

Program

“Achieving the Pinnacle of our Profession”

Association of Earth Science Editors 38th Annual Meeting

Wednesday, November 3

- 12–5 p.m. **Registration**
Lobby
- 2–5 p.m. **2003–2004 Board of Directors Meeting**
Dunraven Boardroom—Main Hotel on Second Floor
- 6:30–8:30 p.m. **Welcoming Reception/Icebreaker**
Concert Hall—Stanley Concert Hall Building

Thursday, November 4

- 7–8 a.m. **Breakfast Meeting—State, Provincial, and National Geological Surveys**
Manor Hall—The Manor House
- 8:30 a.m. **Welcoming Remarks—2004 Annual Meeting Committee**
Concert Hall—Stanley Concert Hall Building
Diane Lane, AESE Interim President and Program Chair
Wendy Davidson, Meeting Chair
- 8:45 a.m. to 12 p.m.
(15-minute break at 10:15 a.m.)
- Technical Session 1: Establishing and Documenting Procedures for Editing and Production**
Concert Hall—Stanley Concert Hall Building
Co-chairs: Richard Jones and Karen MacFarlane
- Overloaded but not (Completely) Overwhelmed: Creative Solutions for Improving Productivity at the Ontario Geological Survey**
Marg Rutka, Monica Easton, and Heather Brown, Ontario Geological Survey
- Evolution/Devolution—It’s All About Change**
Karen MacFarlane, C.S. Lord Northern Geoscience Centre
- Producing the Schlumberger *Oilfield Review***
Gretchen Gillis, Schlumberger
- Would You Like the Whole Enchilada or the Taco Lite?
A Discussion on Levels of Editing at the U.S. Geological Survey**
Jane Ciener, Terry D’Erchia, and Gaye Farris, U.S. Geological Survey
- Triage—A Complement to Levels of Edit**
David Schleicher, Qwest
- ISO Certification of Publishing Services:
The Geological Survey of Canada Example**
Linda Guay, Geological Survey of Canada
- 12–1:30 p.m. **Annual Business Meeting and Luncheon**
Pinon/Billiard Room—Main Hotel

Program

2 AESE 2004

2–3:30 p.m.

Technical Session 2: Experienced Earth Science Editor Wanted—Apply Within!

Concert Hall—Stanley Concert Hall Building

Co-chairs: John Keith and Rowena Mills

Traveling Rocky Roads: How did we get Here from There?

Rowena Mills, Society of Exploration Geophysicists

The Sins and Virtues of Hiring a Scientific Editor

M.F. Dufour, Illinois State Geological Survey

Options in Continuing Education for Writers and Editors

Diane Lane, U.S. Geological Survey

Following these presentations, panelists John Keith, Rowena Mills, and M.F. Dufour will consider lessons learned about staffing for editorial services in the earth sciences.

3:30–3:45 p.m.

Break

3:45–5:30 p.m.

Technical Session 3: Marketing our Services as Publishing Professionals

Concert Hall—Stanley Concert Hall Building

Co-chairs: Diane Lane and David Schleicher

The First (and Last) Line of Defense

Marla Adkins-Heljeson, Kansas Geological Survey

Revising the U.S. Geological Survey Publication Series

Edward Swibas, U.S. Geological Survey

Following these presentations, we will break into small groups to discuss strategies for marketing our publications services—whether by in-house staff to managers and scientists in their own organizations or by freelance editors to prospective clients.

Free Time

Dinner on your own. Optional activities are the historic and ghost(!) tours of the Stanley Hotel.

Friday, November 5

7–8 a.m.

Freelancers' Breakfast

Manor Hall—The Manor House

8:30 a.m. to 12 p.m.

Technical Session 4: Developing Earth Science Publications for General or Dual General/Scientific Audiences

Concert Hall—Stanley Concert Hall Building

Co-chairs: Rex Buchanan and Mindy James

(15-minute break at 10:15 a.m.)

The Story of Messages in Stone: Colorado's Colorful Geology

Vincent Matthews, Colorado Geological Survey

Definitions for a Dual Audience: The Schlumberger Oilfield Glossary

Gretchen Gillis, Schlumberger

Addressing the Public—The Evolution of *Geotimes*

Christopher Keane, American Geological Institute

Popularizing Geology and Paleontology for the Museum Audience: Examples from the Denver Museum of Nature & Science

Kirk Johnson, Denver Museum of Nature & Science

News and Information Needs of American Science Leaders

Rick Borchelt, Whitehead Institute for Biomedical Research

12–2 p.m.

Free Time

Take this opportunity to visit the town of Estes Park—Shops, bookstores, and restaurants.

2–3:30 p.m.

Technical Session 5: Innovations in Earth Science Publishing

Concert Hall—Stanley Concert Hall Building

Co-chairs: Pam Daddow and Mary Kidd

Wyoming Geo-notes—Evolution of a Geological Survey Newsletter

Richard Jones, Wyoming Geological Survey

An Open-Archiving Forum for Disseminating Scholarly Literature

Robert Wershaw, U.S. Geological Survey

Dynamic Reports: Next Generation Publishing

Carma San Juan and Pamela B. Daddow, U.S. Geological Survey

3:30–3:45 p.m.

Break

3:45–5:30 p.m.

Technical Session 6: Tools for Electronic Preparation of Publications: Choices, Problems, and Solutions

Concert Hall—Stanley Concert Hall Building

Co-chairs: Diane Lane and Connie Oerhing

Tips and Tricks in Word

Mary Eberle, Wordrite

Taming Tables, or Editing Tables for Efficient Presentation

Mary-Margart Coates, TechEdit

CD/DVD-ROM Publishing Gotcha's

Dave Traudt, U.S. Geological Survey

New Directions in the Printing Industry

Bill Jones, Vision Graphics

6:30–7:30 p.m.

Pre-Banquet Icebreaker

Music Room—Main Hotel

7:30–9:30 p.m.

Awards Banquet

Music Room—Main Hotel

Guest Speaker: James C. Cole, U.S. Geological Survey

Saturday, November 6

7:30–9:30 a.m.

2004–2005 Board of Directors Meeting

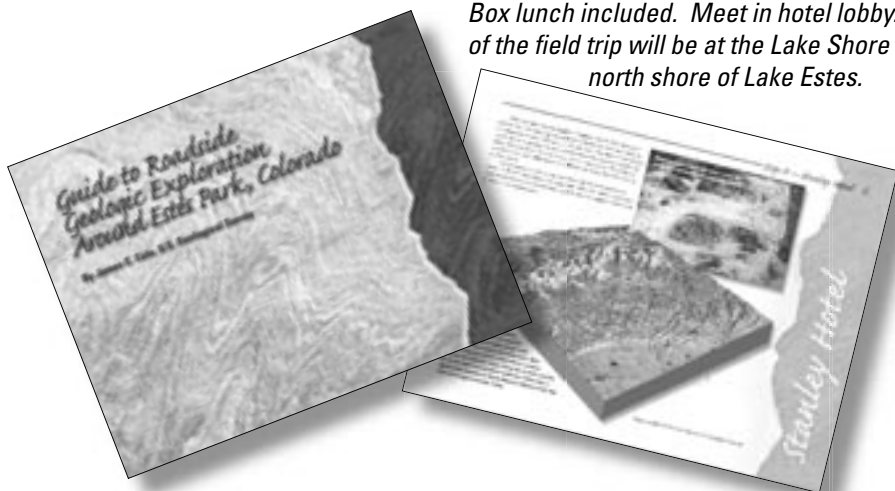
Dunraven Boardroom—Main Hotel on Second Floor

10 a.m.–9 p.m.

Field Trip: Roadside Geology around Estes Park, Colorado

Leader: James C. Cole, U.S. Geological Survey

Box lunch included. Meet in hotel lobby. Dinner at the end of the field trip will be at the Lake Shore Lodge, on the north shore of Lake Estes.



Program

Abstracts

If abstract has more than one author, address given is that of first author.

Technical Session 1: Establishing and Documenting Procedures for Editing and Production

Overloaded but not (Completely) Overwhelmed: Creative Solutions for Improving Productivity at the Ontario Geological Survey

Marg Rutka, Monica Easton, and Heather Brown, Ontario Geological Survey, Ministry of Northern Development and Mines, 933 Ramsey Lake Rd., Sudbury, ON P3E 6B5, Canada; marg.rutka@ndm.gov.on.ca

The Ontario Geological Survey (OGS) is one of the most prolific publishers of geoscience information in Canada. Publication Services, the publishing arm of the survey, once 27 strong in the 1980s, now has a staff of only 8, and must deal with an equal or greater volume of manuscript reports and maps than it did in bygone days, in addition to new digital data releases. Shifting our focus to publication series requiring less editing and adoption of print-on-demand techniques have allowed us to keep pace with OGS output. But now, as the OGS begins to enter into partnerships with other organizations, the volume of reports and maps is expected to increase, and we are faced, once again, with finding new coping mechanisms on a limited budget. Some of the steps we've taken over the past year include (1) designing an Open File Report (OFR) Microsoft® Word template for distribution to authors; (2) preparing an Author's Package for the preparation of OFRs (for distribution to authors from external organizations); (3) setting digital standards for the submission of figures and photos; (4) incorporating mandatory author completion of metadata forms into our submission requirements; and (5) planning an intranet site for OGS authors. By taking these steps and transferring some tasks to authors, we hope production can be streamlined and, with respect to the internal Web site, communication improved and facilitated.

Evolution/Devolution—It's All About Change

Karen MacFarlane, C.S. Lord Northern Geoscience Centre, Box 1500, Yellowknife, NT X1A 2R3, Canada; karen_macfarlane@gov.nt.ca

Two and a half years ago the NWT Geoscience Office was formally established when two levels of government merged their geoscience resources, both people and money, to create a single, streamlined program. We were able to recover from this transition just in time for the next round of change, the formal devolution of responsibility for resource management—and with it, the geoscience program—from the federal to the territorial government.

The merger allowed us the opportunity to establish a more formal standard for publishing, which led to the associated questions, like how to deal with older reports that didn't quite meet these new standards. The standards we defined were an attempt to establish and maintain a level of quality and consequently credibility, while still being flexible enough to accommodate the process changes that will undoubtedly occur over the next few years as devolution progresses.

The process of developing such standards is a learning experience in itself. We realized the importance not only of having clear standards for technical review for our scientific publications but that these standards can be modified to apply to a more promotional type of publication targeting more than just the geoscience community. Being able to adapt our standards is very important as we also provide information to aboriginal groups interested in lands claims and to the general public through general interest type of media. Our standards have also had to be flexible enough to allow for multi-media release—we now allow clients to download reports directly from our website. Then there is the added challenge of ensuring that communication protocols of levels of government are also met.

In essence, for the last two and a half years we have been evolving our publication process in hopes of making publishing easy for both the author and editor. Maintaining a degree of flexibility has been the key, or maybe the key is maintaining a good sense of humour?

Producing the Schlumberger *Oilfield Review*

*Gretchen Gillis, Schlumberger, 1325 S. Dairy Ashford, Houston, TX 77077, U.S.A.;
ggillis@sugar-land.oilfield.slb.com*

The Schlumberger *Oilfield Review* is a quarterly journal that provides technical information to clients and employees. The magazine began as a proprietary in-house technology journal, *The Technical Review*. In 1989, the magazine became the *Oilfield Review* and its focus changed to allow distribution outside the company. Examples of technology application, released for publication by clients, are a hallmark of the magazine. In addition to 25,000 copies in English, the magazine is translated into Chinese, Spanish, and Russian. A CD-ROM archive of articles is updated every 2 years. Documented workflows support the training and ongoing work of the staff.

The editorial plan is prepared annually and updated quarterly to ensure that article topics are timely and that examples from the field will be available for release. Writers spend several weeks gathering background information, interviewing Schlumberger experts and client contributors, and preparing a manuscript.

To ensure that articles meet editorial standards, writers circulate an outline to other members of the editorial staff early in the article-preparation cycle. Each staff member offers comments on the outline. The next milestone is the preview, which is also circulated to the magazine staff. The preview includes the entire introductory section, some details about the field examples, and the remainder of the outline. The preview allows the staff to evaluate the tone, to gauge reader interest, and to ensure that the article will be comprehensible to a multidisciplinary audience.

The magazine staff, all contributors, and the Schlumberger legal department review the complete manuscript, including draft figures. Feedback to the writer ranges from fundamental technical arguments to minor concerns about punctuation. In revising the manuscript for publication, the writer first addresses all technical controversies and then finalizes the article text, figures, and captions.

A consulting editor reviews the revised text and illustrations. Afterwards, consulting graphic designers enter the process to set type, prepare illustrations for publication, and lay out each article. The executive editor reviews all articles before release for printing.

Would You Like the Whole Enchilada or the Taco Lite? A Discussion on Levels of Editing at the U.S. Geological Survey

Jane S. Ciener, Terry D'Erchia, and Gaye Farris, U.S. Geological Survey, 345 Middlefield Rd., MS 951, Menlo Park, CA 94025-3561, U.S.A.; jciener@usgs.gov

Burgeoning workloads, fewer staff, and customer demands have brought a new philosophy of editing to the U.S. Geological Survey (USGS). At a time of uncertain budgets and when our authors demand faster turnaround on their manuscripts, management felt a need to look at how we edit with a new critical eye. Are all publications really equal? Should everything receive the highest level of edit? Do we have the time and money to fully edit manuscripts going outside to journals when those may be heavily revised during the journal peer-review process? Do manuscripts intended for a highly technical, limited audience need the same time and care as those high-profile manuscripts intended for a general audience? Do some merit the whole enchilada, while others can do with the taco lite? These are difficult questions.

In 2003, our USGS Publishing Issues Group convened an interdisciplinary team to look at what and how we edit across the bureau. The team found that, historically, our editing levels have ranged from routine copyediting of some manuscripts to full editing, including major rewriting, of others. For some report types, the level of edit varied among

disciplines. We have not been consistent either across the bureau or within individual disciplines. The team made recommendations that will apply to our major USGS series and outside publications throughout the bureau. These recommendations, which will be written into official USGS policy, should result in greater consistency, accommodate the need for light editing of abstracts and outside articles, and ensure that our highest profile and most important publications receive the attention they deserve.

We will discuss the process we used, issues that were raised during the team process, and what each defined level of edit includes. We can no longer afford the whole enchilada for all manuscripts, nor can we afford to forgo quality by only going with taco lite.

Triage—A Complement to Levels of Edit

David Schleicher, Qwest, 1005 17th St., Rm. 1490, Denver, CO 80202, U.S.A.; dave.schleicher@qwest.com

As a *concept*, levels of edit provides a brilliant classification of the many facets of editing. As a *method*, however, it may presuppose that documents get continuously better through the process of writing and editing. I suggest that the process may be somewhat less linear than that—as we improve parts of a document, we may well introduce new problems.

In my experience, the concept of triage helps us apply levels of edit more effectively. Accordingly, I suggest that we need to analyze every document to determine what we can—indeed, must—neglect so as to deal with what we cannot neglect. The concept of triage helps us to focus our resources on making the information in the document as accurate, accessible, and credible as possible.

ISO Certification of Publishing Services: The Geological Survey of Canada Example

Linda Guay, Earth Sciences Sector, ESS Info, Geological Survey of Canada, Ottawa, ON K1A 0E8, Canada; lguay@nrcan.gc.ca

About 4 years ago, the Cartographic Section of the Publishing Services group working on Geological Survey of Canada (GSC) publications decided to get an ISO certification for all its processes. Two years ago, taking advantage of the Cartographic Section experience, the rest of the Publishing Services group was added to the certification. Now, the whole publishing process is certified for GSC formal series, from manuscript submission from an author to the release of the final product.

Why go through all this work? The presentation aims to give an answer to this question, and also to present the final result of this ISO certification endeavour for our publishing processes. From instructions to checklists, examples of all the tools developed to document our processes will be explained. The mechanics for implementing changes to the processes will also be summarized.

The exercise of going through an ISO certification is very eye-opening for an organization. Managers and all the players will recognize gaps in their practices while creating a flowchart of what they do. Editors will discover that their work can be certified (even though they might have to be convinced of it at first). While establishing the actual processes, improvements become very obvious (and you can't wait to implement them). And the list could go on.

Maybe you don't need to go through an ISO certification to achieve these objectives, but it is a very good tool to guide you through an overall organization-improvement exercise.

Technical Session 2: Experienced Earth Science Editor Wanted— Apply Within!

Traveling Rocky Roads: How did we get Here from There?

*Rowena Mills, Society of Exploration Geophysicists, 8801 S. Yale Ave., Tulsa, OK 74137, U.S.A.;
hrmills@seg.org*

How do people become geoscience editors? What is more important, geoscience background, editing skills, or both? Is there a set of “ideal” characteristics for geoscience editors?

Whether working in house or free lance, geoscience editors need a range of skills and knowledge that is not always easy to find. Some are heavy on science and short on editing, and some are just the reverse. Geoscience editors have developed their careers from various starting points and along sometimes surprising paths. Several stepping-stones along the route can help them reach the summit of their careers.

The Sins and Virtues of Hiring a Scientific Editor

*M.F. Dufour, Illinois State Geological Survey, Natural Resources Building, 615 E. Peabody Dr.,
Champaign, IL 61820-6964, U.S.A.; dufour@isgs.uiuc.edu*

Traditional editing just doesn't cut it any more! Gone are the simple texts of yesteryear requiring the editor to apply his or her saintly knowledge of grammar and style and render reading material palatable to a reverent public.

Today, a far more formidable challenge looms. In an age of increasing democratization of information, scientific editors are called upon to demonstrate flexibility and innovation in dealing with this changing environment. Maps are fast becoming one of our major information tools, validation of GIS and databases calls upon very specialized skills on the editors' part, and the fast medium of the WWW, while allowing unrivaled presentation, strains editors' talents at providing “quick turnaround” material to an impatient public.

This talk will look at the “sins” and “virtues” of trying to hire scientific editors well-adapted to functioning in this ever-changing context. What does one have to look for and expect from scientific editors in the geoscience field today. The talk also takes a light-hearted look at the connection that exists between this hiring function and some popular cultural icons, used here as visual cues to staffing positions of this kind.

Options in Continuing Education for Writers and Editors

*Diane E. Lane, U.S. Geological Survey, Box 25046, MS 902, Denver Federal Center, Denver, CO
80225-0046, U.S.A.; delane@usgs.gov*

Do you have years of experience in publishing but wonder what you can do to expand your skills and enrich your outlook on your profession? For a mid- to late-career boost, consider earning a certificate or just taking a class. Educational opportunities in the fields of writing, editing, and publishing include programs leading to degrees or certificates, as well as single courses. Probably most accessible to working professionals are distance-learning and “low-residency” programs. A review of selected programs shows the variety of available options.

Technical Session 3: Marketing our Services as Publishing Professionals

The First (and Last) Line of Defense

Marla D. Adkins-Heljeson, Kansas Geological Survey, 1930 Constant Ave., Lawrence, KS 66047-3726, U.S.A.; marla@kgs.ku.edu

“Underground publishing” is a perennial problem in state surveys and other comparable organizations, which are typically loosely administered groups of researchers with too much to do and too little time to get it done.

Open-file reports, slide presentations, posters, web pages, short course manuals, grant-funded reports, and grant proposals are a few of the works that more often than not are “underground published” without the aid or advice of editorial staff. Most if not all are completed at the last minute before a deadline or catching a plane to a meeting, if not completed on a laptop onboard the flight. Intervening in this process to offer editorial aid is often impossible, but editors are ever hopeful and continue to make the valiant effort.

At the Kansas Geological Survey (KGS), we have always offered our services to staff early in the process to forestall problems; rarely has this offer been utilized. When possible, the editor attends talks given by staff as rehearsals before going to a meeting and takes notes on any errors in slides or overheads, passing these on to the author before they proceed to the meeting itself. Web pages also are often proofread before linking, but this is not a universal practice.

Editing services have been offered, but are not required, on all these forms of publications. Some researchers take advantage of this service, but more do not. Most recently, in order to monitor the content as well as the grammar, punctuation, etc. of open-file reports, the KGS has initiated a formal policy of requiring that reports be reviewed for scientific content and editorial matters before they receive an open-file number. This process has been in place for about a year, and the benefits as well as the unforeseen problems will be discussed.

Revising the U.S. Geological Survey Publication Series

Edward J. Swibas, U.S. Geological Survey, Box 25046, MS 902, Denver Federal Center, Denver, CO 80225-0046, U.S.A.; ejswibas@usgs.gov

The policy of an organization influences the quality of its products. In this discussion, the policy is U.S. Geological Survey (USGS) publication series definitions, and the products are U.S. Geological Survey publications. This talk will explain how the misuse of the Open-File Report series, among other issues, prompted revisions to the USGS publication series. We will also describe the revision process and examine how internal and external input was considered during the process.

Technical Session 4: Developing Earth Science Publications for General or Dual General/Scientific Audiences

The Story of *Messages in Stone: Colorado's Colorful Geology*

Vincent Matthews, Colorado Geological Survey, 1313 Sherman St., #715, Denver, CO 80203, U.S.A.:
vince.matthews@state.co.us

Messages in Stone was initially written by 13 contributing authors of varying geologic knowledge and writing skills. A geologist was appointed to be the senior editor and bring the manuscript to the design/publication stage. A non-geologist was appointed editor to help with readability. Draft layout was done with desktop publishing software.

Most sections were heavily rewritten and new sections were added. Six experts technically reviewed the manuscript and two others reviewed parts of the manuscript. An experienced outside managing editor was contracted for final editing, design supervision, and coordinating with a printer.

Several guiding principles:

- Try to make it exciting and fun
- Lavish use of excellent photographs
- Use examples from across the state, not just Front Range geology
- Assure technical accuracy
- Eliminate unnecessary jargon
- Slip in commercials for Colorado Geological Survey (e.g. hazards and mineral resources)
- Make it affordable
- Make it of interest to professional geologists, also
- Teach some geologic principles using Colorado examples

Marketing the book is a challenge and requires considerable effort.

Definitions for a Dual Audience: The Schlumberger *Oilfield Glossary*

Gretchen Gillis, Schlumberger, 1325 S. Dairy Ashford, Houston, TX 77077, U.S.A.:
ggillis@sugar-land.oilfield.slb.com

The Schlumberger *Oilfield Glossary* is a vast, rich reservoir of exploration and production terminology accessible publicly at www.glossary.oilfield.slb.com. Several unique features set the *Oilfield Glossary* apart from standard reference works. More detailed than dictionary entries, but more concise than an encyclopedia article, the definitions span exploration, development, and production disciplines. A key concern during the development of this reference work was to make the definitions meaningful to a multidisciplinary audience of scientists and engineers. In practice, the general public also uses the Web site. While this nontechnical audience has never figured prominently in content development, it is clear from analysis of Web traffic and feedback from readers that developing content intelligible to a multidisciplinary audience also furthers understanding by the general public.

At first glance, the glossary is a relatively simple tool. Development of definitions for the *Oilfield Glossary* began in 1997 as specialists wrote definitions of terms within specific disciplines. Next, Schlumberger experts reviewed these definitions to eliminate the ambiguity found in many other existing glossaries and to make the definitions suitable for nonspecialists. Finally, definitions were added to the database. Since its launch in 1998, several million "hits" demonstrate that a diverse worldwide audience has accessed many pages of the glossary, which now contains more than 4,500 definitions.

In addition to technical definitions, the glossary provides Web links to information about Schlumberger technology and relevant Web sites. Rather than promoting Schlumberger products and services, these links are kept separate to eliminate any potential

for injecting corporate bias into the technical definitions. Numerous definitions contain references to significant technical publications that provide additional information on a topic. High-quality, full-color photographs and illustrations clarify many of the definitions.

This reservoir of definitions will be augmented whenever new material becomes available. Thanks to the hard work of an international team of writers, reviewers, editors, graphic designers, and information technologists, this online database offers unfettered access 24 hours a day. A CD-ROM version of the glossary was released in 2004.

Addressing the Public—The Evolution of *Geotimes*

Christopher M. Keane, American Geological Institute, 4220 King St., Alexandria, VA 22302, U.S.A.; keane@agiweb.org

Geotimes began 50 years ago as the core communications vehicle between the member societies of the American Geological Institute. *Geotimes* thrived in this mission as a controlled-circulation publication that was distributed to all AGI member society members. However, economic pressures forced AGI to convert *Geotimes* into a paid subscription publication in the 1970s. Since this point, *Geotimes* has struggled to meet the original mission and remain economically viable. By 1998, *Geotimes* was losing nearly 60% over its revenue—and the AGI executive committee decided to commit to the rebirth of *Geotimes* as a competitive, broadly scoped, and self-sufficient publication. Today, *Geotimes* is now operationally self-sufficient and focused on expanding its public attractiveness in its new mission to increase geoscience awareness in the public. The key strategies that have developed during this transition are the evolution of content, substantial increase in production quality, and adopting publishing industry standards for marketing, distribution, and customer service. *Geotimes* is perhaps halfway through its transition, and is focused on building the broader audience while still servicing the long-time loyal readership. Many of these initiatives have demonstrated immediate impact towards addressing our goals, and stand as examples of strategies that the geoscience societies and research organizations need to examine as ways to improve public exposure to the discipline.

Popularizing Geology and Paleontology for the Museum Audience: Examples from the Denver Museum of Nature & Science

Kirk R. Johnson, Denver Museum of Nature & Science, 2001 Colorado Blvd., Denver, CO 80205, U.S.A.; kjohnson@dmns.org

Museums have huge potential for delivering innovative outreach about geology and paleontology to a full spectrum of audiences. Because they often have exhibits of dinosaur skeletons, museums are often cited for inspiring childhood interests in science. The Denver Museum of Nature & Science is located in the densely populated Colorado Front Range urban corridor and is built on the fossiliferous strata of the Denver Basin. This situation puts the museum and its potential local audience of 3.5 million people in direct proximity to a stratigraphic column that is nearly 12,000 feet thick and contains rocks ranging in age from 300 million to 12,000 years old. Urban construction routinely leads to fossil discoveries, and recent Denver finds include mammoth tusks, a partial *Tyrannosaurus rex* skeleton, a *Triceratops* skull, and abundant remains of rainforests. Since 1990, DMNS has made a concerted effort to link the audience and the resource. Approaches have included exhibits (Prehistoric Journey, Cruisin' the Fossil Freeway, Ancient Denvers), on-the-floor interactive kiosks, popular books and articles, Web sites, lectures and classes, a Certification Program, teacher training programs, live interactive broadcasts to schools, appearances on local television and radio stations, and partnerships with local parks and open spaces that contain surface outcrops. Key to this success is an active field program that is based on actual primary research. The Denver Basin Project seeks to obtain fossils and geological data from the ephemeral outcrops created by construction as well as natural outcrops, cored wells, and well logs and to use these data to address questions about climate change, extinction,

the interplay between climate and orogeny, the stratigraphic record of the Laramide uplift, and the nature of the bedrock aquifer resource of the Denver Basin. A direct tie to real science keeps the outreach fresh, accurate, and newsworthy. Linking paleontology and historical geology to the relevant and applied issues surrounding the use of a nonrenewable groundwater resource seems to broaden the public's interest in both. Painted reconstructions and dioramas of ancient local environments are particularly useful tools in transmitting the implications of geologic time and climate change.

News and Information Needs of American Science Leaders

Rick Borchelt, Whitehead Institute for Biomedical Research, Nine Cambridge Center, Cambridge, MA 02142, U.S.A.; rick_borchelt@wi.mit.edu

As part of a long-term study of United States science leadership, Jon Miller (Northwestern University) and I have been studying how and why policy leaders seek out or access popular materials about science and technology. Science policy leaders heavily rely both on traditional print and online versions of the same or similar media. Although science policy leaders report using a wide array of information sources, they have differential levels of trust in these various sources. For example, reports from the U.S. National Academy of Sciences or articles in *Science* or *Nature* are widely trusted. In contrast, science policy leaders report a low level of trust in news reports on CNN or a network news show—the veritable “Holy Grail” of news placement for most public information offices. There is a strong trend toward the use of online resources for finding and obtaining policy-relevant information, which suggests a more targeted, individual-specific online distribution system for research news designed to influence or affect science policy or funding.

Technical Session 5: Innovations in Earth Science Publishing

Wyoming Geo-notes—Evolution of a Geological Survey Newsletter

Richard W. Jones, Wyoming State Geological Survey, P.O. Box 1347, Laramie, WY 82073-1347, U.S.A.; rjones@uwyo.edu

Wyoming Geo-notes, a quarterly newsletter and mineral activity update published by the Wyoming State Geological Survey (WSGS), has evolved from copied and stapled sheets to a two-color printed and saddle-stitched publication distributed both by mail and electronically. Content of the publication has evolved from unedited open-file style with limited graphics to fully reviewed and edited articles containing graphics and digital photographs. The newest version is printed in black plus a spot color throughout for enhanced graphics and to distinguish each issue. Response to the new format and enhanced content has been overwhelmingly positive, and has been beneficial to the agency despite the costs for formal editing, graphics presentation, production, and commercial printing.

The WSGS offers the publication in both printed and online versions: the printed version is distributed to paid and complimentary subscribers using bulk mail; the online version is made available as downloadable PDF files over the WSGS web site when the next issue is printed. The publication is laid out in InDesign® for commercial printing and then converted later to a PDF file; some data files (like mineral production statistics) and any graphics used in an issue are available on request. Variations between printed and online versions are not an issue as those readers concerned about quality can buy the printed version. Our clientele uses the online version mostly for reference or archival purposes and the printed version to keep current. Offering the publication as print-on-demand only would be very unpopular for most of our subscribers and inefficient for the agency; printed copy is still the most requested and significant product offered.

Readers of Wyoming Geo-notes ask for both worlds, printed and electronic, and the WSGS continues to offer them. Although the publication would probably not be read as

much if users had to view it online, print out their own hard copy, or request it as an on-demand publication, many do want the ability to access the information electronically at some point. Improvements in the product increased our paid subscriptions for printed copy, while offering it in electronic format has satisfied most of our computer-literate readership.

An Open-Archiving Forum for Disseminating Scholarly Literature

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The current system of publication and distribution of scientific and other scholarly literature is excessively slow, expensive, and exclusionary. The Open Archiving Initiative (OAI) addresses many of the problems of scholarly publication; however, OAI does not provide for peer review or discussion of scholarly publications. The new scientific communication system that I propose will use online forums. As in the case of the OAI, each forum will be organized to serve a particular community of scholars. The participants in the forum will submit abstracts of their work for presentation in the forum. Links will be provided in the abstracts for more complete expositions of the studies being reported. These ideally will be resident on servers maintained by the institutions where the authors are employed. In this way the more extensive reports will always be available for downloading. Participants in the forum will be invited to critique the reports. These critiques will be attached to the abstracts as they are received. If the participants in a given forum decide to impose a time limit for commenting, then this limit can be built into the system. The forums will be structured so that new abstracts can be submitted at any time. All new submissions will be automatically harvested by the OAI software resident on the computers of all of the participants. This system in reality is a modern version of a system that was used in journals, such as *Nature*, during the early part of the twentieth century. During this time, *Nature* would publish "Letters to the Editor" a week or two after submission. Letters with comments on previous "Letters to the Editor" would receive the same expeditious publication. *Nature*, with all the modern publishing technology available to it, now does not publish "Letters to the Editor" as rapidly as it used to.

Dynamic Reports: Next Generation Publishing

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The Dynamic Report is an interactive, web-based report intended to serve not only as a traditional reporting of the conclusions of a study, but also as a portal to many aspects of the scientific investigation. Some reports on the web currently offer supporting spatial data files, but the Dynamic Report uses the power of the Internet to link the supporting data files and analysis tools to the report. The user can explore the data through the report figures and has the ability to directly download spatial data used to construct the figure; visualize the figure scene in 2D and 3D GIS environments; and trace and reproduce the analysis process used to develop the report figure. In addition, the Dynamic Report incorporates multi-media, such as video and animation, to improve understanding of complex concepts.

The U.S. Geological Survey, in cooperation with the Department of Energy, has developed a prototype of a Dynamic Report for a 3D geologic and ground-water flow model of the Death Valley regional ground-water flow system (DVRFS) of southern Nevada and California. The prototype significantly improves access to the enormous warehouse of knowledge and information associated with the model, which typically is challenging to access and use. The Dynamic Report can convey a complex model in a manner that is simple, flexible, and relevant to the end-users' needs. The Dynamic Report is an evolving concept that when fully developed will improve model dissemination and consistency between reports, databases, and models.

Technical Session 6: Tools for Electronic Preparation of Publications: Choices, Problems, and Solutions

Tips and Tricks in Word

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Editing in Word has increased my productivity and consistency. I will cover two techniques that are useful in almost every paragraph.

Word's AutoCorrect feature can be customized. In Word's built-in approach, AutoCorrect (when enabled) is triggered by a space typed after a preset group of characters (e.g., typing "seperate " becomes "separate " automatically). An approach allowing more direct management of the feature is to use an added letter followed by a space as the trigger. For example, to quickly change "verb number," I have entered into the AutoCorrect list all the "to be" and "to have" verbs, each followed by a z, such as "isz." When I encounter a sentence in which the verb "is" should really be "are," I place the cursor next to the "is," type "z" and a space, and AutoCorrect changes "isz " to "are " automatically. (After editing, I use a macro to remove the extra spaces that are generated.) I use this approach for numerous words and phrases that commonly have to be changed: British spellings, acronyms that need to be spelled out parenthetically, etc. I use the same approach for all the common verbs to change their tenses, e.g., "isx " changes to "was " automatically. Note that using "z" and "x" as triggers keeps my right hand on the mouse.

To take charge of the AutoCorrect feature, see Microsoft Knowledge Base Article 186237 WD97: How to Move AutoCorrect Entries Between Computers. The technique actually makes an "AutoCorrect Backup Document" that is in the format of a Word table, viewable in Word. I place a "Shortcut" version of the Backup Document on my desktop so that I can open it and search for any AutoCorrect entry that I made but have forgotten. I use "Method 1" in <http://support.microsoft.com/default.aspx?scid=kb;en-us;186237>.

The other technique involves color. I add a color, e.g., pink, to each global search and replace. Later-found pink occurrences are clearly my changes, and a later-found, similar but not-pink, wording can be adjusted for consistency or my earlier pink editing revised. The pink disappears at the end of editing via a macro.

Taming Tables, or Editing Tables for Efficient Presentation

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A table is worth a thousand words . . . maybe. Just as texts can be poorly organized and hard to follow, so can tables. This talk will describe ways to make the mechanics of editing tables easier on the editor and then give guidelines for editing tables so that using them will be easier on the reader. In addition, such editing usually makes the table more compact, a consideration for publishers and for those who pay page charges.

The mechanics: Toolbar icons that ease editing are Insert table, Borders, Distribute columns evenly, Merge cells, and Align bottom (to align the bottom lines of column headings). Depending on the nature of the material you are editing, you may find that Superscript and Subscript are also useful. To cover other bases easily, keep the Symbol icon within easy reach.

The guidelines: As a group we will consider first whether a given batch of information should be in a table. Then we will look at several tables to determine how the title, row heads, column heads, fields, and headnotes or footnotes can be edited so that the reader can more easily digest the information presented.

CD/DVD-ROM Publishing Gotcha's

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From the dim, murky past (mid to late 1980s), comes a shining new publishing technology/media—the 12-cm optical disc. From my experience, these are some of the things you should be mindful of when publishing with this prismatic disc:

CD-ROM—MSCDEX, Apple CD/DVD driver, HFS, ISO-9660 (Joliet), hybrid HFS/ISO-9660 (8.3 vs. long-filenames—shorter is better!)

DVD-ROM—UDF (MicroUDF)

R vs. RW

DVD— - vs. +

Cost (indicative of disc/manufacturing quality—go for quality, not lowest cost)

Replication vs. duplication (and disc-on-demand)

Content:

ASCII text (readme.txt)

HTML and PDF, standard programs (custom software should be choice of last resort)

Autorun (autostart)—generally expected in the Win-world

Disc capacities—avoid the maximum(!) if possible

Disc labeling—top surface is the most critical (easily damaged)!

Disc label—printer, pen, stick-on

CD/DVD packaging—jewel-box, clamshell, cardbox, tyvek, etc.

New Directions in the Printing Industry

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Our talk will consist of what is needed to hand off a complete and clean file to a printer. Digital workflows, digital proofing, computer-to-plate and state-of-the art printing processes are the topics that we will cover.

Staccato is our standard at Vision Graphics. It produces high-fidelity, artifact-free images that exhibit fine detail. Typical printers use a screen frequency of 150 to 175 lines per inch. Staccato resolves images and page elements to 20 microns—roughly the equivalent of a conventional 340-line screen.

Vision Graphics is a leader in digital imaging and sheet-fed printing services. We provide high-quality printing while consistently meeting tight deadlines. We have a wide client base, including advertising agencies, graphic designers, a broad spectrum of corporate clients (such as National Geographic), and well-known software publishers and technology manufacturers (such as StorageTek and Hewlett Packard).

Working with our state-of-the-art equipment, our highly skilled and dedicated production staff consistently satisfies our clients and earns their praise.

It is our goal to continually improve our product, our provided value, and our relationships with our customers.