

The Academic Author

For Creators of Academic Intellectual Property

Convention Issue

2005:2

May 2005

TAA convention features

Mark your calendars and make plans now to attend TAA's 18th Annual Convention this June. It promises to be an exciting one! It is designed to educate and update all participants with an interest in the creation and publication of academic materials. We need you to be a part of the dialogue! This is your chance to network among seasoned authors in nearly every academic subject and gain new insight into the publishing world — all with the backdrop of the famous "Las Vegas Strip".

Convention features:

• Pre-convention authoring workshop.

Economist/author Tara Gray will conduct her popular workshop, "Publish and Flourish: Become a Prolific Scholar" on Thursday, June 23 and Friday, June 24.

• **Geo-primer as lead presentation.** After a welcome from TAA's president, orient yourself to the greater Las Vegas area through a visual presentation by geographer/author Robert Christopherson.

• **Concurrent sessions for new and experienced authors.** This year, TAA will host concurrent presentations on both Friday and Saturday, but we'll bring everyone together for presentations on topics that are particularly broad and timely.

• **Literary marketplace.** Have an idea for a book? Bring an outline and sample chapter, and we'll help you find a mentor, prepare a proposal, and target a publisher.

• **Awards Banquet Friday night.** Celebrate the enterprise of text and academic authoring with awards for excellence in authoring midway through our convention. Join us for our Awards banquet dinner Friday, June 24, 2005 where we will be presenting our TAA Texty and McGuffey Awards and commemorating the induction of our newest TAA Council of Fellow members.

The TAA convention will be held at the Imperial Palace Hotel, just minutes away from McCarran International Airport and easily accessed from all major highways. The special TAA room rate is \$85 a night. To reserve a room call (800) 634-6441.

Convention registration is \$75 for members before May 1, \$125 after. Registration for non-members is \$125 before May 1, \$175 after. Non-member registration includes a one year membership to TAA. Gray's workshop will be held Thursday, June 23, 8 a.m. to 5 p.m. and Friday, June 24 from 10 a.m. to 12 p.m. Cost is \$175 for TAA members before May 1, \$225 after; non-members \$225 before May 1, \$275 after. To register for the convention and/or pre-convention workshop, contact TAA at (727) 563-0020 or TEXT@tampabay.rr.com or download registration forms at www.taaonline.net/convention/index.html

Convention Chair: John Wakefield

Join the dialogue: Attend Convention

TAA Convention Co-chair Jay Black and I would like to invite you to attend the 18th Annual Convention of the Text and Academic Authors Association, which will be held on June 24 and June 25 at the Imperial Palace Hotel in Las Vegas. This year's program promises to be an exciting one. It has been woven together with the diverse interests and experiences of our group in mind.

After coffee, pastries, and a brief welcome, geography author Robert Christopherson, will lead off Friday morning with a "Geo-Primer of Las Vegas," orienting us to the history and features of our location. Participants in Tara Gray's pre-convention workshop on "Publish and Flourish" will then join us for "An Insider's Guide to Getting Your Scholarly Articles Published," by Jay Black, a prolific academic author and journalism ethics professor at the University of South Florida at St. Petersburg and Kenneth Henson, distinguished professor at the Citadel's School of Education. After a brief break, we'll reconvene for Friday's featured panel presentation, "From Research to Licensing: Text and Academic Materials Development in the Digital Age," hosted by Christopher Kenneally, director of Author and Creator Relations at the Copyright Clearance Center in Boston. A special edition of CCC's "Beyond the Book" series televised on C-Span, this session will feature a senior CCC executive who was formerly CEO of Harcourt; an author's editor, who works exclusively with academic authors on manuscript development; a CCC staffer who conducts copyright awareness courses on campuses across the US; and a representative of a leading online courseware company. I expect some of the discussions sparked by this session to continue into the lunch break.

In the afternoon, Steve Gillen, an attorney with Greenbaum, Doll & McDonald in Cincinnati, leads us back to business with "Negotiating a Publishing Contract," sharing multiple insights from his involvement in a collaborative project between McGraw Hill and the University of Michigan Press. We then break out into concurrent sessions: Those who are contemplating or writing their first book will meet with Doug Matthews, president of Teaching Point, to learn about "Writing



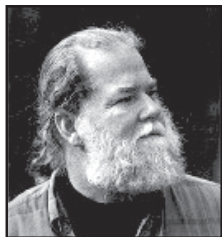
TAA Convention Co-Chair John Wakefield invites members to attend the 2005 TAA Convention in Las Vegas, June 24 and June 25.

the First Edition," while veteran authors meet with Karen Morris, an attorney and hospitality law author, to learn more about "Preparing for the Next Edition." We'll reconvene for a session on "Grant Writing in Higher Education" also by Kenneth Henson from the Citadel. The last event of the day will be the TAA Awards and Recognition Banquet, which we're holding at 5 p.m. this year in deference to our East Coast colleagues. During the banquet, TAA honors outstanding achievements of authors with Texty and McGuffey awards, recognizes outstanding service to the organization, and inducts outstanding text and academic authors into our Council of Fellows. Ron Pynn, our retiring executive director, will be our host for this memorable occasion.

After complimentary coffee and pastries, Saturday morning kicks off with an inaugural address on "The Future of TAA" by our executive director elect. This session will be followed by Saturday's feature discussion, "Issues in Textbook Pricing." TAA President Mike Sullivan, who is fresh from testifying to the GAO on textbook pricing issues, will moderate a panel discussion with the executive director of the Association of American Publishers and representatives of college bookstores, publishers, and at least one student

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2005 TAA Council Elections: Meet the candidates



Katherine Farmer

Christopher R. Harris



Ronald Pynn



Tara Gray



Paul Rosenzweig



Mary Kay Switzer

The TAA Council, the association's governing body, is holding elections for vice president/president elect, secretary and two Council positions. The nominee for vice president/president elect is Christopher R. Harris, a photojournalism professor at Middle Tennessee State University. The nominee for secretary is Ronald E. Pynn, outgoing TAA executive director and professor emeritus of political science at the University of North Dakota. The nominees for two three-year terms on the Council are: Tara Gray, director of the Teaching Academy and associate professor of criminal justice at New Mexico State University; Paul Rosenzweig, a consultant with R&M Royalty Review LLC, a firm that represents authors who wish to confirm the accuracy of their royalty payments; and Mary Kay Switzer, associate professor of communications at California Polytechnical State University, and former TAA Council secretary.

The terms for Council seats are three years. The president and vice president serve two years. Visit the Members Only section on the TAA website to download a voting ballot (www.taaonline.net).

Christopher R. Harris (Vice President/President Elect)

Christopher Harris was a freelance photojournalist for more than 25 years before returning to the university for his master's in journalism. He has taught at Middle Tennessee State University since 1991. Harris holds a medal from the National Press Photographers Association for editing and producing *Protocol*, a white paper report on newsroom ethics. He is the author of numerous academic articles published in *The Journal of Mass Media Ethics*, *Visual Communication Quarterly*, *History of Photography*, *Medien Psychologie*, *Federal Communication Law Journal (UCLA)* and *Communication and the Law*. Harris is also the author of *Visual Journalism*, published by Allyn & Bacon. He has served two consecutive terms on the TAA Council.

"I have had the great pleasure of serving on the TAA Council for the last two terms," said Harris. "During that time I have witnessed the growth of TAA under

the leadership of Mike Sullivan, with the assistance of John Wakefield, Jay Black, Ron Pynn, the Council, and our amazing office staff. It is with humble admiration of their hard work that I wish to stand for election as Vice President/President Elect. I promise to work towards further growth of the Association, as well as being an outspoken advocate of authors. One of my main concerns is the ongoing problem with bookstore buy-backs that impact the sales of our finely-honed work. To serve you, the members, would be an honor."

Ronald Pynn (Secretary)

Ronald Pynn is Professor Emeritus of Political Science at the University of North Dakota. He retired from UND in 1999 and has served as executive director of TAA from 1993 to 2005. He has served as president of TAA twice. Pynn's role as executive director will end July 1, 2005. Pynn has authored four texts, including *Watergate And the American Political Process* and *American Politics: Changing Expectations*, that went into five editions. He also authored several academic journal articles.

"I have watched TAA grow and mature into a viable professional organization," said Pynn. "We have to maintain that momentum and build upon it. The TAA workshops are a key component to our membership and outreach to new members. I want to continue to work on providing TAA workshops around the country to assist new and aspiring authors. TAA further needs to be a strong advocate for author rights and to address pressing issues on behalf of our membership. I would like to see TAA become more visible and active in pressing issues before the national and international publishing scene. I look forward to continuing to play a significant role in the future of TAA."

Tara Gray (Council)

Tara Gray serves as director of the Teaching Academy and associate professor of criminal justice at New Mexico State University. She has written 30 publications, including two textbooks on prisons published by Anderson and Allyn & Bacon. Gray has served on the TAA Council since 2001 and chaired the 2002

TAA Convention. She has presented her popular writing workshop, *Publish & Flourish: Become a Prolific Scholar*, co-sponsored by TAA, for more than three years. It has recruited several hundred TAA members.

"As TAA members, we should nurture supportive interpersonal relationships and community building," said Gray. "I advocate a renewed emphasis on the dual goals of recruitment and retention. I think the best way to improve retention is to better serve academic authors by broadening the scope of the TAA convention, the print newsletter, and the bi-monthly e-mail News Alerts to better include those who publish mainly in academic journals. That would be my mission as your Council member."

Paul Rosenzweig (Council)

Paul Rosenzweig has worked for The Psychological Corporation, supervising the accounting and financial operations as the company grew into its publishing and consulting activities; Harcourt Brace Jovanovich as director of subsidiary accounting; and Academic Press, Inc., a multinational publisher and distributor of technical books and scholarly journals, as vice president and treasurer. He also worked for Moseley Associates, Inc., conducting valuation, litigation support, acquisition, and divestiture assignments. In 1993, he became president of Royalty Review Service, Inc., representing authors wanting to confirm the accuracy of their royalty statements. After the practice was sold in the fall of 1999, the name was changed to R&M Royalty Review LLC. Rosenzweig now serves the company as a consultant. He has previously served on the TAA Council.

"As a long-time member of TAA, and a former member of the TAA Council, I believe that TAA has to move toward a higher visibility and wider acceptance among authors, illustrators and other providers of intellectual property to all levels of the education market," said Rosenzweig. "The current approaches to solicitation of new members has to be rethought, with an eye toward solidifying the retention of

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Text and Academic Authors Association

18th Annual Convention

June 24-June 25, 2005

Imperial Palace Hotel, Las Vegas

Friday, June 24th

8:00-8:30 Coffee and pastries

8:30-8:40 Welcome Mike Sullivan, TAA President; Jay Black and John Wakefield, Convention Co-chairs

8:40-9:00 Geo-Primer of Las Vegas Robert Christopherson, author of *Geosystems*

9:00-10:15 An Insider's Guide to Getting Your Scholarly Articles Published Jay Black, Emeritus Endowed Professor at the University of South Florida St. Petersburg; Kenneth Henson, Distinguished Professor at the Citadel's School of Education

10:15-10:30 Break

10:30-12:00 From Research to Licensing: Text and Academic Materials Development in the Digital Age Christopher Kenneally, Director, Author & Creator Relations, Copyright Clearance Center (moderator); Ted Buccholz, a senior CCC executive and former CEO of Harcourt; Diane Feldman, an author's editor who works exclusively with academic authors on manuscript development and editing; Dru Zuretti, a long-time CCC staffer who conducts copyright awareness courses on campuses across the U.S.

12:00-1:00 Lunch (on your own)

1:00-2:00 Negotiating a Publishing Contract Steve Gillen, publishing and copyright lawyer, Greenebaum, Doll & McDonald

2:00-3:00 Breakout sessions: Writing for the First Time Doug Matthews, President of Teaching Point (moderator); panelists TBA

Preparing for the Next Edition Karen Morris, Professor of Law at Monroe Community College and co-author of *Hotel, Restaurant, and Travel Law*, now in its sixth edition (moderator); panelists TBA

3:00-4:00 Grant Writing in Higher Education Kenneth Henson, Distinguished Professor at the Citadel's School of Education

4:00-5:00 Meet and Greet Opportunity to network with authors, publishers and lawyers over drinks and hors d'oeuvres in TAA's hospitality room.

5:00-7:00 TAA Awards and Recognition Banquet Ron Pynn, Outgoing TAA Executive Director (host)

Saturday, June 25th

8:00-8:30 Coffee and pastries

8:30-9:20 The Future of TAA Executive Director Elect of TAA

9:30-11:00 Issues in College Textbook Pricing Mike Sullivan, TAA President (moderator); Bruce Hildebrand, Executive Director for Higher Education for the Association of American Publishers; others TBA

11:00-11:15 Break

11:15-12:00 Marketing Your Book Paul Krieger, Professor of Biology at Grand Rapids Community College and author of *A Visual Guide to Human Anatomy*; other panelists TBA

12:00-1:00 Lunch (on your own)

1:00-2:00 Improving the Textbook Adoption Process Christopher Stream, Assistant Professor of Public Administration at the University of Nevada, Las Vegas. Stream was hired by TAA as Principal Investigator (PI) for a potential grant to study state adoption policies and practices for textbooks.

2:00-3:00 Breakout sessions:

TBA

TBA

3:00-4:00 An Open Forum for Members Executive Director Elect of TAA

John Wakefield, TAA President Elect

4:00-5:00 Meet and Greet Opportunity to network with authors, publishers and lawyers over drinks and hors d'oeuvres in TAA's hospitality room.

Literary Marketplace: One-on-one sessions with a veteran author or agent. Authors can sign up for a 15-minute session with an authoring attorney for a review of their existing or new contract; an agent to review their manuscript; or a veteran author from a publishing company that might be interested in accepting their book. Sign up at the registration desk.

Notify TAA's home office at TEXT@tampabay.rr.com if you would like to pre-arrange a meeting for a specific time.

DO YOU WANT TO REACH THE LARGEST GROUP OF TEXTBOOK AND ACADEMIC AUTHORS IN THE NATION?

Advertise in The Academic Author or become a Featured TAA Sponsor. Featured Sponsors appear on the TAA home page. TAA Sponsors appear in a special section on the TAA website.

To advertise in the print newsletter, or to find out how to be a Featured Sponsor or a TAA Sponsor, contact Lisa Thorsell, Advertising Manager at lisamt321@yahoo.com or (608) 687-9525, or visit the TAA website at www.taaonline.net/ads/index.html or www.taaonline.net/sponsors/index.html

Convention Session Information

Meet one-on-one with an agent or veteran author

TAA will be offering one-on-one sessions via its "Literary Marketplace" at the TAA Convention. Authors can sign up for a 15-minute session with an authoring attorney for a review of their existing or new contract; an agent to review their manuscript; or a veteran author from a publishing company that might be interested in accepting their book. By appointment or walk-in. Notify TAA's home office at TEXT@tampabay.rr.com if you would like to pre-arrange a meeting for a specific time.

Christopherson to lead Vegas 'Geo-primer'

The Canals of Venice, the Nile River and ancient Egypt, a Mediterranean lake and fountains, the Eiffel Tower and Paris, a sinking pirate ship, a Mandalay beach with waves, an indoor stage with a lake and stage show—are these exotic places for TAA from around the world? Wrong, says geography author Robert W. Christopherson: "These are all in the desert of southern Nevada where we gather in June 2005 for our exciting annual meeting. Precipitation is 4 in. per year in Las Vegas, yet there is one golf course with 3,000 mature pine trees and another with the holes from St. Andrews, Scotland. Despite the prolonged western drought and low water flows on the Colorado River, the population of Las Vegas will top 2 million residents this year—up 540 percent from the 368,000 who lived here in 1985. Christopherson's GeoPrimer, which will kickoff the TAA convention June 24, will give you the geographic scoop on this strange place in the desert.

Preparing for the next edition

Karen Morris, a professor of law at Monroe Community College and co-author of *Hotel, Restaurant, and Travel Law*, now in its sixth edition, will lead a panel presentation on "Preparing for the Next Edition" at the TAA convention. "Publishing a successful textbook is only the beginning," says Morris. "Writing subsequent editions is, like the first, an expansive task. Preparatory work undertaken in the years between the completion of the current edition and writing the next can significantly lighten the load." The panel of multiple edition authors will offer advice and tips on how to use the interim period to facilitate the process of producing the next edition.

Business of publishing

Three textbook publishing experts from the Copyright Clearance Center will present a panel discussion on text development, licensing and related copyright issues at the TAA convention. The panelists include: Ted Buccholz, a senior CCC executive and former CEO of Harcourt; Diane Feldman, an author's editor who works exclusively with academic authors on manuscript development and editing; Dru Zuretti, a long-time CCC staffer

who conducts copyright awareness courses on campuses across the U.S.; and a representative of a leading online courseware company. The presentation will be based on CCC's popular Beyond the Book conferences for authors on the business of writing and publishing.

Author shares ideas for marketing your book

Human anatomy and physiology author Paul Krieger will serve on the TAA convention plenary session panel "Marketing Your Book." Krieger, author of *A Visual Guide to Human Anatomy* published by Morton Publishing Co. in January, will share how he helped his publisher market his book. Some of his marketing activities included giving helpful suggestions to improve the original cover design; communicating regularly with his editor; sending each of the sales reps a Barnes & Noble gift certificate to show his appreciation of their work in the field; and giving a radio interview on his local NPR station to promote the book.

Insight into publishing contracts

Steve Gillen, a publishing and copyright lawyer with Greenebaum Doll & McDonald, will present a session at the TAA conference that gives insight into the process of negotiating a publishing contract for an educational work. The presentation will be based on a paper funded by TESOL (Teachers of English to Speakers of Other Languages, Inc.), the professional association of English as a second language teachers, that looked at education publishing contracts from three different perspectives: the commercial publisher (represented by McGraw-Hill), the university press (represented by University of Michigan Press), and the author (though Gillen's voice). The paper, presented in a Q&A format, shows how authors can put themselves in the best position to deal with the commercial publisher and the university press in contract negotiations, Gillen said. "It gives insight into questions such as 'when I agree to provide a manuscript, what does that mean?'; How do we settle on a delivery date?; How do we decide on book length?." Attendees will receive copies of the paper.

Guide to scholarly publishing

Kenneth Henson, distinguished professor at the Citadel's School of Education, and Jay Black, an emeritus endowed professor at the University of South Florida St. Petersburg, will present the panel and open discussion, "An Insider's Guide to Getting Your Scholarly Articles Published," at the TAA convention in Las Vegas, Friday, June 24, from 9 a.m. to 10:15 a.m. Henson and Black are veteran scholars who have hundreds of publications and academic presentations between them.

Henson, who specializes in educational pedagogy, writing for publication and grant writing, has written 31 books and 129 scholarly articles. One of his books has gone through seven editions. Henson has also been guest editor and manuscript reviewer for 19 academic journals. Black, who specializes in mass media

and society and professional ethics, has written 10 books (one of which won a Textbook Excellence Award from TAA) and 62 juried papers. He has edited the *Journal of Mass Media Ethics* for 20 years. He is also a member of the editorial board of several other academic journals and has reviewed manuscripts for more than 100 conferences.

"For TAA we want to draw upon, but go beyond, our personal experiences in scholarly publishing," said Black. "There are a number of insights and generalizations to be pulled from the research literature on scholarly publishing which we hope to share with the TAA conferees. We certainly hope to spark an interesting give-and-take among all who are there, as we all help one another understand some of the discipline-specific nuances of getting published."

Getting enough publications to gain tenure can be an extremely profitable experience—over and above the satisfaction of contributing to one's scholarly discipline, said Black: "Indeed, if one were to get a 10 percent pay raise for getting that tenure nod based on the 'penultimate' scholarly article, and if one were to invest that 10 percent pay raise in an account that pulled six percent interest until retirement, that single article may be worth many hundreds of thousands of dollars!"

Land a higher education grant

Kenneth Henson, distinguished professor at the Citadel's School of Education, and author of a new book by Allyn & Bacon, *Grant Writing in Higher Education: A Step-by-Step Guide*, will present a session at the TAA convention on "Grant Writing in Higher Education."

Henson, whose grant writing has brought in more than \$100 million, will share examples of proposals and point out the unique features that caused them to be accepted. "I will also discuss myths that tend to block grant writers," he said. "For example, there's a perception that there's no more money out there — that wealth has dried up. That's not true at all. There's billions of dollars out there."

Henson's session will also share advice on how to use the grantor's RFP (request for proposal) to design your proposal; how to use questionnaires; and how to develop a good grant writing style.

Advice for first time writers

Doug Matthews, president of Teaching Point, which has developed the *Expert Systems for Teachers™ Series*, a product line of comprehensive teacher preparation materials written by expert teachers who understand the needs of new teachers and teachers facing out-of-field assignments, will present a panel presentation at the TAA convention on "Writing for the First Time."

Matthews will share his advice on the technical side of preparing files and how to organize academic content. A panel of first time authors will also speak about their experiences.

Workshop preview: 12 steps to becoming a more prolific scholar

Much is known about the steps scholars can take to become more prolific, said Tara Gray, who will present her popular writing workshop, “Publish and Flourish: Become More Prolific,” as a 10-hour pre-conference workshop at the TAA convention in Las Vegas Thursday, June 23, 8 a.m. to 5 p.m. and Friday, June 24 from 10:30 a.m. to 12:30 p.m. (Cost is \$175 for TAA members before May 1, \$225 after; non-members \$225 before May 1, \$275 after.) Gray shares 12 steps to becoming a more prolific scholar:

1) Differentiate between the urgent and the important. Important activities move you closer to your goals but urgent activities need to be done right now, according to Stephen Covey in *First Things First!* To become a prolific writer, you must differentiate between activities that are urgent and important—and focus your attention on the important. It has been said that life is composed of the urgent, the important, and the trivial. We exhaust ourselves on the urgent, seek rest in the trivial and forget the important. Some things are truly urgent—a burning building for example. By all means, run, get a ladder, go! But beware because less urgent activities can get confused with truly urgent activities. Anything that involves other people and deadlines typically feels urgent. But all deadlines and all issues involving other people are not equally urgent. Of course, some deadlines are truly urgent and some people’s problems are too, but just because something has a deadline or someone has a problem doesn’t automatically make it truly urgent. Consider the time you spend responding to e-mails, answering phone calls, and visiting with people who drop by. Are all those requests equally urgent? Teaching and (some) service are clearly both urgent and important; as a result, they tend to take priority over research. In academe, research may not be urgent but it is certainly important.

2) Write daily for 15 to 30 minutes. Most scholars believe that writing requires big blocks of time. Most scholars are wrong. Research shows that scholars who write daily publish far more than those who write in big blocks of time. The problem with big blocks of time is we don’t find them very often. Here’s what Robert Boice found in *Advice to New Faculty*: In one study participants who wrote daily wrote twice as many hours as those who wrote occasionally in big blocks of time but generated ten times as many published articles. In other words, the group that wrote daily was five times as efficient per minute. But beware: to get these benefits, you will need more than resolve—you will need to keep records of your minutes spent writing each day and share your records with someone each week.

3) Keep records of time spent writing daily and share your records weekly. Writing daily will increase your productivity as a writer by many times if you keep records daily—and share them with someone weekly. What difference does keeping records make? In one study, all the participants attended workshops by Robert Boice who explained the importance of writing daily and keeping records of minutes written. At the end of the

workshop, one group of participants did not agree to change their habits, which resulted in their continuing to write the way they had always written, which was occasionally, in big blocks of time. Another group promised to write daily and to keep daily records of their time spent writing: the second group was able to out-perform the first group by a factor of *four*. The success of this group can be attributed partially to keeping records. Without records, it is too easy not to write on any given day—and to convince yourself that you will write more “tomorrow,” but “tomorrow” never comes, or at least it doesn’t come very often. In this same study, a third group of participants took the same measures as the second group (writing daily and keeping records), but the third group also held themselves accountable to someone for writing daily. The third group wrote more than the first group by a factor of *nine*. The numbers look like this in pages written or revised per year: 17 pages for the first group that wrote in big blocks of time; 64 pages for the group that wrote daily and kept records; and, 157 pages for the group that wrote daily, kept records and held themselves accountable to others for writing daily as found by Robert Boice in his research paper, *Procrastination, Busyness and Bingeing*.

4) Write from the first day of your research project. Be writing every day no matter how rough the writing. Write from your heart, from what you feel and know, and leave blanks to fill in from the literature and the research later. Each paragraph you write doesn’t have to become a paragraph that will later go into a certain section of your paper such as the introduction or the literature review or the methods. What you write can just be your own thinking and musings on the subject. Write in your journal or imagine you are writing a letter to yourself: “I don’t know why I got the results I got in the lab today. . . Perhaps it was because. . . No, I don’t think so. I think the reason was. . . Tomorrow I will try something different. . .” The crudest writing about a given idea is superior to the best thinking precisely because it can be saved, reviewed, and revised later. Write from the very first day of your research project: research as you write and write as you research.

5) Post your thesis on the wall and write to it. When you sit down to write, take a stab at describing what you going to write about: Start with something simple, your topic, just a word or a phrase even. Then develop it into a sentence. Don’t try to write the perfect sentence. Just jot down something quickly. Know that this is a working thesis. You can change it at any time—you can and you should. Ideally, you want a sentence that is short and memorable and tells your reader what is at stake or what problem you are trying to solve. Remember, you’re not trying to prove the point—you have the rest of the paper to do that—you are just asserting it. Post your thesis on the wall and write to it. Never, ever lose sight of it. Work back and forth between your thesis

and the rest of your paper—revising first one and then the other. Check to see if everything in your paper aligns with your purpose. Imagine your paper is a cart pulled by a team of horses and driven by you. The cart represents the purpose of your paper and each horse represents a section of your paper. Each leg of each horse could represent a paragraph. It is terribly important that all the horses (and all the sections and all the paragraphs) are pulling together in the direction that the cart is supposed to go. If one horse or another is going off in another direction, you need to pull the whole cart over to the side of the road and have a chat with the horse.

6) Organize around key sentences. Ideally, the topic of each paragraph should be explained in one sentence located early in the paragraph and supported by the rest of the paragraph. This key or topic sentences help readers negotiate each paragraph quickly and well. A key sentence is much like a topic sentence: it announces the topic of the paragraph simply and with little detail, according to Joseph Williams and Gregory Colomb, in their book, *Style: Toward clarity and grace*. It announces the topic without trying to prove the point: the rest of the paragraph serves that function. A key sentence differs from what many people were taught about topic sentences because a key sentence need not be the first sentence in a paragraph, say Williams and Colomb.

7) Use key sentences as an after-the-fact outline. To examine the organization between paragraphs, list your key sentences—and headings—so that they provide an after-the-fact outline, an approach advocated by Booth, Colomb and Williams in *The Craft of Research*. In order for your paper to pack the most punch, you will want your arguments to be in the best order—and to hang together as best they can. Therefore, you want to check for logic and coherence. To do so, use the “hidden text” function in your word processor to hide everything but the key sentences and the headings and to view your prose without the hidden text. Now, read just the remaining list of sentences and question yourself about purpose and organization:

- How could the key sentences better communicate the purpose (thesis) of the paper to the intended audience?

- How could the key sentences be better organized? More logical? More coherent?

Once you ask yourself these questions a few times while viewing your after-the-fact outline you will see how valuable it is to see your prose through this new lens—a lens which exposes the organization between paragraphs and shows you much about how well your paper is serving its purpose. You will soon discover there is no point in waiting to view your paper this way until you have a full draft of a writing project. Instead, you will find it useful to begin your writing session each day by viewing only the headings and key sentences of the section you worked on the previous day.

8) Share early drafts with non-experts and later drafts with experts. The biggest communication problem is overestimating what you readers know. After all, you have thought about this problem in this exact configuration for months or years, but your readers haven’t. To

find out what your readers know and don't know, flick the imaginary reader off your shoulder and find some real readers—actual humans you can talk to. The more expertise your readers have, the less likely they will be to tell you what they don't know and need to know. So you will need to find some readers who don't know very much: some real non-experts, perhaps some colleagues in different disciplines or some family members or even some undergraduate students. These are the people who will point out problems of organization and clarity without fearing that you will think it means they are not very learned. Of course, you will need experts among your readers too, but turn to them for help later in the writing process—after a number of non-experts have read early drafts of your work.

9) Learn how to listen. Learn how to listen better. To do so, you must first come to terms with the fact that, when it comes to clarity, the reader is always right. "Clarity is a social matter, not something to be decided unilaterally by the writer. The reader like the consumer is sovereign. If the reader thinks something you write is unclear, then it is, by definition. There's no arguing," as Deirdre McCloskey makes clear in her book, *Economic Writing*, p. 12.

10) Respond to each specific criticism. It is tempting to conclude that when they reviewers don't make the same suggestions, they disagree. When researchers examined scholarly reviews, they found that reviewers

gave good [specific] advice and did not contradict each other. Don't expect reviewers—or other readers—to make exactly the same comments. Know that one reader will criticize the literature review, while another will find fault with the methods, and yet another will take umbrage with the findings. Know that if you make changes in response to each of these readers, you will improve the paper and reduce the chance that other readers will find fault with the manuscript. Think of each specific concern as a hole in your rhetorical "dam:" the more holes you plug the better your argument will "hold water."

11) Read your prose out loud. To polish your prose, you should read it out loud to someone—or have someone read it out loud to you—for three reasons. First, you can watch the expression of the other person to see when he or she is most interested, bored, and so on. Second, you can hear when your prose is most awkward and least conversational. Third, you can listen for excessive precision. Ideally, you will read your prose out loud with someone else, but you may hesitate to ask anyone to listen—or to read to you. If you can't bring yourself to ask someone for help with your whole paper, ask someone for help with your abstract, introduction and conclusion. Even if you read your prose out loud to yourself in the end, it's much better than not reading it out loud at all.

12) Kick it out the door and make 'em say "No." You are almost ready to send your paper out but two obstacles remain: perfectionism and fear of rejection. Expect rejection and plan for it.

Select three journals for every manuscript. Address three envelopes—and stamp them. By choosing three journals, you have a long-term plan for your paper. If your paper is rejected at the first journal, you are prepared to send it to the second journal without the usual delay. And, keep your perfectionism in check. You may say that your paper is not really done. It could be better. That's true today and it will be true ten years from now. It's tough to know when "enough is enough." As a writer, you must find the balance between "making it better and getting it done," as Howard Becker puts it in *Writing for Social Scientists*. You've written it. Trusted colleagues have read it. You've responded to their criticisms—it's time to kick it out the door. Artists are encouraged not to over-paint a picture, and bury a good idea in a muddy mess. And so it is for writers: don't over-write your paper and bury a good idea in a muddy mess. Don't worry—if your writing needs more work, you'll get another chance. Anonymous reviewers are not known for being over-kind. Your job is to write it and mail it. The reviewer's job is to tell you if it will embarrass you publicly. You've done your job so make 'em do theirs: Kick it out the door and make 'em say "YES!"

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WAKEFIELD Continued from Page 1

organization. Audience questions will be presented by the moderator to the panel in the concluding minutes. Following a brief break, Paul Krieger, a faculty member at Grand Rapids Community College, will discuss "Marketing Your Book," based on his experience as the author of a newly published anatomy text.

Saturday afternoon will begin with Chris Stream, a textbook author and faculty member at the University of Nevada Las Vegas, discussing "The Textbook Adoption Process," providing us with an analysis of uneven — and sometimes politically based — adoption policies across the U.S. After a breakout session to be announced, we'll conclude our convention with "An Open Forum for Members," where the executive director elect and incoming president (that's me) will listen to your ideas, not only as a guide for building the next convention program, but as a guide for building the agenda of our mid-winter Council meeting.

I hope that this program outline gives you a taste of what lies ahead—plenty of informed discussion of subjects that interest text and academic authors most. We'll also have a "Literary Marketplace" where you can discuss your publishing ideas with authors, publishers, and/or lawyers—just sign up at the registration desk. There you'll also receive an updated program description and other materials to enhance your convention experience.

See you in Las Vegas.

ELECTIONS Continued from Page 2

new members. Clearly, while there are other, larger author organizations, these groups have no programs oriented toward textbook providers; that uniqueness of TAA has to be marketed. Moreover, as publishers increasingly offer electronic products, complimentary to and/or in lieu of printed books, TAA must rise to the position of knowledgeable and authoritative spokesperson of the effect on educational processes wrought by technological changes."

Mary Kay Switzer (Council)

Mary Kay is the author of several textbooks and academic journal articles, co-author and author of various reference works, producer/director/writer of PBS television documentaries, executive producer of Televideo Educational Projects, producer/editor of *Sun Devil Radio/TV Magazine* and editor/producer of *Polyscene Magazine*. She served as a research staff/grant writer for Voice of America BEA, Arizona Visual Literacy Task Force chair; was CSU Pomona Faculty Senate Governing Board and 4-term Senator; a CVSU Group II grants director/writer (\$300,000); and contributing editor of *Perceptions Magazine*.

She has received several awards including the Arizona State University "Outstanding Teacher" Award, Arizona Governor's Creativity Award for Excellence, Southwest Minnesota State University "Outstanding Teacher Award, California State University (CSU) Pomona Golden Leaves Author Honoree (three times in the past five years), CSU Distinguished Service Award, CSU Authorship Excellence Award, National Broadcast Education Research Paper Competition Award (\$500.00). She is a tenured professor at CSU Pomona.

"I have a broad background of over ten years of service to TAA, as a member, Council member, TAA Secretary, Executive Committee, 1997 Las Vegas Conference Director (donating time and underwriting), chair and member of several TAA committees, Texty and Research Grant judge, TAA convention presenter, Norma Hood Award recipient, arranger of several TAA writers workshops, and sponsor of many new TAA gift memberships through the years," said Switzer. "Recently, I established a campus boycott of the selling of textbook desk copies, I would appreciate your vote to continue my service to TAA."

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