

## Eight Textys and three McGuffeys Awarded

Eight textbooks have been selected for 2001 Textbook Excellence Awards, and three textbooks have been selected for 2001 McGuffey Awards, TAA announced. One Texty Award was awarded to the seven-author Pasewark family text, *Microsoft Works 2000, Basic*, which was entered in the college computer science and engineering division. One McGuffey Award winner has been in print for 11 editions.

### The Texty winners:

**William D. Callister, Jr.:** *Fundamentals of Materials Science and Engineering: An Interactive Text* (Wiley).

**Ida Flynn and Ann McIver McHoes:** *Understanding Operating Systems*, third edition (Brooks/Cole).

**Mary Ellen Guffey:** *Business Communication. Process and Product*, third edition (Thomson).

**Fred S. Kleiner and Christin J. Mamiya:** *Gardner's Art Through the Ages*, 11th edition (Harcourt).

**Martin Lewis, Marie Price, William Wyckoff and Les Rowntree:** *Diversity Amid Globalization*, (Prentice Hall).

**Jay Pasachoff and Alex Filipenko:** *The Cosmos: Astronomy in the New Millennium*, (Harcourt).

**William R. Pasewark Sr., William R. Pasewark Jr., Carolyn Pasewark Denny, Scott G. Pasewark, Jan A. Pasewark Stogner, Frank M. Stogner and Beth Pasewark Wadsworth:** *Microsoft Works 2000, Basic*, third edition (South-Western).

**Dee U. Silverthorn:** *Human Physiology: An Integrated Approach*, second edition (Prentice-Hall).

### The McGuffey winners:

**Fred S. Kleiner and Christin J. Mamiya:** *Gardner's Art Through the Ages*, 11th edition (Harcourt).

**Daniel Solow:** *How to Read and Do Proofs*, second edition (Wiley).

**William Stallings:** *Local and Metropolitan Area Networks*, sixth edition (Prentice Hall).

## 2001 TAA NATIONAL CONVENTION

San Antonio, Texas  
June 8 - 9  
Menger Hotel

## NOTABLE AUTHOR: WARREN BOVÉE

### Writing just another approach to teaching

By Kim Pawlak

Journalism professor Warren Bovée said what he likes most about teaching is the students. "Every student is different," said Bovée, who retired from Marquette University in 1991. "Every class is different. There is a discovery, an adventure involved in teaching. If you happen to do it well, years later a student will come back and comment about a course. It is an enormously satisfying kind of work. It's probably why teachers do it for relatively little pay."

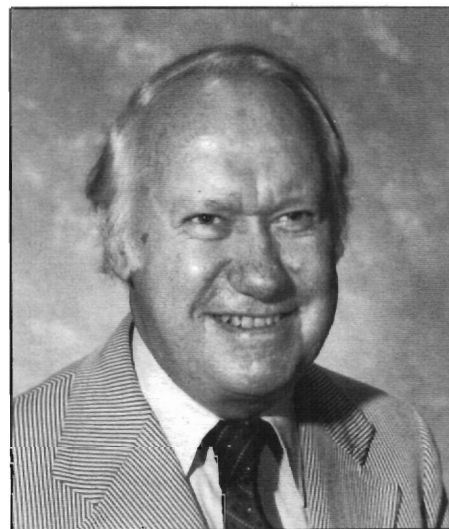
Writing, he said, is just another approach to teaching. "I enjoy thinking about things that will be of some intrinsic value to people and that they find interesting and helpful," he said. Being able to combine those two things through writing, he said, is "thrilling and wonderfully satisfying."

Bovée's *Discovering Journalism*, published by Greenwood Press in 1999, won a Texty Award from TAA in 2000. Bovée said he found the TAA judges' comments "most generous and gratifying." He wrote the book, he said, as an effort to try to explain what journalism is. "When I read books about journalism, some of which I consider excellent. I often found that they did not have as a primary objective a deeply considered definition of the work of journalism," Bovée said. "My hope was that my work would be able to enlarge the readers' understanding of the nature of journalism, and also that it might be thought-provoking to journalists about the underlying purposes of the work they are doing."

He had been thinking about a philosophy of journalism for many years, he said. It was a topic he thought would not only be fascinating to write about but also one that was needed. "Journalism is an important area of everyday life," he said. "Society would benefit greatly if both the reading public and all working journalists would have a well-developed understanding of the uses and possibilities of journalism."

*Discovering Journalism* is now in its second printing. "so people must be reading it," he said. Although he wishes he had a surer sense of the nature of the book's readership, he has received positive reviews and communications from as far away as South Africa.

Despite the success of *Discovering Journalism*, Bovée said he's more experienced as a magazine, academic journal, and article writer than as a book writer. He's written more than 100 articles and, he



Warren Bovée had been thinking about writing a philosophy of journalism for many years before he wrote *Discovering Journalism*, which won a Texty in 2000.

noted, only a few books. In addition to *Discovering Journalism*, he has written *Research Materials*, published in 1956, and *The Magazine Editor-Writer Relationship*, published in 1965. He edited *The Byline Awards*, published in 1995. Although retired since 1991, Bovée goes to his campus office almost every day and writes on his Smith Corona word processor. "I devote part of the day to writing on the word processor, then I look it over," he said. "I let it cool off for a while, and then decide whether to do it all over again."

Bovée said he doesn't know what motivates many people to write a book. "It may be that they are so fascinated with the subject that they want others to know about it. You have to love what you are doing. Things flow from that." Bovée served as a Texty judge in 2001 for the first time, which took him into contemporary textbooks in related fields. He was astounded at how textbooks have grown: "Many were multi-volume works with quizzes, answer banks and slides. The quality and quantity of the material produced overwhelms me."

*Digested from a complete article at [taa.winona.msus.edu/TAA/NOTABLE/bovee.html](http://taa.winona.msus.edu/TAA/NOTABLE/bovee.html)*

## NEWS BRIEFS

**Going online.** The Irwin unit at McGraw-Hill is putting the textbook *e-Commerce* by Jeffrey Rayport and Bernie Jaworski online for business educators, professionals and students. The book is the first in a series of integrated print and online teaching resources, McGraw said.

**Reference service.** Digital publisher Versaware software and curriculum company Lightspan are creating an educational reference service. Called Lightspan Network, the service will be available in K-8 classrooms. It will include encyclopedias, search options, and category, article and media gallery indexes.

**Strong sales.** Book revenues rose 17 percent for the Pearson media conglomerate in 2000, boosted by especially strong sales by the company's U.S. education imprints. El-hi sales soared 23 percent in the United States to \$1.1 billion. Strongest sales were in elementary-level reading, secondary-level science and social studies. Higher-edu sales were ahead 1.7 percent to \$1.2 billion, mostly in computer science, developmental English, history and math. Overall, Pearson book sales broke \$4 billion -- up almost 17 percent with profits ahead 21.5 percent to \$606 million.

**Med-exam preps.** The Wolters Kluwer-owned medical publisher Lippincott Williams & Wilkins launched an online site, medrevu.com, for medical students. The site integrates Lippincott's medical content with interactive review and study tools. It includes a database of 6,000 review questions for preparations for Steps 1 and 2 of the U.S. medical licensing exams as well as medical course reviews.

**Research database.** The American Psychological Association's research database, PsycINFO, will go on Elsevier Science's ScienceDirect STM site. The database includes bibliographies and abstracts. Updates are weekly. The database includes 1.7 million references to psychological literature since 1997 and covers more than 1,650 journals. ScienceDirect already carries full-text journals.

**Journal withdrawn.** Commercial journal publisher Springer-Verlag shut down its new online publication, *Proteome*, amid a glut of new genomics journals. Life sciences editor Sebastian Granderath said submissions were not coming in at a sustainable rate, probably because scholars suddenly had so many outlets. Competing was Wiley's *Proteomics*. In the works are *Molecular and Cellular Proteomics* from the American Society for Biochemical and Molecular Biology, the *Journal of Proteome Research*, from the American Chemical Society, and *Molecular*

## Authors object to Random House e-rights claim

The Authors Guild and the Association of Authors' Representatives have filed an amicus brief in U.S. District Court in support of ebooks publisher RosettaBooks' claim that it has the right to publish previously published Random House print books in ebook form. Random House claims that RosettaBooks does not have the right to publish those books, some more than 30 years old in book form, in ebook format because those authors signed a contract licensing Random House to "print, publish and sell the Work in book form." "Book form," they claim, includes ebooks.

The authors disagree, as does the Authors Guild and the AAR. "With this action, Random House seeks retroactively to re-define the rights it has acquired from authors for generations," they said in their brief. "For decades, authors -- many of whom negotiate their own contracts without the benefit of agents -- have relied on the plain language of Random House's boilerplate contract." Since many of the book contracts were signed well before the advent of the Internet and e-publishing, they said, the authors could not have given away their ebook rights.

At issue here, said The Guild and AAR, is the "fundamental interpretation" of book contracts, copyright questions, and the "vibrant future of the electronic publishing industry." Book contracts, they said, "carefully and explicitly define the rights and

formats that are being licensed to a publisher and clearly spell out the royalties to be paid for the exploitation of these rights. Should Random House prevail, then the traditional interpretation of countless other specifically enumerated rights... may be thrown into question. The end result would not be clarity of contract, but confusion, as authors, agents and publishers struggle to understand the scope of rights licensed in contracts negotiated long ago."

A win by Random House, they said, would be detrimental. It would:

- Prevent authors from fairly sharing in the rewards of the electronic publishing industry by allowing Random House alone to exploit these rights.

- Thwart the essential congressional intent and constitutional purpose of the Copyright Act to ensure that incentives properly flow to the authors of creative works.

- Chill the emergence of an electronic publishing industry by preventing entrepreneurial companies such as RosettaBooks from acquiring the rights to tens of thousands of works.

Said the two groups: "Authors, of all people, should be able to rely upon the plain meaning of words when they enter into a contract."

and *Cellular Proteomics* from the University of California at Irvine.

**Limiting access.** A proposal to restrict parts of the TAA web site to members-only would not be worth the hassle and expense, TAA Editor John Vivian said in a report to association leaders. Vivian said a consultant concluded that a low-security blockage system was financially feasible but that "significant leakage" would be unavoidable. "A failsafe system is way beyond our means," Vivian said. In his judgment, Vivian said, few non-members could be expected to join just to gain access to blocked files. "Also," he said, "it's my conviction that authors should be in the business of sharing information and that TAA should be facilitating the exchange -- not blocking it."

**Digital texts.** The giant Pearson Education publishing house plans to have 100 college textbooks for sale in digital format by fall, the company announced. The books will be in accounting, chemistry, economics, marketing and management. The company netLibrary will publish the digital versions. The Pearson-netLibrary alliance also calls for netLibrary's MetaText textbook division to integrate limited feature versions of the digital textbooks with products that Pearson will offer through its

CourseCompass e-learning web site. With CourseCompass, adopters can customize Pearson content and integrate it with their own materials.

**Science search.** Academic publisher Elsevier Science launched an online search engine, Scirus, [www.scirus.com](http://www.scirus.com). The engine was developed by Fast Search & Transfer, a developer of search and filter technology. In addition to scientific information freely available on the Internet, Scirus will scan the Elsevier ScienceDirect, BioMedNet and Chemweb databases.

**CNN interview.** The same week he was interviewed on Art History on CNN, art history author Fred Kleiner learned that the 11th edition of *Gardner's Art Through the Ages*, with co-author Christin Mamiya, had won not only a Texty but a McGuffey award from TAA. He got in touch with the CNN interviewer again and told her the Texty and McGuffey news. She posted an addendum to the interview. "I'm proud of the TAA awards and happy to help get TAA's name before a wider audience," said Kleiner. The interview is posted on <http://fyi.cnn.com/2001/fyi/teachers/tools/03/21/fred.kleiner/index.html>

**Free courses.** The Massachusetts Institute of Technology launched an experiment by putting almost all of its 2,000 courses and accompanying materials, including lecture notes, problems, exams and video lectures, on the web for free. Explaining the open access decision, faculty chair Steven Lerman said: "Selling content for profit, or trying in some ways to commercialize one of the core intellectual activities of the university, seemed less attractive to people at a deep level than finding ways to disseminate it as broadly as possible." It was calculated that the project, called OpenCourseWare, may cost \$100 million. OpenCourseWare is a two-year pilot seen as a great aid to other institutions, especially in the Third World.

**Tasini assessment.** The news editor of the book-industry trade journal *Publishers Weekly*, Calvin Reid, said the better performance before the U.S. Supreme Court in the *Tasini* case was by the publishers' lead attorney Laurence Tribe. Reid characterized Tribe as "glib, creative and quick-witted." The authors' attorney, Laurence Gold, "seemed unsure of just what arguments to make" at points, as Reid saw it.

**Library addition.** More than 3,000 titles from Yale University Press will be added to the library online database service. Yale said the titles include poetry, history, literature, economics and language.

**Scholastic exit.** Textbook publisher Scholastic will not revise its basal reading series *Literacy Place*. Richard Robinson, chairman, said the series generated \$250 million in sales since its 1995 launch but had not met expectations. The costs of developing and selling basal textbooks has become increasingly costly due to consolidation in the el-hi industry, Robinson said. *Literacy Place* was not expected to become profitable in the near term, he said.

**Open-book.** In a new tactic to encourage student purchases of textbooks, publisher Allyn & Bacon is touting open-book testing. A one-page article by education scholar Kay Burke, "Open Book Testing: Why It Makes Sense," is going into all Allyn & Bacon test banks and instructor manuals. Writes Burke: "The greatest benefit from open-book testing may be that it encourages the type of thinking that will benefit students in the real world."

**D.C. workshop.** Professors from five Washington colleges turned out for the first Text and Academic Authoring workshop in Washington on March 10. The registrants, numbering 53, represented the second largest group ever to attend a TAA workshop, said Ron Pynn, TAA executive director. About one-third of the participants were experienced grant and academic authors who were looking toward their first textbook. Pynn said Both Pynn and former TAA President Frank Silverman conducted the sessions. Paul Siegel of Gallaudet University coordinated arrangements. Sponsoring colleges were Gallaudet

## Knight-Ridder inviting freelance deletions

Around the time of the U.S. Second Circuit's decision in the *New York Times v. Tasini* electronic rights case, Knight-Ridder-owned NewsLibrary, an online archive of articles from more than 90 newspapers across the country, posted a notice to freelance writers on its site saying freelancers should contact the company if they felt the newspaper that contained their article did not have permission to reuse it in such an online archive.

Gordon Yamate, vice president and general counsel at Knight-Ridder, said the notice was posted because one Knight-Ridder subsidiary, Media Stream, had been named in lawsuits by several authors connected to the *Tasini* suit. Yamate said the Second Circuit's decision that the inclusion of freelance articles in online databases without the authors' permission

constituted copyright infringement, "created a bit of confusion in the industry."

"Of the Court's ruling," he said, and following Knight-Ridder's policy of respecting the rights of freelancers, "we put this post up" on the NewsLibrary site. Yamate said that several freelancers have requested deletions and that the deletions have been honored. This is the entire text of the NewsLibrary notice to freelancers: "We believe we have the necessary rights to digitize those editions of the newspapers that we have made available online. If you were a freelance writer rather than a staff reporter or creator of a work 'made for hire,' and believe that you did not license or otherwise grant all rights to the applicable newspaper in which your article was published, and would like us to remove your work so that third parties cannot read, print, or download it, please notify us."

University, George Washington University, Howard University, Prince Georges Community College, and the University of the District of Columbia.

**TAA support.** TAA has weighed in with the U.S. Supreme Court in an authors' claim that publishers have stolen their material for recycling in digital databases. TAA is among 19 signatories to a friend-of-the-court brief from the American Society of Media Photographers. Ron Pynn, TAA executive director, said that Michael Lennie, a long-time TAA adviser, had recommended joining the brief, one of nine filed in the case. Details were worked out in early February with Amy Whitmoyer, executive assistant of the Media Photographers.

**New Fellows.** Three legendary textbook authors in their fields, Stan Eitzen, Karen Hess and David Hunger, have accepted induction into the TAA Council of Fellows, TAA's highest recognition. The induction will be at the association's national convention in June. Eitzen, a retired professor of sociology at Colorado State University, has written a major survey in multiple editions and is at home in the scholarly journals of his field. Hess has co-authored 30 books, including college texts, tradebooks and biographies on several subjects including medicine, engineering, art, financial planning, marketing, team building, private security and criminal justice. Hunger has written five books on strategic management, a field he pioneered with coauthor Thomas Wheelen.

**Washington chapter?** Buoyed by the success of a TAA authoring workshop March 10, the possibility of creating a TAA chapter for Washington members is worth considering, said Paul Siegel of Gallaudet University. "So keen was the interest expressed by the participants and so hungry were they for more that there is talk of creating a standing TAA chapter in the

Washington-Baltimore corridor," Siegel said. "Such a chapter would likely meet on a quarterly basis for further instruction in the authoring process, likely duplicating and building upon some of the kinds of presentations typically offered at TAA's annual meetings."

**Bonuses cut.** The chief executive at global media publisher Pearson, Marjorie Scardino took a massive pay cut last year, her total remuneration package tumbling from US \$1.8 million in 1999 to \$656,000, according to London business writer Nick Goodway. The loss was in bonuses, Goodway reported. Her basic salary rose 2.2 percent to \$335,000. She got nothing from the Pearson long-term incentive plan.

**Sales strong.** The genres in which TAA members write most of their works started 20 with strong sales, according to the Association of American Publishers. As extrapolated from 86 reporting publishing houses, January sales college and university press books were more than 6 percent ahead of a year earlier: University press (hardcover) 6.9 percent; college 6.9 percent; university press (paperback) 6.1 percent; El-hi -3.5 percent; professional -9.0 percent.

**New title.** The office manager at TAA headquarters, Janet Tucker, has a new title executive manager. The association's executive director, Ron Pynn said that Tucker's classification in the University of South Florida personnel system, project assistant, didn't reflect the level of her responsibilities, so he authorized the change.

**Jobs slashed.** Encyclopaedia Britannica is cutting 60 jobs, 31 percent of its staff, in another dot-com cutback. Seventy-five jobs were dropped in November. Meanwhile, Britannica plans to convert parts of its free site to subscriptions.

## TAA working out committee structure

A new committee structure that would place members of the TAA Council in charge of functional aspects of the association's operations was proposed by a committee on committees. Ron Pynn, executive director, emphasized that the proposal is "a work in progress." The committee invited member feedback. Some of the proposed committees and their duties:

**Membership:** Initiates proposals to expand and retain membership within TAA.

**Publishers relations:** Maintains contact with publishers in order to strengthen communications between TAA and publisher organizations.

**Ethics:** Maintains and publicizes TAA's Code of Ethics. Examines and alerts membership to issues of ethics within the publishing industry.

**Grants:** Investigates areas for potential grants; writes grant proposals for TAA to obtain funding for various projects.

**Author relations:** Develops and maintains services provided by TAA to authors. Creates experience files for authors with special emphasis on contracts and model contract language.

**Used books:** Works on reducing the flow of used books and complementary copies into the book market. Develops ways of publicizing the issues associated with used books and complementary copies.

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*Updated regularly, usually daily, TAA's web newsletter offers archival coverage of TAA business and news. If you don't have access to the web you can request a mailed or faxed printout of full stories and features from TAA headquarters at (727) 553-1195.*