

The Academic Author

For Creators of Academic Intellectual Property

2003:2

May 2003

Collins and Harris elected to TAA Council

Don W. Collins and Christopher R. Harris have been elected to the TAA Council, TAA's governing body.

Collins is the author or co-author of four texts, including *Mathematics, a Topical Approach*, and *Pre Algebra*. "I will be proud to serve on the TAA Council and share with all my experience of authorship and publishing," said Collins.

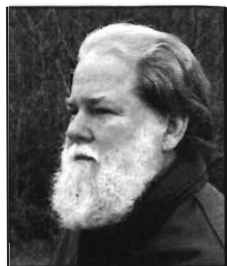
Harris, who teaches in the College of Mass Communication at Middle Tennessee State University, and is the author of the textbook, *Visual Journalism*, was elected to his second term. "I appreciate the support of the TAA membership, and will always work on their behalf," said Harris. "It is a pleasure to serve on the Council."

Their terms will start at the June TAA Council meeting, which will be held prior to the 2003 TAA Convention in Richmond, Virginia.

Christopher R. Harris was elected to a second term on the TAA Council. Don W. Collins was elected to his first term on the TAA Council. Robert Christopherson, also on the ballot, lost by only two votes.



Don W. Collins



Christopher R. Harris

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

FROM THE PRESIDENT'S DESK

Convention sessions interesting

Late breaking news: By a very, very close vote, the TAA membership has elected Don Collins and Chris Harris to serve on the TAA Council. Chris, welcome back for another three-year term. I am glad to be able to continue working with you on matters of importance to TAA. Don, welcome to the Council. I hope you find the experience interesting and rewarding. I also want to recognize Robert Christopherson for his dedicated service to TAA. Robert served on the Council this past year, providing leadership and a common-sense approach to issues. Thanks Robert.

I hope many of you are making plans to attend the 16th Annual TAA Convention in Richmond Virginia on June 20-21, just to name a few. But, most important, is the opportunity to renew old friendships and initiate new ones.

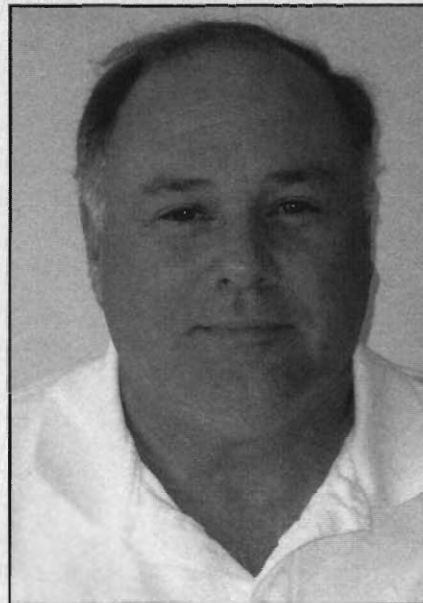
So get that registration into TAA headquarters and call the Omni Richmond Hotel for a room. The Omni Richmond, by the way, is THE finest hotel in Richmond and usually commands a much higher rate than ours. I know you will enjoy your stay there.

The TAA Council will be meeting on Wednesday and Thursday afternoon prior to the convention. Committee meetings are scheduled for Thursday morning. I cordially invite interested TAA members to attend any of these sessions.

On a sad note, Frank Silverman, a long-standing member of TAA and a past president, was recently diagnosed with an inoperable brain tumor.

Frank, as many of you know, is the one who began the TAA workshops on authoring that have proved so popular and helpful to prospective authors. Thank you, Frank, for your many, many contributions to TAA. You are in our prayers.

There are many items of interest to authors in the news. The American Association of Publishers continues its efforts to combat piracy in Asia. Comp copies of Instructors Edition textbooks are being blatantly sold by Amazon on its website. Web-based companies unashamedly solicit professors to sell their comp copy texts to them by mail. Used book sales are eating into author royalties and publishing companies bottom line. An electronic publishing



**TAA President Mike Sullivan
welcomes you to the TAA Con-
vention in Richmond, Virginia
June 20-21. Call TAA today to
register.**

company is attempting to secure exclusive licenses for electronic republication of back issues of journals, so that they would become the sole property of a single for-profit corporation. One of my goals for next year is to report more regularly on issues such as these that are of high interest to TAA members. Do you have issues that should be on my list? Can you share them with me?

I welcome any comments or suggestions for improving your Association.

Sincerely,

Mike Sullivan
TAA President

Academic plagiarism: Is it carelessness or criminal?

"Do as I say, not as I do." Those words echo in my ear. Who said them? Did I violate the rules of plagiarizing someone else's work? Where is the gray area here? I remember—the author of these words was none other than my mother. Those famous words still echo in my ears after all these years. So, she must be given credit for the earlier statement. Right? Wrong? Where did she get that expression?

Frequently we hear about another author who just happened to "borrow" the words of another author and claim them as their own. Did Alex Haley take a sentence for his book, *Roots*, from another author without giving that author credit? Did Martin Luther King, Jr. really "lift" the words for some of his speeches from others as well as plagiarize portions of his doctoral dissertation? Did the author of the remarkably popular Harry Potter series commit plagiarism? Did romance writer Janet Dailey "borrow" portions of her top-selling novels from another author? Was Shakespeare a plagiarist? Did Steven Spielberg make a movie, *Amistad*, based on the idea of someone else whose work was turned down?

Some would argue, they are just words. M. H. Oermann, in his book, *Writing for Publication in Nursing*, said plagiarism "is literary theft." In an article in *Ethics and Behavior*, Michael Roig said that although there is "relatively little empirical research exists documenting the nature and extent of this problem" the "literature of scientific misconduct suggests that this phenomenon may be on the increase."

Then there is the argument that errors happen in citing sources. Doris Kearns Goodwin, a Pulitzer prizewinning author, states in a February 4, 2002 *Time* magazine article, "... citation mistakes can happen. I failed to provide quotation marks for phrases that I had taken verbatim, having assumed these, drawn from my notes were my words, not hers (referring to the author Lynne McTaggart's book)." The author underwent a scourging in the press for her "mistake."

According to a January 26, 2002 article in *National Journal*, Tish Durkin takes Doris Kearns Goodwin to task: "... you produced, nearly verbatim and without acknowledgment, a number of passages from a biography of Kathleen Kennedy by Lynn McTaggart. When McTaggart went haywire, you altered future editions. You inserted some 40 footnotes, you emphasized your debt to the McTaggart book on the acknowledgments page, and—shades of Nixon—paid her some money to make the matter go away. You did not, however, change the date at the bottom of the acknowledgments page after changing the text. Nor did you issue a press release or add so much as a 'plagiarism-deleted edition!' banner on the paperback cover."

GUEST COLUMNIST: DORIS A CHRISTOPHER

"Should we be more forgiving when authors break the rules? Does the rush to publish and meet deadlines cause authors to become careless?"



Doris A. Christopher, director of the Center for Effective Teaching and Learning, and professor of Information Systems at California State University, Los Angeles asks what happens when authors are caught with the words of others.

Should we be more forgiving when authors break the rules? Does the rush to publish and meet deadlines cause authors to become careless? Should they be branded as plagiarizers when such carelessness occurs? Roger Rosenblatt, in a January 21, 2002 *Time* magazine article, states: "Among Ambrose's defenses are that he used footnotes to indicate his pilfered passages and that he was working too hastily to get the quotation marks in."

What is this gray area? Those pieces of data, facts, phrases, and other materials that we just seem to know—are they someone's intellectual property? What about the portions of a book that stick in one's mind? In an article in *Publishers Weekly*, Calvin Reid states that this is the premise made by "Melany Nelson whose novel *The Persia Café* contains a number of passages that appear to be copied from sections of Barbara Kingsolver's best-selling novel *The Bean Trees*."

As mentioned earlier, the words we use, our style of speaking and writing, our formation of our sentences make us the unique individuals we are. So, when an author such as Stephen Ambrose, historical author of such amazing works as *Crazy Horse* and *Custer* and the *Nixon* trilogy, copies another person's work, we wonder why. And we wonder what to tell our students who agonize over their writing assignments and are chastised when they break the rules of carefully documenting their work.

Is plagiarism taken seriously enough to give someone more than a slap on the hand? In an article in *Editor and Publisher*, authors Wayne Robins and Eric Whalen would say: The answer is an equivocal

YES! Robins and Whalen say to just ask Mike Barnicle whose "alleged plagiarism of another author's work led to his forced resignation after 25 years as the *Globe's* most popular columnist. According to former *Boston Magazine* Editor Craig Unger, Barnicle was caught again and again by powers that be within the *Globe* and outsiders such as Alan Dershowitz, the *Boston Phoenix*, the *Boston Herald*, and *Boston Magazine*."

What advice does one give those who have plagiarized or are contemplating plagiarism? In his article, "When Disaster Strikes" which appeared in the December 1999 *American Journalism Review*, Don Campbell tells us to "think hard about the ethical choices one makes. What happens to the guilty party—"dismissal? suspension? demotion? reassignment? probation?" Is it worth the cost in terms of credibility, reputation, accountability, professional trust and integrity? Is it worth the cost in terms of now having all work—past, present, and future—subjected to enormous scrutiny and forever tainted by questions of "whose work has been compromised by the author this time?"

**Did You Know Only 10% of
Textbook Authors Use Literary Agents?
Guess Which 10% Receive the Best Contract Terms.**



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1973*

Michael R. Lennie

Literary Agent & Authors' Attorney

Publisher placement for published and unpublished authors
Contract, rights and licensing negotiations
National lecturer on author/publisher contracts
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TAA Charter Member and National Advisor for 16 years
Featured in *Publishers Weekly*, *The American Lawyer* and the *Authors Guild Bulletin*
for his work on behalf of TAA authors.

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For more information, please contact us and mention TAA member special.

NEWS HIGHLIGHTS

Bertelsmann purchase. Bertelsmann purchased Axel Springer Verlag's book division. Bertelsmann will merge the unit with its Random House book division. Gunter Thielen, Bertelsmann's chief executive officer, said the acquisition was made in an effort to strengthen its book publishing business in Germany. The terms of the deal were not disclosed.

Terrorist protection. In an attempt to prevent terrorists from obtaining scientific information that could aid in a terrorist attack, scientific journals *Science*, *Nature*, and others have adopted a policy not to publish articles that may threaten national security. Critics of the policy say it goes against the efforts for scientific openness. Proponents of the policy say censorship would happen only rarely, because they too, are for scientific openness.

Business software. Pearson Education signed a licensing agreement with the University of Pennsylvania's business school, The Wharton School, to distribute The Wharton Addison Wesley Business Series, a web-enabled software series that simulates real-world scenarios in business, finance and economics, to students and instructors in business schools and undergraduate business programs worldwide. The series, which will launch in 2003, will be available via Pearson Education's CourseCompass.

Happy Anniversary! South-Western, a subsidiary of The Thompson Corporation, turned 100 this year. The company, began by James W. Baker in 1903 with his book, *20th Century Bookkeeping and Office Practices*, now publishes education products for the K-12, higher education and professional markets in the fields of accounting, business communication, business law, career readiness, decision sciences, economics, finance, keyboarding, management, marketing, office technology, real estate and tax.

Curbing costs. Marco Firebaugh, D-Cudahy, California's House Assembly leader, and John Vasconcellos, D-San Jose, chair of the Senate education committee, introduced two bills into their respective houses of the state Legislature aimed at curbing costly textbook adoptions in the state. The proposed laws are in response to a *Mercury News* investigation that found that the state board doesn't factor in the cost of textbooks when considering the state's textbook adoptions. The bills call for a reform of the state board's practices.

Copyright infringement. A lawsuit that alleged 40 counts of copyright

infringement brought against Westwood Copies in Los Angeles, California by four publishers in January was settled for an undisclosed amount of money. The publishers, Elsevier Science, Inc., The MIT Press, Sage Publications, Inc. and Wiley Periodicals, Inc., alleged that Westwood Copies reproduced coursepacks for courses taught at the University of California, Los Angeles, without the publishers' authorization.

Council meeting. The TAA Council will meet on Wednesday, June 18, and Thursday, June 19 from 12 p.m. to 5 p.m. Committees will meet Thursday, June 19 from 8 a.m. to 1 p.m. TAA members are invited to attend.

Program errors. Several errors made their way into the TAA convention schedule insert in the last issue of *The Academic Author*. Contrary to what was said in the convention program, please DO NOT bring copies of your books for display. The correct phone numbers for the hotel are (804) 344-7000 (the hotel itself); (800) the-Omni (the national number for the Omni Hotels). The correct zip code for TAA headquarters (printed incorrectly in the convention program) is 33701.

Column wanted. Textbook adoptions are a hot topic in the news today. In California, two bills have been introduced into the state legislature to force textbook adopters to curb spending. What do you think about this issue? Should textbooks be adopted solely on their academic merit or should price play a role? 500-word maximum. Please send your name, title, school, college or university affiliation (if any), phone number and e-mail address with your reply to taa@bayflash.spt.usf.edu

Antitrust scrutiny. Lagardere SCA's purchase of Vivendi's European publishing business will soon be reviewed by European antitrust officers, but the French media and aerospace company hopes the job will go to the more sympathetic French government instead. If allowed to keep the entire educational publishing business, Lagardere would have 90 percent of the French school textbook market.

Used books. Florida legislators have introduced a bill that will allow for more flexibility in purchasing textbooks, including the ability to purchase used books, which they say will save school districts hundreds of thousands of dollars a year. The change is being supported by publishers, said the Association of American Publishers.

Economic Advisor. N. Gregory Mankiw, the Harvard professor who made history a few years ago when he landed the largest advance for his introductory economics textbook, *Principles of Economics*, was nominated for chair of the President Bush's Council of Economic Advisors.

Pilot success. A Prentice Hall interactive electronic textbook pilot program conducted in

Florida's Miami-Dade County Public Schools was a success, accomplishing higher assignment completion rates and allowing students to remain focused for longer periods of time. The program, called iText, was tested for a half-semester in five separate schools in grades seven, nine and eleven. It is currently available for purchase online (www.phschool.com/successnet) and on CD-ROM for middle school writing and grammar and science; and high school biology, writing and grammar.

Correction. In TAA President Mike Sullivan's column in the latest *The Academic Author*, it reads that Frank McKeown was approved for the induction of Council of Fellows. It should read Patrick McKeown. Sorry Patrick.

TAA workshops. TAA President and political science author Ron Pynn and media law author Paul Siegel will hold a workshop on "Authoring a Print or Online Academic Book" May 15 and 16 at Winona State University in Winona, Minnesota; and a workshop on "Self Publishing and Writing a Proposal" June 12 and 14 in No. Lauderdale, Florida.

Innovative texts. Former teacher and journalist Joy Hakim, who wrote the widely acclaimed series *A History of US*, has now turned her efforts to middle school science, writing the first in a series of science textbooks called "The Science Story." She is currently shopping for publishers for the new series, modeled after the journalistic approach to writing that she employed with *A History of US*.

Code of Ethics. The TAA Ethics Committee will work on revising the TAA Code of Ethics during the TAA Ethics Town Meeting at the TAA convention in June. The Committee will draw its recommendations for revisions from a survey of members' attitudes on ethics issues now being undertaken.

Bragging rights. Media law author Paul Siegel is looking for authors who have textbooks that boast valuable online ancillary materials (PowerPoint, hyperlinks, interactive materials for use as examples during a presentation on "Authoring a Print or Online Academic Book," May 15 and 16 at Winona State University in Winona, Minnesota. If you would like your textbook and ancillary materials with Siegel, contact him directly at Paul.Siegel@Gallaudet.edu or (202) 399-7723.

Research pushed. Benjamin Ladner, president of American University in Washington D.C., said that one component of the University's strategic plan is promote faculty research. He suggests lightening the course loads of faculty who do more research.

TAA announces 6 Texty, 3 McGuffey award winners

Six Textbook Excellence Awards (Textys) and three McGuffey Longevity awards were awarded by the Text and Academic Authors Association in the college-level fields of computer science/engineering; accounting/business/economics/management; humanities/social studies; life sciences; physical sciences; and language literature.

The awards will be presented at the annual TAA awards banquet June 21, which closes out TAA's annual convention. Each author, including co-authors, and the editor or publisher, will receive a plaque.

TAA thanks the judges for volunteering their time to judge the entries.

The Texty winners for 2003 are:

- *Computer Organization and Architecture Designing for Performance*, 6th ed., by William Stallings, published by Prentice Hall (college level, computer science/engineering).

- *Information Technology and the Networked Economy*, 2nd ed., by Patrick Mckeown, published by Course Technology (college level, accounting/business/economics/management).

- *Essentials of Speech, Language, and Hearing Disorders*, 1st ed., by Franklin Silverman, published by Atomic Dog Publishing (college level, humanities/social sciences).

- *Medical Insurance Billing and Coding: An Essential Worktext*, 1st ed., by Marilyn T. Fordney and Linda French, published by Saunders (college level, life sciences).

- *Astronomy: The Evolving Universe*, 9th ed., by Michael Zeilik, II, published by Cambridge University Press (college level, physical sciences).

- *Brasil! Lingua E. Cutura*, 3rd ed., by Tom Lathrop and Eduardo Dias, published by Lingua Text, LTD (college level, language/literature).

The McGuffey winners for 2003 are:

- *Computer Networks*, 4th ed., by Andrew Tanenbaum, published by Prentice Hall (college level, computer science/engineering).

- *Diversity in Families*, 6th ed., by D. Stanley Eitzen and Maxine Baca Zinn, published by Allyn & Bacon (college level, humanities/social sciences).

- *Structure and Function of the Body*, 11th ed., by Gary A. Thibodeau and Kevin T. Patton, published by Mosby Publishing (Elsevier Science).

TAA created the Textbook Excellence Award in 1992 to recognize current textbooks and learning materials. To be nominated, a work must carry a copyright date for the previous or

current year. TAA designed the award, called the Texty, because text materials did not have awards of their own. Entries are not limited to books but may include learning materials in all mediums.

TAA created the McGuffey longevity awards in 1993 to recognize textbooks and learning materials whose excellence has been demonstrated over time. To be nominated, a work must have been in print 15 years and still be selling. TAA designed the McGuffeys, as well as the Texty awards, because text materials did not have awards of their own.

The awards bear the name of William Holmes McGuffey, whose influential primers, which first appeared in 1836, helped bring the United States out of frontier illiteracy. *McGuffey's Electric Readers*, usually called simply *McGuffey's Readers*, were in print until 1921. Today they remain available in commemorative editions.

There are eight academic subject categories for Textys and McGuffeys, including accounting, business and economics; communication, education and performing and visual arts.; computer science and engineering.; humanities and social sciences; languages and literature; life sciences; math and stats; physical sciences.

Judges consider making one award per category per year.

College and el-hi books are judged separately. If there are college and el-hi entries in all eight categories, there is the potential for 16 Textys and 16 McGuffeys to be awarded each year — eight in the college division and eight in the el-hi division. If there are no entries in a category, there are fewer awards. Judges may decide no entries in a category deserve an award.

To be nominated, a work must have at least one author who belongs to TAA.

TAA thanks Texty, McGuffey judges

TAA thanks Texty, McGuffey Award judges The Text and Academic Authors Association would like to thank those who volunteered their time to judge this year's Textbook Excellence (Texty) and William Holmes McGuffey Longevity (McGuffey) Awards. "TAA wishes to express its appreciation and gratitude to the Texty and McGuffey Award judges for their time and effort," said Ron Pynn, TAA's executive director. "The care and dedication exercised by the judges in evaluating the nominated entries continually has assured TAA that only the highest quality texts win these coveted awards." The thoroughness with which the judges undertake their reading and evaluation gives TAA great confidence in making these awards, said Pynn:

"Without the seriousness and time commitment of the judges, these awards, and their recognition, would not be possible. TAA's appreciation goes out to not only 2003's Texty and McGuffey judges, but to all the judges from previous years."

Since their inception, the Texty and McGuffey awards for superior textbooks and for longevity in texts have grown in stature. The awards have become recognized in the publishing industry and have become important marketing tools for the publishers of the winning texts.

Publishers may purchase gold Texty and

McGuffey seals at a nominal fee to use in promotional materials. Also, the Texty or McGuffey logo can be reproduced by the publisher for use in marketing materials. Each year

TAA uses approximately 30 TAA members to judge entries in the eight genres at both the collegiate and the el-hi levels. The names of the judges and the categories in which they judge are confidential. TAA welcomes volunteers for next year's judging.

Judges receive the Texty and McGuffey award entries at the end of December with instructions to review the books and send back their review forms and comments by March 1. Judges are asked to make both a quantitative evaluation, rating the work on its teaching and learnability, completeness of content, currency of content, instructional design and its appeal to the reader; and a qualitative evaluation, describing the strengths and special features of the work, as well as any weaknesses.

For information, or to volunteer to judge next year's Texty and McGuffey award entries, call Janet Tucker, TAA's managing director at (727) 553-1195 or email her at jtucker@bayflash.stpt.usf.edu, or visit the TAA web site at www.taaonline.net/awards/index.html

Visit us online at: www.taaonline.net

Busy TAA people

Frederic H. Martini (anatomy & physiology) University of Hawaii, **Michael J. Timmons** (anatomy & physiology) Murrain Valley Community College, and **Robert Tallitsch** (anatomy & physiology) Augustana College (with illustrations by Wm. Ober MD and Claire Garrison RN), wrote the fourth edition of *Human Anatomy*. (Prentice Hall) May 2002. Packaged with an *Atlas of the Human Body*, by the same authors, with photographs by Ralph Hutchings.

Frederic H. Martini (anatomy & physiology) University of Hawaii, and **Edwin Bartholomew**, (with illustrations by Wm. Ober MD and Claire Garrison RN) wrote the third edition of *Essentials of Anatomy and Physiology*. (Prentice Hall) late July 2002. Packaged with an *Applications Manual* by Martini, Bartholomew and Kathleen Welch, MD.

Frederic H. Martini (anatomy & physiology) University of Hawaii, wrote the sixth edition of *Fundamentals of Anatomy and Physiology*, (with illustrations by Wm. Ober MD and Claire Garrison RN) (Prentice Hall) January 1, 2003. Packaged with an *Applications Manual* by Martini and Kathleen Welch and an *Atlas of the Human Body* by Martini with photographs by Ralph Hutchings.

Frederic H. Martini (anatomy & physiology) University of Hawaii, **Michael J. Timmons** (anatomy & physiology) Murrain Valley Community College, and **Robert Tallitsch's** (anatomy & physiology) Augustana College (with illustrations by Wm. Ober MD and Claire Garrison RN) *Human Anatomy 4e* textbook won two awards at the NY Book Fair for cover design and interior design. The book also won a William Henry Fox Talbot award (Talby) for excellence in visuals from the Society of Academic Authors.

Dale Layman (biology) was selected as Man of the Year for 2003 by the American Biographical Institute; International Scientist of the Year 2003 by the International Biographical Centre, in Cambridge, England; and was recently admitted as a Cavalier-Knight in the World Order of Science, Education and Culture, headquartered in Brussels, Belgium, and sponsored by the European Academy of Informatization (EAI).

Robert Christopherson (physical geography), wrote the fourth edition of *Elemental Geosystems*, coming out May 9, the fifth edition of *Geosystems* (2003), and the fifth edition of his lab manual *Applied Physical Geography* (2003) (Prentice Hall). The new book includes a unique set of 30 student animations, satellite loops, field trip notebooks, and content tutorials on CD, with a supporting web site.

Sneak peek at TAA Convention sessions

Keynote speaker Richard Leftwich to speak on "Publishing: Pitfalls, Pratfalls, and Pleasures". Leftwich, author of four textbooks including an economic issues book that went into twelve editions, and a textbook on microeconomic theory that went into ten editions and was translated into eight languages, will use his experiences to illustrate problems of writing, securing a publisher, production, etc. He will point out his mistakes, as well as his encounters with copy editors, advertising gimmicks, and other unexpected twists. He will also reflect on a lifetime of profits and pleasures derived from his publishing pursuits.

Leftwich received his masters and Ph.D. in economics at The University of Chicago. Before retiring, he taught for 37 years at Oklahoma State University, including ten years as a department head and 20 years as a Distinguished Regents Professor.

Paul Rosenzweig and Gail R. Gross from R & M Royalty Review, to perform "Royalties: A Comedy in Four Acts". Rosenzweig and Gross will discuss royalty agreements, reading royalty statements, confirming the accuracy of royalty statements, and reporting royalties to the IRS.

Rosenzweig began his professional career in 1974 as a CPA with a traditional career path in public accounting. In 1978 he became Vice President and Treasurer of Academic Press, Inc., a multinational publisher and distributor of technical books and scholarly journals, with revenues of \$100 million. In 1993 he became President of Royalty Review Service, Inc., representing authors who wish to confirm the accuracy of their royalty statements. Rosenzweig is a member of The Authors Guild and recently served on the TAA Council.

Gross began her publishing career in 1976 as a CPA with Harcourt Brace Jovanovich. In 1982 she began serving as assistant to the Treasurer of Academic Press, a subsidiary of Harcourt Brace Jovanovich. In 1994 she began working as a consultant at Royalty Review Service, Inc. In 1999, Royalty Review Service, Inc. joined the accounting firm of Rosenzweig & Maffia, changing its name to R&M Royalty Review I.I.C. Gross was promoted to Chief Operating Officer.

Tim Larson and John Webber on "Self-Publishing". Participants will learn about self-publishing from the perspective of these authors turned publishers, including how to approach writing as a business; the essentials of the publisher's role; tools available to help self-publishers; and, how to expand your role as a publisher. The advantages and disadvantages of self-publishing will also be discussed.

Participants will engage in a team competition, "The Price is Right", estimate the costs of copy-editing, problem checking, review fees,

typesetting, printing, etc. Finally, participants will prepare a budget for a contemplated college text and determine the sales volume needed to break even for recovering hard costs only and for recovering both hard costs and something for the author's time.

Larson earned a B.S. in Mathematics-Computer Science from Penn State University at Erie in 1987. He is co-owner of Larson Texts, Inc., formed with his father in 1983. His publications include software and lessons he developed that have been used to produce over 70 tutorial products. Larson has published several papers and earned a best paper award at the 1999 Frontiers in Education conference.

Webber has been teaching business and math courses at the Salt Lake Community College for 13 years. He has authored the texts *Math for Business and Life*, *Contemporary Business Mathematics*, and *Investment Analysis*. He has published through a national publisher and has also self-published so he has a feel for the advantages and disadvantages of each. Webber's business background, primarily in real estate development, is reflected in his writing. He tries to keep his writing simple, friendly, and real-life.

Tara Gray on how to "Revise Prose Quickly and Efficiently". The single biggest communication problem is overestimating what the audience knows (Richard Lauchman, *Plain Style*). The problem is most difficult to overcome when writing for a non-expert audience. In this workshop, you will learn how to revise prose quickly and efficiently by organizing around key sentences and by learning how to elicit transformative feedback from others on early drafts. By taking these steps, you can revise quickly and well. Note: To participate fully in this workshop, you will need three copies of two pages of a rough draft that you want feedback on.

Gray serves as associate professor of criminal justice at New Mexico State University. She has taught for twenty years and won six awards for teaching and service. She is currently working on her third book, which expands on the ideas in this workshop. She regularly travels with a full day version of this workshop, "Publish, Don't Perish: Twelve Steps to Help Scholars Flourish," which has been presented to more than 700 scholars in twenty states.

Joseph Moxley to demonstrate "Software Tools for Authors". Moxley's workshop will show authors how software tools can be used to develop ideas, collaborate, research, organize, design, revise, edit, cite, and archive documents. Participants will learn how to collaborate with others using Word's Track Changes and Comments as well as Internet

Publishing house to focus on academic authoring

Former higher education publishing editor Mary Ellen Lepionka has founded a publishing house, Atlantic Path Publishing, in Gloucester, Massachusetts. Atlantic Path Publishing specializes in reference works for academic authors and editors on writing, editing, and publishing.

Lepionka authored the company's first offerings, *Writing and Developing Your College Textbook* (© 2003) and *Writing and Developing College Textbook Supplements* (forthcoming). She plans to grow her company by adding titles annually and will be looking for manuscripts for 2005.

"I feel strongly that textbooks at all levels should teach well," said Lepionka. "Judging by the great graveyard of unsold and unrevised college textbooks, teaching well in print is not something that can be taken for granted. I have applied research-based principles of teaching and learning to textbook development in higher education. Thus, my focus extends beyond editorial practices and publishing industry standards to the nature of expository text. After all, the reader's learning is at stake. To me, that's what's most important."

Becoming an author and publisher is a natural extension of Lepionka's 20-year career as a writer, editor, and consultant in secondary and higher education publishing. As an in-house and freelance development editor, she has worked on more than 70 titles, including 22 first editions, for companies such as Houghton Mifflin; Prentice-Hall; Addison Wesley; McGraw-Hill; Holt, Rinehart and Winston; Ginn; D. C. Heath; Pitman; and Little, Brown. Lepionka recently retired from Pearson Education (Allyn and Bacon) after 12 years of service in higher education textbook development.

"Authoring a textbook, especially one for college undergraduates, takes more time

and effort than one might reasonably expect," said Lepionka. "My first book is a desk reference and guide dedicated to helping academic writers achieve complete success as textbook authors. I define 'complete success' as efficiently achieving a lasting work of intellectual and educative value that is also profitable. I'm getting great responses from reviewers on this and from both veteran and new textbook authors."

Lepionka's background includes many years of teaching in the social sciences and humanities at the college and secondary levels. Locally she taught at Boston University, Northeastern University, Lasell Junior College, North Shore Community College, and Salem State College. A five-year tour as a high school classroom teacher and curriculum developer first led her into the world of educational publishing.

"My books reflect industry standards and best practices in textbook development," said Lepionka. *Writing and Developing Your College Textbook* takes you through the whole process, starting with researching your market, selling a publisher on your idea, and negotiating a contract. Other chapters take up working with editorial input and reviews; choosing and organizing content; developing text headings; establishing voice and style; writing well to audience; creating chapter apparatus and pedagogy; drafting and revising; managing length, schedule and permissions; and developing programs of tables, figures, and photos. It's all there."

For more information and details about Atlantic Path Publishing, and *Writing and Developing Your College Textbook*, contact Mary Ellen Lepionka, Publisher, at contactus@atlanticpathpublishing.com or call (877)-861-2276 or visit www.atlanticpathpublishing.com

strategies; publish documents online and use metatags so readers can find them (or not find them) on the WWW.

Moxley serves as professor of English at the University of South Florida. He has taught writing for twenty-one years and has received three undergraduate awards for teaching excellence. His graduate courses include courses on academic writing and scholarly publishing. His current research examines ways information technologies influence academic research and scholarship. He has published more than fifty articles and eleven books, including four books on scholarly publishing.

To register for the TAA convention, visit the TAA web site <http://www.taaonline.net> or call (727) 553-1195.

HIGHLIGHTS

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Hotel Registration. Discounted hotel rates for the TAA convention in June are good until May 27. Call today (804) 344-7000. The 2003 TAA convention in Richmond, Virginia will be held June 20-21. For a preliminary convention program, visit the TAA web site at www.taaonline.net. To register for the convention, contact Janet Tucker at jtucker@bayflash.spt.usf.edu or (727) 553-1195 or register online.

Sale news. Bertelsmann is in the final talks with three bidders on the sale of its science and trade publishing unit BertelsmannSpringer. The sale is expected to raise \$1.1 billion for the ash-strapped German publisher.

Budget Slashed. Texas has proposed budget cuts that will greatly affect textbook adoptions in the state. A \$9.9 billion state revenue shortfall has state legislators dipping into the budget for new textbooks, cutting textbook adoption spending by more than half of the \$652 million the Texas Education Agency asked for. Publishers are worried, and with good reason: Texas sets the standard for textbook adoptions in the rest of the country.

PLEDGE TAA FOUNDATION

I am willing to pledge the following amount of money for the TAA foundation:

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to be paid in _____ installments
over _____ period of time.

I understand this pledge will be valid when the TAA foundation is established.

Name _____

Signature _____

Mail to: TAA, University of South Florida, St. Petersburg, FL 33701.

CONVENTION

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Explorer's Online Discussions: create interactive features so readers can respond to documents; conduct readability analyses of documents; use design tools and visual language to stimulate your creative abilities and please readers; insert visuals, clip art, photographs, sound files, and video files into documents; create professional looking documents by downloading or creating style sheets and templates for Word, PowerPoint, and FrontPage documents; use document maps, internal links, search features, and automatic tables of contents and indexes to organize documents for readers; make efficient use of the Internet, the Gated Web, and the Deep Web; use bibliography tools, such as Endnote, to manage research efficiently; manage files with appropriate file management

TAA Standing Committees contact information

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

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Chair: Michael Lennie *mlennie@aol.com*
Members: Phil Halloran, Mary Kay Switzer

Publisher Relations

Chair: Michael Sullivan *M_Sullivan@att.net*
Members: Robert Christopherson, Karen Morris, Arthur Rubin, Frank Wang, Terry Wesner

Ethics

Chair: Jay Black *black@bayflash.stpt.usf.edu*
Members: Chris Harris, Maxinne Zinn, Chris Stanger

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Chair: Mary Kay Switzer
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Members: Michael Lennie

Author Relations

Chair: Position Currently Open
Members: Robert Christopherson, Kären Hess, Dan Moody, Bill Pasewark, Al Shenk

Convention

Chair: Tara Gray *tgray@nmsu.edu*
Members: Michael Lennie, Chris Harris, Jay Black

Liasion

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