The Art and Science of Information Dissemination

Sarah Tegen, Managing Editor, *ACS Chemical Biology*
Adam Chesler, Assistant Director, Sales and Library Relations

ACS National Meeting
San Francisco, CA
September 11, 2006

How has publishing changed?

- 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?

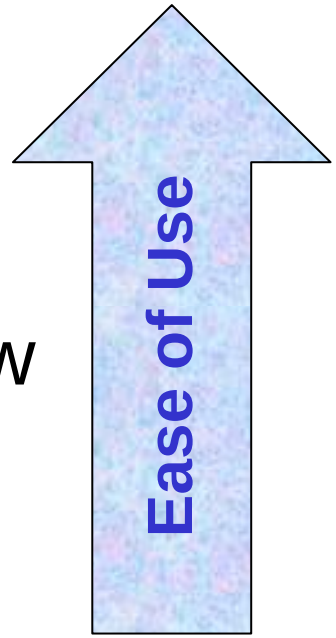
- Definitions of “publication” expanded
  - Audiences with different expectations
  - Versions
    - Manuscript
    - Pre-print
    - Article
    - Post-print
  - Features
    - Information/content
    - Interactivity (collaboration)
    - Multi-format (audio, video)
    - Portability (podcasts, PDA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

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



Highlighting Young Authors

Introducing our Authors

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

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

- **Anyone can view**
- **Must be registered and logged in to edit**

Looking Forward

- 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

American Chemical Society
1155 16th Street NW
Washington, DC 20036

s_tegen@acs.org; (202) 872-4095
a_chesler@acs.org; (202) 872-6183