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ACS WEBINARS™ ***Chemistry and Communications – a Closer Look at Scientific Careers in Publishing***



Speaker: Darla Henderson
American Chemical Society



Moderator: Jeremy Lewis
Oxford University Press

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Chemistry and Communications: Scientific Careers in Publishing

Darla P. Henderson, Ph.D.
Assistant Director, Editorial Development
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American Chemical Society

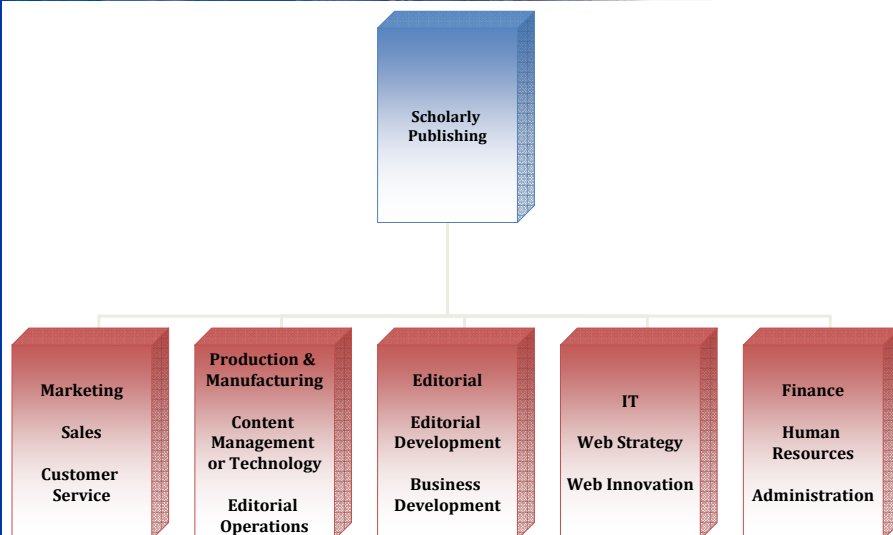
May 13, 2010

www.acs.org

Agenda

- What roles do chemists play in the scholarly publishing industry?
- What does it take to succeed in scholarly publishing?
- What advantages do chemists have in this industry?
- How are chemists encouraging innovation in scholarly publishing?
- How do I get started in a scholarly publishing career?

Generalized Schema of Scholarly Publishing Divisions



To succeed in scholarly publishing - you need **KNOWLEDGE**

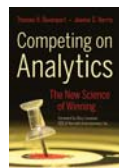
- The scholarly publishing industry, issues



- Subject area (Chemistry)



- Data, analytics



To succeed in scholarly publishing -
you need INTANGIBLES

- Vision
- Instinct
- Quickly grasp the importance of newly emerging research

“Dream lofty dreams, and as you dream, so shall you become. Your vision is the promise of what you shall at last unveil.”

John Ruskin

To succeed in scholarly publishing -
you need SKILLS

- People
- Business
 - General
 - Financial
 - Writing
 - Marketing/sales
 - Scrupulous records



What advantage do chemists have in scholarly publishing?

- **Chemists think the thoughts**
 - Scientific method
 - Research content
- **Chemists talk the talk**
 - speak the language/lingo of chemistry
 - Understand and can communicate the importance of data and analytics
- **Chemists walk the walk** –
 - Have a relationship already with the chemistry community

Excerpted from Mahatma Gandhi
“... **your thoughts become your words...**
.....**your words become your behaviors...**
.....**your behaviors become your habits....**
.....**your habits become your values...**
.....**your values become your destiny.**”

Why I as a chemist find this career path satisfying: **People. Innovation. Purpose**



Main Entry: **in-no-va-tion** 🗣️
Pronunciation: \i-nə-ˈvā-shən\
Function: *noun*
Date: 15th century
1 : the introduction of something new
2 : a new idea, method, or device : **NOVELTY**

“We’re drowning in information and starving for knowledge.”

Rutherford D. Rogers

“For knowledge, too, is itself a power.”

Sir Francis Bacon

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ACS Publications
High quality. High impact.

Return to JACS

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JACS Beta presents, encourages, and facilitates innovations and new approaches to the presentation of chemical and related research to further communication and understanding as emerging fields and disciplines blend at the interfaces of chemistry, biology, and beyond.

Current Projects

JACS Cover Art Podcasts

Listen and view images as Howard Katz of Johns Hopkins University discusses his group's research, and cover art, which is featured on the April 21, 2010 issue of JACS.

Updated 4/15/10

Hear the cover art podcasts

JACS Select

JACS Select issues are thematic Web-based collections of recently published JACS papers. Check out the eight installment—'Harnessing Energy for a Sustainable World'—complete with an Editorial, glossary, and synopses.

View JACS Select Issue #8
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Poll

How often do you participate in a journal club, group meeting, or discussion forum to talk about the latest papers in your field?

- Weekly or more often
- About every two weeks
- About once a month
- Every two to three months
- On occasion but not regularly
- Never

Vote View Results

I am a:

- Student
- Postdoc or staff researcher
- New faculty member (<5 years)
- Faculty member (5+ years)

Examples of recent innovations at ACS Publications



ACS Publications
High quality. High impact.

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ESRT Video Contest

How Does Chemistry Help YOU Be Green?

Environmental Science & Technology congratulates all of the winners of this year's first video contest — "How Does Chemistry Help YOU Be Green?"

In recognition of the 40th anniversary of Earth Day amongst many other environmental milestones, we asked contestants to submit a video showing what they are doing in their own community, school, workplace, etc. to be more green. We are pleased to announce that our winners are...

Grand Prize Winner

Plastic Bags to Batteries: A Green Chemistry Solution from researchers at the Argonne National Laboratory including Vilas G. Pol, Michael Thackeray, Swati V. Pol, Daniel Abraham, Andrew Jensen, Howard Matthews, Louise Lerner, Stephen McGregor, and James Corralini

First Runner Up Winner

Chemistry to Inquire Local and Global Changes from students at the University of Otago Science Communication and Environmental Chemistry Departments including Roland Payne, Rachael Patching, Karen Levin, Rama Ghosh, Rousey Shalpoury, Trudy Geoghegan, and Cleo Davie-Martin

Nano Picks

Large scale Synthesis of One Dimensional ZnO Nanowires

Other articles...

Need help? Review Answer/Comment

Synthetic Molecular Protein Chemistry on Synthetic Biology?

Need help? Review Answer/Comment

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Examples of recent innovations at ACS Publications



Introducing ACS Mobile for your iPad, iPhone, or iPod Touch

ACS Mobile provides readers with a searchable, multi-journal, up-to-the-minute live stream of new peer-reviewed research content (Articles ASAPSM) published across the Society's preeminent portfolio of scholarly research journals, including the flagship *Journal of the American Chemical Society*.

The application also includes a "Latest News" feed from *Chemical and Engineering News* - the Society's industry-leading magazine and preferred source of online news for its more than 161,000 member professionals.

ACS Mobile makes a scientist's daily commute, business travel, or time away from the desk or laboratory a more rewarding and productive experience.

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- Tailored "on the fly" filtering options for viewing content from selected ACS titles.
- Delivery of an indexed list of more than 35,000 research articles published annually.



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How do I get started on this career path? Sample typical entry level positions



Editorial/editorial development/business development

editorial assistant (BS)
research assistant (BS)
assistant acquisitions editor (BS)
assistant managing editor (BS, MS, PhD)
product development associate (BS, MS)
managing editor (MS, PhD)
associate acquisitions editor (MS, PhD)
product manager (MS, PhD)

Marketing/sales/customer service

sales assistant (BS)
customer service associate (BS)
assistant marketing manager (BS)
sales associate (BS, MS, PhD)
marketing manager (BS, MS, PhD)

IT/web strategy/web innovation

web production manager (BS, MS)

Production/content

management/editorial operations
production editor (BS, MS)
analyst, content tech./ peer review (BS, MS)

Recommended resources



Career Paths

Nontraditional Careers for Chemists: New Formulas in Chemistry, by Lisa M. Balbes, Oxford University Press, 2006, ISBN 0195183673.

Data and Analytics:

Competing on Analytics: The New Science of Winning, by Tom Davenport and Jeanne Harris, Harvard Business School Press, 2007, ISBN 9781422103326.

Examples of ACS innovation:

<http://www.pubs.acs.org>

<http://community.acs.org/nanotation>

<http://pubs.acs.org/IACSBeta>

Find JACS also on facebook and twitter - www.twitter.com/JACS

Scholarly Publishing Societies and Councils

American Association of Publishers (www.publishers.org)

Council of Science Editors (www.councilscienceeditors.org)

Society of Scholarly Publishing (www.sspnet.org)

ALPSP (www.alpss.org)

Interesting Blogs

<http://scholarlykitchen.sspnet.org/>

American Chemical Society



Thank you.

Sam Toba
John Christensen
Lisa Balbes
Jeremy Lewis

Mentors

Barbara Goldman, Ph.D.
Janet Bailey
Michael Forster, Ph.D.
Susan King, Ph.D.
Brian Crawford, Ph.D.

**The Publications Division colleagues
at the American Chemical Society**

400 + book authors/editors
15 journal Editors-in-Chief



Q&A SESSION
***Chemistry and Communications – a Closer Look at
Scientific Careers in Publishing***



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Oxford University Press

Please submit your questions for the speaker via the
Chat Panel in GoToWebinar

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Upcoming Event:
May 20, 2010. 2-3pm ET

“Green Chemistry: Innovation and Application for the New Decade”



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