

Director's Matters

By H. Frederick Dylla, Executive Director

During the past two weeks, the primary efforts of the management team have centered on AIP's [recent shift in strategy](#) for our publishing services activities. I will offer more commentary on this important decision in my column next week.

Celebrating one year in Beijing

Last Friday, June 17, marked the one-year anniversary of the opening of AIP's Beijing office—our first office located outside the United States. The year has been a busy one, filled with opportunities to interact with the extensive Chinese scientific community. It has also been a tremendous learning experience for AIP, as we discover more about Chinese scientists, their needs and expectations, the education and culture of the science community, and the nuances of interacting with scientific government agencies—in lieu of the associations with which we are most familiar. The more we learn, the more we appreciate how much more we need to learn. Nevertheless, our staff should be proud of what we have been able to accomplish in a short time. AIP has been growing our contact base considerably in China and has engaged its scientific community more in the past year than ever before.

To mark the occasion, AIP staff have developed and successfully launched a version of the AIP website in Mandarin (<http://china.aip.org>).

The site is an indication of AIP's commitment to Chinese researchers, who are now able to access online critical information about AIP in their own language. The site provides researchers direct access to a significant amount of journal, proceedings, and magazine content while also offering translation of key information found on AIP's corporate website. It provides instructions to authors about submitting their manuscripts and information on relevant upcoming conferences in China. The web presence will greatly aid AIP's objective of reaching a broad cross

The screenshot displays the AIP Chinese website interface. At the top, the header includes the AIP logo and the text 'American Institute of Physics' and '美国物理联合会'. Below the header is a navigation menu with links for '首页', '关于AIP', '联合会员', 'AIP刊物', '刊物热点', '会议文集', '作者资源', '科研服务', '期刊服务', '产品通告', 'Scitation', and '联系我们'. The main content area is divided into several sections: '新闻动态' (News) with a list of recent events; '刊物介绍' (Journal Introduction) featuring 'Journal of Physics' and 'Journal of Applied Physics'; '美国物理联合会 (AIP)' (About AIP) with a photo of H. Frederick Dylla and a quote; 'AIP全球公司北京代表处' (AIP Global Company Beijing Representative Office) with a photo of a representative; and 'AIP在中国' (AIP in China) with a logo. There are also sidebars for 'AIP Advances' and 'UniPHY'.

section of scientists throughout China.

Earlier this year I reviewed in this column AIP's major activities and accomplishments in China since our doors opened in June 2010. (For details, see "[AIP makes progress in China](#)" in the January 31 issue.) Since then, AIP has entered into a [partnership with the Chinese Society of Theoretical and Applied Mechanics](#) to publish its newest journal, *Theoretical and Applied Mechanics Letters*, on behalf of the society. This spring AIP signed an [agreement with Edanz Group](#) to offer cost-effective language editing services to prospective Chinese authors who want to publish articles in AIP journals. We are in the midst of planning a half-day of sessions for the 2011 meeting of the Chinese Physical Society taking place September 15 – 18.

Congratulations to all staff who are making AIP's strategy for international growth a reality in China. Here's to another year of significant activity.

PHYSICS RESOURCES CENTER MATTERS

Optics on the Hill

A group of optical scientists attending the 2011 CLEO Conference in Baltimore last month trekked to Washington, DC, to meet with their congressional representatives and senators. The visit was organized by the Optical Society of America. The scientists discussed the ubiquity and importance of optics and photonics in everyday technology ranging from telecommunications and medical imaging to national security. They encouraged their Members of Congress to support priority funding of science and engineering for NSF, the Department of Energy's Office of Science, and NIST in fiscal year 2012. The team of scientists from New York and New Jersey, led by AIP staff, met with Rep. Louise Slaughter (D-NY) and Rep. Leonard Lance (R-NJ). Slaughter, who has a background in microbiology, was very supportive of increased science funding, while Lance discussed the need for budget cuts.



From the left, OSA member Wei Jiang, Rep. Leonard Lance (R-NJ), and OSA members Aref Chowdhury and Dan Christensen.

NBL&A website to offer more oral histories

This month the Niels Bohr Library and Archives began a new project to digitize an additional 500 oral histories from its collection and add them to the [NBL&A website](#). The work is supported by a second successive grant from the National Endowment for the Humanities. At the end of the two-year project, more than 1,000 oral history transcripts—many with audio clips—will be available online.



Oral History Project team members review transcripts. From the left are Nancy Honeyford, Amanda Nelson, Stephanie Jankowski, and Beth Emmerling.

Readers get to discover the history of the physical sciences from key figures and their associates. The new transcripts include interviews with Nobel laureates, recipients of major physics prizes, and other scientists. The library's online oral histories have had more than 70,000 visits during the past two years, allowing the NBL&A to reach a new audience of students, teachers, journalists, and the general public, in addition to scientists and historians. The NBL&A staff expects that doubling the size of the database will significantly increase its use.

WHAT'S HAPPENING THIS WEEK

Friday, June 24

- DBIS Partners meeting (College Park, MD)

Through June 30

- Food drive with Long Island Cares. A collection box is located in the lunchroom of the Publishing Center. (Melville, NY)

We invite your feedback to this newsletter via email to ajpmatters@ajp.org.

For past issues of this newsletter, visit the [AIP Matters archives](#).