

Colleges eager for TAA workshops

Author Mary Kay Switzer says it's a snap to set up a TAA authoring workshop. Switzer has done it at College of the Desert and has contacted several other colleges in California and Arizona about being hosts for TAA workshops. "For the most part, I contacted schools that I knew about or had worked with before," said Switzer, a media professor at California Polytechnic Institute-Pomona. For other TAA members who would like to help TAA set up workshops, Switzer shares her approach.

"For each campus, I called the director of faculty development or the dean of instruction or the vice president of academic affairs. I told something about the workshop and mentioned the reason we are trying to reach out to would-be authors. I mentioned the key things TAA does — legal tips, contract help, networking, mentoring, research grants, Texty and McGuffey Awards — and emphasized that we also work with professional journal writers to help them get published in academic journals. I indicated that one of the nice things about the workshops is the chance for attendees to become members of TAA for a year and enjoy all of our benefits, including the newsletter, and gave them the web site address. I emphasized that all costs for the speakers — like travel — are paid by TAA, so it is a wonderful deal for the host college."

The College of the Desert workshop will be part of fall faculty orientation in August. She hopes to piggyback other workshops onto the College of the Desert schedule. To make the most of the speakers being there, she contacted other schools in the area, like University of the Redlands and California State University-Riverside. After contacting each school, she had TAA headquarters send letters and brochures as follow-up.

Switzer also directed her efforts at Arizona State University, where she was a former faculty member, and nearby Scottsdale Community College. Both are considering the prospect of TAA sponsored workshops there.

TAA offers a \$500 honorarium to members to arrange campus workshops. For more information, contact TAA headquarters: taa@bayflash.stpt.usf.edu or (727) 553-1195.

NEXT ISSUE

COMPLETE REPORT
ON NEW ORLEANS
CONVENTION

WEB COVERAGE
taa.winona.msus.edu/TAA

NOTABLE AUTHOR: ALMIRA HART LINCOLN PHELPS

Improving women's education

By Dawn DiNicola

Almira Hart Lincoln Phelps was a 19th-century American educator and writer who strove to raise the academic standards of education for women. Hart, the youngest of 17 children, was born to intellectual parents in Berlin, Connecticut. Her father encouraged her early to read and to think for herself. She was educated at home, in district schools, and for a time by her sister, Emma.

As she explored the learning materials of the time, Hart noticed that textbooks for boys were different than those for girls. Deciding this was unfair, she spent a large part of her life challenging the traditional attitude that it was unimportant for women to be educated. Hart felt that educational opportunities should be equal for both sexes.

Hart began teaching early. She first taught in her family's home and then, at age 16, in a Hartford, Connecticut school. She also taught in Berlin and New Britain, Connecticut, and for a year at Berlin Academy in Middlebury, Vermont. In 1816, she became the principal of an academy at Sandy Hill, New York.

After the death of her first husband in 1823, Hart began working with her sister, Emma, who had founded Troy Female Seminary. It was an era when there was no such thing as a college for women. The sisters' primary goal with Troy was to improve women's education and offer teaching opportunities to women. Hart Lincoln taught and served as principal at Troy for eight years.

During that time Hart began writing textbooks, including her most popular text, *Familiar Lectures on Botany* in 1829, *Dictionary of Chemistry* in 1830, and *Botany for Beginners* in 1833. Her students were required to do experiments and speeches in class because she felt doing so led to a better understanding of the material being taught, and of course, a better education. Hart Lincoln was most interested in what her sister called the questions of the day; primarily the education and social positions of women.

Hart's textbooks were considered modern because they contained detailed instruction for scientific experiments, many drawings and precise explanations. Hart Lincoln described the laboratory and experiment segments as hands-on learning, and felt that they were a very important



Almira Hart Lincoln Phelps spent her life trying to raise the academic standards of education for women.

part of a thorough education.

After two short positions as principal at other institutions, Phelps became principal of Patapsco Female Institute, a private establishment in Ellicotts Mills, Maryland, in 1841. She taught there until 1856.

In her 15 years at Patapsco, Phelps educated more than 1,000 students. She maintained an institution of high academic standards. The polite attainments that passed for education in most girls' schools of the time were not entirely overlooked but were considered to be of secondary importance.

Phelps' contributions played a significant role in the change in mindset about the conventional roles of women. Both Troy and Patapsco became well known for their reputations of excellence in women's education, particularly in the training of highly qualified teachers.

In 1856 Phelps retired and settled in Baltimore. She wrote four more books: *Christian Households* in 1858, *Hours With My Pupils* in 1859, and *Fruits of Autumn* and *Preserved in the Winter of Life*, both published in 1873.

Digested from a complete article at: taa.winona.msus.edu/taa/NOTABLE/phelps.html

Literary agent: Text authors now need agents

Literary agent Michael Rosenberg says textbook authors are the most under-represented group of writers in the country. Not even their editors, he says, work with them on intimate details of the books. Traditionally, Rosenberg notes, textbook authoring was somewhat of a closed society. The relationship between the writer and the editor was concentrated on the book, he said. Today, with the mergers and acquisitions taking place in publishing, he said, the dynamics of the writer-editor relationship has shifted. "Authors are now looking for advice and counsel to handle all the changes," Rosenberg said. "Editors no longer work on manuscripts. They have instead become managers of their list. They have become more distant from the work itself, handing the manuscript off to another team once the book is signed."

Rosenberg and his wife Barbara Collins Rosenberg opened their agency, the Rosenberg Group, with the intention of representing only text authors. Although he now also represents equal numbers of text, trade and non-fiction authors, he hopes to expand his list of textbook author clients. He is hoping that as a role of the editor narrows even further, and editors offer even less of the

personal service they used to, agents will be able to fill that role, helping the authors hone their products — and get the best contract. "While sales representatives can pass on possible authors to editors, and editors can help get the book ready for production, only agents can give advice on how to sell the book to an editor," he said. "In the trade world, you can't get your book looked at without an agent. The agent has become the editor, evaluating proposal first. That is what I hope happens with textbook publishing."

One of the biggest advantages to having an agent, said Rosenberg, is that a good agent is knowledgeable about the textbook environment. Rosenberg was in college publishing for 16 years and his wife for nine. The Rosenbergs talk with sales reps and editors to find out what is happening on the front lines of textbook publishing. "This gives us valuable information that helps us in negotiations," he said. "An under-represented author will negotiate a contract thinking only about the first edition. When they look at it that way, they are at a disadvantage, since most textbooks span several editions and will have an average life of 12 years. An agent will negotiate a contract anticipating the long-term success of a book."

"At this point, we've contacted every major college publisher to sell a project, said Rosenberg. "We have not found any publisher who refused to consider a project we were representing because an agent was involved."

One of Rosenberg's clients, Bruce Ballenger, has authored books with and without an agent and says he has definitely had better contracts when an agent was involved. Rosenberg was able to negotiate contract terms that were more in his favor, he said. Although his editor was surprised to learn he had an agent, said Ballenger, his editor was relatively compliant with the agent and he hasn't had any problems.

It is true that publishers don't mind working with an agent. Pearson Education spokesperson Wendy Spiegel said the majority of textbook proposals under consideration are represented by the company's editors, who have relationships with the authors, or sales representatives who learned of a professor's interest in writing in that field. But, she said, "if an agent approached one of our editors, consideration would be given to that agent and author given the publishing opportunity within that dedicated list."

NEWS BRIEFS

News prompts. A total of 113 members have requested monthly e-mail news prompts instead of the printed *Academic Author* newsletter, said TAA headquarters manager Janet Tucker. The prompt alerts TAA members to on-line addresses for newsletter news and features. "This saves printing and mailing expenses for TAA," said Tucker. "Of course, much more news and information is on-line than could ever fit into the printed newsletter." To be put on the list, send an e-mail to taa@bayflash.stpt.usf.edu or call (727) 552-1195.

Free e-books. E-book software company Glassbook is giving away e-books. The profits, as Glassbook sees it, are in the software. Mary Ellen Heinen, vice president of marketing, said the company's open software architecture makes the brand of e-book irrelevant. taa.winona.msus.edu/taa/BRIEFS/00/05mayBB.html#glassbook

Royalty checks. Pearson Education spokesperson Wendy Spiegel said all royalty checks were mailed March 24, a week earlier than usual, "as we had committed to do." To match the checks to their royalty statements,

she said, a process that had been expected to take a week, the checks were dated and run on March 16. Some authors who received their checks early noticed that the checks were dated almost two weeks earlier and suspected Pearson was sitting on them to take advantage of the interest on the moneys.

Salaries raised. The notoriously low-paying book industry is getting a wake-up call from dot.com companies that are raiding publishers for editorial employees. To address the problem, Random House announced a 20 percent increase in entry-level salaries — from \$25,000 to \$30,000. Benefits also will be improved and further raises will be implemented incrementally, the company said. Other publishers are expected to follow.

Prize donated. The author who won free lodging at the TAA New Orleans convention turned the prize back to the association, contest manager Janet Tucker said. The author, who asked anonymity, wanted the money to go to gift memberships. The prize, a room at Le Pavilion, worth about \$300, was for recommending someone for TAA to contact to join the association — and who then actually joined.

Sales ranks. Amazon.com's sales rank for textbooks aren't indicators of anything more than Amazon traffic, which for textbooks is slight, but some authors check in regularly to see how their titles are doing. Now an Oregon company, Books & Writers, will do that for you free — and send you an e-mail report as often as you like. Check it out: www.booksandwriters.com/taa.winona.msus.edu/taa/BRIEFS/00/05mayAA.html#salearank

Unfair contract. Five author groups denounced a Boston *Globe* plan "to cram an unfair contract down the throats" of freelance contributors. In a joint statement, the author groups said a new *Globe* license agreement with freelancers would deprive the authors of income from reuse of their work by the *Globe* forever and ever. The statement called the agreement an end-run around a recent federal court decision in favor of freelancers who objected to a similar freelance agreement tried by the *New York Times*. Issuing the statement were: American Society of Journalists and Authors; American Society of Media Photographers; Graphic Artists Guild; Authors Guild; and the National Writers Union.

Check sales. Authors who want to know

how their books are selling have a new place to check. Call the Ingram distribution tracking system at (615) 213-6803 and enter a book's ISBN number using a telephone keypad. The system tracks only books that Ingram handles and only the company's records.

Wizeup.com. A startup company, Wizeup.com, is going to publishers and pitching its program to add web content to textbooks. David Gray, founder, said he is shooting for 200 enhanced textbook products on-line by the end of the year. Fifty are there now. The Wizeup proprietary software allows students to add multimedia content. They can put in sound and go to their Word and Excel files to add their lecture notes. Among features, they can build their own table of contents. www.wizeup.com

VarsityBooks expanding. A pioneer web textbook retailer, VarsityBooks, plans to expand its product line and choose a new name that reflects the change. Chief executive Eric Kuhn said he has agreements with 20 companies to market their products through e-commerce. The textbook line will stick with VarsityBooks as its name, he said.

CCC mum. More than five months after lodging a complaint over a misrepresentation that cast TAA in a false light, TAA President Karen Morris has yet to receive even an acknowledgment that the Copyright Clearance Center received her formal letter. A CCC executive had told an international copyright meeting falsely that Morris had turned down an offer to sit on the CCC board of directors. The executive's point, a false one, was that TAA didn't want author representation on the CCC board.

Childers obit. This spring when a Korean edition of *Contemporary College Physics* was introduced, it was a fitting memorial to the wide influence of Richard Childers on his field. Childers died in February, a victim of cancer. He was a retired University of South Carolina professor, whose *Contemporary College Physics*, coauthored with faculty colleague Rudy Jones, is in its third English-language edition. taa.winona.msus.edu/taa/BRIEFS/00/02febBB.html#childers

Sales increase. If sales translate into profits, textbook publishers should be laughing all the way to the bank. Sales grew 26.1 percent in February compared to a year earlier, according to extrapolated compilations from the Association of American Publishers.

On-line sales. Publisher Houghton Mifflin is putting its California-approved school materials in an on-line storefront at Ephylon.com. Other materials will follow, the company said. Spokesperson Margaret Sherry said the site allows "one-stop shopping for institutional buyers." Houghton is the first educational publisher of the Ephylon site. Ephylon also offers business-to-business connections for all kinds of other products.

Elite readers. A web site geared to elite

University of Texas clarifies royalty policy

The University of Texas has adopted new changes to its intellectual property rights policy. The changes clarify faculty ownership of scholarly educational course materials, something that wasn't clear in earlier drafts of the policy, said intellectual property section manager Georgia Harper.

Harper said the changes were made to both the university's intellectual property rights policy and its Policy for Copyright Management about two years ago after a multi-year effort. Harper drafted the changes after discussions with several groups of faculty members at individual system institutions; with the system's Faculty Advisory Council, a group of faculty representatives from all 15 University of Texas component universities; and with administrators at

the various institutions, before gaining approval by the system's Board of Regents.

Authors on the system's 15 campuses reacted favorably to the new policy, Harper said. The Texas system policy is particularly author-friendly, said physics author and TAA Council member Paul Tippens, who teaches at Southern Polytechnic State University in Marietta, Georgia, has been following the intellectual property rights issue at campuses nationwide.

Tippens said. "We in TAA need to continue to help faculties resist the efforts of some colleges to extract whatever they can from young authors." He recommended TAA draft a model intellectual property rights policy to help authors keep what is rightfully theirs.

readers is being created by Cambridge University Press, Columbia University and several prominent educational organizations, libraries and museums. The site, Fathom.com, will offer free content as well as sell books and other products for upscale consumers, including scholarly books, said Fathom chief executive Ann Kirshner. Courses will also be offered.

Publishers liable. The New York Times Company lied in its documents offering stock in its new online subsidiary to the public, a national authoring leader told the U.S. Securities and Exchange Commission. Jonathon Tasini, president of the National Writers Union, said the Times failed to mention liabilities of millions of dollars due to freelancers as a result of the *Tasini v. New York Times* royalties case. Tasini asked for an investigation.

HTML format. Journal publisher John Wiley gave customers an option of downloading the full text of articles from the web in HTML, which is faster than the PDF format. Articles remain available also in PDF, which displays the original print-edition layout. Both versions have full navigating, searching, viewing and linking functions.

Universitas 21. The giant News Corporation, owned by Australian media mogul Rupert Murdoch, joined Universitas 21 to create new online higher-ed products. Murdoch called the affiliation "a strategic decision to enter the distance-learning market using our global distribution platforms, our advanced technology, and our marketing reach."

Thomson acquisition. The British-focused Macmillan vocational education list was acquired by Thomson Learning Europe,

a subsidiary of the Canadian media conglomerate Thomson said the titles would be combined with its Delmar and Wadsworth British product lines.

Wolters purchase. Harcourt Professional Publishing, which has 55 tax, accounting, finance and auditing texts and newsletters, has been sold to European publisher Wolters Kluwer. Terms were not announced.

B&N on-line. Book retailer Barnes & Noble's on-line university venture, B&NU, will begin enrolling students this summer. To start, 30 noncredit courses, administered by notHarvard.com, will be available in arts and leisure, business, life improvement and technology. Spokesperson Gus Carlson said Barnes & Noble is seeking authors for course material, although notHarvard.com leaves it to instructors to designate their own textbooks. The venture's goal: Thousands of courses.

Ideal e-journals. The Ideal electronic journal system, offered by Harcourt's Academic Press, added five Japanese universities to the service. Total Ideal licensing agreements in Asia are past the 100 mark. The new subscribers: China University, Saitama University, Tokyo Institute of Technology, University of Tsukuba, Yokohama National University.

Harper suit. A motion has been filed for class action status in a case against HarperCollins, accused by two of its authors of selling their books to its subsidiaries at below-market rates. The authors' lawyer, Jerome Lax, called class action certification, being requested from the court, "a first hurdle." Said Lax: "Once we get past that, we can litigate."

Books should not be counted

Professors' tenure would be better based on the articles they get published, not their books, the executive editor for humanities at Harvard University Press said. Writing in *PMLA*, the journal of the Modern Language Association, Linsay Waters, said. "Why should tenure be connected to the publication of books that most of the profession do not feel are essential holdings for their own local libraries?" In effect, Waters said, tenure committees have outsourced their decision-making to book publishers.

To a considerable degree, people in departments stopped assessing for themselves the value of a candidate as a scholar and started waiting for the presses to decide," he said. Instead of having to look at a colleague and tell him or her outright what they thought, he said, tenure committees can now say: 'Although we know that you are a wonderful person, unfortunately the university presses of America have decided that your work is not significant for reasons they know and have no doubt shared with you; therefore, you must go.'

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.

Alliance: Too small for major houses? Not for us

taa.winona.msus.edu/taa/BRIEFS/00/05mayAA.html#alliance

Glassbook: Software value exceeds e-books

taa.winona.msus.edu/taa/BRIEFS/00/05mayBB.html#glassbook

Find yourself surfing too often to Amazon? Company tracks Amazon, B&N sales rank

taa.winona.msus.edu/taa/BRIEFS/00/05mayAA.html#salearank

Richard Childers' physics text into Korean posthumously

taa.winona.msus.edu/taa/BRIEFS/00/02febBB.html#childers

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 (727) 553-1195.

U.S. Postage Paid
Bulk Rate
Permit Number 155
Winona, MN 55987

The Academic Author
University of South Florida
140 Seventh Avenue South
St. Petersburg, Florida 33701