The CHARLESTON REPORT

Business Insights into the Library Market

2020 Charleston Conference Reaches New Record!

. . . with thanks to Leah Hinds, Executive Director of the Charleston Conference, <leah@charlestonlibraryconference.com>

The 2020 Charleston Library Conference's 1st virtual event was held Tuesday, November 3 (Vendor Showcase) through Friday November 6, 2021. The meeting recorded a **150% attendance increase** to reach almost 3,000 attendees, including approximately 62% Librarians, 12% Publishers, 16% Vendors, 9% Other, 1% Consultants, and <1% Students. There were also around 40% first-time attendees, and international attendees from 18 countries. The virtual **Vendor Showcase included over 80 exhibitors and sponsors**. The virtual event platform facilitated over 4,300 private messages and 409 private meetings scheduled during the week of the conference, in addition to over 40 conference sessions and 8 social/networking events. You can read session reports from Don Hawkins at the **Charleston Conference blog: *https://www.charleston-hub.com/category/blogs/chsconfblog/***. Attendee evaluation feedback was highly positive from both the library and publisher/vendor attendees.

Eight Preconferences were held before and after the main conference to accommodate the designated topics proposed by Conference participants and deemed worthy by the Conference content directors. All sessions were recorded or videotaped and will be available on the Charleston Hub website. The **Charleston Hub merges the content from *Against the Grain* and the Charleston Conference** for easy searching of the merged content. ***https://www.charleston-hub.com/***

Plans for 2021 are already in motion! Our dates will be November 1-5, and we aim to have a hybrid event with both in-person and online options. Stay tuned for more details to come early next year!

TCR Reports from the Field: STM Frankfurt Online Conference, October 13, 2020

. . . Reported by Anthony Watkinson, Principal Consultant, CIBER Research and Honorary Lecturer, University College London, <anthony.watkinson@btinternet.com>

Ed Note: This year's STM Conference was a virtual event, as was the entire Frankfurt Book Fair for the first time in its history. Organizers of the STM day-long session summarized their themes as follows:

"As publishers continue to provide free and speedy access to vital research during a time of continued global pandemic, we are starting to gain a deeper understanding of how the industry can adapt to continue to successfully advance research worldwide in a post COVID-19 world. This year's STM Frankfurt Virtual Conference will explore the opportunities and challenges that exist both inside and outside of our businesses. From the continued advancement of Open Science and the dangers of a transition which widens the knowledge gap between North and South to the perpetual need for high quality, trusted research — particularly during times of global crisis."

"Navigating The Challenges of The New Digital Frontier"

The programme is available at ***https://www.stm-assoc.org/events/frankfurt-conference-combined-2020/***. There are also links to the programs of the three associated satellite conferences. Recordings have been made but STM are following the policies of some similar organisations by making these only available to those who have registered. It is therefore not possible to refer to the slides which used to be an open feature of most programs subsequent to the actual meetings — sad. There was one major change to the program. The EU Commissioner had been tested positive for COVID-19 at the last minute — too late for a replacement — which meant that the proceedings proper began with the first panel.

This report is selective and with reference to the interests of readers of *The Charleston Report*.

For those who have not looked at the **STM site** recently or who have never considered looking at it, it has been recently redesigned (see ***https://www.stm-assoc.org/***) and there are many useful things on it for both members and others in the scholarly communications ecosystem including librarians plus enquirers from the outside. Certain projects led by the STM involve other stakeholders: see home page.

TCR Reports from the Field: STM Frankfurt — *from page 1*

Both the CEO and the chairman of the board (**James Milne** of ACS) in their introductory remarks emphasised the commitment of STM members to Open Science on a sustainable basis and for researchers globally not just in the developed world. This is a change of emphasis.

The first panel was not surprisingly concerned with The Global Outlook for Open Access. The first speaker was appropriately from Africa in the shape of **Joy Owango** of Nairobi. For her background see *https://www.stm-assoc.org/people/joy-owango/*. This was a hard-hitting presentation from the inside. She emphasised that South Africa was not typical of African nations. Most governments do not understand open access and Ethiopia is the only country with a relevant policy. She sits on the board of one organisation tasked with enabling visibility for African scholarship — *https://info.africarxiv.org/*. It is not clear that a continental transformation deal would work — see the work of STISA at *http://africapolicyreview.com/science-technology-and-innovation-strategy-for-africa-2024-stisa-2024/*.

The other two speakers were essentially innovative OA publishers explaining their systems. **Rebecca Lawrence**, managing director of F1000Research, argued that their model was the result of a look at the technology and a start with a clean slate. This meant bringing the roles of preprint server and a journal publisher together in a way to maximise author control and minimising delay, bias and wastage. See the site for more: *https://f1000research.com/about*. **Sara Rouhi**, a relative newcomer to PLOS, explained their reasons for rethinking business models to enable selective journals to be sustainable while open to all authors. This project was set out a year ago in *https://theplosblog.plos.org/2019/10/flipping-to-more-open-when-youre-already-open/*. See also a very recent post by her CEO **Alison Mudditt** *https://scholarlykitchen.sspnet.org/2020/10/28/in-search-of-equity-and-justice-reimagining-scholarly-communication/*.

Meet the CEOs session was moderated by **Ian Moss** (STM). He included the two biggest players, **Kumsal Bayazit** of Elsevier and **Frank Vrancken Peeters** of Springer Nature, alongside **Vicky Williams** of the very much smaller Emerald Publishing which concentrates on applied areas — business and management, social sciences and engineering. Bayazit followed up her commitment at Charleston (specifically name-checked) to achieve trust again. **Vrancken Peeters** emphasised that submissions and usage show how essential what publishers do is for the research community. At SpringerNature their job must be to unlock more value from research articles. Williams is working proactively with Emerald customers to move to open science. In her view the pandemic has just accelerated disruption towards a less closed system. There are unfortunately disincentives to change and universities have to change too.

There was an interesting discussion about business models for the future. Springer Nature saw complexity replacing the old working with agents: evolution towards the open science world. Not surprisingly Vrancken Peeters argued for transformative agreements which they pioneered. Is it the end of the big deal? He said no. Williams saw it as dead. For smaller niche publishers transformative agreements are probably not the answer. Emerald emphasise their value for the communities where they publish.

Moss raised consolidation and standards. The general view was that further consolidation was unlikely. Bayazit had looked up the data and claimed that in half of disciplines a specialty publisher provided the lead journal. More standardisation says Vrancken Peeters would help smaller publishers with big deals. Williams said that we have a shared customer base so that we need to make sure that our technology standards must help customers. Bayazit has worked in legal — what the users really value is the curation where information is all open.

The final session covered Publishing in COVID-19. There were two speakers setting the scene followed by a panel. The first presentation was on the Impact of COVID-19 Pandemic on UK STM Publishing from **Jeremy Brinton**, Senior Associate, Maverick Publishing Specialists. He was referring back to their survey *https://www.maverick-os.com/news-events/insights/the-impact-of-covid-19-on-the-uk-publishing-industry/*. The survey was July 2020. Little has changed since then. Even research-intensive universities are suffering from the loss of foreign students. The good/bad news is that revenue to publishers from journals and science was impacted less than revenue from print and humanities. Librarians are however expecting free access associated with COVID literature will be extended.

The title of the second presentation was Hope, Hype and Headlines: Responsible Publicity in a Health Crisis and the speaker was **Tom Sheldon**, Senior Press Manager at the UK Science Media Centre. For his organisation see *https://www.sciencemediacentre.org/*. He showed how outreach to reach the public is done. For how they work see the site but particularly relevant were reflections on previous presentations. Preprints may be great for science but dangerous in the public domain and journalists are under pressure to report work described before peer review. Media are under no obligation to relate corrections.

Ian Roberts, Head, WHO Library and Annette Flanagin, Executive Managing Editor and Vice President, Editorial Operations, JAMA and the JAMA Network joined Sheldon for the panel discussion. Roberts described the work of his library as part of the quality assurance work of the WHO and it is also a publisher of guidance to governments. They already have a partnership with STM over Research for Life (see *https://www.research4life.org/about/partners/*). This was of great importance during the pandemic — retrieval on a daily basis. They need immediacy of access and filter to ensure rigour. This gives greater visibility and more scope to the latest evidence. There is no one-stop multilingual database and a precursor of that is something they are working on. A new sense of urgency is accelerating change. He agreed that there is a real need for and real caution about preprints. Preprint servers do not yet have standardised bibliographical data and this is needed.

Flanagin showed real-life examples of how JAMA in Chicago worked in these special times. As staff moved to working from home they devised new workflows. How these maintain quality is explained in an editorial — *https://jamanetwork.com/journals/jama/fullarticle/2767892*. All COVID-19 publications are open as they were in previous pandemics. There were special opinion pieces from trusted leaders and also important epidemiology studies such as one from Wuhan. They also provide lay summaries and other experiments. Other journals of course do this.

Trust came up several times in the discussion. Sheldon was asked if there is anything the industry should do to encourage trust. He is not worried about the way publications are handled. Arguments among scientists do not hamper this. He found recent reassurance from Pew. Publishers should continue to make sure that peer review is robust and that press releases remain relevant. Brinton was asked what came out in his survey. He noted the importance of integrity.

Roberts said that scientists have to tackle all the misinformation that is now provided. Social scientists are needed because of the behavioural issues. The challenge of sheer volume has been mentioned. A question was asked if AI might help. Roberts thought that there were some promising developments. Preprints came up again. Once they are out, they are in the public domain and scientists will be asked by journalists about their relevance and quality.

Are Traditional Media going to social media for information? Sheldon does not know for sure. For journalists the source is important. There was a parting shot from Sheldon. Scientists should only talk about what they know about and not talk about policy.

Notable and Quotable: Favorite Charleston Quotes

. . . A sampling of interesting statements noted by Charleston Founder Katina Strauch during this year's 1st Ever Virtual Charleston Conference

What is controlled digital lending.
We need lawful controlled digital lending.
Crisis means opportunity
We should think much bigger.
Librarians generally haven't been involved in innovation.
Pressing the boundaries of copyright law is good.
Can we network properly in the virtual environment?
Will preprints replace the traditional journal?
Most teaching in German universities is done in German.
Regional languages need protection.
Spanish is more spoken than English.
We need to foster a publishing system for bibliodiversity.
6,000 Chinese STM journals are not open to overseas readers.
We need better translators. AI is getting better but not there yet.
We need more journal venture companies.
There are opportunities for library-run presses.
The UNSUB data dashboard is of interest to global investors.
OA exerts more downward pressure on pricing.
What is the role of transformative agreements relative to the big deal?
Conferences are serious businesses.
We need workers with new skills by 2025.
Publishers are selling epubs.
We are all homeschooling now.
Once you learn to read you are truly free.
A library is the center of a community.
We need to build grace-filled communities.
Libraries are on the way out.
Libraries are inspiring beautiful places.
After COVID will we value things more?
Is there a public infrastructure?
Will libraries only be renters instead of holders?
This is a moment of great creativity.
There needs to be choice and a public option.
There need to be better ideas.
Libraries need to collaborate together more.
We need a digital public infrastructure.
Libraries and librarians have the power and creativity.
Peer review is a system ripe for improvement.
Don't be passive at this moment – be active.
Libraries have trust.
Vendors are partners not competitors/adversaries.
Demand driven availability.
Is the gatekeeper of information an antiquated role?
We are seeing a rush to online learning.
We need more OA material. Who pays?
We are confronted with blurry solutions.
What is a library?
No book is out of print anymore!

Mark Your Calendars: Key Meetings in January and February You Won't Want to Miss

APE 2021: "The New Face of Trust," January 12-13, 2021.

The **Berlin Institute for Scholarly Publishing (BISP)** — *https://www.berlinstitute.org/* — and the **APE Program Committee of the 2021 APE Conference** — *https://www.ape2021.eu/program-committee* — have announced their Final Program.

Prof. Dr. Christoph Markschies, President of the Berlin-Brandenburg Academy of Sciences and Humanities, will welcome the more than 50 speakers and panelists as well as all of the participants to the conference. Three keynote speakers will address the conference theme:

> **Dr. Dorothea Wagner**, Chairwoman of the German Council of Science and Humanities will speak on the basis for trust in science.

> **Lauren Kane**, the President of the Society for Scholarly Publishing (SSP) and Chief Strategy Officer for Morressier will discuss whether a return to normal after COVID-19 is possible or even desirable.

> The final keynote will be given by **Frank Vrancken Peeters**, CEO of Springer Nature, on how partnerships advance open science.

Further highlights from ten additional panels and sessions will cover the restoration of trust in published research (moderated by **Prof. Dr. Ulrich Dirnagl** of the Charité in Berlin), creating a level playing field for the Global South (moderated by **Anne Kitson** of Cell Press/The Lancet/Elsevier), open access and the value of selectivity (moderated by **Liz Ferguson** of Wiley), and on data and capturing the research workflow (moderated by **David Crotty** of Oxford University Press).

The second day of the conference will feature sessions on the OA Switchboard (by **Yvonne Campfens**, its Executive Director) and the fascinating session on new dotcoms to watch (**Eefke Smit**, STM's Director of Standards and Technology). **Dr. Manuela Gerlof** (De Gruyter) and **Prof. Dr. Andreas Degwitz** (Humboldt University Library) will chair a session on collaborations built on trust, and **Dr. Liz Marchant** (Taylor & Francis) will chair the session on climate action and how scholarly collaboration supports the tackling real-world challenges.

Magdalena Skipper, Editor-in-Chief of *Nature,* will moderate a session on the very timely issue of balancing the need for rapid sharing with the need for rigorous evaluation and the role of preprints and peer review. The final session of the conference will be moderated by **Dr. Irina Sens** of the TIB in Hannover and will discuss data-intensive scientific discovery.

For more details and to register, logon to *https://ti.to/ape2021.eu/ape2021*.

from the Staff at The Charleston Company

R2R 2021: Researcher to Reader Conference, London and Online, February 23-24, 2021.

The hybrid 2021 Researcher to Reader Conference will run from 10am to 5pm UK time, at **BMA House, London and Online, Everywhere.** It is intended that all the sessions in the program, including keynotes, will be live and will include the opportunity for active participant engagement through facilitated Q&A, polling and other collaborative techniques. Organizers note that the meeting is intended to be a "real conference, whether you join physically or online. *Researcher to Reader* already has an outstanding reputation for interesting content, vigorous interaction and superb organisation, and we think we can build on these strengths to create a genuine conference experience, where online participants can feel fully engaged in the event."

The program format includes collaborative workshops, lively Q&A sessions, controversial debate and productive networking.

Among the topics to be covered are:

- Research Integrity
- Open Access Books
- Diversity
- Pre-Prints
- Publishing in China
- Academic Writing
- Peer Review
- COVID-19 Impact
- Usage Metrics

Speakers include:

- **Professor Martin Eve** — Professor of Literature, Technology and Publishing at Birkbeck, University of London
- **Nicko Goncharoff** — China Strategy Advisor to Hindawi
- **Dr. Ivan Oransky** — Co-founder of Retraction Watch
- **Professor Johan Rooryck** — Executive Director at cOAlition S
- **Professor Jon Wilson** — Editor of the Journal of Islamic Marketing
- **Dr. Xin Bi** — University Librarian at Xi'an Jiaotong-Liverpool University
- **Professor Ludo Waltman** — Deputy Director at the Centre for Science and Technology, Leiden University

Check out the Full Program, now available at *https://r2rconf.com/r2r-conference-programme/*.

For registration, logon to *https://r2rconf.com/r2r-registration/*.