

Publisher seeks course materials

The chief executive officer of the Teacher Channel, a web site offering a comprehensive series of K-12 course materials, proposed an agreement with TAA to reach veteran authors. The Teacher Channel, in partnership with the National Association of Laboratory Schools, is developing a complete set of teacher preparation materials called *Great Books of Teacher Preparation: The Expert Systems for Teachers Series*, and would like TAA to promote the project to its members. Teacher Channel offers 20 percent royalties to authors. In addition, TAA would receive 5 percent of the profits from the sales of TAA member-referred materials.

Ron Pynn, TAA executive director, said the proposal would be on the agenda of the TAA Council, the association's governing board, in January. He urged members, however, to enter into agreements with the Teacher Channel immediately on their own, even without a formal deal with TAA.

The Teacher Channel's chief executive officer, Doug Matthews, got the idea for the partnership after seeing TAA's web site, which he called informative and helpful. "I had been looking for the TAA contract report to see what percentage of royalties were being offered by other publishers," said Matthews. "Since my wife Carol is a teacher and an author, I told her she should be a member. We have been members for almost six months now and find the web site and print newsletter informative and helpful, giving us a good overview of what's going on in the text and academic authoring world."

Matthews said he thought an association like TAA should benefit from any referrals it made to his company. After seeing another collaborative proposal offered to TAA with a one percent exclusive agreement, Matthews decided to offer TAA a five percent non-exclusive agreement.

The Teacher Channel is looking for veteran teachers, with at least four years of experience, who feel like experts in their subject and have written materials in almost publishable form. Teachers interested in the project should visit the Teacher Channel web site, www.teacherchannel.com, and fill out a 20-question pre-publication form in the teacher-author section, said Matthews.

taa.winona.msus.edu/taa/ARTICLES/99/12dec/1207tchannel.html

**2000 TAA National
Convention
New Orleans
June 21-24**

NOTABLE AUTHOR: MARTY TRIOLA

Teaching stats with real data

By Kim Pawlak

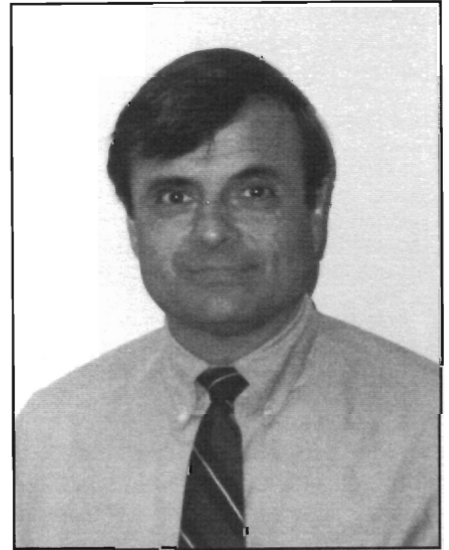
Math professor Marty Triola knew since high school that he would major in math. "It fascinated me more than anything else," he said. In his teaching, Triola is particularly fascinated with statistics, linear algebra and calculus. "I thought that teaching would help me stay involved in a wide variety of math topics, instead of being in industry where I would have to focus on a narrow field of mathematics," he said in an interview. "I like the whole classroom environment. I like the challenge of developing a topic in a way that makes it easy for students to understand."

Triola wrote his first book, *Mathematics and the Modern World*, in 1973 at the encouragement of Dutchess Community College department head Al Washington. "He thought I had some talent," said Triola, who still teaches at Dutchess, near Poughkeepsie, New York. "I really enjoy the challenge of structuring sentences and having ideas flow together."

He has now written eight books, one of which won a 1998 Texty excellence award from TAA. "When I heard that the seventh edition of *Elementary Statistics*, won a Texty, I was delighted," Triola said. "There really isn't much in the way of recognition when you author a textbook apart from royalty checks, so when colleagues say you're doing something in a way that's effective and successful, that's rewarding and delightful."

After seven editions, *Elementary Statistics* is the best-selling textbook in its field. What's made the book so successful? Several things, Triola said: "It's full of real data. I thought that would be important to students." More than 50 percent of the exercises come from real data, he said, including a study funded by the Census Bureau in which University of Arizona researchers predicted household size by collecting recyclables from a sampling of households.

The text comes with a free software supplement, Statdisk, a statistical software package developed by Triola and coauthor William Flynn and Password Inc. "In teaching the elementary statistics course, I really like to get students involved in computers," he said. "It's an ideal course to develop those skills. Statdisk gave me the opportunity to get them involved in computers." First developed in 1988, it was revised significantly in 1998. Triola said: "It was at first a menu-driven program. Now it's a full-blown Windows program."



Math author Marty Triola said when writing a textbook it's important to have standards and goals, and to be committed to writing the best possible book of its type.

Using Statdisk, Triola said, students learn not only about the program itself but how to operate in a general Windows environment: "These skills are important in their careers."

Triola said he tried to make *Elementary Statistics* more interesting for students by adding marginal mini-essays that describe mathematical statistics. For instructors, he tried to make their lives easier by including an annotated instructor's edition, test banks, a Power Point presentation and sample syllabi. "These things make the course easy for both students and instructors," he said.

When heavily involved in a project, Triola said, it consumes the vast majority of his free time. He said he likes to have quiet music playing in the background while he writes. Triola gives this advice for writers: "Successful writing takes a serious commitment and a fairly rigorous discipline. You can't go into it with the attitude that you're going to simply write something with the objective of getting it finished and printed. It's important to have standards and goals, and to be committed to writing the best possible book of its type."

Digested from a complete article at taa.winona.msus.edu/TAA/NOTABLE/triola.html

Everybook exec: Text publishers like electronic book

Everybook president Dan Munyan said all 20 publishers, including several textbook publishers, have responded positively to tests of his EB Dedicated Reader.

"The reaction we received from all of them was that their documents looked real good, that the color came through nice and that the text was clear and readable," Munyan said. The publishers have asked Everybook to put together distribution agreements, which Munyan said are in the works. Everybook had hoped to launch the EB device in early 2000 but will now the launch is set for June, which Munyan said will allow them to take advantage of the new Pentium technology, enabling the devices to have full digital audio and video.

Munyan said Everybook will begin running tests with prototypes at up to six universities this spring, including Columbia, Berkeley, Johns Hopkins and Carnegie Mellon. They will also be pursuing a leasing model with campus

bookstores. College stores would lease the EBs to students, who would download books onto a removable storage card that would be theirs to keep. The leasing model, Munyan said, would keep college stores in the process. "College stores truly are essential and when companies try to go around them it is really to their detriment," he said. "We believe if we let the college store be the facilitator between the student, the administration, the professor and the publisher, it will reduce our e-transmission costs and still put the same number of viewers in front of our device."

The EB Dedicated Reader has gone through many changes in the past year. It now weighs six pounds, its case is now made of magnesium, and a Pentium processor will allow it to play music and run movies. Munyan said the company is also talking about adding a USB port so a CD-ROM or DVD player can be attached to it. It will also have the ability to attach headphones or a microphone.

The market has also changed. It has grown to include not only the professional reference market and the college textbook market, but also

the government publishing market, said Munyan. One-thousand orders have already been received.

Other changes:

- Operating system. A Linux operating system, made by Lineo, will allow anyone licensing Everybooks's technology to write application software to run it.

- A storage card. For downloading content off the web.

- An open system. New technology by Adobe, called PDF Merchant and WebBuy, will make the system both open and secure. A "smart card" must be in place at the same time as the storage card. If either one is removed, nothing stored in the device will be accessible.

- One-time composition of content by publishers. A new product by Adobe, called InDesign, will allow publishers to compose for the web, multimedia and print all in one application.

taa.winona.msus.edu/taa/ARTICLES/99/11nov/1103everybook.html

NEWS BRIEFS

Board vacancies. The nominations chair for TAA, Peggy Stanfield, called for candidates for three TAA Council seats that will become vacant in June. Stanfield herself will be on the ballot automatically as president-elect. Council members whose terms are expiring: Dale Layman (anatomy) Joliet Junior College; Paul Rosenzweig (accounting) Royalty Review Service; Paul Tippens (physics), Southern Polytechnic State University. Stanfield said the ballot will be shorter than usual because a bylaw change has extended some terms. Contact Stanfield at PSTANFIELD@CYBERHIGHWAY.NET

Divestiture OK'd. The Canadian Competition Bureau, satisfied Pearson's divesting of five e-hi textbook series, approved the merger of Pearson's newly acquired Prentice Hall and Addison Wesley Longman Canadian units. Sold to Canadian publishers were the French series *Acti-Vie* by Irene Bernard and Beverly Amis, *Envis Amis*, and *En Direct*, and the math series, *Interactions* by Marian Small and Jack Hope, and *Journeys in Mathematics* by Ralph Connelly, Frank Marsh and others.

Kept informed. Canadian math author Ralph Connelly said he was kept abreast of the pending sale of his series by Pearson to Irwin, and even asked to sign off that he had

been informed. This was in contrast to Pearson authors in the United States whose works were sold off without any timely information from Pearson. Connelly said he had no role in the sales but at least felt informed.

taa.winona.msus.edu/taa/ARTICLES/99/12dec/1208canada.html

E-Archive. Enthusiasts for linking research paper repositories around the world put their ideas in a proposal form — the Open Archives project. Two dozen organizers said the archives could be operating within a year if all goes well, allowing researchers to search every participating repository with a single click. Stevan Harnad, of the University of Southampton, said the goal "is to make all the public archives in all the universities in world into one global, virtual archive."

Not free. The giant academic journal publisher Elsevier would not open up its contents to the free-access Open Archives system proposed recently at a New Mexico meeting of scholars. Access to papers should be limited to subscribers, said Arie Jongejan, Elsevier's chief for physical sciences. Jongejan said Elsevier's peer review process is a value-added feature which has value in the marketplace. He said authors are free to link early drafts with Internet systems like the proposed Open Archives.

IFFRO chief. The general secretary of the International Federation of Reproduction Rights Organizations, Olav Stokkmo, resigned

effective May 1 to join a Norwegian publishing house. Said IFFRO chair Andre Beernsterboer: "We lose a good friend as well as an excellent secretary general." Earlier, Stokkmo had been the Number 2 person at Kopinor, the Norwegian organization that collects and distributes royalties internally and abroad to rightsholders. The federation board announced a January 31 deadline for applications.

E-list on-line. The new TAA web site for authors to sell their works directly to customers went on-line. Initially, 24 titles are listed on the TAA E-List for Books, in four fields — English, math, Portuguese and Spanish. The list will expand as additional entries are received from TAA members. Rights to the books belong to the authors, some of whom have regained the rights from the original publisher. Some are self-publishers.

Journals padded. Ten science librarians, led by Robert Michaelson at Northwestern University, say some scholarly journals are padded with extraneous material to keep the price high. Michaelson said a 1998 study of the \$4,900-a-year *Journal of Molecular Structure*, found 44 percent of the content was substandard or extraneous. Bibliographies, as an example, are outmoded in this age of electronic data bases, he said. In a letter to the editors of *Molecular Structure*, the librarians strongly urged the journal's editorial board to eliminate, or at least

sharply reduce, the amount of extraneous material — and the price.

Sales halted. Harvard University law professor Arthur R. Miller stopped providing videotapes of his lectures to the on-line Concord law school until the issue of permissions is sorted through. Harvard says Miller needs permission to teach elsewhere. Miller responds that giving the tapes to Concord hardly constitutes teaching. Although discontinuing the tapes, Miller said he may resume doing it in the future.

New alliance. A company that provides a database of curricular materials for educators, Host Corporation, will list SRA/McGraw-Hill products. Listed will be *Open Court Reading*, phonics and comprehension; *Leamos Espanol*, K-3 Spanish; and *Journeys*, remedial reading.

iUniverse purchase. Forty-nine percent of Vanity publisher iUniverse.com was acquired by Barnes & Noble. iUniverse had 600 titles on its 1998 list, many of them put on-line for a flat \$99 fee from the authors. For \$299 iUniverse gives a manuscript to an editorial board to decide whether to market the book to stores.

Growth sought. The German media giant Bertelsmann is scouting for successful scientific and professional publishing houses to strengthen its Science+Business Media unit. Chief executive Juergen Richter said acquisitions would be gradual, funded partly by a public stock offering planned for 2001.

Summers Press. A Texas publishing company specializing in employment law, Summers Press, was acquired by German publishing giant Wolters Kluwer. Summers' 25 titles, software and personnel series will be folded into Kluwer's Aspen subsidiary in Gaithersburg, Maryland. Terms: Unannounced.

Meeks Heit sold. Two Ohio State University professors who founded their own health textbook company, Meeks Heit, sold it to Tribune Education. Linda Meeks and Philip Heit said they will continue with Tribune subsidiary Everyday Learning, into which Meeks Heit will be folded. The professors' company, founded in 1991, has become a major K-12 player with its *Totally Awesome Health* and *Health and Wellness* series.

Cultural diversity. An emphasis on cultural diversity is cluttering reading textbooks and confusing pupils, said Sandra Stotsky, deputy Massachusetts education commissioner. Stotsky, who studied three generations of textbooks, said valuable time and space are given to toleration lessons in lieu of basic skills. The language to do so, she said, puts pupils on confusing tangents into areas beyond their reading skills. Her solution: Put off cultural diversity until students master basic reading skills.

Internet index. Eleven journal publishers announced a new Internet index service that can reach three million articles from several

Georgia creates new copyright policy

Georgia State University system regents amended their intellectual property rights policy in February 1994 initially to include software into its existing policy and clarify who owns what. But the issue is far from crystal clear, especially regarding textbook authors. An intellectual property rights committee, made up almost exclusively of faculty, also made other changes in 1994, including the linking of ownership to the use of university resources. Previously, the university had claimed ownership of all faculty-created scholarly works and patentable inventions and materials regardless of the amount of university resources involved in their creation.

Unlike a recent dispute over contract language regarding intellectual property rights in Pennsylvania, the Georgia regents' policy was amended with no opposition

from University System of Georgia faculty, according to Georgia Tech's in-house attorney, Randy Nordin.

Although the regents' policy is favorable to authors, each of the system's 34 universities is free to create its own policy which can either add or subtract from the system-wide policy. At Georgia Tech, said Nordin, the university does not claim ownership of faculty-written textbooks, but others do.

Other changes to the policy included integrating its patent, copyright and trademark policies into one.

The new policy also allows the faculty of even institution-assigned efforts the ability to share in the royalties. "Sharing of royalty income with the inventor or creator is authorized as an incentive to encourage further development of Intellectual Property," reads the policy.

thousand journals with two clicks. The index is free, but publishers each will have its own policy on access to full-text. Target to be on stream: January or February. Participants: Academic Press, American Association for the Advancement of Science, American Institute of Physics, Association for Computer Machinery, Blackwell Science, Elsevier Science, Institute of Electrical Publishers, *Nature* Magazine, Oxford University Press, Springer Verlag, and John Wiley & Sons.

Publisher purchase. British medical publisher Martin Dunitz was acquired for US\$50 million by Taylor & Francis. Dunitz has been publishing about 45 books a year.

Evolution alternatives. The Oklahoma Textbook Committee will recommend biology books for K-12 adoption only if the authors hedge on evolution. The committee said books must identify evolution as only one among many theories. More attention is needed for alternative explanations for life, the committee said. The decision means that any of Oklahoma's 550 schools that go with evolution have to make the purchase with local funds.

New name. The German media giant Bertelsmann figured that its professional and scientific unit, Fachberlagsgruppe Bertelsmann/Springer, was too much a mouthful in other languages and German too. As part of a strategy to build the unit into a major international player, there is a new name: BertelsmannSpringer Science+Business Media. The unit has been cobbled together from acquisitions in recent months, including Springer Verlag.

Horizons acquisition. Learning Horizons, which specializes in mass-market education titles, acquired McClanahan Books. Sarah McClanahan, who founded the company in 1990, said she will stay on as a consultant.

EI-hi sales soar. The book genres in which most text and academic authors write all experienced sales increases through the first nine months of the year, compared to a year earlier, according to a sampling by the Association of American Publishers. For September alone, college textbook sales were 37.3 percent ahead of the same month a year earlier, ei-hi sales were 13.5 percent ahead.

Agenda items. A second call for agenda items was issued by Ron Pynn, executive director of TAA, for the TAA Council winter meeting. Among agenda items so far: The Authors Coalition and CCC reprographic money; the Alliance Press and Teacher Channel proposals; web site and newsletter formats; a second reading of by-laws change to add University of South Florida member to Council; the 2000 convention in New Orleans; and the 2001 convention.

New journal. Veteran journal editor Toby Miller is getting together the first issue of another journal: *Television and New Media*. Miller said the first number will be in February from Sage. Miller, of New York University, earlier edited *Social Text* and the *Journal of Sport and Social Issues*.

Writing tips. Visit the TAA web site for writing tips from veteran TAA members. Topics include: Drawing from personal experience, showing the need for your book, making writing lively, knowing your subject and joining TAA. taa.winona.msus.edu/taa/COLUMNS/pawlak/tips.html

Units unified. British media giant Pearson is combining its Macmillan USA and Pearson Professional and Technical Reference units. The new unit, being called Pearson Technology Group, includes Addison Wesley Professional, Adobe Press, Peachpit, Prentice Hall Professional Technical Reference, Que and Sams — more than 1,000 products total.

Sponsor a member

TAA needs your help to increase its membership. In September, TAA announced a new membership campaign, entitled Members-Sponsor-a-Member. Its goal: 1,000 members by 2000. To help, submit to TAA the names and addresses of potential members between now and April 2000.

For every one of these potential members who joins TAA, the sponsoring member will have their name entered in a drawing for a free hotel room at La Pavillion Hotel for the 2000 New Orleans convention. The winning name will be drawn April 1.

The more names submitted who actually join TAA, the more chances members have of winning the free hotel room, said Ron Pynn, TAA's executive director: "So members, join the TAA Members-Sponsor-a-Member Campaign, help TAA grow to 1,000 by 2000, and win yourself a free room in New Orleans! The more members we have, the more power we have to create change."

Send potential member information to:

Text and Academic Authors
University of South Florida
140 Seventh Avenue South
St. Petersburg, Florida 33701.

Or e-mail it to taa@bayflash.stpt.usf.edu

YOUR INDEX TO TAA ONLINE NEWS

Visit TAA online for more valuable information on textbooks and academic authoring at <http://taa.winona.msus.edu/TAA>. Full versions of these stories, and more, are available online.

YEAR END REVIEWS:

Textbooks, authors and the textbook industry

taa.winona.msus.edu/taa/BRIEFS/99/12decAA.html#textbook10

Academic authoring and journals

taa.winona.msus.edu/taa/BRIEFS/99/12decAA.html#scholarly10

Text and academic authoring law

taa.winona.msus.edu/taa/BRIEFS/99/12decAA.html#law10

Text and Academic Authors Association

taa.winona.msus.edu/taa/BRIEFS/99/12decAA.html#taa10

Updated regularly, usually daily, TAA's online newsletter offers archival coverage of TAA business and news. If you don't have access to the Internet you can request a mailed or faxed printout of full stories and features of the online newsletter from TAA headquarters at (813) 553-1195.