

TAA Foundation becomes a reality

The TAA Council authorized the expenditure of funds necessary to incorporate a TAA Foundation for charitable and educational purposes, and to retain a grant specialist to help TAA search out and prepare grants in order to launch the Foundation. So far more than \$5,000 in pledges have been received from TAA members to help establish the Foundation, said Ron Pynn, TAA executive director.

TAA's first step will be to incorporate the Foundation and then file with the IRS as a charitable, not-for-profit organization, said Pynn. TAA is seeking members to serve as board of directors for the Foundation.

Once the Foundation is established, TAA will be seeking grant support to help launch its charitable and educational projects, said Pynn, including the expansion of its workshops for authors and prospective authors. "The retention of a grant specialist will aid TAA in searching out and preparing grants to get the Foundation into full operation," he said. Pynn welcomes suggestions for other charitable or educational projects TAA might undertake once the Foundation is in operation.

If you are interested in either making a pledge to the Foundation or serving on the Foundation board please contact TAA headquarters at (727) 553-1195 or taa@bayflash.stpt.usf.edu

TAA would like to thank the following people for their pledges to the TAA Foundation: Jay Black, Stephen Gillen, Michael Lennie, Robert & Bobbe Christopherson, Charles B. Corbin, D. Stanley Eitzen, Gerald Stone & Donna Besser, Melvin Mencher, Mary Ellen Guffey, Paul Siegel, Peggy Stanfield, Tom Lathrop, Shokichi Uto, Wilfred Kaplan, Betty Azar, Kären Hess, Richard Meade, Ronald McMullen, Lee Mountain, Michael Sullivan, Andrew Tanenbaum and John Wakefield.

**2003 TAA Convention
Richmond, VA,
June 20-21
at the
Omni Hotel**

FROM THE PRESIDENT'S DESK

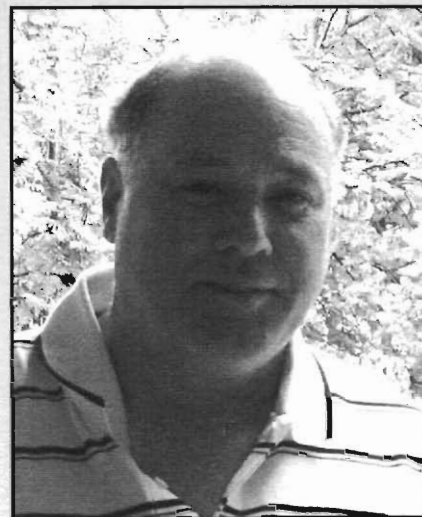
Improving communication, involvement

This is the first of what will be a regular effort on my part to communicate with the TAA membership about issues and concerns we all share as members of TAA. As I said at the opening of the TAA Convention in San Diego in June, one of my goals as president is to improve membership communication and involvement in TAA.

A first step is that direction is the new look of your newsletter, *The Academic Author*. We will be publishing a print version quarterly. What's new here? On page four, you will find a list of officers, council members, and staff with contact information. I encourage you to share with any or all of us your views on TAA. We are also reinstating the standing committees of TAA. This is a rebirth of the committee structure I remember from the early days of the organization. Our hope is that by reconstituting a committee structure, we can get more of the membership to participate in the policy-making aspects of TAA. I encourage you to look over the committee descriptions and to contact the chair of any committee that interests you. These committees will form the basis of future policy of TAA and your input is extremely valuable and important. As you can see, there are many opportunities for you to get involved.

On the inside of the *Academic Author*, you will find a list of this year's recipients of the coveted Texty and McGuffey Awards. Now is the time to lay the groundwork with your publisher for submission of your text for 2003. Also in this issue is a new feature: What your fellow members are doing. Read it to see what your fellow authors are up to and let us know what you're up to for inclusion in the next issue.

We also have a new web site: www.TAAonline.net. The website



TAA President Mike Sullivan, who took office in June, hopes to increase member communication and participation.

represents the most complete coverage of what TAA is and does. Take a look at your website and share with us your reactions. What do you like? What can be improved? It's your website, so tell us what you think about it. The News Alerts sent via email will come out twice a month. They will contain items of interest to TAA members as well as recent news items of interest to authors. If you're not receiving this, send us your email address taa@bayflash.stpt.usf.edu. If you have items of general interest to the membership, send them along for inclusion.

Lastly, I seek your help in increasing the involvement of members in TAA. Let me hear from you about how we can improve in this area.

Until next time,
Mike Sullivan, President, TAA

What your fellow members are doing

Lee Mountain (English) and **Bill Pasewark** (computer Software) have agreed to serve on the selection committee for Council of Fellows. **Zick Rubin** (attorney) has volunteered to serve on the Publisher Relations Committee. **Michael Sullivan III** (math) is busy reading page proofs for his statistics text to be published in January, 2003, by Prentice-Hall. **Al Shenk** (math) has volunteered to serve on the Author Relations

Committee. **Michael Sullivan** and **Michael Sullivan III** (math) are busy preparing the 3rd Edition of *College Algebra, Graphing Data and Analysis*, published by Prentice-Hall to be published February, 2003. **Kären Hess** (criminal justice) has volunteered to serve on the Used Book Committee. **Tara Gray** (criminal justice) has volunteered to be the TAA Convention 2003 Chair.

TAA Standing Committees

Please contact the chair of any of the following committees that interest you:

• **Membership:** Initiates proposals to expand and retain membership within TAA; develops plans for membership growth and outlines methods for implementation.

Chair: Michael Lennie mlennie@aol.com

Members: Phil Halloran, Mary Kay Switzer

• **Publisher Relations:** Maintains contact with publishers in order to strengthen communications between TAA and publisher organizations; works on establishing positive relationships between TAA and publishers and outlines methods for implementing positive TAA-publisher relations.

Chair: Michael Sullivan M_Sullivan@att.net

Members: Robert Christopherson, Karen Morris, Arthur Rubin, Frank Wang, Terry Wesner

• **Ethics:** Maintains and publicizes TAA's Code of Ethics; examines and alerts membership to issues of ethics within the publishing industry; monitors ethical conduct in publishing, including the educational environment wherein writers create intellectual property.

Chair: Jay Black black@bayflash.stpt.usf.edu

Members: Chris Harris, Maxinne Zinn, Chris Stanger

• **Foundation/Grants:** Investigates areas for potential grants, finds organizations for possible underwriting of TAA proposals for various projects; attempts to locate grant writers; monitors TAA compliance with funding guidelines.

Chair: Mary Kay Switzer

MKSwitzer@csupomona.edu

Members: Michael Lennie

• **Author Relations:** Develops and maintains services provided by TAA to authors; aids and assists authors in meeting their needs as authors; creates experience files for authors with special emphasis on contracts and model contract language; develops strategies for dealing with the used book problem.

Chair: Terry Wesner Twesner@aol.com

Members: Robert Christopherson, Karen Hess, Dan Moody, Bill Pasewark, Al Shenk

• **Convention:** Develops the program for TAA's annual convention in conjunction with the program chair; recruits and nominates to the TAA President the selection of the program chair for the annual convention; recommends site locations for the annual convention.

Chair: Tara Gray tgray@nmsu.edu

Members: Michael Lennie, Chris Harris, Jay Black

• **Liaison:** Makes and maintains contact with other author groups; seeks common issues and ways author organizations can support one another.

Chair: Michael Lennie mlennie@aol.com

Members: Michael Sullivan, Robert Christopherson

TAA authors share tips for revising efficiently

Criminal justice author M.L. Dantzer, who just completed the third edition of one of his books, said that revising can be almost more difficult than writing fresh if you are not properly prepared. He shares some tips for revising efficiently:

Start collecting potential information for the next edition immediately.

Prior to beginning the revision, prepare all potential new information by chapter. That is, put information in "time or topic order" and already have an idea where it fits in the revision.

Be sure to have the most current data, info, sources, etc.

Request the previous edition on CD or disk from the publisher.

Try to add at least one new chapter and edit out all older materials, don't just keep

adding information on top of what is already there.

Work on one chapter at a time.

Carol J. Buck, author of *Step-by-Step Medical Coding*, said her most useful revision technique is to keep a copy of the text exclusively for revisions. Throughout the publishing cycle, said Buck, she places all intended revisions, ideas, errata, thoughts, and input from others directly into the pages of that text. Then, when the manuscript arrives, she can easily place the revisions into the pages. "It helps me remember a lot of details that I would probably forget otherwise," she said. If you have some additional revision tips to share, send them to taa@bayflash.stpt.usf.edu

NEWS HIGHLIGHTS

Print-on-demand. Bibliographic publisher Bowker has teamed up with print-on-demand company Booksurge to create a direct ordering option for users of Bowker's booksinprint.com, e-booksinprint.com, globalbooksinprint.com, bookwire.com and publishershomepages.com. The partnership will give Booksurge access to the most widely used bibliographic databases in the publishing industry, while giving Bowker's library and bookstore customers a way to purchase hard to find books.

New chief. Houghton Mifflin named Hans Gieskes its new chief executive. Gieskes will succeed Nader Darchshori, who is retiring.

U.S. expansion. Nielsen BookScan's new partnerships with AOL Time Warner Book Group and Holtzbrink Publishers (St. Martin's Press), announced June 10, will allow them to offer publishers an expanded source of data about the retail sales of books. BookScan, a book tracking service that serves the publishing industry, provides publishers with a detailed analysis of sales information on specific titles by genre, geographic region, market, and other data configurations, which helps publishers make decisions about purchasing and marketing. The additions of AOL Time Warner and Holtzbrink will expand the company's list of subscriber publishers in the U.S.

Amazon.com cleared. The Securities Exchange Commission's informal inquiry into online bookseller Amazon.com's accounting and its disclosures about some of its strategic alliances uncovered no wrongdoing. The two-year SEC inquiry studied

Amazon's reporting of revenue recognition, equity investments and other accounting and disclosure matters of the company's commercial and stock purchase agreements with partners in the Amazon Commerce Network.

Audio books. More than 25 public library systems have joined Audible Inc.'s audiobook lending program since it began offering the service in January. Participating libraries can distribute Audible's audiobooks by downloading books, newspapers, magazines, radio programs and original shows from the company's web site, www.audible.com, and circulating them to library patrons on portable digital audio players.

Expanded information. Barnes & Noble.com's new "Meet the Writers" feature contains biographical information, book recommendations, interviews, and lists of current and upcoming publications about nonfiction and fiction authors. The online bookseller has home pages for about 60 fiction and nonfiction authors so far, and plans to add several thousand more.

No filter. A three-judge federal panel in Philadelphia ruled against the Children's Internet Protection Act, which would have required libraries receiving federal funds to install Internet filtering software to block pornographic content by July 2002. The panel's decision was based on the testimony that filtering software cannot block all pornography without also blocking access to web sites that contain protected speech.

New and improved. Improvement in quality, expansion in the number of download sites, and growth in the amount of material available, have created a boom in e-book publishing. Palm has become the single largest source of ebook downloads, with about 1,000

TAA announces 2002 TAA Texty, McGuffey Award winners

The Pasewark family writing team took home a Texty in the elementary/high level computer science/engineering field for *Microsoft Office XP, Introductory Course*, 1st Ed. The authors: Scott G. Pasewark, William R. Pasewark, Jr., William R. Pasewark, Sr., Carolyn Pasewark Denny, Frank M. Stogner, Jan Pasewark Stogner, and Beth Pasewark Wadsworth, and published by Course Technology. Said one judge: "I wish I had this book when I was learning how to use Microsoft Office 2000. It is an excellent learning and reference tool."

There was a tie for the college level Texty Award in the computer science/engineering category. The winners:

- *Modern Operating Systems*, 2nd Ed., by Andrew S. Tanenbaum, published by Prentice Hall. One judge called Tanenbaum's writing style "terrific", saying "students can easily understand concepts presented by him in this text."

- *Operating Systems*, 4th Ed., by William Stallings, published by Prentice Hall. Said one judge: "Professor Stallings explains complex concepts in an understandable manner; his text is also very thorough. The graphics are very well done."

Other Texty and McGuffey Award winners:

- *Computer Organization and Architecture*, 5th Ed., by William Stallings, published by Prentice Hall, won the college level computer science/engineering McGuffey Award. "The computer simulator with the web site is fantastic for active learning," said one judge. "Excellent

graphics and many worked out examples. Large amount of support material."

- *Sullivan's College Algebra*, 6th Ed., by Michael Sullivan, published by Prentice Hall, won the college level math/statistics Texty Award. Said one judge: "A really excellent text; well designed and very current."

- *Addison Wesley Chemistry 2002*, 5th Ed., Revised, by Antony C. Wilbraham, Dennis D. Staley, Michael S. Matta and Edward L. Waterman, published by Prentice Hall, won the elementary/high level physical sciences Texty and McGuffey Awards. "Well written. Excellent introduction to chemistry—very appropriate for the high school level. Great breadth. Many real-world examples," said one judge.

- *Applied Hydrogeology*, 4th Ed., by C. W. Fetter, published by Prentice Hall, won the college level physical sciences McGuffey Award. Said one judge: "For over 22 years and many editions and revisions, Fetter's Applied Hydrogeology has stood the test of time."

- *Communication Law in America*, 1st. Ed., by Paul Siegel, published by Allyn & Bacon, won the college level communication/education/performing arts/visual arts Texty Award. Said one judge: "This is an extraordinary upper-division work. Siegel's style is clear, direct and snappy."

- *Freedom of Speech in the United States*, 4th Ed., by Thomas L. Tedford and Dale A. Herbeck, published by Strata Publishing, Inc., won the college level communication/education/performing arts/visual arts McGuffey Award. Said one judge: "This is a thoughtful and comprehensive yet almost surprisingly readable textbook. The organization and supplementary

material are excellent."

- *Fundamentals of Anatomy and Physiology*, 5th Ed., by Frederic Martini, published by Prentice Hall, won the college level life sciences Texty Award. Said one judge: "This book is the standard for A&P texts, well-written, encyclopedic, clear and comprehensively illustrated. The art is workmanlike. An excellent text."

- *Insurance Handbook for the Medical Office*, 7th Ed., by Marilyn (Winkie) Fordney, published by W.B. Saunders, won the college level life sciences McGuffey Award. Said one judge: "Wow, this is an amazingly well written and engaging book! I never would have guessed that such a topic could be presented so well."

- *Contacts: Langue et Culture Francaises*, 7th Ed., by Jean-Paul and Rebecca Valette, published by Houghton Mifflin, won the college level language/literature McGuffey Award. Said one judge: "This newly updated program offers a complete grammatical program, French multicultural approach which is highly adaptable to all university course configurations. Bravo!"

- *Business Today*, 10th Ed., by Michael Mescon, Courtland Bovee, and John Thill, published by Prentice Hall, won the college level accounting/business/economics/management McGuffey Award. Said one judge: "Content is strong and professional and has been thoroughly updated to reflect issues facing businesses in the 21st century. Writing style is conversational and approachable."

each month. Palm Pilots have far advanced Microsoft and Adobe e-readers, with reflective light screens and 65,000 colors. They are also multifunctional: in addition its e-book capabilities, Palms allow users to surf the net, word process and play MP3 files.

Online learning. Agnes Touraine, chairman and chief executive officer of Vivendi Universal Publishing, will deliver the keynote address at The Global Alliance for Transnational Education's conference on online learning September 18 to the 20 in France. Touraine will discuss the global education market and the dynamic trends taking shape in the burgeoning fields of digitized, online learning.

Thomson acquisition. The acquisition of McGraw-Hill's Lifetime Learning division will enable Thomson to continue its focus on providing learning solutions that link job performance to business objectives, said the company. Lifetime Learning includes a library of content created by subject matter experts such as Avaya, Fortune 500 consultant Diana Booher, Xebec, ELI and Harvard University's Manage Mentor online multi-lingual resource that covers 28 key business topics.

Settlement confidential. Houghton Mifflin and Stephen Mitchell Trusts have agreed to a confidential out of court settle-

ment over Houghton Mifflin's publication of Alice Mitchell's *The Wind Done Gone*, a parody of Margaret Mitchell's *Gone With The Wind*. Under the terms of the agreement, the *The Wind Done Gone* will continue in distribution labeled "An Unauthorized Parody", and Houghton Mifflin will make a financial contribution to Morehouse College.

Bookbinder's awards. Holt, Rinehart and Winston's *Modern Chemistry* textbook won first place from the New York Bookbinder's Guild Awards. *Modern Biology* won second place. *Call to Freedom*, a U.S. history program, won an award for interior text and cover design. The competition included more than 700 entries from educational publishers. Holt Health's book cover won first place in the New York Book Show competition.

TAA now accepts advertising on its website and in *The Academic Author*. Please contact TAA for additional information at (727) 553-1195

TAA Council of Fellows

TAA initiated its Council of Fellows program in June 1998 to honor distinguished authors who have a long record of successful publishing. Any author whose textbooks or other instructional materials have established his/her presence in the market place over time, who has been a pioneer in his/her field, and who has been innovative in the presentation of material, is qualified for nomination into the TAA Council of Fellows. Induction into the Council of Fellows is the premier honor bestowed by TAA.

Michael Sullivan, 1999
Lee Mountain, 1999
Everette E. Dennis, 1999
Mike Keedy, 1999
Franklin H. Silverman, 1999
Karl J. Smith, 1999
Thomas L. Wheelen, 2000
William R. Pasewark, 2000
Karen Hess, 2001
D. Stanley Eitzen, 2001
J. David Hunger, 2001
Charles D. Holland, 2002

Author's Coalition Survey coming soon

Be on the lookout next month for the Author's Coalition Survey, which TAA will be sending by mail. "We will be asking members to only verify the accuracy of what we have recorded from their response in the past and to update any published works that we don't have recorded," said Janet Tucker, office manager.

For several years, TAA has surveyed its members on behalf of the Authors Coalition for the genres in which members write. Those genre surveys have been recorded to create a database of genre areas in which TAA members are published. "It is vitally important that TAA includes all member-authors in its genre data base," Tucker said. From this data, TAA receives its share of foreign reprography funds distributed by the Authors Coalition.

To make sure that TAA's member genre database is complete and accurate, said Tucker, member-authors must remember to check all categories in which they have published at any time in their career. Works published includes works now in print and out of print, she said. Self-published works count if no fewer than 1,000 copies are sold and the work is commercially distributed outside the U.S.

TAA GOVERNING COUNCIL

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