

The {Academic Author}

For Creators of Academic Intellectual Property

2008:3

April 2008

EXECUTIVE DIRECTOR'S MESSAGE:

Free money! All you have to do is ask

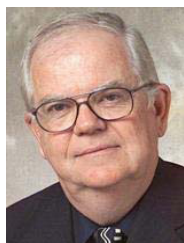
Journals and academic book publishers have begun shifting the costs of publishing in the direction of authors. Last spring, a relatively brief article in the *Journal of Neuroscience* by one of our members and her postdoc was accepted contingent on payment of a fee of \$750 to the journal in advance of the publication. (This charge was in addition to any additional charges for reprints.) I also recently had an article co-authored with a former student accepted by the *Journal of Medicine and Philosophy*. We were offered the opportunity to make this article available through the open access option of the journal; the charge for that, however, would be \$3,700.

Have you experienced this shifting of costs to you? TAA can help.

If you have been a TAA member for more than a year, you are qualified to apply for a TAA Publication Grant of up to \$750. TAA began offering these grants in September 2007 as way to help academic authors cover the costs of publishing already accepted journal articles, or for preparation of artwork or other charts, diagrams or images to be included in accepted articles or academic books. The requirements to qualify for these grants are: evidence of acceptance; a copy of the accepted work; a copy of the charge or estimate of costs; a letter from someone overseeing the applicant indicating that the institution has no funds to support the publication or creation of the artwork; and an affidavit from the applicant stating that there are no grant funds available to support the publication project.

TAA offers these grants as part of its mission to assist academic authors. The cost of providing these grants comes from funds that TAA receives through Authors Coalition distributions. TAA receives these funds based on the Authors Coalition Surveys its members fill out when they join or renew.

To apply for a TAA Publication Grant, contact me at (850) 893-6539 or richard.hull@taaonline.net, or provide evidence of acceptance; a copy of the accepted



Richard Hull

TAA 2008 Texty, McGuffey Award winners

The Text and Academic Authors Association has selected seven textbooks to receive a 2008 Textbook Excellence Award ("Texty"), and four textbooks to receive a 2008 William Holmes McGuffey Longevity Award ("McGuffey").

Two textbooks, *Governing States & Localities*, by Kevin B. Smith, Alan Greenblatt, and Michele Mariani, and *Experiencing the Lifespan*, by Janet Belsky, tied for a Texty in the College Humanities/Social Sciences category.

The awards will be presented during a special session at the 2008 TAA Conference in Las Vegas on June 21, "TAA Awards Ceremony: Standing Out From the Competition". Learn more about the 2008 TAA Conference at www.TAAonline.net/TAAConference

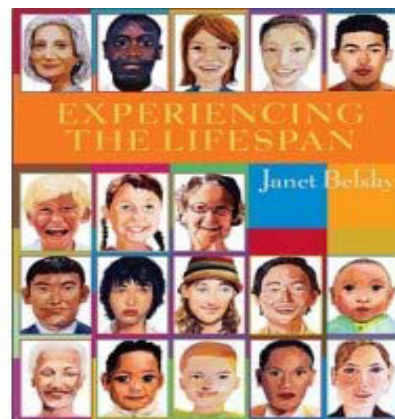
The Texty winners for 2008 are:

- *Materials Chemistry*, 1st ed., by Bradley D. Fahlman (Springer)
- *Fitness for Life: Middle School*, 1st ed., Charles B. Corbin, Guy C. Le Masurier, and Dolly D. Lambdin (Human Kinetics Publishers)
- *Computer Security: Principles and Practice*, 1st ed., by William Stallings and Lawrie Brown (Prentice Hall)
- *Governing States & Localities*, 2nd ed., by Kevin B. Smith, Alan Greenblatt, and Michele Mariani (CQ Press)
- *Experiencing the Lifespan*, 1st ed., by Janet Belsky (Worth Publishers)
- *Writing for Life*, 1st ed., by D. J. Henry (Pearson Education/Longman)
- *Environment: The Science Behind the Stories*, 3rd ed., by Jay Withgott and Scott Brennan (Pearson Education, Benjamin Cummings)

The McGuffey winners for 2008 are:

- *Principles of Accounting*, 10th ed., by Belverd E. Needles, Jr., Marian Powers, and Susan V. Crosson (Houghton Mifflin Company College Edition)
- *Quantitative Chemical Analysis*, 7th ed., by Daniel C. Harris (W.H. Freeman & Co.)
- *Fundamentals of Logic Design*, 5th ed., by Charles H. Roth (Thomson-Engineering)
- *Grassroots with Reading*, 9th ed., by Susan Fawcett (Houghton Mifflin Company)

Visit the TAA website at www.taaonline.net/awards/2008winners.html



Experiencing the Lifespan, by Janet Belsky

for authoring advice from the winners along with their photos, bios, and images of their books.

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 created the McGuffey Longevity Award 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. Learn more about TAA's Texty and McGuffey Awards at www.taaonline.net/awards/index.html

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BUSY TAA PEOPLE:

Reviewing other's work offers numerous lessons.

by Kim Seidel

As a regular article and textbook reviewer, Hannah Rockwell gains more insight into her work as an academic. Serving on the editorial boards for *Communication Studies*, *International Journal of the Humanities*, Oxford University Press, Wadsworth and Thomson Publishing also enhances her life as a writer.

A communications professor at Loyola University Chicago, Rockwell holds a strong area of expertise in philosophy of dialogue. She teaches courses in communication theory and methods, including interpersonal communication, intercultural communication, gender studies, contemporary culture and critical ethnography. "Working as a reviewer helps to keep me connected to writing that is going on in the discipline of communication," Rockwell said. "It's also good exercise for me with regard to my own writing. It's easier to see the limitations of my own writing when I'm reading carefully written work from others. I try to write the kind of reviews that I would like to receive myself."

Rockwell has been a reviewer for about 15 years, but has reviewed more frequently in the past five to seven years, since her two children have grown and moved from home.

"I usually review materials that are related to my areas of research expertise," Rockwell said. "Since I specialize in feminist theory and criticism (particularly French Feminism) and know the work of Russian Semiotician Mikhail Bakhtin well, the journal articles I review are typically critical interpretive readings of 'texts.' The actual topics range from the discourse of public figures to feminist controversies to other kinds of participant observation related to multiculturalism, social context, language use and issues related to pleasure and desire."

Rockwell also reviews textbook materials. "These reviews might be a few chapters, a textbook proposal or a nearly published work," she said.

Getting started as a reviewer

A native of Southern California, Rockwell came to Loyola in 1992 from the University of Utah, where she was a graduate teaching fellow. She earned her doctorate in communication and received an Outstanding Dissertation Award from the Organization for the Study of Communication, Language and Gender. While completing her doctorate,

Rockwell was given her first opportunity to review by her professor and mentor, Mary S. Strine, who was the book review editor for *Text and Performance Quarterly*. Rockwell reviewed Deborah Tannen's, "Talking Voices: Repetition, Dialogue and Imagery in Conversational Discourse."

This was Rockwell's first print review, which came out around 1993. It was a valuable learning experience for her academic and writing life. Reviewing others' work continues to offer her numerous lessons. "Since I read a lot of philosophical writing, there's a process of translation that's required to clarify concepts for a wide range of readers," she said. "I try to write with clarity without compromising the specialized language that's common to philosophy. This can be a great challenge and I struggle with this when writing my own work every day. I don't want to dilute conceptual distinctions to a point where they're distorted; however, I also want to honor the richness of a particular concept. This usually means taking care in defining terms that can come across as being 'jargony.'"

Rockwell strives to balance her work as a reviewer and as an academic. "I am trying to finish a book right now, so each review I do is a reminder that I need to finish it, but it's also a good exercise to remind me where the pitch of language needs to be for my potential audience of readers," Rockwell said.

For those who would like to review, the first step is to say "yes" when asked, Rockwell says. The next steps are to read the material carefully and offer thorough and constructive comments. "I always approach a review with an attitude of helping the author(s) make the work better," she said. "I look for what's right and good about the work, as well as its limitations. No essay or book chapter can do it all. I look for areas that need to remain in the work as well as ways to help the author clarify things that are not yet fully developed."

Rockwell tries to be as specific as possible with her comments to authors. "However, if the author is missing a whole body of work that needs to be acknowledged, I try to offer academic resources that are on topic," she said. "It's usually clear whether or not the author has done their homework. I also try to read the essay with the author's main purpose in mind. Sometimes that's not clear, and that would be a problematic essay or book chapter."

It's important to review within your own area of expertise; that way you can be most



Hannah Rockwell

helpful to authors, she said. It's also important to always meet deadlines if you want to continue reviewing regularly. If a timeline seems unmanageable, negotiate it, but then stick with the agreed upon deadline.

Insights into good manuscripts

Having reviewed dozens of manuscripts, Rockwell offers insight for other authors on what makes work great. First impressions – neatness and organization – do matter, she said. "I look for polish," Rockwell said. "If an article is presented well, it shows that the author has taken care in its overall presentation, and therefore, cares about the work versus sending underdeveloped work from journal to journal."

At times, Rockwell has problems discerning the author's main thesis. "If that's not clear, then the article will offer lots of information without a clear point of view, and I wonder why I'm reading it," she said.

Her other tips for authors are to define or clarify discipline specific terms, especially if there is a contemporary debate over them, and to have well-cited sources. Rockwell pays attention to the bibliography: "If most citations come from pages one through five, that can be a telling sign that the author has not read or only skimmed primary sources. Most importantly, the essay should bring new insight in to the topic area researched; if it doesn't offer a unique or original perspective, then it's less likely to get the support of reviewers to be published."

Rockwell is currently completing her first textbook, *The Life of Voices: Bodies, Subjects and Dialogue*. Her goal is to complete the book this summer of 2008.

Nine candidates running for TAA Council

Nine candidates are running for five open positions on the TAA Council. One of the open positions is a one-year term as a Council member that will be vacant if current Council member Don Collins is elected Vice President/President-Elect. Other open positions include two officer positions, Vice President/President-Elect and Treasurer, and three Council seats. Terms begin July 1, 2008. Officers serve two-year terms and Council members serve three-year terms. Ballots have been mailed to members. They must be postmarked by April 15 to ensure counting.

Long-time member and TAA Council member Don Collins, a mathematics textbook author and former managing editor at several major publishers, is running uncontested for TAA Vice President/President-Elect, a two-year term. Collins said his background as a former managing editor and textbook author will bring a unique perspective to the position.

Paul Rosenzweig, also a long-time TAA member and Council member, is running uncontested for Treasurer. Rosenzweig is president of (ca) RRS, Inc., a company that represents authors who wish to confirm the accuracy of their royalty statements. As Treasurer, he said, he “hopes to assist in bringing more current information to Council and the Executive Committee, to facilitate their continuing programs for the benefit of TAA’s membership.”

Seven other TAA members are running for three open Council seats.

The 2008 TAA Council nominees are:

TAA Vice President/President-Elect

Don Collins graduated from West Texas State University (now West Texas A&M University) with a BS degree in mathematics. He taught middle school/junior high mathematics in Texas and Illinois. After earning an MA in mathematics from Boston College, he entered the publishing industry working his way from editorial trainee up to managing editor. Some texts brought out under his direction are still industry leaders.

As his children were finishing college, he left publishing to pursue a doctorate, which he earned at the University of Houston. He taught mathematics and mathematics education courses at The Ohio State University, Sam Houston State, Texas Tech, before settling at Western Kentucky University. Along the way, he co-authored then authored seven textbooks. He is currently a visiting professor at the University of Texas at El Paso.



Position Statement:

I am extremely flattered that the TAA Nominations Committee has nominated me for the position of TAA Vice President/President Elect. I believe that I am qualified to serve in this capacity having won two contested elections to the TAA Council in the past. During those terms I have learned the workings of the Council. But beyond that, I can bring some unique experience to the position of TAA President/President-Elect: I know publishing. I spent more than 21 years in the publishing industry as a managing editor. I have negotiated contracts and fought for my author’s rights. After leaving publishing, I began a new career in academia and became a co-author and then author of seven textbooks. As Vice President/ President Elect, I believe that I can bring that unique perspective to the association.

Treasurer

Paul Rosenzweig joined The Psychological Corporation in 1959 as Controller, supervising the accounting and financial operations, as the company grew in its publishing and consulting activities. In 1974 he was asked by Harcourt Brace Jovanovich, Inc. to assume the title of Director of Subsidiary Accounting, charged with responsibility for acquisitions and new business startups. The group included an audiovisual publisher, consumer magazine, newsletter publisher, a professional training and reference publisher, and a management consulting and outplacement counseling firm.

In 1979 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 1986 he became affiliated with Moseley Associates, Inc., (management consultants to the publishing industry) conducting valuation, litigation support, acquisition and divestiture assignments. In 1990, he started Royalty Review Service, Inc., representing authors who wish to confirm the accuracy of their royalty statements. He continued as a consultant to successor firms from 1999 through 2007, and now practices in the same field as President of (ca) RRS, Inc. Paul was Chairman of the Publishing and Printing Accounting Committee of the NY State Society of CPAs from 1988 to 1990, and served on the Society’s Litigation Support committee. He serves on Council of TAA and is also a member of The Authors Guild.



Position Statement:

After two separated terms on Council, I recognized the pivotal role of Treasurer, which has been most ably served by Michael Sullivan (as Treasurer and interim Treasurer), needed a more permanent servant. I joined TAA about 15 years ago, after accepting an invitation to speak at a convention in Las Vegas. Since then, I have also spoken at a number of other TAA conventions on my two favorite topics, taxes and royalties. I founded Royalty Review Service, Inc. in 1990 to assist authors in understanding their royalty statements and help recover previously underpaid amounts. As a CPA who had worked in the industry for over 40 years, I believed then, as I do now, that I could help “level the playing field” in the constant vagaries of royalty statement content, presentation and calculation. As Treasurer, I hope to assist in bringing more current information to Council and the Executive Committee, to facilitate their continuing programs for the benefit of TAA’s membership.

Council Positions

John J. Edgell, Jr. received his B.S in mathematics and physics from Lamar University in 1959, his M.A. in mathematics and physics from Sam Houston State University in 1964, and his Ph.D. in mathematics education from the University of Texas at Austin in 1973. He taught mathematics in a pilot school for the National Science Foundation funded SMSG-Stanford University project from 1959 to 1964. He received a National Science Foundation scholarship to study advanced mathematics and physics and teach full-time at the host university from 1964-1966. He has been a mathematics and mathematics education professor at Texas State University-San Marcos since 1966. John researches, writes, and presents papers and has published several original mathematics papers. For the past 25 years, he has conducted academic year formative field research on accessibility of selected mathematical ideas to classes of public school students from a constructionist perspective. This research has resulted in presentation of many papers and publications of many original mathematics-educational papers. John continues to be a prolific author in having written, presented, and published



HIGHLIGHTS:

Publish & Flourish. A recording of TAA's first teleconference, "Publish & Flourish: Become A Prolific Scholar" by Tara Gray, is now available at www.taaonline.net/membersonly/TAATeleconferences Click on "Listen To Past Teleconferences"

Referral list. Updated Authoring Attorney/Literary Agent Referral List: www.taaonline.net/membersonly/referral/index.html

New members. TAA welcomes new members Jon Bowman, Barbara Clemenson, Karen Collins, Kay Emfinger, Retta Evans, Laura Talbott-Forbes, Linda Foster, Kathleen Martin, Kristi Menear, Will Griffin, Paul Nagin, Diana Renn, David Schwarzer, Melanie Shores, Sandra Sims, Susan Spezzini, and Gary Williams

New e-mails. Please note that TAA staff email addresses have changed. The TAA mailing address is now TextandAcademicAuthors@taaonline.net Executive Director Richard Hull's email address is now richard.hull@taaonline.net Associate Executive Director Kim Pawlak's email address is now kim.pawlak@taaonline.net

Gift memberships. TAA thanks Kevin Patton for giving gift memberships to Jon Bowman and Will Griffin.

Open access. A Feb. 13 article in Inside Higher Ed announces a new open access plan by Harvard University's Faculty of Arts and Sciences. The department will be posting its faculty's finished academic papers online free, unless they choose to opt out of the plan. Read the entire article: <http://newsroom@insidehighered.com/news/2008/02/13/openaccess>

First e-journal. Through a partnership that marks a turning point in scholarly publishing at Indiana University, Ruth Lilly Dean of University Libraries Patricia Steele announced on February 21 the publication of *Museum Anthropology Review*, the first faculty-generated electronic journal supported by the IU Bloomington Libraries. Read the entire article at www.taaonline.net/news/index.html#8

Online distribution. Author Paulo Coelho finds free online distribution of book profitable. Read "Author Paulo Coelho's profitable Net obsession" on Fortune Fast Forward at http://money.cnn.com/2008/02/01/technology/kirkpatrick_coelho.fortune/index.htm?postversion=2008020116

Pearson suit. Courtland L. Bovee and John V. Thill, authors of Excellence in Business Communication and Business Communication Today, filed suit on January 7, 2008 against Pearson Education, Inc. and its subsidiary Prentice Hall in the United States District Court, Southern District of New York alleging that the company has systematically breached its contracts with the authors and acted in bad faith in order to minimize the royalties it pays them. Download a copy of the complaint against Pearson Education by Courtland Bovee and John Thill: www.taaonline.net/news/complaint.1.7.pdf

Reviewer wanted. TAA member Andrew Johnson, a professor of holistic education at the Minnesota State University, Mankato, is putting together an educational psychology textbook for undergraduate students in education, and the publisher is looking for reviewers for four chapters. The book will be written specifically for undergraduate students and involve experiences and activities designed to help students make personal connections. The goal is to create a textbook that focuses on helping students learn these important concepts and see how they are applied in their future classrooms. Currently, most educational psychology textbooks seem to be designed for graduate students or psychology majors. If interested in reviewing this book, contact Johnson at dr.andy@charter.net or (507) 389-5660, or Lane Akers at lane.akers@taylorandfrancis.com

Write Helium.com. TAA has partnered with Helium (<http://www.helium.com>), a free online writing site where writers can earn money based on the quality of their articles.

Visit TAA's page on Helium (www.helium.com/partners/taaa) and write articles on how your self-published textbook was picked up by a traditional publisher; five ways to get published in an academic environment; how to turn your thesis or dissertation into a publishable work; how to turn your classroom notes into a textbook or other instructional material; and more! You can also debate hot issues such as "Are used textbooks the solution to the high cost of textbooks?"; "Does selling used textbooks hurt authors and publishers?"; and "Should faculty sell complimentary copies to book resellers?" You can either pocket the money you earn, or donate it to the TAA Foundation (www.taaonline.net/TAAFoundation)! Join Helium for free, and start writing!

Try Quizlet. Quizlet makes learning vocabulary words easy. Point your students to Quizlet for an easy way to learn vocabulary words. They enter a vocabulary list of any words or data, and Quizlet gives them a specialized learning mode, flashcards, randomly generated tests, and collaboration tools for classmates. It's free to sign up: (<http://quizlet.com>)

Textbook celebrated. The Department of Psychology at Drexel University celebrated the publishing of the second edition of faculty members Eric Zillmer, Mary Spiers, and Bill Culbertson's psychology textbook, *Principles of Neuropsychology* on Feb. 26. They also celebrated the textbook's ranking by the *Chronicle of Education* as seventh in the nation for faculty productivity in departments with doctoral training programs in clinical psychology.



Place your bets on TAA!

JUNE 19 • 21

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TAA CONFERENCE

ON TEXT AND ACADEMIC
AUTHORING

www.TAAonline.net/TAAConference

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most of 32 papers in the last 36 months.

Position Statement:

Initially, I humbly refused to allow my name to be nominated for the role of a Council member of TAA. After some urging and reflective thinking I reconsidered. I have a long professional career, since 1959, in sharing academic and pedagogical ideas with others in schools, universities, research projects, and professional societal settings, including many publications. Many societal settings have been international, national, regional and state level organizations. As I learn I continue to be intensely interested in sharing with others. During the last 36 months I have written and presented 32 papers, most of which have been published. A review of these papers reveals distinctive unique presentation characteristics. I suggest that one reviews such. One source which features nine of my recent papers is the www.kcatm.org website. I believe that with my academic background and experience in writing that I can be a substantial resource for other authors.

Tara Gray serves as Director of the Teaching Academy and Associate Professor of criminal justice at New Mexico State University, where she has published three books and many articles. Tara has served on the TAA Council since 2002 when she chaired the TAA Conference. She has presented the TAA workshop “Publish & Flourish: Become a Prolific Scholar” all over the country for more than 3,000 workshop participants. This workshop has recruited hundreds of members for TAA. For more information about Tara or her workshops, see <http://www.taragrady.com>



Position Statement:

I advocate a renewed emphasis on the dual goals of recruitment and retention. We are doing an excellent job with recruitment. We are working to improve retention by better serving academic authors who publish mainly in journals by broadening the scope of our conference, newsletter, news alerts, and workshops. Continuing to better serve both

text and academic authors is my mission as your Council Member.

Fred Kleiner is a Professor of Art History and Archaeology and Chair of the Art History Department of Boston University, where he has taught since 1978. Prior to that, he was an assistant professor at the University of Virginia. Fred has won Boston University’s Metcalf Award for Excellence in Teaching as well as the College Prize for Excellence in Undergraduate Advising. The author of more than a hundred articles, reviews, and monographs on Greek and Roman art, architecture, and numismatics, Fred’s research has been supported by the American Council of Learned Societies, American Philosophical Society, and John Simon Guggenheim Memorial Foundation. He is also the author of



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Michael Lennie

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the 2007 Texty Award-winning *A History of Roman Art* and co-author of the 2001 Texty and McGuffey Award-winning *Art through the Ages*. From 1985 to 1998, he served as Editor-in-Chief of the *American Journal of Archaeology*.

Position Statement:

"I joined TAA a decade ago as soon as I learned about the organization and am deeply grateful to all those who have worked so hard for so long to make TAA the unique and important voice it is in educational and academic publishing. As the author of two best-selling textbooks honored with Texty and McGuffey prizes, two scholarly monographs, and scores of peer-reviewed articles, as well as having been the long-time editor of a major journal and department chair with fundraising experience, I think I can make a contribution to TAA in several areas, including both its academic and textbook tracks. It would be a privilege to serve on the Council of an organization I respect so much."

Jan Lyons is an adjunct professor in Integrated Risk Management at Southern Methodist University in Dallas. She holds degrees in Economics and Systems Engineering from The College of William and Mary, Clemson University and the University of Alabama in Huntsville. She recently completed her first textbook, *Risk Management for Technical Professionals*, to fill a void in available Systems Engineering publications. Prior to joining SMU, Dr. Lyons worked in varying capacities in Operations Research, Systems Engineering and Risk Management with Lockheed Martin, Martin Marietta Energy Systems and General Dynamics. She led efforts in financial risk oversight, business systems implementation, software program management, and mathematical modeling research and development.



Position statement:

As my contemporaries and I leave the corporate world to pursue second careers based on our convictions and passions, associations such as TAA are invaluable as resources for information sharing and mentoring. As a non-profit board member, I've seen how some non-profits, lacking a clear measure of success, struggle to determine what adds value to the membership and statue to the association. Of concern to me is the risks non-profits assume (often due to a historical focus) without a full appreciation of the gamble being taken or consideration of risk-reducing alternatives. To survive, even non-profits must continuously readjust to rapidly changing consumer expectations and new business models. I've been pleased to see how TAA has embraced new technologies and new approaches to serving its membership and has stayed abreast of changes in the publishing

industry. My goal on the Council would be to continue to enhance TAA's longevity, ensuring that the association remains viable and available as both an advocate and a resource for text and academic authors for years to come.

Nick J. Sciullo received his B.A. from the University of Richmond and his J.D. from West Virginia University. His work has appeared in several law reviews and is forthcoming in the *Seton Hall Journal of Entertainment and Sports Law*. He has also authored passages for the Oxford University Press's *Encyclopedia of African-American History*, forthcoming in January 2009. Nick has spoken at several academic conferences in the United States and England. His research interests include critical theory, rhetorical theory, race, postmodernism, and gender. His professional life includes work in government affairs, consulting, writing, and coaching debate at the college and high school levels. Nick is a frequent contributor to *The Academic Author*. He lives and works in Alexandria, Virginia and in his spare time enjoys visiting the DC Metro Area's many historical attractions, reading, and writing new scholarly articles.



Position statement:

The Text and Academic Authors Association serves a vital role educating authors and protecting their interests. I believe in preserving the rights of authors to protect their idea and profit from their hard work. I believe in actively promoting the work of our members to encourage higher readership. The TAA should advocate strongly for its mission by encouraging members to advocate for TAA priorities by contacting decision-makers, using the power of the press, and encouraging membership amongst their colleagues. Lastly, I support encouraging cooperation and communication amongst members to promote a higher level of scholarly writing, interdisciplinary writing, and professional development.

Barbara Waxer is a freelance author and developmental editor of computer software and Internet intellectual property textbooks for the academic and trades markets. Her clients include Cengage / Course Technology and Delmar Learning, Microsoft Press, Perspection Press, Pearson-Prentice Hall, and Sybex Press. Her 2006 text, *Internet Surf and Turf: The Essential Guide to Copyright, Fair Use, and Finding Media*, published by Cengage Course Technology, won the Text and Academic Authors Association "Texty" Award and the New England Book Show Award. Barbara also teaches Copyright and



Digital Media at Santa Fe Community College and provides training in that topic to college faculty and student bodies around the country. Her current book, *Adobe Photoshop Elements*, will be published by Course Technology later this year.

Position Statement:

I am a passionate advocate of technology in creating, marketing, and expanding the media outlets for textbooks. As both an instructor and software textbook author in higher education, I am aware of the conflicting goals that can define the text adoption process. With a 20-year background in nonprofit management, I am familiar with the strategic expertise and resources necessary for growing an organization and expanding areas of interest for its interested publics.

If I am elected to serve the TAA Council, I hope to:

- Advance TAA initiatives to establish its permanency as an industry organization
- Expand resources and opportunities for authoring and academic newcomers
- Help expand and establish the Texty as a definitive, sought-after award
- Provide outreach to new communities, particularly to those technologically savvy.

Frank Wilson received his B.S. and M.S. in mathematics from Brigham Young University. During his six years of service in the Air Force, he was stationed in Louisiana, Arizona and Colorado. His last assignment was teaching cadets mathematics in the US Air Force Academy.



In 2000, he departed the Air Force and accepted a fulltime teaching position at Green River Community College in Auburn, WA. In 2005, he accepted his current position as residential faculty at Chandler Gilbert Community College. In 2007, Frank received a Texty award for his book *Finite Mathematics and Applied Calculus*. On the lighter side, Frank's children's picture book, *Measure Up! A Bug Contest* (2003), was a hit among kids and their parents. Frank fourth textbook, *Applied Calculus*, will be published in 2008. Three other textbooks are in development and will be published in 2010.

Position Statement:

As an aspiring author in 2001, I discovered TAA while searching for insight online. The advice on contract negotiations on the website was invaluable and helped me negotiate my first contract. I officially joined TAA in 2006 and attended my first conference in 2007.

I believe TAA is a wonderful support network for aspiring authors as well as established authors. By bringing together our collective wisdom, we are better able to forward our profession as academic and textbook authors. I look forward to serving the members of TAA as a member of the TAA Council.

TAA sponsoring three new academic authoring workshops

TAA is sponsoring three new academic authoring workshops by Dr. Sonja Foss, a professor in the Department of Communication at the University of Colorado, and Dr. William Waters, coordinator of composition, director of the Writing Center, and an assistant professor in the English Department at Northwest Missouri State University: “Destination Dissertation: Practical Strategies for Writing the Thesis or Dissertation”; “Sharing Results: Crafting an Article”; and “Individual Coaching to Facilitate Writing Progress”.

Designed for master’s and doctoral students, “Destination Dissertation” facilitates participants’ progress on the journey that is the dissertation or thesis. “Writing a dissertation or thesis is presented as taking a trip—you are on vacation from normal routine for a fixed amount of time, you discover exciting things and develop new skills, and you know you’ll be able to deal with whatever comes your way,” says Foss. “The workshop focuses on those places where you tend to get delayed on your dissertation or thesis journey and provides practical and concrete processes for managing potential difficulties with ease,” says Waters.

The topics covered in the workshop include: preparing to go: conceptualizing the dissertation as a trip and learning what qualities to pack to make the journey a more efficient and enjoyable one; planning the trip: discovering the topic through a conceptual conversation that leads to the development of a pre-proposal; advice from other travelers: learning how to manage all that literature and develop a conceptual schema for the literature review through efficient coding and categorizing; things to see and do: coding data efficiently and developing an original and sophisticated explanatory schema from the data; useful phrases: using fast writing and slow revising to make the writing and editing processes efficient and effective; avoiding delays and annoyances: avoiding the incomplete-scholar roles that prevent progress on the thesis or dissertation—roles such as the housekeeper, model employee, patient, and proxy critic. The workshop can be two or three hours.

The second workshop, “Sharing Results: Crafting an Article”, is a two- to three-hour workshop for professors who want to learn strategies for effectively crafting articles. This workshop provides participants with an understanding of concrete, practical steps that produce a high-quality article efficiently. Both new and seasoned scholars will benefit from the innovative strategies presented. The topics covered in the workshop include: conceptualizing a project; locating possible journals to target; analyzing and “measuring” a target journal; coding literature and

developing a conceptual schema for the literature review; coding data and developing an original schema or theory; fast writing and slow revising; writing collaboratively; common errors to avoid; revising and resubmitting; enacting the scholar role instead of incomplete-scholar roles.

The third workshop, “Individual Coaching to Facilitate Writing Progress”, provides participants personalized, individual time with Foss and Waters. In individual conferences, they work individually with graduate students or faculty members to facilitate their progress on their writing project. “These sessions take the form of intensive conversations about your project in which you will feel both supported and challenged as you talk through whatever aspect of your thesis, dissertation, book, or article is preventing you from completing your project,” says Foss. “Participants discover that our friendly and supportive questions lead to profound insights that transfer into realistic expectations, clear goals, and useful strategies,” says Waters.

While coaching sessions deal with individual problems, typical topics that are covered in the coaching sessions include conceptualizing a project; assessing a project to be sure you have a doable research design; coding literature so you can manage massive amounts of literature efficiently; developing an original and sophisticated theory from your data; overcoming writing blocks; managing your time effectively; and developing strategies for writing regularly. This workshop offers one or multiple days of coaching sessions to faculty or graduate students. Individual sessions can be 60, 90, or 120 minutes each.

Foss is a professor in the Department of Communication at the University of Colorado Denver. Her research and teaching interests are in contemporary rhetorical theory and criticism, feminist perspectives on communication, the incorporation of marginalized voices into rhetorical theory and practice, and visual rhetoric. She is the author or coauthor of the books *Destination Dissertation: A Traveler’s Guide to a Done Dissertation*, *Rhetorical Criticism*, *Contemporary Perspectives on Rhetoric*, *Inviting Transformation*, *Feminist Rhetorical Theories*, and *Women Speak*. Her essays in communication journals have dealt with topics such as invitational rhetoric, agency in the film *Run Lola Run*, feminine spectatorship in Garrison Keillor’s monologues, visual argumentation, and body art. Dr. Foss earned her Ph.D. in communication studies from Northwestern University, and previously taught at Ohio State University, the University of Oregon, the University of Denver,



**Dr. William Waters and
Dr. Sonja Foss**

Virginia Tech, and Norfolk State University.”

Waters is coordinator of composition, director of the Writing Center, and an assistant professor in the English Department at Northwest Missouri State University. His research and teaching interests are in writing theory and practice, the history of the English language, linguistics, and modern grammar. He is the coauthor of *Destination Dissertation: A Traveler’s Guide to a Done Dissertation* and was the managing editor of *La Puerta: A Doorway into the Academy*. He also has published several poems in national journals. Dr. Waters earned his Ph.D. in language and linguistics from the University of New Mexico and previously taught at the University of Maine; University College in Galway, Ireland; and Cheongbuk National University in Korea. TAA sponsors these and other workshops by covering the cost of the presenters’ domestic travel expenses (including air, ground transportation, lodging, food, etc.). The host institution pays the speaker’s fee. The speaker’s fee depends on the length of time, the content and the number of participants of each workshop. To schedule one of Foss or Waters’ workshops, contact Foss at Sonja.Foss@cudenver.edu or (303) 556-5526.

For more information on these and other TAA-sponsored workshops, contact TAA at TextandAcademicAuthors@taaonline.net or (727) 563-0020 or visit www.taaonline.net/workshops/index.html

Drs. Foss and Waters are also the co-directors of Scholars’ Retreat, annual weekly retreats that provide intensive, focused, and supervised writing time for dissertations, theses, and other writing projects (www.sonjafoss.com/html/retreat.html).

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work; a copy of the charge or estimate of costs; a letter from someone overseeing you that indicates that the institution has no funds to support the publication or creation of the artwork; and an affidavit from you stating that there are no grant funds available to support the publication project and mail it to TAA at PO Box 76477, St. Petersburg, FL 33734.

Not interested in a TAA Publication Grant? Here are some other ways that TAA assists its academic author members:

Teleconferences. Participate in one or more 60-minute open discussion or presenter-led teleconferences on various topics (www.taaonline.net/TAATeleconferences).

Mentor-A-Member Program. TAA's members-only online mentoring directory allows members to match themselves with veteran academic and textbook authors (www.taaonline.net/membersonly/mentors).

Discounted Editing Services. TAA members receive discounts of up to 20 percent off editing services from select editors (www.taaonline.net/membersonly/editing).

TAA Listserv. Questions about authoring or publishing posted on TAA's members-only listserv typically generate several helpful responses within a few days. Post your messages to taa@mail-list.com

Sign up for upcoming TAA Teleconferences

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- "Don't Settle for a Publisher's Standard Contract: Terms You Can & Should Negotiate" by authoring attorney Stephen Gillen
- "Basic Book Indexing" by Seth Maislin, managing partner, Potomac Indexing.

Sign up for one or more of these teleconferences at

www.taaonline.net/TAATeleconferences

Questions? Contact Kim Pawlak, TAA's Associate Executive Director, at (608) 687-3106 or kim.pawlak@taaonline.net

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