
EASE Business

Integrity in Science Communication

16-19 September 2009 Pisa, Italy

As you will see from the enclosed second circular, the programme for Pisa is looking most promising.

The keynote lecture will be given by Professor Ele Ferrannini from the University of Pisa's School of Medicine, who is also Clinical Professor of Medicine, University of Texas Health Science Center at San Antonio, Texas. Professor Ferrannini is one of the world's leading diabetologists. He is the immediate Past-President of the European Association for the Study of Diabetes and was the Editor-in-Chief of their journal, *Diabetologia*. He currently serves on the editorial boards of two journals and edits *The International Textbook of Diabetes Mellitus*, now entering its fourth edition. Professor Ferrannini's lecture will be followed by a welcome reception at the Hotel Santa Croce in Fossabanda. This is a beautiful 14th century monastery, tastefully converted, just outside the city walls and only a five-minute walk from the conference venue. Drinks will be served in the courtyard, with the option to retreat under the cloisters should the weather let us down.

Thursday starts with a plenary session on Physical Integrity followed by a session exploring the role of journals in publishing full datasets – be they chemical structural data, ecological observations, or climate recordings. For those who may find this too technical, there will be a parallel session discussing cultural issues that affect journals published in languages other than English. This theme will be continued on Friday in a session devoted to the translation of journal guidelines, particularly those issued by the International Committee of Medical Journal Editors. Paola De Castro will describe the Italian experience: what problems have arisen and how these have been addressed. Sylwia Ufnalska will describe the Polish experience, then comments will be welcomed from anyone who has undertaken a similar activity or is considering doing so. This session may also consider whether EASE should play a role in such activities.

Friday features a plenary session on Moral Integrity, complemented by a parallel session discussing aspects of misconduct in scientific publication and how editors can manage these. This leads to the topic of the final day, Editorial Independence and Responsibility, when the plenary session will be followed by a session led by Ana Marusic on the role of editors and journals in fostering responsible conduct of research. This will include an update on the preceding Peer Review Congress, so those of us who can't make the trip to Vancouver can hear all the news in Pisa. Friday will also see an interesting session on the role of University Presses in modern academic publishing, organized by Claudia Napolitano and Zanetta Pistelli from Pisa University Press, covering aspects such as education, digitization and electronic publication, and defence of intellectual property.

Our final parallel session will look at communicating science to the public: how to write attractive text that will catch the attention of a general audience while maintaining the integrity of the scientific message, with expert advice from John Joyce, Communications Manager of the Marine Institute in Ireland.

Although the deadline for abstracts on novel topics has passed, we will still consider contributions to our planned sessions. We believe that we have created an outstanding programme, but EASE has always prided itself on the involvement of all participants in its conferences. We therefore encourage anyone who has research or practical experience pertinent to the parallel sessions to contact us by the end of February: contributions will be accepted subject to quality of the content, relevance, and time constraints.

We have allowed a free afternoon for exploring Pisa or the nearby town of Lucca, and a day trip to Florence will be offered for Sunday 20th September. Everything is in place for a fantastic few days, so register now and join us in Pisa!

Programme Committee

EASE members' news

Grete Mouret has retired from her job as Editorial Manager of *Basic & Clinical Pharmacology & Toxicology* in Copenhagen. She writes: "Before retiring I celebrated my 40 year jubilee with the University of Copenhagen and *Basic & Clinical Pharmacology & Toxicology* and was awarded a medal by the Queen of Denmark. Very proud I am!" **Henrik Horneberg** has taken over from her.

Miklos Kazmer (Department of Palaeontology, Eotvos University, Budapest, Hungary; mkazmer@

gmail.com) writes: "The annual issue of our *Geologica Pannonica* has left the printer last month, while another journal I am responsible for, *Hantkeniana*, is with the printer, while having promised to deliver it just before Christmas, missed this crucial date. While we shall be able to mail them to our exchange partners worldwide, this will be at a higher price than in 2008.

The financial contribution of the authors covers the printing costs. I work for free and mailing costs are provided by our university. This has been the system for many years, and it will maintain our printed journals -

essential for palaeontology - at least as long as I am active ... but I don't plan to retire for quite a while.

European Science Editing is a window for me on modern editorial processes, an enlightening read in evenings after dull days. I learn new ideas on how to deal with various problems arising, when reading the issues from cover to cover. Occasionally I am delighted that I don't have to deal with problems others encounter. It is a window for me on the centre of a world, whose margin I am living at ... and symbol of being member of a respected community."

EASE Register of Training Courses in Science Writing and Editing

There must be more!

As written in the November issue of *ESE* (p 122), the EASE Council acknowledges that training should be an important part of the Association's remit, and we are therefore creating a register of all courses or workshops on science writing or editing offered by members of EASE. So far, only seven people have submitted details of their courses, whereas there are 22 people who list themselves as Trainers on the EASE membership database. So where are the rest of you? Shy? Too inundated with work to need more promotion?

A summary of the courses about which we have been notified appears below. Full details of the courses, as submitted by their organizers, will be published on the EASE website, and reports of courses may be published periodically.

The register does not imply any endorsement by EASE. We would like to move towards a system of validation and are forming a Training Committee to look at this: anyone interested in joining should contact Joan Marsh (jmarsh@wiley.com).

Organizer	Email	Title of course	Target audience
Pippa Smart	pippa.smart@gmail.com	How to be a successful journal editor	Editors-in-chief, editorial board members and managing editors
Paola De Castro	paola.decastro@iss.it	Scientific writing: strategies and techniques (in Italian)	National health systems staff at different levels
Linus Svensson	oikos@ekol.lu.se	Scientific writing in English	PhD students or postdoctoral fellows
Tom Lang	tomlangcom@aol.com	Various: see www.tomlangcommunications.com	Editorial boards, pharmaceutical writing groups, physicians, researchers, university students, residents and fellows, allied health providers, and professional medical writers
Valerie Matarese	vmatarese@uptoit.org	Effective biomedical reading and writing	Graduate students and young researchers in biomedical or clinical science
Elisabeth Heseltine	heseltin@club-internet.fr	Workshop in scientific communication	Biomedical researchers, health personnel
Liz Wager	liz@sideview.demon.co.uk	Various, including publication ethics, how to survive peer review, getting research published, and writing successful biomedical papers	Students, doctors, vets, nurses, professional medical writers, drug company employees, journal editors, and technical editors

Website visitor report

Have you ever wondered how many people look at the EASE website (www.ease.org.uk)? In August 2008 we started collecting visitor statistics, so now you can find out.

How many visitors?

From early August to early December there were 3831 visits from 2976 individuals. The average number of pages viewed per visit was 3.3, resulting in a total of 12,642 page views. The average time spent on the website was 2 minutes 33 seconds.

Most visited pages

The most popular pages on the EASE website were the home page

(2941 visits), jobs (781), the EASE Conference (638), and the journal, *European Science Editing* (534).

Where do the visitors come from?

A total of 1131 visitors were located in the United Kingdom, 365 in the United States, 302 in Italy, 180 in China, 130 in Canada, 128 in Spain, 122 in Germany, 109 in France, 91 in the Netherlands, and 89 in India, as well as smaller numbers in 101 other countries.

Most visitors (55%) were referred to the EASE website from search engines; 23% came directly to the website (by typing the web address into their web browser); and 22%

followed links from other websites, mainly from the International Committee of Medical Journal Editors (126 visitors), Kent University's careers pages (83), Society for Editors and Proofreaders (54), with smaller numbers arriving via the World Federation of Science Journalists, the EQUATOR network, Versita (a science publisher in central and eastern Europe), the EASE journal blog, ScientificEditing.com, Council of Science Editors, and the World Association of Medical Editors.

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