

AAP’s Ninth Annual Meeting for Smaller and Independent Publishers, held March 7, 2007 at New York University’s Kimmel Center, drew more than 100 independent publishers from all over the country.

The event opened with the presentation of the Miriam Bass Award for Creativity in Independent Publishing to Dennis Loy Johnson and Valerie Merians, co-publishers of Hoboken-based Melville House Publishing. In one of the most moving acceptance speeches in recent memory, Johnson paid tribute to all of the independent voices in publishing, particularly in the wake of the PGW meltdown. “Let me tell you, there are a lot of publishers out there right now who deserve an award for creativity by simply staying alive,” he said. The award is co-sponsored by AAP,

Rowman & Littlefield Publishing Group, and National Book Network (NBN) and carries a \$5,000 cash prize, fully funded by Rowman & Littlefield and NBN. “News that someone was giving me a check for \$5,000 has apparently resulted in a long line of angry printers waiting just outside the door...” he quipped. Johnson’s complete remarks (well worth reading) are available from Tina Jordan, AAP New York (tjordan@publishers.org).

The meeting explored seven approaches for making small and independent publishing houses more successful. Among those who shared their experiences and expertise were **Charles Ardai** (Hard Case Crime), **Linda Cunningham** (Meredith Books), **Johnny Temple** (Akashic Books), **Scott Watrous** (Globe Pequot Press), **Debbie Allen** (Black Dome Publishing), **Peter Burford** (Burford Books), **Alan Gianocavo** (Fox Chapel Publishing), **Brett Cohen** (Quirk Books), **Brenda Knight** (Red Wheel Weiser/Conari), **Jan Yager** (Hannacroix Creek Books), **Carol Lazare** (Other Press), **Violane Huisman** (Charlotte Sheedy Agency), **Allen Noren** (O’Reilly & Associates), **Kyle Hansen** (NYU Press), **Carol Fitzgerald** (BookReporter.com), **Jim Behrle** (Overlook Press), **Ruth Weiner** (Seven Stories Press), and **Steven Sorrentino** (Barnes & Noble).

For more information about AAP’s Smaller and Independent Publishers group contact: Tina Jordan (tjordan@publishers.org).

NEWS FROM WASHINGTON

Educational Publishers Meet with Members of Congress

On March 21 and March 22, AAP Higher Education and School Division member company representatives went to Capitol Hill for a series of meetings with Members of Congress. Discussions began with Rep. George Miller (D-CA), Chairman of the House Committee on Education and Labor, and continued in meetings with Senator Dick Durbin (D-IL) and Representatives John Tierney (D-MA), Rush Holt (D-NJ), Lynn Woolsey (D-CA), Danny Davis (D-IL), David Wu (D-OR), Rob Andrews (D-NJ), Dale Kildee (D-MI), Tom Petri (R-WI), and Ruben Hinojosa (D-TX). The publishers also attended the Higher Education Subcommittee hearings. With No Child Left Behind, the Higher Education Reauthorization Act, and Head Start all up for renewal this year, getting members of the House and Senate up to speed on publishers' concerns will be one of AAP's most important tasks, and the Association will be calling on member publishers to get more involved as the year progresses.

The School Division's Federal Relations Committee has developed a position paper on the reauthorization of No Child Left Behind, and this was distributed to members of Congress during the visits to Capitol Hill. For additional information: Julie Coptly, AAP Washington (jcoptly@publishers.org).

INTERNATIONAL COPYRIGHT PROTECTION

AAP Supports U.S. Government Action in Bringing WTO Cases Against China

In a statement issued on April 9 AAP expressed support for an announcement by the Office of the U.S. Trade Representative that it was filing two World Trade Organization (WTO) cases involving China's intellectual property protection and market access commitments. On April 10 USTR filed two Requests for Consultations with the People's Republic of China, the first step in the WTO's clearly defined mechanism for settling disputes among members.

AAP noted that despite some steps taken by the Chinese government in an attempt to address the problem of intellectual property theft, copyright piracy and trademark counterfeiting remain endemic, causing serious economic damage to all producers of legitimate products. In addition, China has failed to fulfill its commitments as a WTO member to liberalize restrictive importation and distribution practices that hobble the ability of foreign companies to do business in the Chinese market.

AAP President Pat Schroeder recently told a Congressional committee that by conservative estimates AAP member publishers lost \$52 million from the piracy of books and journals in China in 2006 [more than double the estimated total value of legitimate book exports to China last year], and that figure does not include digital piracy on the Internet.

(The full text of Mrs. Schroeder's testimony can be found on the AAP web site at

<http://www.publishers.org/press/pdf/Patricia%20Schroeder%20Testimony%20Feb%2015%202007.pdf>

Speaking about USTR's action in bringing the WTO cases Mrs. Schroeder said: "These proceedings stand to benefit not only foreign companies with intellectual property interests, but legitimate Chinese companies and ultimately, consumers, by promoting a more open, vibrant market for creative products." She remarked that AAP has built strong relationships with the Chinese government and the Chinese publishing industry, and plans to continue working with Chinese and other foreign publishers to bring attention to issues of common concern.

AAP Joins in Submitting Special 301 Report to U.S. Trade Representative

AAP joined with six other copyright-related trade associations in submitting its annual Special 301 Report to the Office of the United States Trade Representative. The report, completed under the umbrella of the International Intellectual Property Alliance (IIPA), details copyright piracy and related intellectual property rights and market access problems around the world. This year's report highlights copyright protection and enforcement problems in 61 countries and territories, and recommends that 47 of them be placed on an appropriate USTR "watch list." The press release is available at <http://www.publishers.org/press/releases.cfm?PressReleaseArticleID=371>

AAP Leads Anti-Piracy Raids in Malaysia

AAP conducted raids in Malaysia in early March, following up on actions carried out late last year and early in 2007. In the three raids, authorities searched 14 premises in Sunway College, the Multimedia University in Cyberjaya and the University Putra Malaysia Seri Kembangan, seizing 1,120 infringing copies, 57 originals and 20 copy machines.

World Intellectual Property Day

AAP will join other copyright industry groups in a Capitol Hill celebration of World Intellectual Property Day on April 26. The event, organized by the Congressional Caucus on Intellectual Property Promotion and the Prevention of Piracy, the Congressional Caucus on Entertainment Industries, the Creative and Innovative Economy Center, and the World Intellectual Property Organization, will showcase young artists and students and underscore the importance of intellectual property protection to creative development.

FREEDOM TO READ

Campaign for Reader Privacy Celebrates Senate Testimony by “John Doe” Librarian

AAP and its sister organizations in the Campaign for Reader Privacy welcomed the testimony on April 11 of one of the four “John Doe” librarians from Connecticut who successfully challenged an abusive FBI National Security Letter. In a powerful statement to the Senate

Judiciary Committee’s Subcommittee on the Constitution, George Christian, executive director of the Library Connection in Windsor, Connecticut, called on Congress to reconsider the USA PATRIOT Act and to restore reader privacy safeguards and other civil liberties that have been seriously compromised by the Act.

“We want you to take special note of the uses and abuses of NSLs in libraries and bookstores, and other places where higher First Amendment standards should be considered,” Christian said, noting that “Because of the gag order, you, our Senators and elected representatives and the American public are denied access to the stories and information about these abuses.”

The Senate Subcommittee hearings, chaired by Senator Russ Feingold (D-WI), were scheduled in the wake of revelations by the Inspector General of the Justice Department that the NSL authority has been routinely and widely abused by the FBI.

AAP President Pat Schroeder said: “Thanks to the personal and professional courage of four Connecticut librarians, Congress and the American people now understand what it’s like to live under an NSL gag order—to literally have your right to free speech taken away. Finally, George Christian has been able to tell Congress their story. Now it’s time for the 110th Congress to do what the 109th failed to do: restore reader privacy protections and civil liberties safeguards to the Patriot Act.”

The complete text of George Christian’s testimony can be found on the AAP web site at:

<http://www.publishers.org/press/pdf/George%20Christian%20Testimony.pdf>

COPA Law Struck Down Again

Almost nine years after its passage, the Child Online Protection Act (COPA) has been struck down for a second time by the same federal judge who issued a preliminary injunction barring its enforcement in 1999. The Supreme Court upheld that injunction in 2004 but sent the case back for a new trial that would take into account technological changes which had occurred since the law was enacted. COPA, which was challenged in court by the ACLU and a number of web publishers, would impose criminal and civil penalties for any communication via the World Wide Web “for commercial purposes” that contains material harmful to minors and can be accessed by minors. AAP took the lead on two separate *amicus* briefs arguing that COPA placed an unconstitutional burden on protected speech between adults and that filtering technology administered by parents is a much more effective and less intrusive way of protecting minors than criminalizing Internet speech.

AAP Welcomes House Passage of Presidential Records Bill

On March 14, by a vote of 333 to 93, the House passed H.R. 1255—the Presidential Records Act Amendments of 2007—reaffirming the right of the public to access presidential papers as spelled out in the 1978 Presidential Records Act.

H.R. 1255 nullifies an Executive Order issued by President Bush in November 2001 that allowed incumbent and former presidents, vice presidents, and even members of their families, to permanently block the release of papers, in direct violation of the 1978 Act. AAP's Freedom to Read Committee has been fighting since 2001 to overturn the Bush Executive Order through lobbying efforts, public education initiatives, and by providing support for a legal challenge brought by the American Historical Association.

Meeting with Senator Leahy's Staff on Reader Privacy Protection

AAP Freedom to Read director Judith Platt joined colleagues from the American Library Association, the American Booksellers Association, and PEN American Center in a meeting on March 12 with a member of Senate Judiciary Committee Chairman Patrick Leahy's staff to discuss the need for greater protections for reader privacy under the USA Patriot Act. The discussion centered on the lack of safeguards to prevent government "fishing expeditions" into the reading and Internet use records of ordinary Americans using Section 215 and the National Security Letter provisions of the Act. The meeting was particularly well-timed in the wake of disturbing revelations about widespread abuses of National Security Letters in a report issued by the Justice Department's Inspector General.

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AAP Seeks to File Brief in *TrumpNation* Case

AAP has joined other media and First Amendment organizations in asking a New Jersey state appeals court to permit the filing of an *amicus* brief opposing the order of a trial judge that would compel author Timothy O'Brien to reveal his sources for the financial information published about Donald Trump in O'Brien's book *TrumpNation*. Trump has sued O'Brien and his publisher, Warner Books, for defamation and damage to his business reputation over statements in the book that Trump's net worth is somewhere between \$150 and \$250 million, and not the multiple billions he claims. The lower court order is particularly disturbing because the judge concluded that O'Brien's confidential sources were not entitled to any shield law protection because the book was "entertainment" not "news,"—notwithstanding the fact that O'Brien is a financial reporter for *The New York Times* who has covered Trump's business dealings for years. For additional information: Judith Platt, AAP Washington (jlplatt@publishers.org).

COPYRIGHT

RPAC Annual Conference Scheduled May 14

AAP's Rights and Permissions Advisory Committee will hold its Annual Conference on Monday, May 14 at New York University's Kimmel Center from 9:00 am - 4:00 pm. Included in the topics to be covered are the Section 108 Study Group, accessibility issues for higher

education, K-12, and trade publishers, and the new ACAP pilot project (see separate item). To register online visit:

<http://www.publishers.org/conference/regform.cfm?EventID=94>

SCHOOL DIVISION

School Division Launches New Website on Testing

On April 10 the AAP School Division unveiled a new online resource to provide parents and educators with information about educational testing. A project of the Division's Test Committee, www.TestingFacts.org is designed to educate the public about the importance of educational assessment and to provide insight into the process by which students are tested.

In addition to illustrating the process for developing tests, the web site provides information about various kinds of standardized test formats and offers test-taking tips for parents, students, and educators. TestingFacts.org also provides links to organizations that engage in assessment-related work and answers to FAQs about testing.

Testing has taken on heightened significance following enactment of the No Child Left Behind legislation, and the testing industry works more closely than ever with officials from every state in an effort to design and produce fair and accurate tests that give educators the information they need to help individual students reach their potential in the classroom. As the importance of testing has increased, so too has the testing industry's focus on fair test devel-

opment and quality assurance practices.

“TestingFacts.org was designed to add transparency to the test development and scoring processes in which our members engage,” said AAP President and CEO Pat Schroeder. “Our members work with every state in the nation to provide fair and accurately designed and scored tests, and we are proud of their achievements on behalf of our nation’s schools.”

HIGHER EDUCATION

Higher Ed Publishers Testify in Arkansas, Minnesota

AAP continues to coordinate lobbying efforts in a host of states across the country in an effort to head off or modify ill-conceived legislative initiatives which attempt to regulate the college textbook market. In Arkansas, publishing representatives from Pearson Education, John Wiley & Sons, and Thomson Learning visited the State Capitol, and on March 15, Sean Wakely of Thomson Learning, Kurt Strand of McGraw Hill and Bruce Hildebrand of AAP testified at a House hearing in Minnesota.

AAP Meets with the National Federation of the Blind

AAP staff and member publishers met with representatives from the National Federation of the Blind (NFB) in March to discuss issues related to proposed legislation in the Maryland legislature that would require publishers to provide electronic formats of their textbooks to the Maryland Library for the Blind and Physically Handicapped on request,

to aid the Library and campus disability services offices in providing alternate formats to students with print disabilities. To address problems in the original bill, AAP negotiated changes with NFB, and a substitute bill, agreed upon by both organizations, has been submitted to the legislature. For more information: Ed McCoyd, AAP New York emccoyd@publishers.org, or Stacy Skelly, AAP D.C. sskelly@publishers.org.

Publishers to Participate in ACSFA Hearing

AAP is coordinating publisher participation in a hearing on textbooks by the Advisory Committee on Student Financial Assistance (ACSFA) which will be held in Oregon on April 13. A representative of Pearson Education is scheduled to testify, with a presentation on the positive impact of MyMathLab, a computer-based mathematics learning program.

TRADE PUBLISHING

PLVA Reads With Las Comadres

AAP’s Publishing for Latino Voices of America and Las Comadres Para Las Americas (www.lascomadres.org), will partner in the launch of the “Reading With Las Comadres.” Las Comadres is a grassroots organization representing more than 7,000 Latinas nationwide, which focuses on books written by Latinas and supports literacy efforts within the Hispanic community. PLVA and Las Comadres will publicly announce the program in May, along with a recommended list of one featured

title per month that will be read by Las Comadres chapters across the country, in celebration of Latino Books Month.

Latino Books Month Celebration at BookExpo

The Publishing Latino Voices for America task force will host a series of industry discussions at BookExpo America in New York on June 1 and 2, kicking off the 2007 celebration of Latino Books Month. Sessions at BEA will cover: *How Publishers Can Launch a Spanish Language Imprint*; *English Spoken Here: How to Work with Nonprofits to Reach the Latino Market Without Having to Learn Spanish* (Presented by *Nuestra Palabra: Latino Writers Having Their Say*); and *How to Create A Community of Hispanic Readers*. On June 1, world-renowned Latina authors will discuss their forthcoming English-language works. Speakers include Ana Castillo, (*The Guardians*); Michelle Herrera Mulligan, editor of the anthology, *Juicy Mangos: The Best Latina Erotica*; and Julia Alvarez, (*Once Upon a Quinceañera: Coming of Age in the USA*). For more information: Tina Jordan, tjordan@publishers.org

GET CAUGHT READING

GCR on Capitol Hill Set for May 2

AAP will hold another “Get Caught Reading Day on Capitol Hill” from noon until 2 p.m. on Tuesday, May 2. Previous events have proven so popular that members of the House and Senate have been happy to wait in line to get their pictures taken

“caught reading” a favorite book. This will be the first opportunity for freshman members of the 110th Congress to have get their own Get Caught Reading posters to send to libraries and bookstores back home. AAP has invited the C-SPAN BookTV crew back to conduct interviews with members of Congress about the role of books and reading in their lives.

Get Caught Reading to Launch in Romania

The Get Caught Reading Campaign will be launched in Romania in May during the last week of the Bucharest Book Festival. The highlight of the campaign will be a showcase which will open with a concert and will include readings by sports, television, theater, and music celebrities— all dedicated to sharing the joy of reading. For more information on the Get Caught Reading Campaign:

www.getcaughtreading.org
or contact Tina Jordan at tjordan@publishers.org

PROFESSIONAL & SCHOLARLY PUBLISHING DIVISION

PSP Signs Declaration On Open Access

AAP’s PSP Division joined with 45 international publishers and publishing organizations in signing on to ten principles (see “The Brussels Declaration” <http://www.stm-assoc.org/brussels-declaration>) issued by the International Scientific, Technical and Medical (STM) Association in response to the European

Commission’s February 15 “Communication on Scientific Communication in the Digital Age.” Neither pro- nor anti-open access, the declaration of principles emphasizes the strength, breadth, and unity of the scientific, technical and medical publishing community, how it conducts business, and how its activities benefit science and society, and seeks to respond to intervention by governments worldwide which would force unfunded mandates on the publishing community. For more information contact Barbara Meredith at bmeredith@publishers.org

Book “Boot Camp” to be Held in May

AAP’s Professional & Scholarly Publishing Division will present the fourth *Professional, Scholarly & Academic Books: The Basic Boot Camp* on Friday, May 11 in the AAP New York offices. The course is designed to provide an overview of the industry for those with less than three years’ experience in professional, scholarly, and academic book publishing. For more information: Sara Firestone at sfirestone@publishers.org or visit www.pspcentral.org

Journals Boot Camp Call for Recruits

The Tenth Biennial Journals Boot Camp will be held on September 26-29 at the Sofitel Hotel in Philadelphia. The AAP/PSP Journals Boot Camp is an intensive four-day course on journals publishing. The boot camp is appropriate for junior to mid-level staff in all job categories, including acquisitions, finance, production, circulation, sales, and

marketing, who are interested in broadening their knowledge of journal publishing beyond their current area of responsibility. For more information visit www.pspcentral.org or email sfirestone@publishers.org

PSP Donates Awards Program Books

The Professional and Scholarly Publishing Division’s Awards Program has donated more than 250 books to the Charles Evans Inness Memorial Library, a part of Medgar Evers College in Brooklyn, NY. Each year, PSP donates scholarly works covering 30 different disciplines that have competed for PSP Awards on the basis of their contribution to research, innovation, and excellence. To learn more about the PAP Awards program visit: <http://www.pspcentral.org/>

PSP’s American Medical Publishers Committee to Sponsor Medical Informatics Seminar

The PSP American Medical Publishers Committee (AMPC) is planning to hold a one-day educational seminar in New York in June. Entitled *Medical Informatics for Publishers in the Age of Digital Healthcare*, the seminar will seek to define and clarify medical informatics for an audience of publishing executives, and explain implications of the field for content providers planning or considering a move into Clinical Decision Support (CDS) and Health Information Training (HIT). Details will be available shortly on the PSP website www.pspcentral.org. For more information contact Sara Firestone – sfirestone@publishers.org