



MAKING SCIENCE MATTER

CSE 2011

ANNUAL MEETING



29 APRIL - 3 MAY 2011 | HILTON BALTIMORE | WWW.COUNCILSCIENCEEDITORS.ORG

PRELIMINARY PROGRAM

WELCOME LETTER FROM THE PRESIDENT AND PROGRAM COMMITTEE CHAIRS

Scientific advances are transforming our world at an incredible pace. These advances touch our daily lives whether we are tending to our health, traveling, cooking, using computers, talking on the phone, or checking the weather. Our children's future will surely be filled with leaps in technology we can only imagine. Being "science literate" will no longer be just an advantage but an absolute necessity. Scientific publications are pivotal in the communication of scientific advances to both scientists and the public. The 2011 CSE Annual Meeting theme, "Making Science Matter," addresses the essential role of science editors in communicating the significance of science in our rapidly evolving world.

We have an outstanding slate of plenary speakers and interactive workshops to inspire and guide your professional growth and success.

Plenary speakers include:

- **John Whyte, MD, MPH**, Chief Medical Expert and Vice President Medical and Patient Education at the Discovery Channel where his role is to develop, design and deliver educational programming that appeals to both medical and lay audiences;
- **Darlene Cavalier**, "The Science Cheerleader" who is the founder of a science blog that promotes the involvement of citizens in science and science-related policy; and

- **Keith A. Baggerly, PhD**, from University of Texas M.D. Anderson Cancer Center, an award-winning presenter whose work in the field of "forensic bioinformatics" has been the subject of features in Nature, Science, and the New York Times.

Whether you have been in the industry for 20 years or for two, whether you learn best in didactic or collaborative settings, whether you work as a freelancer or are on the staff of a large publication, whether you are a publisher, editor, or writer – CSE's 2011 Annual Meeting promises to be a stimulating immersion into the world of scientific publishing. Customize your personal learning path and interact with the industry's greatest experts. By arming yourself with the latest research, strategies and ideas the industry has to offer and collaborating with top industry minds, you'll not only discover where the future is taking us, but also how to be an important agent in shaping that future.

We look forward to your active participation at the 2011 CSE Annual Meeting!

Christine Laine, MD, MPH – *CSE President*

Mary Beth Schaeffer, BA – *2011 Program Co-Chair*

Glenn Landis, BS – *2011 Program Co-Chair*



COUNCIL OF SCIENCE EDITORS (CSE)

Who is the Council of Science Editors (CSE)?

CSE's mission is to promote excellence in the communication of scientific information. CSE's purpose is to serve members in the scientific publishing and the information science communities by fostering networking, education, discussion, exchange and to be an authoritative resource on current and emerging issues in the communication of scientific information.

The Council of Biology Editors (CBE) became CSE in 2000. The new name more accurately reflects our expanding membership. CBE was established in 1957 by joint action of the U.S. National Science Foundation and the American Institute of Biological Sciences. Today, CSE enjoys close relationships with a number of international scientific publishing organizations, but it functions autonomously, relying on the vigor of its members to attain the goals of the organization. Any individual interested in the purpose of CSE is eligible for regular membership.

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The Council of Science Editors gratefully acknowledges the following companies for their generous contributions. Through their valued support we are able to offer essential education to the scientific publishing industry.

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The 2011 Annual Meeting and International Scholarship Program are supported by educational grants from Lilly USA, LLC. For further information concerning Lilly grant funding visit www.lilygrantoffice.com.

Register
by
March 18 and
SAVE over
\$50!

SHORT COURSE DETAIL

Short Course on Publication Ethics

1:00pm – 5:00pm, Friday, 29 April

Objective

To explore ethical issues that arise in journal publication and ways in which journal managers can help editors investigate and resolve breaches of publication ethics.

Course Description

Journal editors and staff are often surprised and sometimes mystified when presented with issues that may taint the reputation of the journal or contaminate the medical literature. The new one-half day course on basic publication ethics will present an introduction of ethical issues for the new editor or managing editor and a review for the rest of us. The course will use the CSE White Paper on Publication Ethics as a guide and will include topics such as conflicts of interest, duplicate publication, piracy and plagiarism, human subjects, data misrepresentation, image fraud, authorship disputes, editorial independence, falsification of data, and research misconduct. Participants will learn the appropriate approaches to investigate suspicions of breaches of publications ethics and uses of errata, retractions, expressions of concerns, and sanctions. Case studies will be used as examples for discussion, audience participation/questions will be encouraged, and resources for resolving ethical issues participants may be faced with will be presented.

Who Should Attend?

Managing editors, journal staff, and those in management positions in the publication industry.

Faculty

TBD

Attend the
Short Course on
Publication Ethics
and **SAVE \$75** on
a Saturday Short
Course.

Short Course for Journal Editors

Part I – 8:00am – 5:00pm, Friday, 29 April

Part II – 8:00am – 4:30pm, Saturday, 30 April

Objective

To provide prospective and new editors with a comprehensive survey of the roles and responsibilities of editors at scientific journals.

Course Description

The 2-day Short Course for Journal Editors is designed as an introduction for newly appointed editors and a refresher for experienced colleagues, providing a comprehensive survey of the roles and responsibilities of editors of scientific journals. There will be formal presentations on the fundamentals of editing, the editorial board, journal management, publishing ethics, operating business practices, and considerations for introducing a new publication or improving an established one. The group discussions are a key feature of the course, because they provide an opportunity for detailed consideration of decision making, manuscript improvement, allegations of inappropriate behavior, and, most importantly, the issues that participants bring to the table. Participants will also have the opportunity to put forward their questions and problems for consideration by the faculty and other participants.

Who Should Attend?

Editors-in-Chief, editors, associate editors, and chairs of publications committees, particularly those who are new to their position or who are taking on additional responsibility.

Faculty

- William L. Lanier, MD, Editor-in-Chief, *Mayo Clinic Proceedings*, Department of Anesthesiology, Mayo Clinic
- Arthur J. Hilliker, PhD, National Research Council of Canada
- Bruce Polsky, Publishing Consultant and Former CEO, American Academy of Neurology Press
- Stephen D. Prudhomme, MS, Director, Scientific Publishing, American Heart Association
- Terry Van Schaik, Publisher, American Society of Clinical Oncology

SHORT COURSE DETAIL

Short Course on Publication Management

8:00am – 5:00pm, Saturday, 30 April

Objective

To introduce new managing editors and other publication managers to, and to reinforce seasoned publication managers in, efficient and effective methods of managing a journal.

Course Description

The 1-day Short Course on Publication Management is designed to address the management challenges that managing editors and publication managers face every day and also the wide-ranging role that they play. This is the 'basic' course for those new to journal editing; it is also designed to 'fill in the gaps' and provide new ideas and perspectives to experienced managers.

The keynote session of the course will be titled Managing to Lead. Further sessions will address the following topics and will include question-and-answer periods: Managing Communications and People; Working with Publishing Partners; Organizing Workflow; Working with Editors-in-Chief, Associate Editors, Editorial Boards, Authors, and Reviewers; and Perspectives of Editors, Authors, and Reviewers. Discussions will include current controversies in ethics, conflicts of interest, and open access. The course will conclude with a problem-solving and discussion period; attendees are encouraged to bring specific questions from their own experience for discussion by all faculty and other attendees.

Who Should Attend?

Managing editors and those in other management positions in the journal publishing industry.

Faculty

- Patricia Baskin, MS, Executive Editor, *Neurology*
- Kenneth F. Heideman, MS, Director of Publications, American Meteorological Society
- Tanda Jaipean, Managing Editor, *Journal of Histochemistry & Cytochemistry*
- Amy McPherson, Managing Editor, *American Journal of Botany*
- Denis G. Baskin, PhD, former Editor-in-Chief and current Executive Editor, *Journal of Histochemistry and Cytochemistry*

Short Course for Manuscript Editors

8:30am – 4:30pm, Saturday, 30 April

Objective

To introduce beginning editors to the tools of the trade and to enable seasoned editors to stay competitive in the field.

Course Description

This 1-day Short Course is designed both for novices and for experienced editors who need to stay current in the field, including review of skills required for mechanical and substantive editing of scientific materials for publication. The 2011 course opens with a session that will address formally established and informal approaches to levels of editing, with an emphasis on ways to use levels of editing to efficiently organize the workload of editors and effectively communicate with employers and clients. A session on writing and editing abstracts examines what manuscript editors should look for and query. Another session looks at the manuscript editor's role with regard to supplemental content: what is included, what the manuscript editor is responsible for, and how this information should be handled/formatted. The short course wraps up with a session examining the ethical and legal issues that often confront manuscript editors, including questions about permission and copyright, patient confidentiality, and authorship issues, including the reporting of conflicts of interest.

An informal discussion with course faculty ends the afternoon. All participants will receive a flash drive with the core content as well as supplementary information. Attendees are strongly encouraged to bring a laptop for the short course.

Who Should Attend?

Manuscript editors (or those interested in the field) at any level of experience and expertise.

Faculty

- Stacy Christiansen, MA, Director of Manuscript Editing, *JAMA*
- Laura King, MA, ELS, Freelance Science Editor
- Trista Wagoner, MA, Senior Copy Editor, *Science*
- Jane C. Wiggs, MLA, ELS, Editor, Scientific Publications, Mayo Clinic Jacksonville

SHORT COURSE DETAIL

Short Course on Journal Metrics

8:30am – 5:00pm, Saturday, 30 April

Objective

To explore the kinds of data available to journal managers and why it is important to understand it.

Description

Journal managers have a plethora of data at their fingertips. This 1-day Short Course will look at available data and discuss what to do with it all. Participants will learn different ways to collect, analyze, and present journal data to editorial boards; detect trends and analyze changes; how to use online usage data in conjunction with circulation data for marketing the journal; the value of readership surveys and competition surveys; tips for using Excel to crunch your numbers and present your data in graphic form.

Who Should Attend?

Managing editors and those in management positions in the journal publishing industry.

Faculty

- Angela Cochran, Director, Publications Production, American Society of Civil Engineers
- Carissa Gilman, Managing Editor, *Cancer and Cancer Cytopathology*
- Ken Kornfield, Managing Editor, *Journal of Clinical Oncology* and *Journal of Oncology Practice*
- Andrew Harmon, Technical Content Editor, *Blood*

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By attending the 2011 Annual Meeting, you will:

- Arm yourself with the latest strategies and ideas the scientific publishing industry has to offer.
- Invest in your continued growth and gain an advantage over your competition.
- Develop performance-based objectives, relationships and new ways to do business.
- Learn from top industry minds how to surpass the status quo in order to be exceptional.
- Dive into current research to find ways to cut costs, streamline processes and drive innovation.
- Discover the newest trends, innovations and technology.

Poster Presentations

CSE attendees share their insights and spirit of investigation with others at the Fourth Annual Poster Presentation. The winning Poster Presentation receives complementary registration to CSE's 2012 Annual Meeting in Seattle, Washington, and a copy of the CSE style manual, *Scientific Style and Format*.

Poster presentations will be held **Sunday, 1 May 2011 5:15pm – 6:15pm**. Posters may be viewed during all breaks on Sunday 1 May 2011 at 10:15am, 12:30pm, and 3:00pm and on Monday, 2 May 2011 at 10:00am, 1:00pm and 2:30pm.

SAVE \$60
per attendee
when three or more
registrations are
received from the
same company/
organization.

CONFERENCE AGENDA

Saturday, 30 April, 2011

1:00pm – 8:00pm	Conference Registration and Check In
1:00pm – 4:00pm	BELS Exam
2:00pm – 3:30pm	Experience Baltimore! <i>Mount Vernon Cultural Walk</i>
3:00pm	Experience Baltimore! <i>National Aquarium, Baltimore</i>
5:00pm – 6:00pm	CSE New Member/Attendee Welcome Reception
6:00pm – 8:00pm	Welcome Reception and Exhibit Hall Opening

Sunday, 1 May 2011

7:00am – 7:00pm	Conference Registration and Check In
7:30am – 7:30pm	Exhibit Hall Open
7:30am – 8:30am	Welcome Continental Breakfast
8:30am – 9:15am	Opening Session Opening Remarks – Christine Laine, MD, MPH, CSE President Business Meeting – Reports by CSE Officers on budget and annual planning
9:15am – 10:15am	Keynote Address – Effective Way to Communicate Science Messages to the Public <i>John Whyte, MD, MPH, Chief Medical Expert, Vice President Medical and Patient Education, Discovery Channel</i> In the keynote session Dr. Whyte will describe ways to communicate science to the general public, explain the rationale for communicating science to the public and list the benefits of a scientifically-engaged public.
10:15am – 11:00am	Refreshment Break with Exhibits and Poster Presentations
11:00am – 12:30pm	01 Ethics Clinic: The What, When, and Where of Data Sharing <i>Speaker(s) TBD</i> Session Synopsis: Transparency in research on all levels has forced editors, editorial offices, authors, and reviewers to review their practices. This clinic will focus on the issue of depositing and sharing data related to a manuscript and exploring the options of what to deposit, where to deposit it, and when to deposit it. Attendees will have the opportunity to interact with peers and discuss cases related to depositing and sharing data while understanding the concerns of authors and editors in the biomedical, life, and physical sciences. Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

CONFERENCE AGENDA

Sunday, 1 May

02 Now What? The State of the STM Marketplace in 2011... and Beyond

Speaker(s) TBD

Session Synopsis: The last few years haven't been kind to STM publishers, who have been dancing as fast as they can to adapt to economic pressures, a fast-evolving technological landscape and dramatic changes in the way scholars seek, access and use information. Are things calming down, or is the turmoil likely to continue, even if in different ways? Are there opportunities hidden among the challenges? What's a nervous publisher (and editor) to do? We'll get the big picture – the negative and the positive – from a panel of industry leaders and analysts.

Who Should Attend: The target audience for this session is publishers, editors-in-chief, managing editors, production editors and any other editorial or publishing staff with an interest in the economic, social and other forces affecting the professional publishing marketplace.

03 Word Tips for Editors

Bruce Rosenblum, CEO, Inera, Inc.; Elizabeth Blake, Director of Product and Business Development, Inera, Inc.

Session Synopsis: In this session, participants will learn tips to work more efficiently by using the advanced (and often hidden) features of Word, with a focus on Word as an editing rather than an authoring tool. The curriculum includes personalizing Word, formatting options, document navigation, shortcuts, and more.

The session will also address variations in these tools for different versions of Word (e.g., 2003, 2007, and 2010). Regardless of the version they work with, participants will learn how to make the most out of Word as an editorial tool

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Writer/Editor

12:30pm – 1:30 pm

Lunch Break with Exhibits and Poster Presentations

1:30pm – 2:30pm

04 Seeking and Using Reader Feedback to Improve Your Journal

Arlene Weissman, PhD, Director, Research Center, American College of Physicians

Session Synopsis: The presenter will provide editors-in-chief, managing editors, editorial board members and senior editorial staff with an overview of different approaches and venues and tools for obtaining reader feedback, along with recommendations for how feedback can be used to enhance reader engagement, content relevance and optimization of delivery.

The session will also offer recommendations for ongoing reader assessment through feedback collection features on journal sites, and for periodic special reader survey for general evaluation or for exploration of a specific area of interest.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

CONFERENCE AGENDA

Sunday, 1 May

05 Local Language Editions, Global Society Outreach and International Partnerships

Speaker(s) TBD

Session Synopsis: This session will look into the pros and cons of setting up and managing a local language translated foreign edition of your publication, it will take you through the step-by-step ways local language editions are developed and managed, and take a global look at which countries and languages are most prevalent. The session will also look at the benefits of more local outreach that publishers and societies are carrying out. International markets are seen now as both sources for new sales and business opportunities and also valuable sources of key research and author content that an international journal cannot afford to ignore.

Who Should Attend: Publishers, managing editors and production editors who have an interest in the international development and outreach of their publication.

06 Alternatives to Impact Factor

Speaker(s) TBD

Session Synopsis: Impact Factors have become a universal epidemic for simplified post-publication evaluation of science. It reflects Journal quality but is nowhere near reflecting quality of researchers, or their scientific production. Proposed alternatives (e.g., Eigen Factor, Scimago Journal Ranking) refine evaluation of journals, not of published science. H Index was hailed as a panacea, but shortcomings' evil side effects are more evident every day. While journal evaluation is improving, individual scientific production is being misjudged. Where do we go from here?

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

2:30pm – 3:00pm

Refreshment Break with Exhibits and Poster Presentations

3:00pm – 4:00pm

07 Media Outreach: Tips for Getting Attention in a Wired World

Speaker(s) TBD

Session Synopsis: The media landscape is changing at breakneck speed. Traditional news outlets, long the main targets of scholarly publishers' outreach efforts, are dancing as fast as they can to remain relevant and competitive. Meanwhile, "new media" channels – from blogs to Twitter to Facebook to YouTube and beyond – are popping up like weeds. With so much competition, ever-tightening budgets, and new rules of engagement how can professional editors and publishers get the most bang for the buck when it comes to media relations? Leading experts in this field will review what editors and publishers should know about the new face of the media, what reporters look for today, how to most effectively use social media, and best practices for how to be your own news outlet without going crazy.

Who Should Attend: Anyone who might come into contact with the news media and/or has a role in helping journals and other professional publications seek media attention, including editors-in-chief, managing editors, publishers and writers/editors.

CONFERENCE AGENDA

Sunday, 1 May

08 Launching into a Freelance Career

Suzanne Meyers; Caroline Define, Freelance Editor, Proofreader, and Project Manager

Session Synopsis: Being flexible and open in your career options is an important component of individual career development. This might be even more relevant in the current economic conditions. The session will focus on introducing you to and presenting strategies on how to launch and manage a successful freelance career in scientific journal publishing. It will provide you with tools, resources and advice on exploring opportunities outside full-time employment.

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Writer/Editor

09 The Road Less Traveled: Why Contributorship is Worth the Walk

Mary D. Scheetz, Principal Researcher, Research Integrity Consulting; Co-authors include Kristi Overgaard and Diane Scott-Lichter

Session Synopsis: The purpose of this session is to examine how CSE member journals address authorship in their instructions to authors (IA), with a specific examination of contributorship. This session will summarize the findings of 500+ CSE member journals instructions to authors (IA). A content analysis was designed, coded and analyzed by three reviewers (MS, KO, and DSL). The examination of IA provides insight into what is expected from authors and the accountability of their roles for manuscript submission. While many journals provide extensive IA, the treatment of contributorship is minimal. Journals should consider implementing the contributorship model due to its transparent nature, and thereby, removing any confusion of an author's role for the reported research.

Who Should Attend: Publication professionals interested in journal instructional policies

4:00pm – 4:15pm

Networking Break with Exhibits and Poster Presentations

4:15pm – 5:15pm

10 Juggling Journals: Order Out of Chaos?

Scott C. Herman, Group Managing Editor-Associate Director, The Endocrine Society; Kenneth F. Heideman, Director of Publications, American Meteorological Society

Session Synopsis: Does your job require you to work with more than one editor and editorial board? More than one staff or job site? Different production schedules? Are you constantly struggling to keep all of these balls in the air? This session brings together two experts with experience in juggling these demands – one speaking from the perspective of a managing editor and the other from the perspective of a publication director – with the goal of presenting challenges and strategies for making the job easier and more productive for those who manage more than one title.

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

CONFERENCE AGENDA

Sunday, 1 May/Monday, 2 May

11 Disseminating Science to the Public: Do's and Don'ts

Speaker(s) TBD

Session Synopsis: Where do you start once you have decided to invest some of your society's hard-earned money to educate the larger public about your science? How do you determine the best way to reach your audience? Two case studies will illustrate broad principles for success, such as keep a focus, know your audience, and match content and container.

Who Should Attend: Editor-in-Chief, Writer/Editor

12 Image Integrity

Kirsten Miles, Consultant, PI Outcomes

Session Synopsis: The moderator and 2 or 3 panelists will present different perspectives on current and suggested strategies for assuring the integrity of digital images in scientific publishing, with the goal of illustrating the breadth of concerns and spectrum of responses among journals, professional societies, research funders, government agencies, and academic institutions.

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

5:15pm – 7:15pm

President's Reception in Exhibit Hall featuring CSE 2011 Poster Presentations

Monday, 2 May 2011

8:00am – 5:00pm

Conference Registration and Check In

8:00am – 4:00pm

Exhibit Hall Open

8:00am – 9:00am

Continental Breakfast in Exhibit Hall

9:00am – 10:00am

Plenary Address – Bringing Science to the People!

Darlene Cavalier, The Science Cheerleader

Session Synopsis: While scientists, educators, and policymakers wring their hands over the perceived lack of public interest in and understanding of science, millions of “average” citizens are actively involved in formal research efforts, and, in the process, these so-called citizen scientists are: contributing to real science; enabling professional researchers to significantly increase data collection and sorting; creating a shared space for scientists and citizens to collaborate and build trust; and forcing the science community to rethink what it means to communicate with this new generation of DIYers. What is citizen science? How is it shaping science and what does the future hold? How are scientists and policymakers adapting? Ms. Cavalier will explore all of this and more, including a brief (entertaining) overview of some unorthodox methods she uses to attract more “average” citizens to science.

CONFERENCE AGENDA

Monday, 2 May

10:00am – 10:30am

Refreshment Break with Exhibits and Poster Presentations

10:30am – 12:00pm

13 What Can Editors Do to Deter and Detect Scientific Misconduct?

Liz Wager; Christine Laine, MD, MPH, American College of Physicians; Diane Scott-Lichter; Ivan Oransky

Session Synopsis: Despite increasing awareness and efforts to prevent misconduct in scientific publication, it still occurs and journal editors and publishers must remain vigilant to identify suspected misconduct early and avoid publishing manuscripts that later may be called into question. In the first annual CSE/COPE joint session, experts involved in various aspects of publishing (journal editors, a publisher, a member of the COPE Council, and a blogger from Retraction Watch) will discuss methods to prevent and identify scientific misconduct.

Who Should Attend: Journal editors, publishers, manuscript editors, anyone interested in learning more about how journals and publishers are handling scientific misconduct.

14 Going Mobile: A Guide to Developing Great Apps for Scholarly Publishing

Speaker(s) TBD

Session Synopsis: Developing applications for smartphones, tablets and other handheld devices is all the rage. The iPhone store alone offers hundreds of thousands of applications, with the Android and Blackberry markets catching up quickly. Many, of course, are little more than entertaining or just plain silly. But the level of sophistication and value apps can offer professional audiences, including those of us in scholarly publishing, is growing impressively. The challenge, of course, is to know what professional audiences really want in apps and how to give it to them without losing your shirt. We'll explore those key issues, and more, with an expert panel of representatives from a scholarly society, a professional publisher and a leading technology developer.

Who Should Attend: The target audience for this session is publishers, editors-in-chief, managing editors, production editors and any other editorial or publishing staff with an interest in the development and use of applications in scholarly communication.

15 Current Activities of EQUATOR Network

Ana Marušić, Professor, Editor-in-Chief, Croatian Medical Information

Session Synopsis: The session will present the current activities of the EQUATOR Network and look into possibilities for developing publishing guidelines for research outside of the biomedical field.

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

CONFERENCE AGENDA

Monday, 2 May

12:00pm – 1:30pm

Awards Luncheon

Please join us for lunch as CSE acknowledges and celebrates the hard work and accomplishments of members and colleagues. The International Scholarship winners will also be highlighted in a special presentation.

1:30pm – 2:30pm

16 Update on the Authors' Submission Toolkit

Ann Murphy, Managing Editor, The Oncologist; Robert Enck, MD, Editor-in-Chief, American Journal of Hospice and Palliative Medicine

Session Synopsis: A need for increased transparency in industry-sponsored research and resulting rise in submission volumes challenges authors' and journals' abilities to efficiently disseminate results to the public, particularly in the pharmaceutical industry. In 2010, a team of editors, publishers and pharmaceutical publishing professionals co-authored an "Authors' Submission Toolkit", a compilation of best practices aimed at promoting transparent, high-quality dissemination of results. The Toolkit was developed by the Medical Publishing Insights and Practices (MPIP) initiative, collaboration between industry representatives and International Society for Medical Publication Professionals (ISMPP). Since the Toolkit's publication, MPIP has worked with journals, companies and other groups to actively disseminate it to authors. In this session, Toolkit co-authors will discuss its rationale, key components, and impact on improving quality and transparency in industry-sponsored research.

Who Should Attend: Editors and journal staff members

17 The Story of the Journal

Barbara Meyers Ford, President, Meyers Consulting Services; Edward J. Huth, MD, Editor Emeritus, Annals of Internal Medicine

Session Synopsis: Part 1: Wonderful events occur when scholars, researchers, and practitioners share the results of their efforts in a special transfer of knowledge through their intellectual homes—their journals. The building of a discipline, issue by issue and article by article, supports the innovations and subsequent applications that advance our society. How did the journal come about? Why has it persisted for so long? How is it evolving as environmental factors dictate it must in order to remain viable?

Part 2: How best to record your journal's story? There are various types of a "journal history" that can be written from running a simple chronological account to the widest of settings encompassing the publishing world in which the journal operates and how that external world plays a part in shaping what a journal is and becomes.

Contributions from the audience will be heartily encouraged. Bring your journal's historical anecdotes, along with the ways you have captured its history, to share with your colleagues!

Who Should Attend: Anyone who works with journals, wants to work with journals, or has worked with journals and would enjoy having their work placed in context by exploring the history of journals.

CONFERENCE AGENDA

Monday, 2 May

18 Navigating the Bermuda Triangle: The Dodgy Journal-Author-Industry Relationship

Cynthia E. Dunbar, MD, Editor-in-Chief, Blood, American Society of Hematology; Maya Zecevic, PhD, MPH, North American Senior Editor, The Lancet; Alfred Weigel, MS, Director, Medical Publications, Boehringer-Ingelheim Productions

Session Synopsis: “Study Sees a Slant in Articles on Drugs,” “For Science’s Gatekeepers, a Credibility Gap,” “Side Effects May Include Lawsuits.” Newspaper headlines often call into question the scientific integrity of publications reporting results from industry-sponsored clinical trials. In this session you will learn about the steps journal editors take to prevent bias in industry-sponsored publications and how industry policies have changed over the years to ensure Good Publication Practices are followed.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

2:30pm – 3:00pm

Refreshment Break with Exhibits and Poster Presentations

3:00pm – 4:00pm

19 Point-Counterpoint: Should Authors or Journals Define Authorship?

Patricia K (Patty) Baskin, Executive Editor, Neurology; Denis G. Baskin, PhD, Professor of Medicine, University of Washington and Department of Veterans Affairs Medical Center

Session Synopsis: Over the years, discussions about authorship in the publication community have been passionate. Many journals have adopted the authorship policies put in place by the International Committee of Medical Journal Editors, while others have extended or modified these criteria. Often overlooked in these discussions are the perspectives of the authors. In a Point-Counterpoint format, the speakers in this session focus on authorship policies from the differing perspectives of scientists who author manuscripts and the scientific journals that publish their findings. One speaker will argue that journal authorship policies are unnecessarily restrictive, while the other will argue that authorship criteria should be even more tightly defined by the journals.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

20 Supplemental Data: Questions and Considerations

Helen Atkins, Editorial Director, AACR; Bonnie Lawlor, Executive Director, National Federation of Advanced Information Services; Suzanne Rosenzweig, Director of Scientific Publications, Society for Neuroscience; Sasha Schwarzman, Information Systems Analyst, American Geophysical Union

Session Synopsis: The last decade has brought a substantial increase in the amount of supplemental data submitted to journals, but controversy abounds about the value of this material, the way it should be handled, and whether it should even be published. Fundamental questions include whether data should be peer reviewed (and if so, how not to overburden reviewers), how publishing this data can impact journal integrity, the value of data sharing, the limits and costs of data storage, and whether journals should impose limits on how much supplemental material they will publish. Join us to find out what issues journals should consider and what practices they should follow if they publish supplemental data or are considering doing so.

Who Should Attend: Managing Editor/Publisher, Copy Editor/Production Editor, Editor-in-Chief, Writer/Editor

CONFERENCE AGENDA

Monday, 2 May

21 Social Media Metrics

Angela Collom, Senior Communications Associate, American College of Physicians; Bob Sumner, Editorial Coordinator, Clinical Chemistry, AACC

Session Synopsis: This session will discuss ways in which journal staff who work with the social media for their journal can evaluate, measure and track the impact of social media outreach and success through a blend of quantifiable and qualitative measures.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

4:00pm – 4:15pm

Networking Break

4:15pm – 5:15pm

22 Choosing or Changing Manuscript Submission Systems

Jill Jackson, Editorial Administrator, American College of Physicians; Heide M. Puszta, Managing Editor, Annals of Thoracic Surgery, The Society of Thoracic Surgeons

Session Synopsis: Are you making the transition from hard copy to electronic submission and peer review? Have you already made the transition but may be interested in switching systems? With the number of journals authors can submit to on the rise and the increasing difficulty of finding reviewers who can devote time to peer review, it is more important than ever to make sure that you have an electronic submission and peer review system that is user-friendly. This session will provide lessons learned from publishers who have made the transition. Topics will include tips on deciding what type of system is right for you (including deciding whether to select an outside vendor who markets an existing product or to build a customized system internally), and process and workflow insights.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

23 Publishing Controversial Research

Angela Collom, Senior Communications Associate, American College of Physicians

Session Synopsis: Twice in a little more than a year, *Annals of Internal Medicine* managed to push the buttons of what seemed like the entire medical community. In November 2000, *Annals* published the guidelines from the U.S. Preventive Services Task Force recommending against screening mammography in women younger than 50 without a familial history of breast cancer. In August of 2010, it electronically published The Affordable Care Act and the Future of Clinical Medicine: The Opportunities and Challenges, written by two physicians and a lawyer employed by the U.S. government. The former was published in the midst of the health care debate and the latter soon after passage of The Affordable Care Act, resulting in accusations of ulterior motives and hidden agendas. This session will discuss how to prepare in advance of publishing controversial topics. In addition, it will give advice on how to manage issues before and after publication.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

CONFERENCE AGENDA

Monday, 2 May

24 Build a Better Style Guide

Dawn McCoy, Managing Editor, ASN Kidney News, American Society of Nephrology; Peter Olson, Senior Copyediting Coordinator, Dartmouth Journal Services

Session Synopsis: You wouldn't expect a mechanic to fix your 2011 Toyota Camry using a 1998 owner's manual with half the pages torn out. Nor should you expect a copyeditor to edit your journal using a similarly obsolete or insufficient style guide. Whether they're disjointed, fragmented, outdated, or under-documented, many journal style guides simply don't give copy editors or manuscript editors the tools they need to perform their job quickly, efficiently, consistently, or correctly. In this session, the speakers will demonstrate the profound impact that a comprehensive, well-structured, user-friendly style guide can have on the editorial process and will offer tips for style guide development, augmentation, and enhancement.

Who Should Attend: This session will appeal to managing editors, publishers, manuscript editors, copy editors, production editors, and anyone who relies on a journal's editorial style guidelines on a routine basis.

25 When You Can't Get All That You Want: The Art of Doing With Less

Michelle Haché, Director of Marketing and Audience Development, The Journal of Bone and Joint Surgery; Tracey DePellegrin Connelly, Executive Editor, GENETICS; Richard Lane

Session Synopsis: How can independent publishers with small (and sometimes shrinking) staff and limited budgets hold their own in a publications marketplace that demands technological innovation and novel delivery of information? Knowing that they cannot afford to have every innovation, however tempting, how do they decide which technological tools will be of interest and lasting value to their readers (e.g., surveys)? How then can they implement the chosen technology with their current staff? Does workload need to be realigned and old duties pruned away to make way for the new? Is anything lost in the process and is the tradeoff worth it? Can independent publishers sometimes be more nimble in implementing these innovations than publishing conglomerates? Representatives from three independent publishers will provide case studies exploring the art of selecting tools of lasting value to their readership, the challenges of realigning workflow to accommodate these changes, and the successes that can result.

Who Should Attend: Managing Editor/Publisher



Join CSE
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Annual Meeting
Registration

CONFERENCE AGENDA

Tuesday, 3 May

Tuesday, 3 May 2011

8:00am – 12:00pm Conference Registration and Check In

7:30am – 8:30am Continental Breakfast

8:30am – 9:30am

Plenary Address – The Importance of Reproducibility in High-Throughput Studies: Case Studies in Forensic Bioinformatics

Keith A. Baggerly, PhD, UT M.D. Anderson Cancer Center, Bioinformatics and Computational Biology

Session Synopsis: We examine several related papers purporting to use microarray-based signatures of drug sensitivity derived from cell lines to predict patient response. Patients in clinical trials were allocated to treatment arms on the basis of these results. However, we show in several case studies that the results incorporate several simple errors that may put patients at risk. One theme that emerges is that the most common errors are simple (e.g., row or column offsets); conversely, it is our experience that the most simple errors are common. We briefly discuss steps we are taking to avoid such errors in our own investigations, and discuss reproducible research efforts more broadly.

Who Should Attend: This session highlights the need for making scientific research more reproducible. Addressing some of the associated challenges (e.g., making data and code available) will require changes to the types of data and descriptions journals currently require and allow, and will affect how papers are reviewed. The target audience includes those interested in the motivations for these changes, and those charged with defining and implementing them.

9:30am – 10:30pm

26 What's New Copyright?

Lisa M. Hix, Copyright Specialist, Venable LLP; Eric Slater, ACS, Manager, Copyright, Permissions, & Licensing, American Chemical Society; Debra Mariniello, Director, Rightsholder Relations & Inventory Strategy, Copyright Clearance Center

Session Synopsis: This session will talk about the newest trends in law and practice and management of copyright, rights, and licensing of content as it pertains to STM publishers, with special attention to issues in developing countries.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief



CONFERENCE AGENDA

Tuesday, 3 May

27 Finding the Right Stuff: Scientists' Search for Information

Alexa Mayo, MLS, AHIP, Associate Director for Services, University of Maryland, Health Sciences and Human Services Library; M.J. Tooley, MLS, AHIP, FMLA, Associate Vice President for Academic Affairs and Executive Director, University of Maryland, Health Sciences and Human Services Library

Session Synopsis: What do today's scientists expect from the journal literature? In a report from the information front lines, learn about scientists' expectations and practice in searching for information. This session addresses these questions: what are the information seeking behaviors of scientists and scientists in training? How do these behaviors affect journal content and findability? In what ways do vendors' products and tools address current trends in discovery and collaboration? Find out what scientists are asking for – and expecting – in their quest for scientific information. Hear the perspective of librarians serving researchers in a large university setting.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

28 Conducting an Editor-in-Chief Search

Kathy Alexander, Consultant in Professional & Scholarly Publishing; Esmeralda Galán Buchanan, Journals Director, American Cancer Society; Kelly A. Hadsell, Asst. Director, Editorial Systems and Journal Manager, Cancer Research, American Association for Cancer Research

Session Synopsis: An editor-in-chief search can be a daunting task for any society, publisher, or journal office, and recent changes in institutional attitudes toward editor-in-chief appointments have complicated the task even further. What are the best practices for conducting an editor-in-chief search for both society and proprietary journals? Speakers will discuss the factors that should be considered when embarking on an editor-in-chief search, how to form a search committee, how to draft job description postings, where to post ads and how to spread the word, how to identify and attract top candidates, and how to negotiate with your candidate about details like honoraria and editorial support.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief

10:30am – 10:45am

Refreshment Break

10:45am – 12:15pm

29 Reproducible Research in Scientific Journals: What's Needed? What's Possible?

Steven Goodman, MD, PhD, Professor of Oncology, Epidemiology, Biostatistics, Johns Hopkins University; Roger Peng, PhD, Associate Professor of Biostatistics, Johns Hopkins University

Session Synopsis: This session will cover basic principles of reproducible research, how they can be implemented technically, what measures have been or might be adopted by individual scientific journals to promote reproducible research, and what measures can be implemented only if journals adopt uniform policies. Session will consist of brief presentations and audience discussions.

Who Should Attend: This presentation will appeal to editorial office staff, publishers and editors.

CONFERENCE AGENDA

Tuesday, 3 May

30 Editors Battling International White Coat Crime, aka, Misconduct

Susan Garfinkle, PhD, Office of Research Integrity

Session Synopsis: This session will include presentations from the international scientific policemen (agencies and consortia) who are called to investigate allegations of research misconduct that involve manuscripts and publications. Learn from these experts what an editor can do to minimize the risk of publishing a manuscript lacking integrity and what to do when an allegation arises.

Who Should Attend: Managing Editor/Publisher, Editor-in-Chief, Writer/Editor

31 Editorial & Marketing: Synergy = Success

Barbara Meyers Ford, President, Meyers Consulting Services; Becky Clark, Marketing Director (Books), Johns Hopkins University Press; David Marshall, Publisher, SIAM – Society for Industrial and Applied Mathematics

Session Synopsis: Without effective marketing based on a clear understanding of each publication, societies and commercial publishers should not be surprised to experience an expectation gap among their readers, resulting in fewer renewals and fewer new subscribers/book buyers. This session brings together staff from editorial and marketing components in publishing to discuss how they create a synergy between their departments by communicating regularly and becoming increasingly aware of their colleagues' perspectives and information needs. Success in that communication results in each group doing a better job of understanding the community they serve either through quality editorial content or clear, concise promotional copy.

Who Should Attend: Editorial staff in the position of providing helpful descriptors of content and intended audience. Marketing staff in the position to use such info to create more effective promotions and through their results (and other research) provide reader feedback.

1:30pm – 2:30pm

Discover Baltimore! *Historic Ship Tour*

2:00pm – 3:30pm

Discover Baltimore! *Heritage Walk*



Who should attend the Annual Meeting?

- Editors of all types
- Manuscript Editors
- Information Specialists
- Editors-in-Chief
- Production Managers
- Authors
- Associate Editors
- Publishers
- Researchers
- Senior Editors
- Printers
- Scholars
- Managing Editors
- Librarians
- Vendors

REGISTRATION INFORMATION

Registration

Visit www.CouncilScienceEditors.org and click on the 2011 Annual Meeting Registration link to register online. You may return a completed registration form found in the program, along with payment, to CSE headquarters. All pre-registrations must be received before Friday, 15 April, 2011. Onsite registration will begin Friday, 29 April, 2011.

One-Day Registration

One-Day registration includes access to the educational sessions, plenary session and meal functions for one day. One-Day registrants must complete a registration form.

Spouse/Guest Registration

Spouses and guests may register to attend the CSE Annual Meeting. Registration includes the Welcome Reception, President's Reception, and Awards Luncheon. Spouse/Guest registration will not allow access to educational sessions or meal functions. Spouses and guests must complete a registration form.

Discount on three or more registrations as part of one transaction.

Three or more attendees who register under one transaction are eligible for a \$60 savings per registrant. All registrants must complete a registration form that includes one method of payment.

Confirmation

Each registrant will automatically receive an email confirmation of their meeting registration after full payment has been processed.

Cancellation/Substitution Deadlines

Notification of cancellation must be submitted in writing. Cancellations received on or before 29 March 2011 will be subject to a \$250 cancellation charge. No refunds will be given for cancellations received after 29 March 2011. Registrants who do not attend the Annual Meeting and do not notify CSE headquarters in writing by the 29 March 2011 deadline forfeit the full registration fee. Substitutions are permitted until 15 April 2011. Substitution requests must be received in writing at CSE headquarters by 15 April 2011.

Exhibits

Space is available for exhibitors who wish to show or demonstrate products or services of specific interest to CSE members. Contact Allison Mendrys (amendrys@resourcenter.com) or (720) 881-6046 at CSE headquarters for an exhibitor application or visit the CSE website at www.CouncilScienceEditors.org

Hotel Accommodations

Hilton Baltimore

401 West Pratt Street
Baltimore, Maryland, USA 21201
(443) 573-8700

Visit www.CouncilScienceEditors.org to reserve online.

We have negotiated a discounted rate of \$195 plus taxes per night for single and double occupancy. Contact the Hilton Baltimore directly to make your reservations. Please make your reservations before 8 April 2011 to receive the discounted rate. Reservations received after the deadline are subject to availability. Each registrant is responsible for securing their hotel reservation.

Meal Functions

All meal functions are included with full and one-day registrations.

Become a Member of CSE

Get connected with the CSE community and experience the lasting value that has impacted thousands of science editors across the globe. 2011 membership dues for the Council of Science Editors is only \$179 for individuals anywhere in the world and \$45 for student membership. Your membership entitles you to discounted registration fees for the annual meeting; a complimentary copy of the quarterly CSE journal, *Science Editor*; 20% discount on CSE publications; and online access to the CSE membership directory. Visit our website at www.CouncilScienceEditors.org to join or call CSE headquarters at (720) 881-6046. Join CSE today as a new member and save \$100 instantly on your Annual Meeting registration.

Questions

(720) 881-6046
www.CouncilScienceEditors.org

54TH CSE ANNUAL MEETING REGISTRATION FORM

Please print. Complete a separate registration form for each registrant. To be eligible for Group Discount rates each registration must be processed as part of one transaction.

ATTENDEE INFORMATION

First name _____ Last name _____

Title for CSE records only _____

Company/Organization name _____

Street address _____

City _____ St./Prov. _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____ E-mail _____

Name (as you wish it to appear on your badge) _____

First time attendee Please send me information about BECOMING A MEMBER

Please specify any allergies and/or dietary restrictions _____

Please specify any special accommodations you may require _____

Spouse/Guest name (if applicable) _____

REGISTRATION INFORMATION

Full Conference	By 18 March	After 18 March	Short Course Registration	CSE Member	Non-member
CSE Member	<input type="checkbox"/> \$599	<input type="checkbox"/> \$659	Short Course on Publication Ethics Friday, 29 April	<input type="checkbox"/> \$199	<input type="checkbox"/> \$299
CSE Member Group (3+ attendees)*	<input type="checkbox"/> \$539	<input type="checkbox"/> \$599	Short Course for Journal Editors Friday, 29 April and Saturday, 30 April	<input type="checkbox"/> \$550	<input type="checkbox"/> \$650
Non-member	<input type="checkbox"/> \$869	<input type="checkbox"/> \$935	Short Course on Journal Metrics Saturday, 30 April	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Non-member Group (3+ attendees)*	<input type="checkbox"/> \$809	<input type="checkbox"/> \$875	Short Course for Manuscript Editors Saturday, 30 April	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Student	<input type="checkbox"/> \$245	<input type="checkbox"/> \$309	Short Course on Publication Management Saturday, 30 April	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Spouse/Guest	<input type="checkbox"/> \$259	<input type="checkbox"/> \$325	Discount for attending Publication Ethics and a Saturday Short Course	<input type="checkbox"/> -\$75	<input type="checkbox"/> -\$75
<i>*Three or more member registrations as part of one transaction.</i>					
CSE Member One Day Pass	By 1 April	After 1 April			
Sunday	<input type="checkbox"/> \$325	<input type="checkbox"/> \$355			
Monday	<input type="checkbox"/> \$325	<input type="checkbox"/> \$355			
Tuesday	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329			
Non-member One Day Pass	By 1 April	After 1 April			
Sunday	<input type="checkbox"/> \$465	<input type="checkbox"/> \$495			
Monday	<input type="checkbox"/> \$465	<input type="checkbox"/> \$495			
Tuesday	<input type="checkbox"/> \$429	<input type="checkbox"/> \$465			
Become a CSE Member*					
<i>Add a NEW CSE Membership to your registration today and receive a \$100 discount!</i>					
Worldwide Member	<input type="checkbox"/> \$179				
Student Member	<input type="checkbox"/> \$45				
Developing Country Member	<input type="checkbox"/> \$50				
New Member Discount	<input type="checkbox"/> -\$100				
<i>*Visit CSE website at www.CouncilScienceEditors.org for membership descriptions and eligibility.</i>					

Register
by
March 18
and SAVE
over \$50!

SESSION SELECTION

Please indicate which sessions you will be attending.

SATURDAY, 30 APRIL

- BELS Exam
- New Member and New Attendee Welcome Reception
- Welcome Reception and Exhibit Hall Opening

SUNDAY, 1 MAY

- Opening Remarks and Business Meeting
- Keynote Address: John Whyte, MD, MPH, Discovery Channel
- 01 - Ethics Clinic: The What, When, and Where of Data Sharing
- 02 - Now What? The State of the STM Marketplace in 2011...and Beyond
- 03 - Word Tips for Editors
- 04 - Seeking and Using Reader Feedback to Improve Your Journal
- 05 - Local Languages Editions, Global Society Outreach & International Partners
- 06 - Alternatives to Impact Factor
- 07 - Media Outreach: Tips for Getting Attention in a Wired World
- 08 - Launching into a Freelance Career
- 09 - The Road Less Traveled: Why Contributorship is Worth the Walk
- 10 - Juggling Journals: Order Out of Chaos?
- 11 - Disseminating Science to the Public: Do's and Don'ts
- 12 - Image Integrity
- President's Reception featuring CSE 2011 Poster Presentations

MONDAY, 2 MAY

- Plenary Address: Darlene Cavalier, The Science Cheerleader
- 13 - What Can Editors Do To Deter and Detect Scientific Misconduct?
- 14 - Going Mobile: A Guide to Developing Great Apps for Scholarly Publishing
- 15 - Current Activities of EQUATOR Network
- Awards Luncheon
- 16 - Update on the Authors Submission Toolkit
- 17 - The Story of the Journal
- 18 - Navigating the Bermuda Triangle: Dodgy Journal-Author-Industry Relationship
- 19 - Point-Counterpoint: Should Authors or Journals Define Authorship?
- 20 - Supplemental Data: Questions and Considerations
- 21 - Social Media Metrics
- 22 - Choosing or Changing Manuscript Submission Systems
- 23 - Publishing Controversial Research
- 24 - Build a Better Style Guide
- 25 - When You Can't Get All That You Want: The Art of Doing With Less

TUESDAY, 3 MAY

- Plenary Address: Keith A. Baggerly, PhD, UT MD Anderson Cancer Center
- 26 - What's New Copyright?
- 27 - Finding the Right Stuff: Scientists Search for Information
- 28 - Conducting an Editor-in-Chief Search
- 29 - Reproducible Research in Scientific Journals: What's Needed and Possible?
- 30 - Editors Battling International White Coat Crime, aka, Misconduct
- 31 - Editorial & Marketing: Synergy = Success

PAYMENT INFORMATION

CSE GROUP TOURS

- National Aquarium, Baltimore \$23.00
- Mount Vernon Cultural Walk \$7.00
- Heritage Walk \$7.00
- Historic Ship Tours in Baltimore \$14.00

Fee Summary

Conference Registration	\$ _____
Short Course(s) Registration	\$ _____
Short Course Discount (- \$75)	- \$ _____
Membership Fee	\$ _____
New Member Discount (- \$100)	- \$ _____
CSE Group Tours Total	\$ _____
Total Payment Amount	\$ _____

Payment

Payment is due at the time of registration. We accept checks, money orders or credit cards (Visa, MasterCard, Discover, and American Express). Payment (in US dollars) must accompany this form. Make checks payable to the Council of Science Editors. International registration must remit payment in US funds drawn from a US bank. CSE taxpayer ID number is 35-6060021.

Registrations will not be processed without full payment.

Check/MO MC Visa Disc AmEx

Card Number _____

Exp Date _____ CVV Code _____

Name on Card _____

Signature _____

Mail registration form and payment to:

Council of Science Editors, Inc.
10200 West 44th Avenue, Suite 340
Wheat Ridge, CO 80033
Phone: 720-881-6046
Fax: 303-422-8894
www.CouncilScienceEditors.org
CSE@CouncilScienceEditors.org

Register
by
March 18
and SAVE
over \$50!

CSE GROUP TOURS

National Aquarium, Baltimore

501 E. Pratt St. Pier 3 Baltimore, MD 21205
(Inner Harbor – within walking distance from the hotel)

The National Aquarium in downtown Baltimore features three pavilions of exciting attractions and a living collection that includes more than 16,000 animals from more than 660 species of fish, birds, amphibians, reptiles, and marine mammals living in award-winning habitats. The National Aquarium is an aquatic education and conservation organization with one mission: *to provide transforming experiences that inspire people to enjoy, respect, and protect the aquatic world.*



Date: Saturday, 30 April 2011

Time: 3:00pm (participants tour the Aquarium at their own pace)

Cost: \$23.00

Baltimore 90-min Walking Tours

Departs from Inner Harbor Visitors Center

Mount Vernon Cultural Walk

Explore the city's leading role in developing America's culture. Starting at the Visitor's Center at the Inner Harbor your Urban Ranger guides will take you on a journey up North Charles Street to Mount Vernon Place and explain how international trade, finance, and the railroad industry generated the great wealth that ultimately created many of the nation's foremost cultural institutions: museums, libraries, schools, and more. You will also see marvelous examples of 19th and 20th century architecture.



Date: Saturday, 30 April 2011

Time: 2:00pm – 3:30pm

Cost: \$7.00



Heritage Walk

This Urban Ranger guided tour begins at the Baltimore Visitor Center you will be guided through four centuries of history around the Inner Harbor, Little Italy and historic Jonestown, showcasing more than 20 of the city's most notable landmarks, attractions and historic sites. Highlights include the Star Spangled Banner Flag House & Museum, the Jewish Museum of Maryland, Carroll Mansion and the Reginald F. Lewis Museum of African American History and Culture.

Date: Tuesday, 3 May 2011

Time: 2:00pm – 3:30pm

Cost: \$7.00

Historic Ship Tours in Baltimore

301 East Pratt Street, Baltimore, MD 21202-3134

Historic Ships in Baltimore represent one of the most impressive collections of military vessels in the world.

To Catch a Thief: *Constellation* Fights the Slave Trade.

Constellation's proudest service occurred during the three years immediately before the Civil War. As flagship of the navy's African Squadron, she led this nation's fight against the trans-Atlantic trafficking of slaves. Today, little is mentioned about those times, but they were important in the struggle against slavery. A tour and hands-on activities highlight *Constellation's* active career, during which she was used to capture the slave ship *Cora*, from which 705 captive Africans were rescued.

Date: Tuesday, 3 May 2011

Time: 1:30pm – 2:30pm

Cost: \$14.00



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