



# *The Art and Science of Information Dissemination*

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ACS National Meeting  
San Francisco, CA  
September 11, 2006

## How has publishing changed?

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- ◆ c. 1996 : web delivered print content in electronic form
  - Static document delivery
- ◆ c. 2006: web delivers web content
  - No longer just “document” delivery
    - More functions within content
    - Options for collaboration
  - Print constraints disappearing (length, media – audio, video, *etc.*)



# What can we do today?

- ◆ Definitions of “publication” expanded
  - Audiences with different expectations
  - Versions
    - Manuscript
    - Pre-print
    - Article
    - Post-print
  - Features
    - Information/content
    - Interactivity (collaboration)
    - Multi-format (audio, video)
    - Portability (podcasts, PDA delivery)



## ACS Chemical Biology: A New Model for Chemistry Publishing

- ◆ Taking advantage of technology
- ◆ Tapping interests of, and resources in, the chemistry/biology communities
- ◆ Experimenting to determine what works best
- ◆ Mixture of traditional and innovative elements



## *Content digests*

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- ◆ In This Issue
- ◆ Spotlight
- ◆ Points of View
- ◆ Reviews

**Ease of Use**







## Podcasts

### ◆ Monthly podcasts

- Recorded by editors and authors
- Published with the issue
- Get the author's perspective on his/her article





# Forums

- ◆ Ask-the-Expert
  - Volunteer Expert
  - Users submit questions
  - Volunteer answers
  - How to entice the volunteer?
  - Could be a “live” broadcast too

**ASK THE EXPERT**  
NEED INFO?

Currently featuring  
**Molly Shoichet,**

**PROFILE**

**Spinal Cord Injuries: Solving the Enigma**

**A**fter a major American avian influenza pandemic, according to the Christopher Reeve Foundation, muscle weakness has thus far affected no viable measures to regenerate neurons or rub the axon after nerve damage and death that the field anticipates the next decade. However, spinal cord injuries offer an intriguing challenge to researchers interested in combining the disciplines of biology and chemistry. One such investigator is Molly Shoichet of the University of Toronto. For the past decade, Shoichet and her colleagues have worked to develop novel materials that could protect and regenerate axons after a neurodegenerative injury. Though she and other researchers have a lot to go before individuals can overcome their sometimes devastating disabilities, her approach offers a promising new way to combat this risk of illness.

“After the outbreak,” she says, Shoichet came to the approach via a graduate student who had been in one of her lab’s “backyard” classes. Molly Shoichet, who studied under the same high school chemistry teacher, is now a professor of pharmaceutical chemistry at the University of California, San Francisco.

By the time she graduated from high school, Molly Shoichet had decided to follow a doctor’s career path, attending Massachusetts Institute of Technology (MIT) in Cambridge, where she then went to study in chemistry. Shoichet came to chemistry via a hidden path: she had been offered a program required for chemistry, so she decided to take some chemistry courses, such as Biology. Taking classes in the life sciences opened a doorway for her, she says. However, none of the other students in the class—regardless of their background—spurred her interest.

**What types of materials are needed to advance the field further? —Professor**

**MS:** Materials that answer the big questions will advance the field. Some of the big questions in the field include: 1. Guided regeneration—how can stimuli be incorporated into materials that will guide cell growth and differentiation in three dimensions?





# WIKIs

## ◆ ChemBioGlossary

- Terms from reviews in journal (author supplied)
- Link to content in context

## ◆ Other topics

- Graduate education
- Peer review
- Users can suggest

*CHEMICAL BIOLOGY WIKI*



Do you have a topic you would like discussed in the Wiki? Submit your suggestions to the [Managing Editor](#).

▶ **Contribute to the discussion**  
 In this month's editorial we highlight several commentaries discussing how to teach chemical biologists. An accompanying WIKI page lists a number of chemical biology programs. Add yours to the list! [read more >>>](#)

## ◆ Anyone can view

## ◆ Must be registered and logged in to edit



## Looking Forward

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- ◆ More journals will be published like *ACS Chemical Biology* going forward (from ACS and others)
  - *NanoScience and NanoTechnology*
  - *Chemical and Engineering News*
- ◆ Rapid delivery, in multiple deliveries/forms, of content



## Contact Information

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