**1984: CLR Awards $50,000 to Association of American Publishers
to Develop Manuscript Markup Standards**

In 1984, CLR awarded $50,000 to the Association of American Publishers to develop a standard set of codes for identifying various portions of manuscripts in electronic form, building on past work by the Graphic Communications Association, American National Standards Institute, and the International Standards Organization.

The publishing community was interested in the standard and its application for production and, possibly, distribution purposes. The library community was interested in it as a means to capture bibliographic information from the original piece.

By June 1985, some 50 authors were testing the codes in a variety of writing projects, ranging from the preparation of high school textbooks to scientific articles. The proposed codes gave the author more control over the final product, helped the publisher reduce the time required to print an item, provided options for other publisher products and services, gave the library community an opportunity to capture bibliographic data directly from the original electronic source, and advanced prospects for a variety of electronic library products and services.

By June 1986, AAS had published a provisional standard, *Basic Author's Guide to Electronic Manuscript Preparation and Markup*, and presented its recommendations to ISO and NISO. Later that year, ISO approved *International Standard 8879:1986, Information Processing—Text and Office Systems—Standard Generalized Markup Language (SGML)*. The standard was created for use in publishing "in its broadest definition, ranging from single medium conventional publishing to multi-media data base publishing" (p. 1).

Michel Goosens and Janne Saarela provide a good overview of the development of SGML and its application by AAP and European Physical Society, as well as the development of subsequent markup language in their publication, *A Practical Introduction to SGML*.