

June 23, 2010 | 11:00 am CDT

Flexible Formats: The Value of XML and PDF in Providing Multichannel Content

Best Practices AND
Innovative Solutions

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an Allen Press Webinar Series



Presenter
Tim Cross

Host



Melanie Dolechek

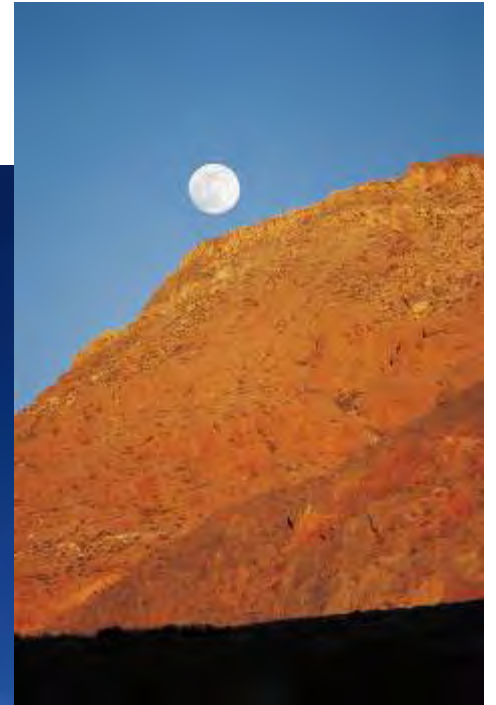


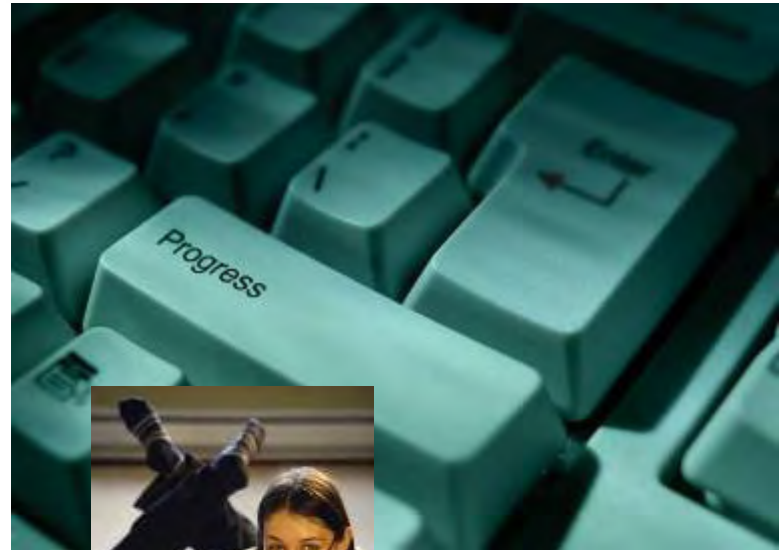
Disruption











Change



Print = Content





Content = Data





“Information wants to be free.”

—Stewart Brand, 1984



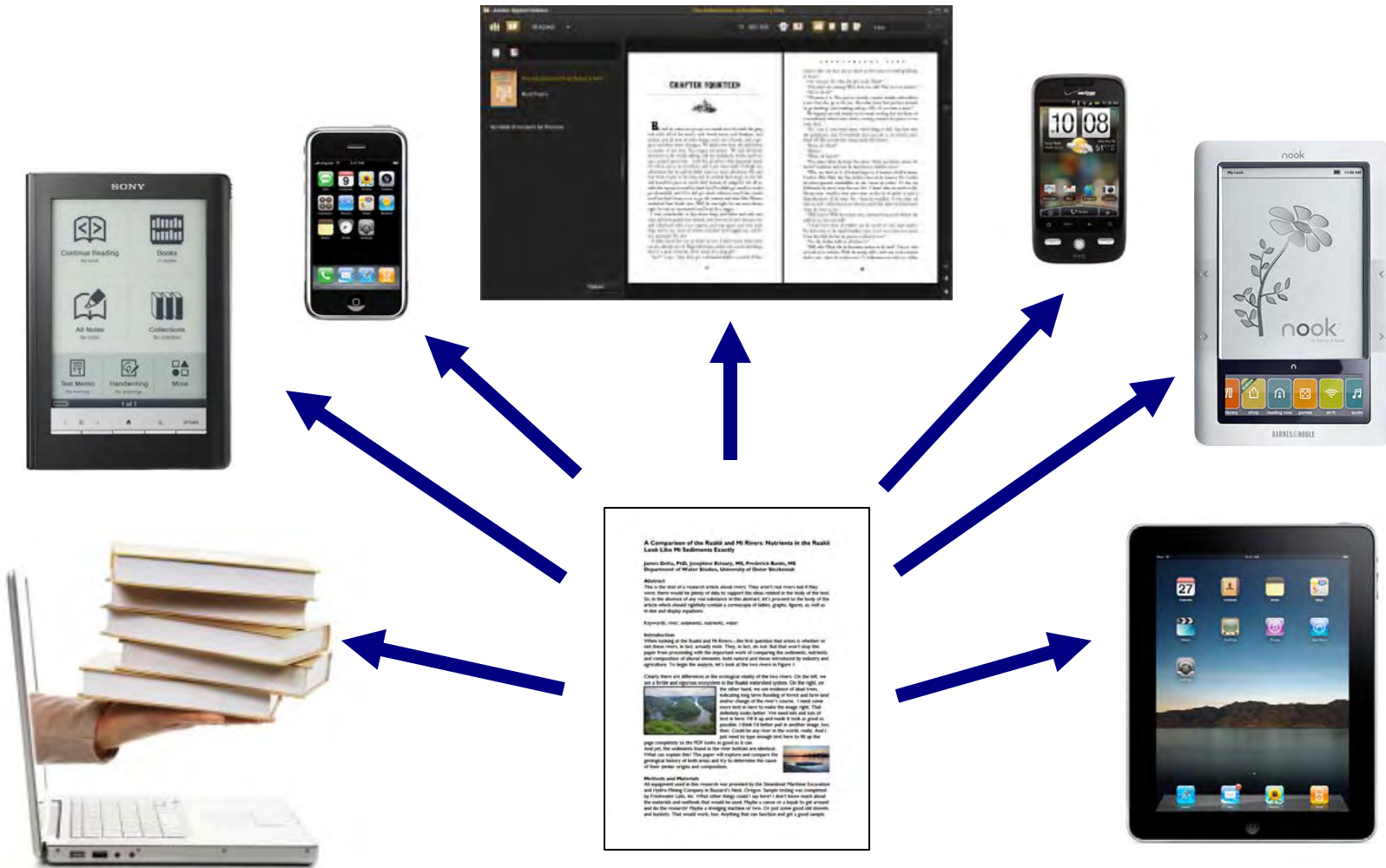
“Information also wants to be expensive.”

—Stewart Brand, 1984





Multichannel Content





Multi-Tool







PDF: Portable Document Format. An open standard platform-independent file format created by Adobe for document exchange.

Vector Graphics: Text and images are created using geometric formulas. Vector graphics scale cleanly to any size.



XML: Extensible Markup Language. A markup language for documents containing structured information.

Structured information: Information that contains both content and some indication of what role that content plays.

Content = *Zen and the Art of Motorcycle Maintenance*
Role = Title



Tagging: Inserting role-identification and other markers into the text of a document to label its elements.

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DTD: Document Type Definition. A collection of rules defining the proper content and document structure of a particular flavor of XML.

Validation: Checking the tagging structure for well-formed XML and valid XML.



NLM: National Library of Medicine. The world's largest biomedical library.

PMC: PubMed Central. NLM's digital archive of biomedical and life sciences journal literature. Provides free access to the full text of articles.

NLM DTD: DTD originally designed for content posted on PubMed Central. Now the *de facto* standard full-text DTD for scholarly publishing.



XML: A Sample

Alluvial deposits are rich in nutrients for agriculture but also provide a bountiful harvest of geological and archeological information. Fossils, shale, shells, even the artifacts of navigation and culture have all been found embedded in the mud and rock strata.

The theoretical and practical assumptions that led to the conclusions summarized by the researchers involved in this study were based on 3 years of collaborative field work, a period of extensive laboratory testing, and the archive of research already completed on the subject.

Core samples of flood plain sediments were analyzed for the deposit of alluvial nutrients. Twenty-one mammal skulls and fossil remains were examined to determine genetic history and adaptation to mud flats and river bottoms. Data on igneous rock was not included as there was no recorded volcanic activity in the watershed during the geologic period being studied. Limnological evidence predating the current freshwater period was not found but some traces of sea salt were noted, indicating a possible inland ocean with an estuary flowing through the same bedrock as the current river.

Acknowledgments

We thank John Harvey for the preparation of laboratory samples for each study. Thomas Earl arranged the presentation and verified all findings. No dinosaurs were harmed in the writing of this article.

Literature Cited

Abraham, L, Taylor, C, Miles W, MacLean P (2004) Temperate rain forests and the influence of excessive precipitation on trees and plant life. *Int Tree and Pl J* 23: 12-56.

Govinda Y, Togama Z, Carr S, DuPont P. (2002) Protein analysis of gene regulatory zones. *J Dev Anal.* 6: 281–292.

Smith A, Jones B, Doe J (2009) An analysis of useful information available to authors to cite as useful information so they can get published. *Res Ann Nat Acad Stuff* 12: 324-436.

Wazuki P, Hagle B, Morris B, Williams T (2008) Categorical checklist of diagnostic forecasting data for tectonic plate movement in the western hemisphere. *J Geo Cat Ch* 6: 143-156.

Zappa F, Coltrane J, Davis M, Metheny P, Marley B, Garcia J, et al. A long article about something scientific with some pretty impressive scholarly content which will be cited repeatedly. *Bull Sci Non.* 13: 89-90.

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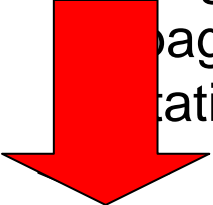
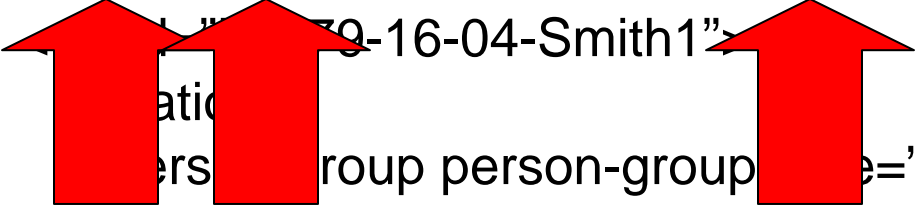
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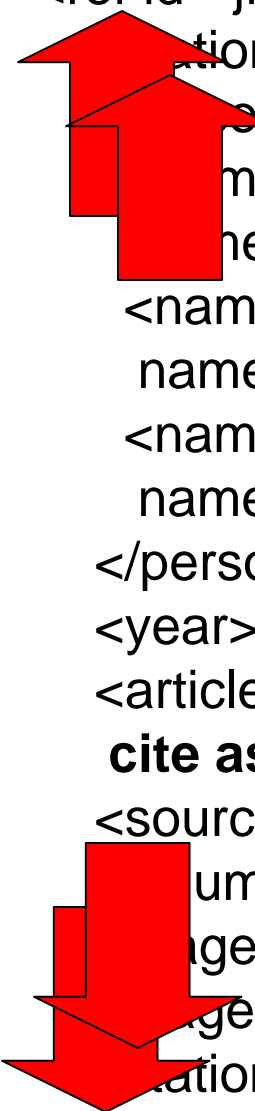
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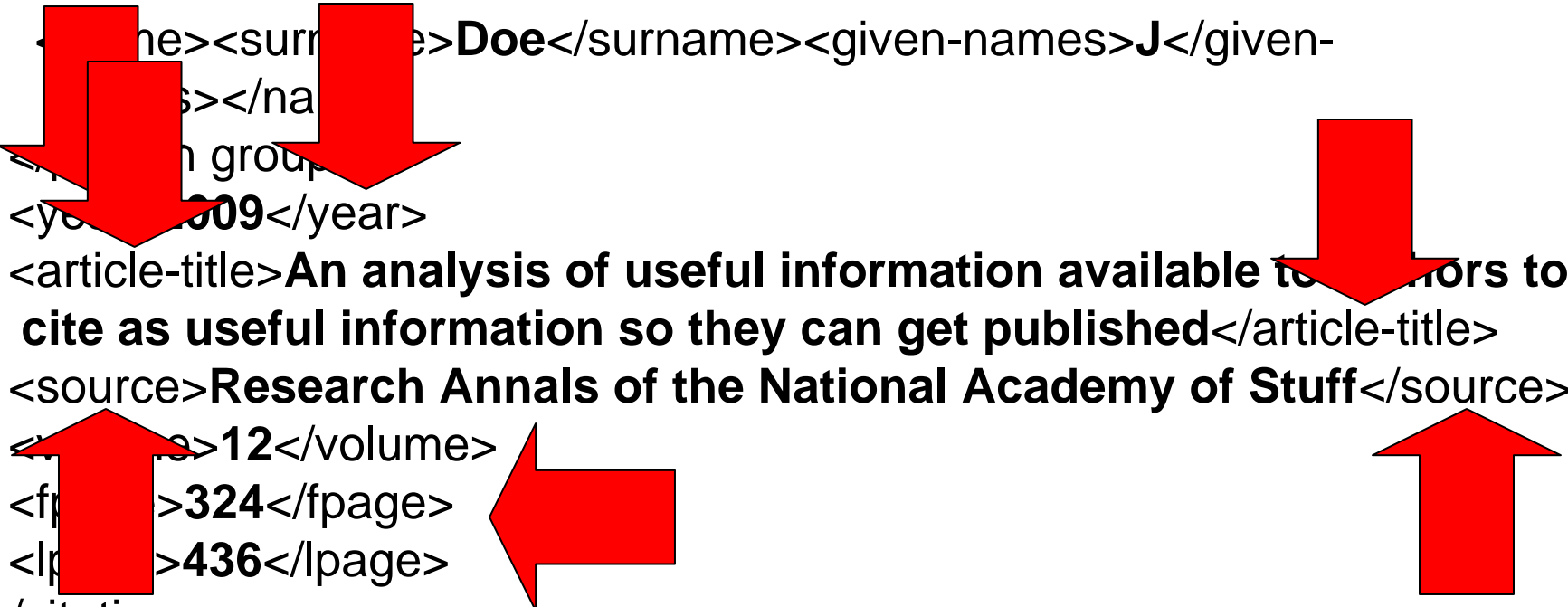


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General Concepts



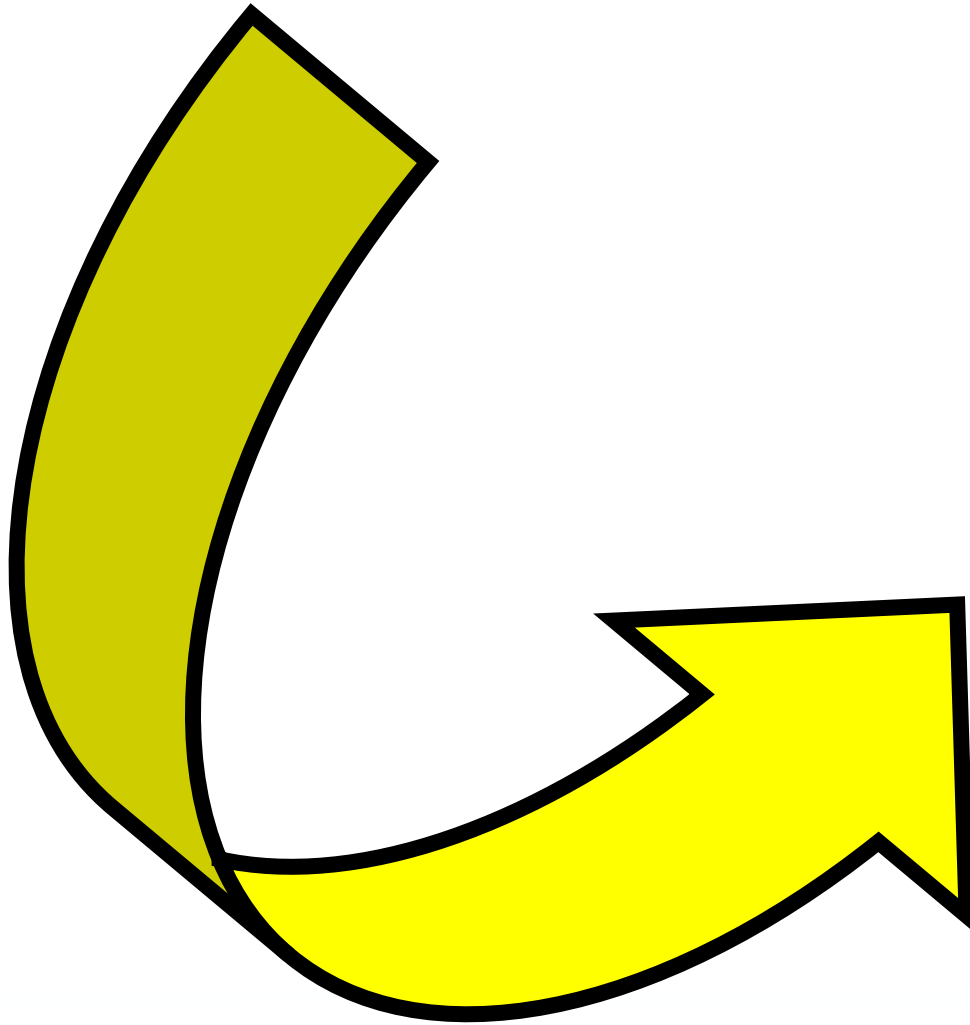
XML

- Machine readable
- Card catalog
- Database
- Flat file
- Master file

PDF

- Human readable
- Visual representation
- Bridge
- Self-contained
- Commerce model

Conversion



Flexibility



What can we do with XML?



Automation





Online Publishing

The collage displays the following journal websites:

- American Journal of Health Promotion**: Features a navigation bar with 'Home', 'Journal About Us', 'Subscribe', 'Conferences', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 24 Issue 8 (May/June 2014)' section.
- Journal of Endovascular Therapy**: Features a navigation bar with 'Home', 'Home', 'Subscription', 'Reviews', 'Authors', 'Information', 'RIS', 'Contact Us', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 17 Issue 2 (April 2014)' section.
- Journal of Coastal Research**: Features a navigation bar with 'Home', 'About JCR', 'In Press', 'Open Access Articles', 'Subscribe', 'For Authors', 'Information', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 28 Issue 2 (May 2014)' section.
- Journal of Graduate Medical Education**: Features a navigation bar with 'Home', 'Current Issue', 'Archives', 'Information', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 2 Issue 1 (March 2014)' section.
- The Ochsner Journal**: Features a navigation bar with 'Home', 'Contact', 'Author Information', 'CME', 'Subscriptions', 'Advertising', 'Reprints', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 10 Issue 1 (Spring 2014)' section.
- Journal of Athletic Training**: Features a navigation bar with 'Home', 'For Journal', 'For Authors', 'For Reviewers', 'For Readers', 'For Subscribers', and 'For Sponsors'. It includes a 'New and Forthcoming' section and a 'Vol. 48 Issue 2 (May/June 2014)' section.
- Journal of Endovascular Therapy** (repeated): Features a navigation bar with 'Home', 'Home', 'Subscription', 'Reviews', 'Authors', 'Information', 'RIS', 'Contact Us', and 'Help'. It includes a 'New and Forthcoming' section and a 'Vol. 17 Issue 2 (April 2014)' section.

Online Publishing

- Full text tagging

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Online Publishing

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Online Publishing

strictly protected areas, such as Communal Reserves and Reserved Zones. At least 58 of the 64 blocks overlay lands titled to indigenous peoples. Further, 17 blocks overlap areas that have proposed or created reserves for indigenous groups in voluntary isolation.



Figure 4. Focus on Peru.

Oil and gas blocks in Peru, including all IUCN categorized Amazonian protected areas, protected areas not yet placed in an IUCN category, and key features discussed in the text.

doi:10.1371/journal.pone.0002932.g004

Several large recent oil discoveries in the remote forests on the Peruvian side of the Peru-Ecuador border will likely trigger a new wave of development. Initial estimates indicate over 500 million barrels in Blocks 67 and 39 (labeled in [Figure 4](#)), the former of which has recently begun its development phase [\[40\]](#). Gas development in the Camisea region is likely to continue as well. A new gas discovery in the region announced in January 2008 brought the proven reserves of the Camisea area to over 15 trillion cubic feet. In addition, a wave of exploration is about to begin as the 40 blocks leased out over the last four years begin operations on the ground. In 2007 alone, the government approved the Environmental Impact Studies (EIS, see below) for 10 blocks that are set to begin immediate seismic testing and drilling of exploratory wells.

The Ecuadorian government has zoned ~65% of the Amazon for oil activities (~52,300 km²) ([Figure 5](#)). Blocks overlap the ancestral or titled lands of ten indigenous groups. Oil development began in the north in the 1970s. The oil frontier in Ecuador has now shifted south, where a quarter of Ecuador's untapped oil reserves lie in Yasuní National Park, the country's principal Amazonian national park. Unlike Peru, Ecuador permits oil and gas extraction in national parks. In January 2007, the Ecuadorian government, however, delimited a 7,580 km² "Zona Intangible" — an area off-limits to oil, gas, and logging activities — via Presidential Decree in the southern part of Yasuní. It protects a portion of the territory of the Tagaeri and Taromenane, the country's two known indigenous groups in voluntary isolation. To the southwest of Yasuní, intense opposition [\[38\]](#) from indigenous peoples has stopped exploration in two leased blocks (Blocks 23 and 24) for over seven years. Just to the east of these two blocks, the entire southeastern part of the Ecuadorian Amazon has been zoned into blocks, but not yet offered to multinational oil companies. Newer oil operations from the 1990s and this decade

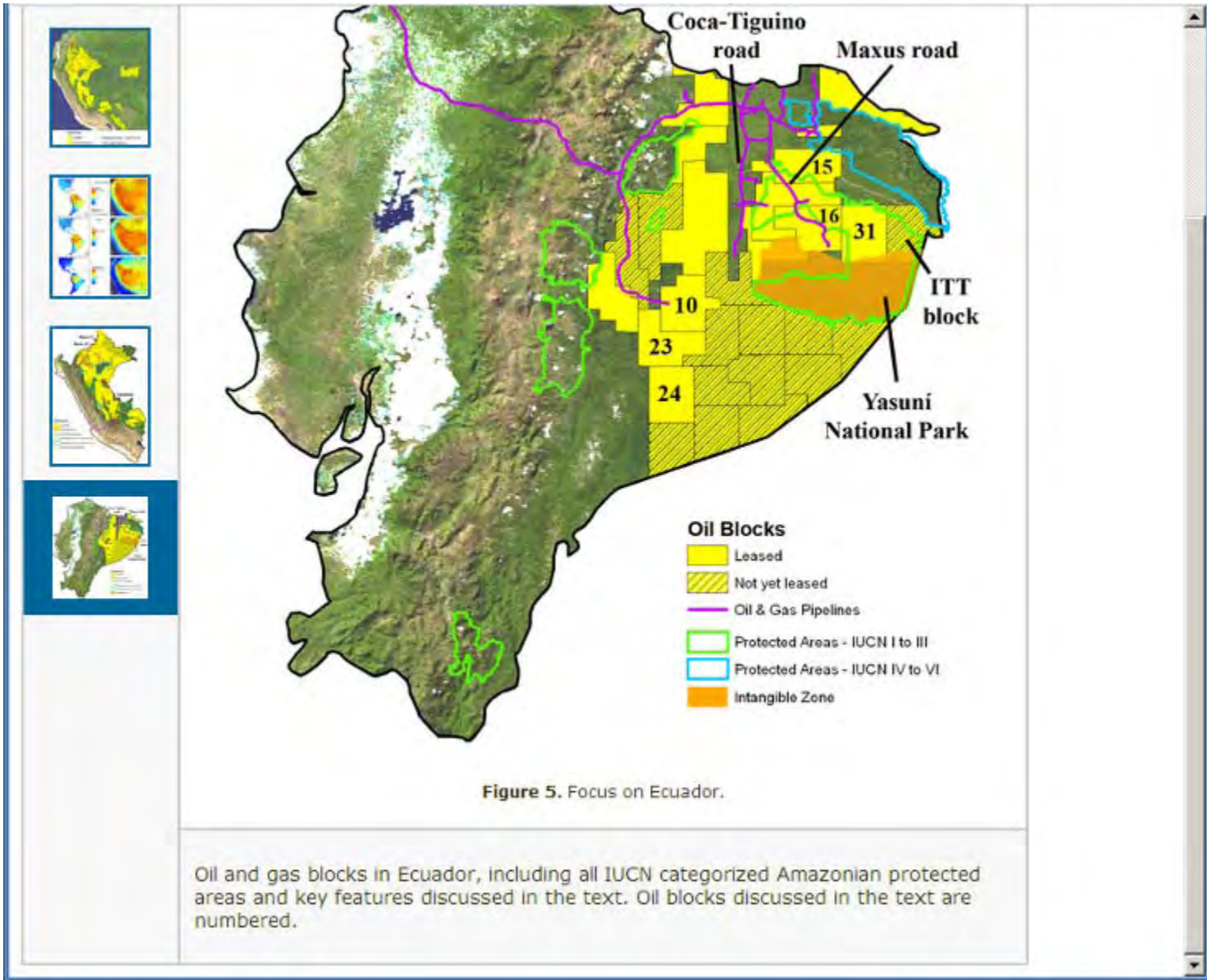


Figure 5. Focus on Ecuador.

Oil and gas blocks in Ecuador, including all IUCN categorized Amazonian protected areas and key features discussed in the text. Oil blocks discussed in the text are numbered.

Online Publishing



In Bolivia, two leased Amazonian exploration blocks cover ~15,000 km², including large parts of Madidi and Isiboro Securé National Parks and Pilon-Lajas Biosphere Reserve. Activity on these blocks has stalled for several years, but recent Bolivian newspaper reports indicate that exploration in this region is imminent [41]. Multinational oil companies operate these blocks, but now the state oil companies of Bolivia and Venezuela are joining forces to explore the region. In August 2007, Bolivian President Evo Morales and Venezuelan President Hugo Chavez created a new company composed of the state oil companies of the two nations [42]. One of the primary tasks of this new company is to explore for oil in the newly created blocks surrounding Madidi.

In 2005, the Brazilian government leased out 25 contiguous blocks surrounding the Urucu and Jurua gas fields in the state of Amazonas, bringing the total leased area to ~67,000 km². These new blocks lie within a largely intact part of the Brazilian Amazon [43]. The Urucu fields already contain producing gas wells, but the Jurua field, discovered in 1978, has yet to be exploited. A nearly 400 km roadless gas pipeline is being constructed to connect the Urucu gas fields to Manaus [44]. Another pipeline has been proposed to carry gas over 500 km to Porto Velho in the state of Rondônia. Brazil's National Petroleum Agency has also recently announced plans to look for oil and gas in the Amazonian state of Acre on the border with Peru and Bolivia [45].

In the Colombian Amazon, 35 exploration and production blocks (~12,300 km²) are concentrated within and around Putumayo Department on the border with Ecuador. Production in Putumayo peaked years ago, but much of the oil in this region and beyond may be yet untapped or undiscovered [46]. Colombia's Hydrocarbon Agency recently announced a new 2008 bidding round, featuring nine new blocks in Putumayo. Over 90% of the Colombian Amazon is currently free from oil activities.

DISCUSSION [Top](#)

In sum, more than 180 oil and gas blocks now overlap the most species-rich part of the Amazon, including areas having the world's greatest known diversity of trees, insects, and amphibians. The

Online Publishing

43. Laurance WF, Cochrane MA, Bergen S, Fearnside PM, Delamônica P, et al. (2001) The future of the Brazilian Amazon. *Science* 291: 438–439. [FIND THIS ARTICLE ONLINE](#)
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50. Wright SJ, Stoner KE, Beckman N, Corlett RT, Dirzo R, et al. (2007) The plight of large animals in tropical forests and the consequences for plant regeneration. *Biotropica* 39: 289–291. [FIND THIS ARTICLE ONLINE](#)
51. Nuñez-Iturri G, Howe HF (2007) Bushmeat and the fate of trees with seeds dispersed by large primates in a lowland rain forest in western Amazonia. *Biotropica* 39: 348–354. [FIND THIS ARTICLE ONLINE](#)
52. Scientists Concerned for Yasuní National Park (2004) Technical advisory report: The biodiversity of

Conversion

XML → XSLT → HTML

Online Publishing

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E-Readers and Mobile Devices



E-Readers and Mobile Devices



E-Readers and Mobile Devices



E-Readers and Mobile Devices



ePUB



ePUB

- Open standard
- Developed by International Digital Publishing Forum (IDPF)
- Widely accepted standard



ePUB

- Handles
 - MathML
 - CSS
 - Multimedia
- Reflowable text



ePUB

Standards

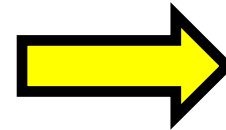
1. Open Publication Structure (OPS)
2. Open Packaging Format (OPF)
3. Open Container Format (OCF)



Conversion

XML → XHTML

XML → XML

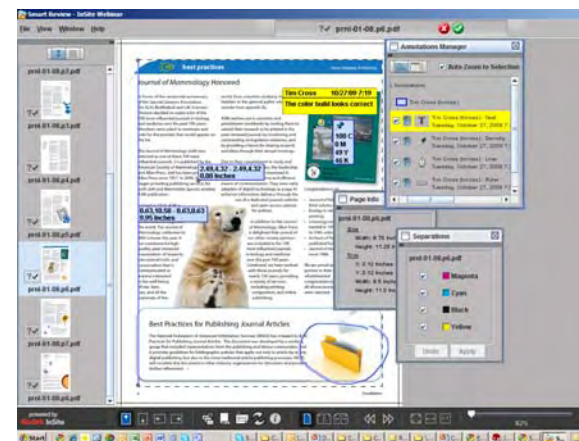
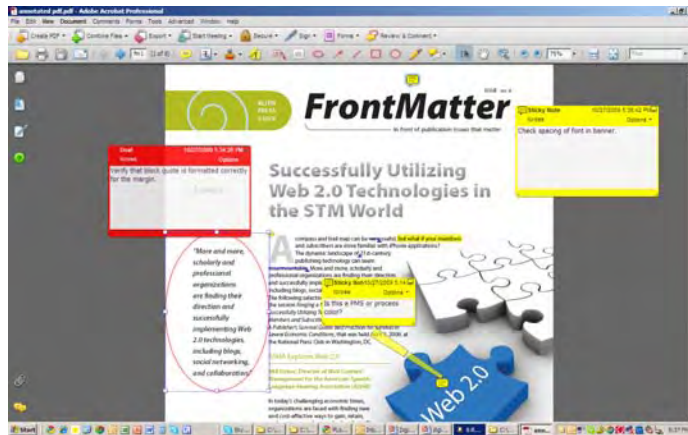


+ Associated Files

What can we do with PDF?



Production Tools





FrontMatter

ISSUE no. 8
In front of publication issues that matter

Sticky Note 10/27/2009 5:36:42 PM
tcross Options
Check spacing of font in banner.

Oval 10/27/2009 5:34:26 PM
tcross Options
Verify that block quote is formatted correctly for the margin.

Successfully Utilizing Web 2.0 Technologies in the STM World

"More and more, scholarly and professional organizations are finding their direction and successfully implementing Web 2.0 technologies, including blogs, social networking, and collaboration."

A compass and trail map can be very useful, but what if your members and subscribers are more familiar with iPhone applications? The dynamic landscape of 21st-century publishing technology can seem insurmountable. More and more, scholarly and professional organizations are finding their direction and successfully implementing Web 2.0 technologies, including blogs, social networking, and collaboration. The following selection from the session Forging a Path Forward: Successfully Utilizing Web 2.0 Technologies in the STM World, from the ASHA Members and Subscribers Conference: A Publisher's Survival Guide: Best Practices for Survival in Severe Economic Conditions, that was held April 2, 2009, at the National Press Club in Washington, DC.

Sticky Note 10/27/2009 5:14:42 PM
tcross Options
Is this a PMS or process color?

ASHA Explores Web 2.0
Will Fisher, Director of Web Content Management for the American Speech-Language-Hearing Association (ASHA)

In today's challenging economic times, organizations are faced with finding new and cost-effective ways to gain, retain,





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- prnl-01-08.p3.pdf
- prnl-01-08.p4.pdf
- prnl-01-08.p5.pdf
- prnl-01-08.p6.pdf
- prnl-01-08.p7.pdf
- prnl-01-08.p8.pdf

best practices Karen Ridgway, Publishing

Journal of Mammalogy Honored

In honor of the centennial anniversary of the Special Libraries Association, the SLA's BioMedical and Life Sciences Division decided to create a list of the 100 most influential journals in biology and medicine over the past 100 years. Members were asked to nominate and vote for the journals that would appear on the list.

The *Journal of Mammalogy* (JoM) was selected as one of these 100 most influential journals. Co-published by the American Society of Mammalogy and Allen Press, JoM has been published by Allen Press since 1957. In 2000, Allen Press began providing publishing services for both JoM and *Mammalian Species*, another ASM publication.

Scanned in 1010. ASM is 0.63,10.58 - 0.63,0.63 9.95 Inches

the world. The *Journal of Mammalogy* celebrates its 90th volume this year. It has maintained a high-quality, peer-reviewed presentation of research, educational tools, and conservation that is communicated to anyone interested in the well-being of rats, bats, cats, and all the mammals of the

world, from scientists studying habitats to the general public who wonder how squirrels fly. ASM reaches out to scientists and practitioners worldwide by inviting them to submit their research to be printed in the peer-reviewed journal, by monitoring and commenting on legislative initiatives, and by providing a forum for sharing research and ideas through their annual meetings.

Due to their commitment to study and publish, the leadership interested in the field and efficient means of communication. They were early adopters of digital technology as a way to enhance information delivery through the use of a dedicated journal website and open-access options for authors.



In addition to the *Journal of Mammalogy*, Allen Press is delighted that several of our other society partners are included in the 100 most influential journals in biology and medicine over the past 100 years. Combined, we have worked with these journals for nearly 130 years, providing a variety of services including printing, composition, and online publishing.

Tim Cross 10/27/09 7:19
The color build looks correct



Congratulations to:

- Journal of Pa...
- 83rd volume...
- Ecology is cal...
- printing.
- Limnology an...
- started in 19...
- its 54th volu...
- Archives of Pa...
- published for...
- Journal of Hes...
- since 1966.

We are proud a partner in their wholehearted congratulations all whose journals were selected.

Best Practices for Publishing Journal Articles

The National Federation of Advanced Information Services (NFAIS) has released its Best Practices for Publishing Journal Articles. The document was developed by a working group that included representatives from the publishing and library communities, and it provides guidelines for bibliographic policies that apply not only to article-by-article digital publishing, but also to the more traditional article publishing processes. NFAIS will circulate this document to other industry organizations for discussion and possible further refinement.



Annotations Manager

Auto Zoom to Selection

Annotations

- Tim Cross (tcross)
- Tim Cross (tcross) - Text Tuesday, October 27, 2009 7:...
- Tim Cross (tcross) - Density Tuesday, October 27, 2009 7:...
- Tim Cross (tcross) - Line Tuesday, October 27, 2009 7:...
- Tim Cross (tcross) - Ruler Tuesday, October 27, 2009 7:...

Page Info

prnl-01-08.p6.pdf

Size
Width: 8.75 Inches
Height: 11.25 Inches

Trim
X: 0.12 Inches
Y: 0.12 Inches
Width: 8.5 Inches
Height: 11.0 Inches

Separations

prnl-01-08.p6.pdf

- Magenta
- Cyan
- Black
- Yellow

Undo Apply

Print

- Hi-res PDF
- Offset and Digital



Online Publishing

The collage displays seven journal websites, each with a distinct layout and color scheme. The websites are:

- American Journal of Health Promotion:** Features a red header and a navigation menu with links like 'Home', 'Journal', 'About Us', 'Subscribe', 'Contact Us', and 'Help'. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- Journal of Endovascular Therapy:** Has a purple and blue header with the journal title in large white letters. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- Coastal Research online journal:** Features a blue and white header with the journal title in large white letters. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- Journal of Graduate Medical Education:** Has a red and white header with the journal title in large white letters. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- The Ochsner Journal:** Features a blue and white header with the journal title in large white letters. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- Journal of Athletic Training:** Has a blue and white header with the journal title in large white letters. It includes a 'New and Forthcoming' section and a 'Request a Review' button.
- Journal of Endovascular Therapy (repeated):** This is a duplicate of the second journal in the collage.



Best Practices AND
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Additional Information

June 23, 2010 | 11:00 am CST

**Flexible Formats: The Value of XML and
PDF in Providing Multichannel Content**



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on July 21!