

The Academic Author

For Creators of Academic Intellectual Property

2004:1

February 2004

Convention tailored to membership

TAA's upcoming conference in St. Petersburg, Florida promises something for everyone in the organization's rapidly growing — and rapidly changing — membership, said co-chairs Jay Black and Paul Siegel.

"A year ago, exactly half of our members indicated that textbook writing was their major non-fiction activity, and the other half listed academic authoring," said Black and Siegel. "This year, thanks largely to Tara Gray's highly successful on-campus workshops, 71 percent of TAA's much larger membership listed academic authoring as their major activity. With that in mind, we have lined up speakers, panels, and activities that should resonate with all of us."

In addition to bringing back popular presentations on negotiating with editors and publishers, learning about royalties, and exploring alternative methods of publishing, said Black and Siegel, this year's sessions include a long-overdue exchange among writers, editors, publishers, booksellers, and bookbuyers; a candid assessment by university administrators about what really counts as scholarship for tenure and promotion; a luncheon session on K-12 authoring; a debate over teaching from our own textbooks; indexing; procuring art; self-publishing; diversity; and ways to keep complex materials simple and readable.

An international expert on media economics will kick off Saturday's sessions. Dr. Robert Picard, professor of economics and director of Media Management and Transformation Centre in Jonkoping University, Sweden, will talk about "The Changing Economics of Scholarly Publishing."

"Picard has a reputation as a highly engaging and provocative speaker, and his topic should be of special interest to anyone concerned about the marketplace of ideas," said Black and Siegel.

Look inside for the preliminary program. If

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2004 TAA Convention
St. Petersburg Florida
April 2004 at the
Heritage Holiday Inn

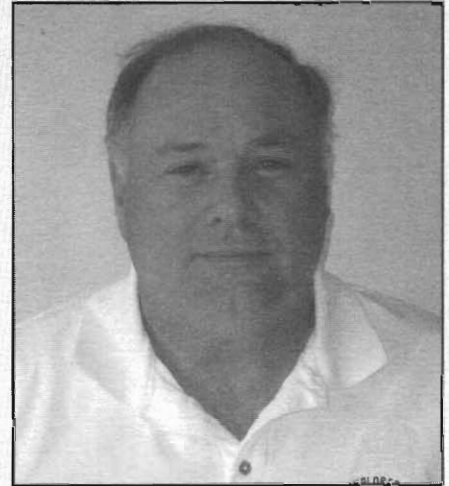
FROM THE PRESIDENT'S DESK

Bookstores' pricing hurts authors

I want to thank the many members of TAA who responded to my last article on Instructor's Editions being sold to students. Many of you pointed out, correctly, that Amazon and other website vendors are not the only ones engaged in this practice; college bookstores also routinely sell Instructor's Editions as used (and sometimes as new) books. The effect of these practices on the price of textbooks was also noted by many respondents.

In this President's Message, I want to explore with you the pricing of textbooks at college and university bookstores. Twenty years ago, the landscape of publishing and selling textbooks changed dramatically. Prior to this time, most college bookstores were operated by the college or university or were privately owned and operated. Barnes & Noble and Follett's were mostly trade stores, dealing with non-fiction trade books and novels. Publishers set list prices for their books and sold them at a 20 percent discount to bookstores. Bookstores ordered a sufficient (enough to handle projected enrollments) number of new books from the publisher, marked up the price they paid 25 percent (to bring the price back to the publisher's list price) and sold them to students. Any used books on the shelf were there because of student buy-backs from that school, and these were offered to students at buy-back price plus 25 percent. Unsold copies could be returned to the publisher for full credit. The price students paid for their books was fair and reasonable, the publisher had a workable system of distribution for their books, bookstores made a reasonable profit for the university, and authors received fair compensation for their development of intellectual property.

This has changed dramatically in the last 20 years. Today, the vast majority of college bookstores are operated by Barnes & Noble or Follett's. Missouri Books' and Nebraska Books' freelancers sneak around campus with carts in hand and cash in pocket engaging in the sleazy practice of offering cash to professors for clearing their shelves of books. And what has happened to textbook prices? Well, the publisher now sets a net price at which they sell textbooks to the bookstore. But the net price the publisher sets today is equivalent to the discounted price they charged bookstores in the past. However, bookstores today mark up the price they pay the publisher by 35 percent (remember, it used to be 25 percent), and they order the books first



TAA President Mike Sullivan takes on the issue of university bookstores' textbook pricing.

from the used book vendors and mark up that price by 50 percent or more.

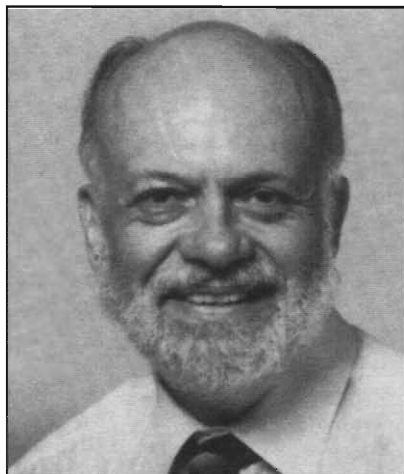
Who are the winners in this new pricing structure? Bookstores, universities and used book dealers. Bookstores' margins are higher due to the 35 percent markup on new books and 50 percent markup on use books so they are getting more. Universities receive 15 to 20 percent of the bookstore revenue for the exclusive right to operate the bookstore. Used book dealers buy books from professors for very little, sell them to bookstores at a much higher price, and the bookstore marks that price up 50 percent or more for the student.

Who are the losers? Students, publishers and authors. Students used to pay net plus 25 percent for a new book and the buy-back price plus 25 percent for a used book. Now they pay net plus 35 percent for a new book and buy-back plus 75 percent for a used book. It is not uncommon for adoptions of several hundred textbooks to result in no revenue to the publisher and no royalties to the author.

Are there solutions? Possibly. Publishers could cut back on the number of "complementary copies" they routinely send out to professors. Or better, publishers should retain ownership of these copies so they

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TAA Past President Frank Silverman dies



Frank Silverman, 1933-2004

TAA Past President Frank Silverman died December 10, 2003 after a year-long battle with terminal brain cancer. He was 70.

Until recently, Silverman worked as a professor of speech pathology at Marquette University, and as a clinical professor of rehabilitation medicine at the Medical College of Wisconsin. He is the author of 22 speech pathology textbooks, six of which were pioneers in the field. He influenced the training of speech pathologists all over the world by developing training programs in developing countries.

Silverman had been a member of TAA since shortly after it was founded. His book, *Authoring Textbooks and Other Academic and Professional Books and Materials*, the first of its kind, formed the basis for TAA's authoring workshops, offered through universities and professional organizations and at annual TAA conventions. He served as TAA president in 1999. In 1999, Silverman was one of the first six members to be inducted into TAA's Council of Fellows, formed to honor members who have made important contributions to authoring.

In an e-mail to his friends at TAA shortly before his death, Silverman wrote: "I have had an extraordinary life." All of us at TAA who knew him personally are happy to have been a part.

He is survived by his wife, Evelyn E. Silverman, and a daughter, Catherine (Matthew) Thomas; six step-children: Mark (Vicky) Chanda, Jody (Scott) Brunelli, Kori Chanda, Stacy Herman, Adam (Tina) Chanda and Aaron Chanda; and 11 grandchildren.

Author Profile: Veronica Anover

Sharing a love of language

By Erika Ayn Finch - For the *North County Times*

SAN MARCOS — When Veronica Anover talks about teaching French at Cal State San Marcos, her face lights up. What most excites her, she says, is interacting with her students and watching them learn her native language. Now she has taken her love for teaching and language and is incorporating it into a new French textbook. Anover said she decided to undertake the huge project of writing a college textbook when she realized the subject matter she wanted to teach could not be found in current books.

"The textbooks do not reflect the student's needs and interests," Anover said. "Students need to be able to relate to the topics and the vocabulary. If their interests are present they will participate in the text."

Anover has taught French and Spanish at Cal State San Marcos for five years. Prior to moving to San Diego, she taught at Florida State University and Oregon State University. She previously co-authored a Spanish lab manual and has contributed to literature journals. This will be her first French textbook.

Anover, a native of France, has lived in the United States for 14 years. She is co-authoring the text with an author who comes from the United States but speaks French fluently. She said native speakers and non-native speakers are often paired to write textbooks to "complement and balance each other."

The textbook has been a work in progress for two years but Anover said it would be finished "soon." She said she interviewed students and asked them what they wanted to learn about in the text. Many students said they take French because they want to go to France, Anover found.

So she has designed the textbook to discuss France and French culture from a student's perspective.

"Students want to learn about French cooking but the textbooks talk about foods like lobster," Anover said. "What student eats lobster when they go to France? It's unrealistic. We need to discuss food in a more realistic light."

"When I ask my students what they ate when they visited France they usually say McDonald's because that is



Cal State San Marcos professor and author Veronica Anover at her San Diego home.

what they can afford."

Anover also did research by watching French television, reading magazines, interviewing friends who live in France and by traveling to the country. She said she stayed in touch with French pop culture so the books can teach students something as simple and as relevant as asking, "where is my cell phone?"

Anover has also incorporated some of her students into the books. She said she constantly learns from her students. "I love being so close to the future," she said.

Rita Griffiths has taken four classes with Anover at Cal State San Marcos and said she has never had a professor quite like her. "She always makes me feel so special," said Griffiths, a graduate student studying sociology. "She is somebody that you have respect for and it's amazing that she also has respect for you. She's exuberant and she loves the subject matter. Students learning a language are often fearful but she made it fun."

Anover plans on using her textbook in her own classes. She said she thinks the book will get students more involved in the class because they'll be interested in the subject matter. "I love reinventing my teaching techniques with my changing interests and motivations," Anover said. "I am never stagnating. This text reflects the changing needs of our students."

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Publish, Promote and Protect Your Creative Works



Lennie Literary Agency & Author's Attorneys

Publisher placement
Book project positioning
Editorial support
Contract negotiations
Right sales
Licensing

Author/publisher relations
Marketing/promotion plans
Contract reviews
Collaboration agreements
Permission forms
Copyright issues

First-time authors welcome!

We represent fiction, nonfiction and textbook authors

Special discount for TAA members

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2004 TAA annual convention: Preliminary schedule

Here's the preliminary schedule for TAA's 2004 annual convention in St. Petersburg, Florida, April 2-3, 2004 at the Heritage Holiday Inn Hotel:

Friday, April 2

9:00 a.m. - 9:45 a.m. TAA Town Meeting: welcome, update, introductions, TAA's history, current status, and agendas for the future. Ron Pynn, TAA Executive Director, presiding.

9:45 a.m. - 10 a.m. Break

10 a.m. - 11 a.m. Roundtable with authors, publishers, editors, bookbuyers, and booksellers on TAA's hottest topics: marketing used books, buy-backs of complimentary copies, overseas and internet sales, changing nature of publishing and marketing texts, etc. Mike Sullivan, TAA President, presiding.

11 a.m. - 12 p.m. Best ways to engage the interests of editors and publishers, for K-12 and college textbooks and trade books. Stefanie Von Borstel of San Diego, former Trade Marketing Manager for Harcourt, and Don Collins of Western Kentucky University, educational consultant and author for Kendall/Hunt.

12 p.m. - 1:30 p.m. Lunch on your own (The Baywalk Center is right across the street; more than two dozen restaurants are within a short walk of the conference hotel.)

SULLIVAN Continued from Page 1

cannot be legally sold. Stamp something like "This book is the property of XYZ Publisher and may not be sold without the express written permission of the publisher. You may retain this book as long as you please. If you wish, it may be returned in the enclosed postage-free mailer." Now we know the cover might get ripped off and the book sold anyway, so let's place electronic markers in it so we can track its progress through the selling chain.

Publishers could also go back to list pricing and offer an alternative web-based distribution system for their product at prices to the student that are lower than currently available through bookstores.

Universities could take back control of the bookstores and return to earlier textbook pricing practices.

What are your thoughts?

Mike Sullivan,
TAA President

1:30 p.m. - 2:30 p.m. (Session A) The KISS (Keeping it Simple is Smart): How to explain very complex ideas to non-expert audiences, while maintaining academic credibility. Mark Walters, author of popular books on science, and formerly science editor for Reader's Digest and others.

**(Session B)
Negotiating Contracts**

2:30 p.m. - 3:30 p.m. (Session A) Desperately Seeking Diversity in our Texts and Academic Authoring (speech and panel discussion). Diversity leader from Poynter Institute for Media Studies, and members of TAA's Diversity Committee

**(Session B)
Royalties**

3:30 p.m. - 3:45 p.m. Break

3:45 p.m. - 5 p.m. How can you live with that person? Counselor joins spouses and partners of TAA members to discuss work habits of authors and the impact of authoring on family life.

Saturday, April 3

9 a.m. - 10 a.m. The Changing Economics of Scholarly Publishing. Robert Picard, Professor of Economics and Director of Media Management and Transformation Centre, Jonkoping University, Sweden.

10 a.m. - 10:15 p.m. Break

10:15 a.m. - 11:30 a.m. Publication, Scholarship, Tenure and Promotion: Making It Count. Deans and other top university officials discuss tenure/promotion/status issues for authors

11:30 a.m. - 12:30 p.m. Teaching From Our Own Books. Informal exploration of pros and cons of adopting our own textbooks.

12:30 p.m. - 2:30 p.m. Lunch at Mansion By the Bay (soup and salad) hosted by Doug Matthews, "Teaching Point." Doug is bringing several successful K-12 authors to speak about juggling their teaching and authoring jobs and challenges.

2:30 p.m. to 3:30 p.m. (Session A) Indexing: All You Need to Know. (Session B) Self-Publishing for Fun and Profit. John Wakefield, University of North Alabama.

3:30 p.m. - 3:45 p.m. Break

3:45 p.m. - 4:45 p.m. (Session A) Procuring Art For Your Textbook Projects. Chris Harris, Middle Tennessee State University. (Session B) Premium Research: Going Beyond Google. Chris Kenneally, Director, Author and Creator Relations, Copyright Clearance Center.

4:45 p.m. - 5 p.m. Q&A With TAA Leadership.

7 p.m. - 9:30 p.m. Awards Banquet

How K-12 teachers manage teaching, writing

By Kim Pawlak

Doug Matthews, president of Teaching Point, which develops course preparation materials written by expert teachers for out-of-field, new, or veteran K-12 teachers, will host the TAA convention Saturday luncheon session at Mansion By the Bay. Several successful K-12 authors will speak about juggling their teaching, family and writing responsibilities.

"We want to help and encourage practicing K-12 teacher in the writing process and give encouragement to prospective teacher-authors to tackle their own writing projects," said Matthews, whose Teaching Point company publishes the Expert Systems for Teachers™ Series. "The schedule of the K-12 teacher/author is not as forgiving as the college professor who writes a textbook. It's much harder for the K-12 teacher to get the writing process to fit into their schedule."

The goals of the session, said Matthews, are to discuss:

- The impact of a book writing assignment on a new author, and in particular, the practicing K-12 teacher.
- How successful K-12 authors handle the

extra time pressure and deadlines and fit that into their busy schedules.

- How to get up to speed with a publisher's technology and formatting requirements.

Matthews will also discuss the Teacher Preparation Material Preservation Project, a mission to serve the educational community by developing a "faculty" of K-12 "mentoring" teachers committed to preserving and codifying their career knowledge for the benefit of teachers with new or out-of-subject (a subject in which the instructor has neither a college major or minor) assignments (with 200 courses on the list to develop; 30 published now, 40 more this summer). "The overall scope of the project that these K-12 teachers have committed to includes not only the classroom material, but also online courses by subject that will be offered in partnership with universities," he says. "This will help solve the problem of qualifying teachers by the end of the 2005-2006 school year when, according to the No Child Left Behind Education Act, all teachers must be qualified in the subjects they teach."

More information about the Teacher Preparation Material Preservation Project may be found at www.teaching-point.net

NEWS HIGHLIGHTS

Suit settled. Five major publishers have settled a copyright infringement suit against Collegiate Copies of Bloomington, Indiana, for reproducing the publishers' materials without permission. The amount was not disclosed.

Texts approved. The Texas Board of Education voted 11-4 to give initial approval to the adoption of a new set of high school biology texts, despite a debate between evolutionists and creationists over the wording some of the texts used to describe evolution. The \$30 million worth of texts will be used in Texas classrooms for the 2004-2005 school year.

Museum partnership. Elementary education publisher Pearson Scott Foresman and living history museum Colonial Williamsburg will partner in creating material for the publisher's textbooks. The museum will develop material that will help teachers "engage, excite and inspire their students about America's history." The museum will also be developing a CD-ROM for Scott Foresman Social Studies that will teach young students to think like historians by introducing them to a variety of primary sources and to sound practices of historical research.

Software incentives. Princeton University economics Professors Paul Krugman and Robin Wells have found a way to get students to actually read their textbook. Krugman and Wells, authors of the soon-to-be-released *Economics* text published by Worth Publishers, have partnered with Aplia, Inc., an educational technology publisher, to create a fully integrated textbook/technology solution that creates incentives for students to keep up with and complete assignments. Aplia's web-based software, created for economics education, gives professors a way to know if students are doing the assigned reading by giving students thoughtful, graphically oriented, graded homework assignments based on reading the text. For more information, visit www.worthpublishers.com/krugmanwellspreview

First mailing. TAA headquarters has sent out its first mailing in a new retention program aimed at retaining more of the association's new members. The mailing, the new members' three-month anniversary gift, includes several articles by author's attorney Steve Gillen containing advice for contract negotiations and securing permissions.

First donations. Several TAA members who made pledges to the TAA Foundation have sent in donations, says Janet Tucker, TAA's managing director. The TAA Foundation had been awaiting IRS approval for 501(c)3 status before accepting payments on pledges. Anyone wanting to make a donation or a payment on an earlier pledge can send it to P.O. Box 76477, St. Petersburg, FL 33734-6477.

Pricing practices. House of Representatives Education committee member, Congressman David Wu, has introduced a bill requiring

Explaining complex ideas to expert audiences

Mark Jerome Walters, author of *Six Modern Plagues and How We Are Causing Them*, will participate in "The KISS (Keeping it Simple is Smart)," panel on how to explain very complex ideas to non-expert audiences while maintaining academic credibility, at the TAA convention in St. Petersburg, Florida, April 2.

"The issue isn't about the general public better understanding science," said Walters, a professor of journalism and media studies at the University of South Florida, St. Petersburg, and a contributing editor of *Orion* magazine. "It's about scientists better understanding the general public. And it's not just about the academic credibility of science writers: it's also about the public credibility of scientists."

Walters' science writing has been

widely praised by publications such as *The New York Times*, which said of his *Six Modern Plagues*: "In a clear, engaging style, Dr. Walters tells the tale of each disease like a detective story. He allows each mystery to unfold as it did in reality, often slowly, through the lives of the plants and animals involved, the first human victims, the government officials who tried to respond, and the scientists who ultimately explained what was happening."

Walters explains the difference in perspective of the scientist and the science writer: "One person peers at a cell through a microscope and describes what he sees. Another peers at the cell through an electron microscope and describes what she sees. The descriptions are utterly different. But is one description any less accurate than the other?"

the House to investigate the college textbook industry's pricing practices. Wu's bill comes in the wake of several stories in the media about publishers' practice of selling college textbooks cheaper overseas. The Bill will, among other things, direct the General Accounting Office to determine why textbooks are cheaper overseas and why bookstores are banned from purchasing overseas textbooks.

Text policy. As a way to prevent professors from earning money for adopting textbooks they review, the North Dakota state Board of Higher Education plans to create a policy regulating textbook selection. The policy would require instructors to disclose whether they were receiving money for assigning certain textbooks to their students, whether by reviewing the textbook or writing it. If you would like to sound off on this issue, write a column and send it to Kim Pawlak, editor at: kmpawlak@hbc.com. Include your name, title, college or university affiliation (if applicable), phone and email address.

Textbook choice. The Payson Roundup (Payson, AZ) reports that a bill to be introduced in the state legislature in January would take away local school districts' right to choose their own textbooks. Instead, a 10-member task force would choose for school districts across the entire state. The bill is being introduced by Senator Robert Blendu. If you would like to sound off on this issue, write a column and send it to Kim Pawlak, editor at: kmpawlak@hbc.com. Include your name, title, college or university affiliation (if applicable), phone and email address.

No choice. The Baptist Standard (Pineville, LA) reports that Louisiana College trustees have approved a new policy that requires approval of faculty-selected textbooks for classes by the College's department chairs and the vice president of academic affairs. Opponents of the new policy say it is not only infeasible to get approval for all learning materials used by all faculty for all classes, but the policy will also damage the college's reputation, devalue degree

programs and hinder recruitment and fundraising efforts, reports the paper. If you would like to sound off on this issue, write a column and send it to Kim Pawlak, editor at: kmpawlak@hbc.com. Include your name, title, college or university affiliation (if applicable), phone and email address.

Online papers. Cold Spring Harbor Laboratory Press and Atypion Systems have partnered to bring the Laboratory's biology series, a set of volumes containing papers delivered at the Cold Spring Harbor Laboratory Symposia held each June at the Laboratory, online for the first time. Atypion will provide its Literatum software and hosting service as the underlying publishing platform for the Symposia's online site.

Membership growth. At the end of 2003, TAA boasted 1,279 members. The TAA Executive Committee attributed the growth to TAA-sponsored authoring workshops; the updated, active web site; bi-monthly News Alerts; and TAA's efforts to expand services to members.

Gift memberships. If you know a colleague who could benefit from membership in TAA, send them a annual gift membership for only \$15. For more information, contact Janet Tucker at TEXT@tampabay.rr.com

Busy People. Dr. Arthur J. Deikman, a clinical professor of psychiatry at the University of California San Francisco, wrote *Them And Us: Cult Thinking And The Terrorist Threat*, published by Bay Tree Publishing, 2003. The book expands on his 1990 study, *The Wrong Way Home*, a landmark analysis of cult behavior in American society.

Authoring insights. Sign up for Lennie Literary Agency's e-newsletter for authors. The bi-monthly e-newsletter, End Notes, offers expert insight into contract negotiations.

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Lower textbook price doesn't necessarily mean lower royalties

By Kim Pawlak

Literary Agent and Author's Attorney Michael Lennie said the current push by students, faculty and lawmakers for more affordable textbooks won't necessarily affect author royalties. "Author royalties depend on three parameters: royalty rate, sale price and unit sales," he said. "If there is a reduction in royalties, a corresponding reduction in sales price, but an offsetting increase in sales, the cumulative royalties will remain the same. But to make this work, the reduced sales price would have to discourage a sufficient number of resales of used books combined with pirated copies, to make up the difference with volume."

Lennie said the real issue is what will the market tolerate? For the last 15 to 20 years, he said, publishers have been raising the price of textbooks with little resistance from schools and colleges. "The buyer resistance is late in coming, not unexpected. The current crop of major publishers, let alone authors, will not have the controlling say on where the market is headed.

The market will go where the market will go."

Lennie advises authors to pay attention to where the market is going regarding new publishing concepts and new products, especially electronic products, and try to be there first. "In doing so you will more than make up for any lost royalties based on price point," he said. TAA Executive Director Ron Pynn, disagrees. He believes the current push by students, bookstores and lawmakers for lower textbook prices will likely put pressure on authors to take lower royalties.

"I suspect publishers will look to royalties as an area for a 'quick fix' to the larger problem of the escalating cost of books," he said. "I also foresee publishers asking authors to reduce their income from subsequent editions to keep costs down as books go into second and third editions."

The cost of books is driven, said Pynn, by four-color printing, expensive "bells and whistles" ancillaries, and frequent editions to slow the used book market—basically publisher complacency issues.

HIGHLIGHTS

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tips on manuscript preparation, self-marketing and more. To be included in the e-newsletter mailing list, e-mail lilly@lennieliterary.com

TAA convention. The 2004 TAA Convention will be held April 2-3, 2004 in St. Petersburg, Florida at the Heritage Holiday Inn Hotel. For more information or to register, contact TAA headquarters at TEXT@tampabay.rr.com or visit www.TAAonline.net and The Heritage Holiday Inn Hotel, 234 Third Avenue North, St. Petersburg, FL 33701. Phone: 1-800-283-7829 or (727) 822-4814. Email: hltstpete@aol.com Web Site: www.holiday-inn.com/pie-downtown

Book content. Amazon.com recently launched a program that allows visitors to view as much as 20 percent of a book's content online. While most publishers are enthusiastic about the project, including John Wiley, which has lent a purported 5,000 titles to the project, author's groups vehemently oppose it, citing concerns over possible piracy or theft. Lilly Ghahremani, a literary agent and author's attorney with Lennie Literary Agency, said in the latest issue of *End Notes*, the agency's e-mail newsletter, that a larger issue is the program's threat to publisher-author relations, since most publishers aren't notifying their authors before signing on to the program.

Journal costs. Universities are turning down package deals like scientific journal publisher Reed Elsevier's, which gives electronic access to all journals in the package, citing high costs and too many restrictions. Elsevier's package, for example, doesn't allow users to choose the individual journals that make up the package. This forces universities to sign up for individual journals, which costs more, requiring them to cut their e-journal offerings. If you would like to sound off on

Going beyond Google: Super searching tips and techniques

By Kim Pawlak

Christopher Kenneally, director of Author & Creator Relations for Copyright Clearance Center, will present "Premium Research: Going Beyond Google," at the TAA convention in St. Petersburg, Florida, April 3. Kenneally's session is aimed at helping authors get more from their online searches.

His presentation will be based on a set of free online seminars he conducted with information industry guru George Plosker on the critical differences between "open web" and "premium content" databases. "Open web" refers to search engines like Google, which delivers mostly excellent

results, said Plosker, but focuses almost exclusively on the world of commerce. "Premium content" databases, on the other hand, he said, contain a wealth of information from the world of scholarly journals, magazines and "peer-reviewed" periodicals accessible via electronic databases.

Premium content, what Kenneally and Plosker call a "very high level of information" cannot be found unless researchers go beyond Google. And although searching premium content databases is not as simple as a basic online (open web) search, and it returns far fewer "results" than an online search, it does produce better results, they said.

this issue, write a column and send it to Kim Pawlak, Editor at kmpawlak@hbci.com Include your name, title, college or university affiliation (if applicable), phone and email address.

Name change. Iowa State Press changed its name to Blackwell Publishing, which acquired the Press in late 2000. The recent name change, according to the company, "reflects the successful integration of their publishing strategies." Blackwell publishes books and journals for higher education, research and professional markets.

Copyright suit. Five major publishers have filed a copyright infringement suit in the U.S. District Court for the Southern District of California against KB books, a San Diego, California college bookstore chain. Harvard Business School Publishing, The *New York Times*, Elsevier, Inc., Pearson Education and John Wiley & Sons, Inc. allege that KB Books has routinely produced and sold coursepacks to college students in the San Diego area

without obtaining permission to use the content from the publisher or Copyright Clearance Center, the publisher's licensing agent.

Manuscript Tips. Alana Lennie, Lennie Literary Agency's office manager and the first person to see author submissions, shares some manuscript submission tips: Do a thorough edit before sending your manuscript, reading and rereading it for clarity and grammatical perfection; and make sure your manuscript has a hook that won't let the reader go.

TAA elections. Ballots for TAA's leadership elections were mailed to members February 15. The deadline for mailing back ballots to TAA is March 15. This year's elections are for three open positions on the Council, vice president, treasurer, and two council positions. The two-year terms start in June 2004. Officers and council members meet twice a year (in January and at the annual convention) and officers meet via monthly telephone conferences. Mail ballots to TAA headquarters: P.O. Box 76477, St. Petersburg, FL 33734-6477.

Make sure your options clause is author-friendly

In the September issue of *End Notes*, the e-mail newsletter of Lennie Literary Agency, Lily Ghahremani, a literary agent and author's attorney from the Agency, cautioned authors against signing the terms of an option without careful review of the terms.

"On first read, an option clause seems ideal; the publisher says that they want to reserve the right to purchase your subsequent work(s)," she said. "For many authors, this is a dream come true, however, publishers are aware of this excitement and may capitalize on it by having less than author-friendly terms."

Michael Lennie, also a literary agent and authoring attorney for Lennie Literary Agency, said standard option clauses provide that the author will first submit his or her next work to the publisher, but makes no commitment to publish it. "Unless you are being additionally and significantly compensated for the option, you should never agree to such a provision," he said.

If you choose to retain the option clause, said Lennie, make sure you carefully negotiate the following aspects of it:

1. The amount of time the publisher has to

exercise the option. This time should be narrowly limited, for example, within 30 days of the author's submission of the proposal with an additional 30 days to reach an agreement of the contract terms.

2. How the proposal is to be submitted. Authors should not agree to submit a complete or partial manuscript. Instead the author should only be required to submit a brief proposal, synopsis or outline.

3. The language limiting when the option may be submitted. There should be no language limiting when the option should be submitted (e.g., "not sooner than 90 days after the publication of the work.")

4. The publisher's option of the last chance to match the offer of any other publisher. There should be no provision that allows this.

What is an option clause? Lennie defines it: "The option clause is a device by which the publisher secures the right for a limited time to have the first right to publish your next book. More often seen in a trade book (novel/non-fiction) contract, textbook publishers will occasionally include it in a textbook agreement."

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you are interested in being on one of the panels, please contact Jay Black at black@stpt.usf.edu or Paul Siegel paulinDC@aol.com as soon as possible. Changes in the program will be noted on the TAA website and in weekly TAA News Alerts by e-mail leading up to the convention.

Register by March 1st to receive TAA discounted rates on convention registration and hotel reservations. The 2004 TAA Convention will be held April 2-3, 2004 in St. Petersburg, Florida at the Heritage Holiday Inn Hotel. Registration for members is \$175 before March 1, \$225 after. Registration for non-members is \$225 before March 1, \$275 after. Non-member registration includes a one-year membership to TAA. To qualify for Heritage Holiday Inn's TAA group rate of \$93.95, you must make your reservations by March 2. For more information or to register for the convention, contact TAA headquarters at (727) 821-7277, e-mail: TEXT@jampabay.rr.com or visit www.TAAonline.net To reserve your room at the Holiday Inn The Heritage, call 1-800-283-7829 or (727) 822-4814, e-mail: htltpete@aol.com or visit: www.holiday-inn.com/pie-downtown



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