

The {Academic Author}

For Creators of Academic Intellectual Property

2010:1

January 2010

PRESIDENT'S MESSAGE:

The joys of interdisciplinarity

by Paul Siegel

Years ago, when I was living in DC, my Gallaudet University windbreaker prompted a stranger to approach me during intermission at a Kennedy Center arts event. "I know someone who works at Gallaudet's counseling center," he



explained, and proceeded to give details about an individual who turned out to be a Wisconsin friend and co-worker I had lost track of a couple of decades ago. I emailed my long-lost friend later that night. Unbeknownst to us, we had been working two buildings apart for over four years. Talk about campus silos!

The story reminds me of something worth celebrating about TAA—its sheer interdisciplinarity. Born of a small group of textbook authors from disparate fields seeking mutual support, TAA provides to text and academic authors alike a chance to mingle with folks whose expertise may be far different from our own, and who typically have a special knack for explaining their fields to neophytes.

I love the fact that our annual conferences, almost without exception, are opened with the Christophersons' "geo-primer" of our chosen site, especially my knowledge of Geology is pretty much limited to occasional episodes from PBS's NOVA series.

I also never took an Art History class in college, and was beaming when fellow Council member Fred Kleiner recently gave me a delightful "coffee table tome"—his own best-selling textbook. Theatre professor and new TAA member Scott Boyd has been an invaluable sounding board for me as I, a professor of communication who has never taken a for-credit drama class, am toying with the idea of offering a Freshman seminar on "Post-911 Drama."

TAA is a gathering place of highly competent academics who enjoy each other's company and who give freely of their time and expertise. It's a privilege to be among you.

Amended Google settlement granted preliminary approval; opt-out deadline Jan. 28

The Amended Google Settlement Agreement, filed by Google, the Association of American Publishers and the Authors Guild on November 13, was granted preliminary approval by U.S. District Court Judge Denny Chin on November 19. The Court also approved a Supplemental Notice that highlights the changes from the original Settlement Agreement. The deadline for filing objections, and the opt-out deadline is now January 28, 2010. The final settlement hearing will be February 18, 2010.

The parties filed an amended version of their Google Settlement Agreement on November 13 in response to discussions with the U.S. Department of Justice and objections to the original settlement agreement.

The amended agreement narrows the settlement class, creates a separate overseer of unclaimed works, and extends the deadline for book digitization payments.

The class has been narrowed to authors and publishers of works registered in the U.S., Australia, Canada, and the U.K. Each would have an author and publisher seat on the Book

TAA: Settlement good for out-of-print authors

TAA supports the amended settlement agreement drafted by the Authors Guild, the Association of American Publishers and Google. While the Google Book Program and its settlement will have little or no impact on scholarly journal and book authors or textbook authors whose publishers own the copyright to their works, it will provide textbook authors with out-of-print books new ways to distribute and control access to their works.

It will also provide an opportunity for authors who hold the rights to their work to get compensated by Google for copying their works. The settlement gives authors a choice to opt-in or opt-out of having their books included in the Google Book Program, and extends the time in which to make that decision. While the agreement is not perfect, we feel it represents the best option for our members who hold copyright to their intellectual property.

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2010 TAA Conference
Text and Academic Authoring
Ramada Mall of America
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NOTABLE AUTHOR:

Curiosity remains a constant for physical science author

By David Cole

Though he has been retired from teaching for 17 years, Jerry Wilson continues to educate students through his textbooks. Wilson authored or co-authored nine textbooks during his academic career, three of which are still in print.



Wilson

In June 2009 TAA honored Wilson with a McGuffey Longevity Award for the 12th edition of *An Introduction to Physical Science*, published by Cengage Learning. (The book was originally published by Ohio University in 1969 and then picked up by D.C. Heath, which published the first national edition in 1971.)

“When I graduated from high school, I wanted to go to college but couldn’t afford it so I went into the Army,” said Wilson.

“When I got out in 1959, I was accepted at Ohio University. I started in December and paid \$120 for my first semester’s tuition. After that I got a full-tuition scholarship, which I really needed. I never had to pay a cent again. My employer General Electric paid for my masters, and I had a teaching assistant scholarship for my doctorate.”

Wilson knew from the start that he wanted to study science, though he wasn’t sure which field. “That was during the Kennedy years,” he said. “The race to the moon was going on, and there was a lot of demand for people with degrees in the sciences. I was thinking about chemistry, but then I took a calculus course and got fascinated by math integration and the kinematic equations used in physics. I said to myself, ‘I’m going to look into this,’ and that’s how I ended up in physics.”

As a graduate student he taught as a substitute for one of his professors, and later served as a part-time faculty member in physical science, mostly teaching meteorology and geology. When one of his professors who was involved in co-authoring a physical science text was appointed department chair and became too busy to work on the book, he asked Wilson to take

over. That book was *An Introduction to Physical Science*, now in its 12th edition.

“I’m 72, but the contract is good for the 13th and 14th editions, so I can’t stop,” he said. “I still enjoy working on it.”

After five years at Ohio University, Wilson was hired by Lander University in Greenwood, South Carolina, where he worked for 17 years. As chair of the Science Department at Lander, Wilson was in charge of biology, chemistry, physics, math, and computer science. His own courses included physics and physical science.

While at Lander, Wilson worked on eight more textbooks.

“Once I had my foot in the door I would approach publishers, or they would approach me about different books,” he said.

He wrote *An Environmental Approach to Physical Science*, published in 1974 by D.C. Heath, in response to a demand for books on that subject at the time.

While that book went out of print, two other books Wilson wrote have gone on to multiple editions. *College Physics*, first published in 1990 by Addison-Wesley, is now in its seventh edition. The seventh edition of his *Physics Laboratory Experiments*, is now being published by Cengage Learning with a 2010 copyright.

His most recent project was a supplemental booklet titled, “Astronomy Update,” for “*An Introduction to Physical Science*” that covers recent developments in astronomy. While the booklet helps to keep the book current, it also serves as a promotional tool as well as a way for him to remain up-to-date on current issues in physical science, he said.

“Astronomy is one of those areas that is being altered by new discoveries almost daily,” said Wilson. “We had one of the first books to announce the demotion of Pluto to a dwarf planet, but since then it has been reclassified as one of three plutoids, and this is only one of many changes.”

Life can be hectic when he is revising two textbooks at once, he said, but one way he keeps all the materials for both books separate is to maintain two different offices: “I have a computer in each office and a laptop, and they are all networked. Nevertheless, I prefer to sit at the table and scratch out my writing longhand.”

And though he used to have a secretary, he now types everything himself. “I do occasionally compose at the computer, but I like to write up the side of the page, which you can’t do on the computer,” he said.

Constantly on the look-out for material to update his books, Wilson subscribes to ten science and news magazines—ranging from *Discover* and *Popular Science* to *Business Week*—and three daily newspapers. He goes through them for new information that will be of help in keeping his books up-to-date, and when he finds something he tears it out and puts it in a file folder, he said. He also gathers a great deal of information from the Internet.

Reflecting the same delight in knowledge and understanding that originally attracted him to physics, Wilson has also been writing a column on for his local newspaper for the past 27 years. The column, was originally titled, “The Science Corner,” but was later changed to “The Curiosity Corner” when he expanded the scope of topics. In each column, which now appears in four other regional newspapers, he answers readers’ questions—with humor and brevity—on everything from the causes of global warming to how Dalmatians came to be firehouse dogs. An archive of his columns can be found at www.curiosity-corner.net/

Though retired from teaching for many years now, Wilson stays connected to his work at Lander University through two full-tuition scholarships named the Jerry D. Wilson Excellence in Science Scholarship. One provides a scholarship for a student in physical science and one provides a scholarship for a student in math and computer science.

“Having benefitted so much from the scholarships I received, I decided to do the same for others,” he said. “As with my books, I hope to stimulate student interest and help students gain knowledge in the physical sciences.”

David Cole is a freelance writer and publishing professional in Pt. Richmond, California.

King awarded \$750 TAA Publication Grant to cover research costs

Dr. Kathleen P. King, a professor of education at Fordham University's Graduate School of Education in New York City, has been awarded a \$750 TAA Publication Grant for expenses incurred in researching her book, *The Professor's Guide to Taming Technology: Leveraging Digital Media, Web 2.0 and More for Learning*, which will be published by Information Age Publishing, Inc. in July 2010.



King

"This grant is not only a surprise and tremendous monetary help, it is extremely validating as well," said King. "I am very grateful on each account. In the past, some of my books have been based on funded research or were less intensive in the editing process. However, this book has turned into a large project because we have a unique, very valuable contribution to the literature as our goal. From all of the TAA members, thank you for your forward thinking in providing a potential source of funding for us to pursue special projects that we might not be able to otherwise."

The entire grant will be used to defray a good part of the costs King personally incurred in the book's development, including

research assistant searches, transcripts and copyediting assistance.


"There are many aspects to writing and editing an edited volume that are labor intensive," she said. "I am writing three chapters in the book and had to upgrade all of my literature reviews and background knowledge across these digital media chapters because the field continues to advance so rapidly. In addition, I serve as the more technical sounding board editor for the other chapter authors. My research assistant has been indispensable in conducting searches, providing articles, and retrieving specific articles I needed. We also assign him the task of 'reconciling' the references and citations in order that we as editors can focus more on content. I also did some original research for one chapter and this money helps pay part of the transcription costs."

King and her co-editors have brought together several leading researcher-practitioners to author the book, and because so much effort is spent on developing a consistent focus, tone, and voice for the book, hiring a copy editor has helped with the final proofreading details. "Moreover the volume is not written as traditional academic research writing; we really want it less technical and more accessible and practice oriented so that faculty may easily read and apply the

information," she said. "This change in writing style and presentation was difficult for many of the authors because we have all developed ingrained habits. This has resulted in labor intensive revisions of chapter manuscripts. Our copy editor is reasonably priced and works very collaboratively. Still, there have been many more hours than usual of proofing all this work after we have done heavy edits, and authors have proofed and edited their chapters. We have needed that other set of eyes to make sure the volume 'flows.'"


The Professor's Guide to Taming Technology is geared to support and guide higher education faculty looking for ways to use digital media as a tool in adapting their current teaching or in creating future courses. "It is written by faculty for faculty and we have brought together many experts across different disciplines to specifically speak about how and why to use digital media within higher education settings," she said. "We realize we are asking professors to rethink their way of teaching, so we present clear images of what it looks like, why to bother and how to get there." Each chapter includes examples of classroom applications, activities for faculty to do or to do with their learners,

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Copyright Clearance Center and TAA are pleased to be working together to podcast programs from the 2009 TAA Conference at www.beyondthebook.com.

You do not need an iPod or MP3 player to listen. Programs may be played directly at your PC, or downloaded and burned to a standard audio compact disc. Transcripts are also available.

Beyond the Book programs cover a variety of topics about the business of writing and publishing to help creative professionals realize the full potential of their works, while encouraging respect for intellectual property and the principles of copyright. We encourage you to subscribe to the free ongoing Beyond the Book series!



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TAA
TEXT AND ACADEMIC AUTHORS ASSOCIATION

TAA's 2010 Teleconference Series starts Feb. 4; Sign up today

The 2010 Teleconference Series is shaping up. Five teleconferences have already been scheduled. The first one is on Feb. 4. Members can sign up for free at www.taaonline.net/TAATeleconferences/schedule_spring10.html

Faculty Success: Tenure, Promotion & Merit Demystified

Thursday, February 4, 1-2 p.m. EST

Presented by Dr. Kathleen P. King, International Keynote Speaker, Professor of Education at Fordham University's Graduate School of Education in New York City, and President of Transformation Education, LLC (www.TransformationEd.com)



Based on Dr. Kathleen P. King's popular short article, "How is Tenure like the TV Show Survivor," this one-hour session provides a fresh perspective of the tenure track, promotion and merit race. King will also share her newly released Faculty Success Model to explain how professors can efficiently succeed in their institutional systems while also meeting their professional goals, research and publication desires, and personal satisfaction. King moved from assistant to full professor with tenure in six years at a major research university. She has also mentored dozens of other professors around the world through the same process. As a professor specializing in higher education and adult education, prolific researcher and author, she is especially qualified to lead a vibrant discussion around this topic for TAA authors. Some of the strategies she will share include:

- Establishing and monitoring research agendas, publication agenda, and organizational skills
- Using technology to maximize your effort and productivity
- Benefiting from collaborations and community

BrandStoria: The Power of Your Unique Brand Story

Tuesday, February 9, 12-1 p.m. EST

Presented by Sharlene Sones, Principal, Sones + Associates LLC (www.sones.biz)



We are the stories we tell. From childhood, we learn to place ourselves – as recipient and author – into the context of stories. A great storyteller capitalizes on this to create a personal

connection and emotional bond with the audience. Great brands also tell great stories. They build a narrative in which we can actively participate. What's your unique brand story? How are you leveraging it to succeed? This session will help you understand the elements behind great brand stories and how you can strengthen yours to grow your authoring business.

Fresh Eyes: How Working with an Editor Can Improve Your Work

Wednesday, March 10, 2-3 p.m. EST

Presented by Laura Poole, Copy Editor, Owner, Archer Editorial Services (www.archereditorial.com/)



In this one hour teleclass, you will learn from an experienced copy editor how your work can benefit from editing at any level. In this day and age of slashed budgets, publishers only want to produce the best material with minimal work needed to get it ready for print. Making use of an editor helps improve your text and maximize your chances of being published. From developmental to technical to copy editing, professionals are available to help you make a stronger product, even before it is accepted for publication. Professional editors are experts in helping you put forth the strongest content in the most readable way, which boosts your reputation and image, while building your relationship with a publisher. Laura will discuss how to find, hire, work with, and learn from an editor, as well as discussing why you should hire one yourself before submitting your material to publishers.

Free Publicity: How to Create Podcasts & Digital Audio to Promote Your Book

Tuesday, March 23, 1-2 p.m. EST

Presented by Dr. Kathleen P. King, International Keynote Speaker, Professor of Education at Fordham University's Graduate School of Education in New York City, and President of Transformation Education, LLC (www.TransformationEd.com)



Part of what draws people to textbook and academic publications is what they know about the authors: What makes them an expert in the area about which they write? Are they down to earth? Do they understand my needs, and how I need to use the information? Do they write accessibly? Do they understand my teaching needs, so they have incorporated

those into the textbook design and ancillary materials?

As illustrated in these questions, today educators, professors and other readers are constantly looking for added-value. This session is designed for TAA and led by Dr. Kathleen P. King, an award-winning educational podcasting expert and co-author of *Podcasting for Teachers*. Participants will learn how easy and no-cost it can be to create a podcast to promote, or support your publications and professional career.

This session includes a non-technical explanation of the steps to develop a podcast, free and low-cost resource options for recording and hosting your series, as well as introduction to the many different genres which could be used as your platform (solo, historical re-enactments, news show style, interviews, etc). Dr. King and her co-hosts have had over 6.4 million downloads of their podcast series since 2005.

How to Seek Funding from State Humanities, Arts Councils

Tuesday, April 6, 1-2 p.m. EST

Presented by Richard Hull, Former Executive Director of the Texas Council and Current Executive Director of the Text and Academic Authors Association



An often-overlooked source of funding for smaller projects is the state humanities council and the state arts council. Each state has an affiliate to the National Endowment for the Humanities, and a separate affiliate to the National Endowment for the Arts. Arts and Humanities are treated separately by federal funders, but it is possible that an academic author can access funds from both state sources. Roughly, the distinction between the arts and the humanities is this: if you talk about it, that's the humanities; if you do it, that's the arts!

In this presentation, Richard Hull, former executive director for the Texas Council for the Humanities, will discuss state humanities and arts council funding sources. He will try to make his discussion of the funding initiatives of various state councils specific to the interests of the participants, so when you sign up for this teleconference, please provide (a) your state, and (b) a brief description of your potential project, and (c) your email address that you will use for the teleconference. Richard will try to address each project with respect to its own state councils' priorities, grant-making schedule, requirements, and priorities.

Bringing in a co-author requires 'reconstitution' of book project

Finding a co-author for your textbook should involve more than finding someone to share the workload, said Mary Ellen Lepionka, owner of Atlantic Path Publishing and author of *Writing and Developing Your College Textbook*.

"Rather than serving merely as a hired hand, each co-author should have content to contribute," she said.

Senior authors often bring in junior colleagues working in areas at the edges of their expertise or in emerging fields, to serve as coauthors, said Lepionka, but among the best sources of co-authors are colleagues from the author's past schooling, from his or her present institution or group, and individuals in groups the author interacts with at professional meetings.

Spouses and children don't usually make the best co-authors, she said: "From what I've seen, authors with spouses or offspring as co-authors are taking a big chance. Textbook writing is in itself a marriage with offspring."

In most fields, co-authors should be a Ph.D. with the rank of at least assistant professor

and preferably associate professor, she said: "This is because if a textbook is successful, it will go into several revisions over a span of many years, and the coauthors need to be able to step into the principal author's roles as needed."

Unless hired just to provide pedagogy or serve some other specialized role, all the authors on an author team should also be credible and reliable as authoritative sources of the content, she said.

Once you have found a prospective co-author who is qualified and available to write a textbook, the next step is to determine whether his or her voice and style are a good fit, said Lepionka.

"The one thing that invariably makes textbooks successful, both academically and commercially, is the writing as a reflection of the authorial voice and style," she said.

"Textbooks that do not have unity of voice (e.g., purpose, attitudes, assumptions) and consistency of style (e.g., level and use of language) inevitably fail in the marketplace."

To determine a prospective co-author's

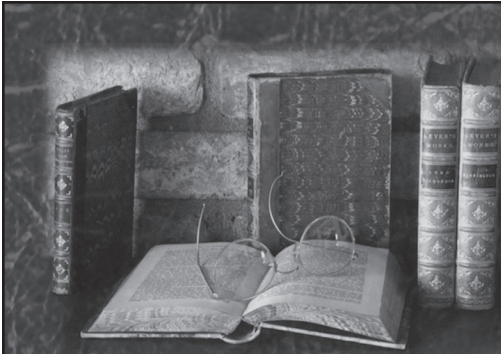
voice and style, said Lepionka, you should read and discuss relevant writing samples, such as a chapter written as a sample chapter for the text, and gain complete buy-in on the following questions up front to avoid a whole host of potential problems:

- What is, or what will be, the rationale, assumptions, principles, goals, and mission of the book?
- What is or will be the scope and sequence of content and organization?
- Who is or will be the audience?
- What are or will be the writing style and tone?

Visit the TAA website to read Lepionka's answer to the questions "What business and legal aspects should you consider when bringing in a co-author?" and "What if you have already been working on the book for many years and are just now bringing in a co-author?"

Read the entire article at: www.taaonline.net/membersonly/howto/coauthoring_reconstitution.html

Update your contact information at www.taaonline.net/form/-member_update.php or call TAA Headquarters at (727) 563-0020.



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Register to receive reprographic payments

TAA recently partnered with the Authors Registry to help facilitate the distribution of title-specific reprographic payments to its author-members. The Authors Registry is a nonprofit organization that collects and distributes payments to U.S. authors and rightsholders of copyrighted works. These payments come from organizations, foreign and domestic, that collect royalties and fees for the use (mostly photocopying) of authors' works. These payments are collected from organizations such as the Authors' Licensing & Collecting Society (www.alcs.co.uk/), the authors' rights organization associated with the Copyright Licensing Agency of the U.K. (www.cla.co.uk/), and organizations with the authority to collect and disperse fees for Public Library Lending Right

(www.plr.uk.com/), including those from LIRA (Netherlands, accrued to U.S. authors from libraries in the Netherlands. Payments are also collected for electronic database use of work previously published in *Harper's Magazine*. The Registry retains a five percent commission on each disbursement.

The Authors Registry has made payments to 41 TAA members over the past 13 years, totaling \$53,291.16.

Simply register with the Authors Registry (www.authorsregistry.com) by filling out their Non-Exclusive Collection Authorization Form and W-9 Form and the Registry will automatically send you any payments that they receive in your name. You can also contact Terry King at the Authors Registry: 212-563-6920 or tking@authorsregistry.org

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HIGHLIGHTS:

Printing discount. New TAA member HX Book Printing is offering fellow members 10 percent off its book printing services: www.taaonline.net/membersonly/discounts/book_services.html

Sustaining Members. Thank you to Sustaining Members Jane E. Aaron, Karen Morris and Wayne L. Weiten.

BTAA: Christ. *The Journal of Developmental Education* published "Learning Center Issues, Then and Now: An Interview with Frank Christ" in the Spring 2009 issue (pp. 24-27). *The JDE* had published an interview with Christ 30 years ago and this interview attempted to show the changes in the field of learning assistance at the college level.

Google Settlement. Listen to the recording of an interview between the Copyright Clearance Center (CCC) and intellectual property attorney Lois Wasoff in which she highlights the most noteworthy changes to the Google Settlement Agreement and explains in brief their potential impact on rightsholders and their works. www.copyright.com/viewPage.do?pageCode=pu18

Print-disabled students. The Association of American Publishers (AAP) launched a new comprehensive national online database to make it easier and quicker for students with print-related disabilities, such as blindness or dyslexia, to obtain the alternative textbooks they need for their college courses. The AccessText Network, developed in conjunction with the Alternative Media Access Center (AMAC) at the University of Georgia, has more than 300,000 textbook and novel titles available in alternative formats for students with disabilities. More than 650 colleges and universities have enrolled to participate in the system.

New members. New to TAA? Read about TAA's history at www.taaonline.net/anniversary/history.html

Contracts guide. Before you negotiate your next contract, read TAA's Guide to Textbook Contracts between authors and publishers. It can be used by an author, an author and an agent, or an author and an attorney to negotiate a contract. It represents a balance between the interests of an author and a publisher. www.taaonline.net/membersonly/documents/contracts.html

Member Center. Members have access to valuable resources in the Member Center on the TAA website (www.taaonline.net/membersonly/index.html). This is a password-protected area. If you don't have a username

and password, email kim.pawlak@taaonline.net

Conference registration. Registration for the 2010 TAA Conference in Minneapolis, June 25-26 is now open. Full registration is \$200 for members and \$230 for non-members; one-day registration is \$145 for members and \$175 for non-members. Take advantage of special rates for groups of five or more: \$150 for members and \$180 for non-members. A full conference registration includes all sessions and conference materials, beverage breaks on Friday and Saturday, Friday Roundtable Discussions Luncheon, Saturday Awards Ceremony Luncheon, and Hospitality Networking Event Thursday, Friday and Saturday evening. A one-day registration includes conference materials and all sessions, beverage breaks, luncheons for that day and that evening's Hospitality Networking Event. All non-member rates include a one-year membership. To learn more or to register, visit the 2010 Conference website at www.taaonline.net/2010TAAConference

New mentor. Communication studies author Jason Wrench has volunteered to mentor TAA members on textbook writing and working with co-authors as part of the association's free Mentor-a-Member program. www.taaonline.net/membersonly/mentors/index.html.

Contributing Member. TAA thanks Contributing Member Mervin J. Block.

Houghton Mifflin sued for improper foreign sales

Cengage Learning filed suit in U.S. District Court, Southern District of New York against Houghton Mifflin Harcourt (HMH), for \$20 million in damages, claiming the company dramatically increased its sales of college textbooks to international resellers, particularly to those who were known to redistribute textbooks back into the U.S. illegally.

According to the suit, filed November 9, HMH's foreign sales activity "deprived Cengage Learning of the ability to make sales in these artificially saturated foreign markets to legitimate resellers and/or resulted in a flood of these textbooks back into the U.S. College textbook market—severely decreasing Cengage Learning's sales in the U.S. market and consequently undermining the business acquired by Cengage Learning."

Cengage purchased Houghton Mifflin Harcourt on November 30, 2007, at which time, Cengage had allowed HMH to continue to sell its college textbooks in the international market prior to the closing date on the sale, as long as those sales were "in the ordinary and normal course of its college textbook business."

The suit states that HMH "had no right to make (and was expressly prohibited from making) those...sales in a manner that would be outside the ordinary and normal course of HMH's college textbook business." Dramatically increasing its sales to international resellers with known propensities to improperly sell those textbooks back into the U.S. Market culminated in a "significant spike in sales just prior to the close of the acquisition," claims Cengage.

The suit points to HMH's past history of international sales as proof, which show that starting in the summer of 2007, when HMH was marketing its business for sale and just before the closing date on the acquisition of HMH, the company's international sales of college textbooks more than doubled compared to sales made during the same time in 2006.

Visit the TAA website at:
www.TAAonline.net

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Royalties may be affected by Cengage suit

Stephen E. Gillen, an intellectual property attorney with Greenebaum Doll & McDonald, said that Cengage Learning's \$20 million lawsuit against Houghton Mifflin Harcourt for losses it said it incurred from HMH's unauthorized international college



Gillen

textbooks sales could represent a potential \$3 million in lost royalties to authors.

"Although the complaint is not specific about how that amount was calculated, if it represents lost domestic sales of copies of college books then it also represents a potential \$3 million in lost royalties to authors of those books (assuming a 15% domestic royalty rate)," he said.

Cengage filed suit against HMH on November 9, claiming the company dramatically increased its sales of college textbooks to international resellers, particularly to those who were known to redistribute textbooks back into the U.S. illegally. Cengage claims that starting in the summer of 2007, when HMH was marketing its business for sale and just before the closing date on its acquisition of HMH, the company's international sales of college textbooks more than doubled compared to sales made during the same time in 2006. This was contrary to their agreement that HMH would only make international sales "in the ordinary and normal course of its college textbook business," said Cengage.

GRANTS

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and many resources to learn more about digital media or how to access the things they need to use it.

“We expect this book will be a valuable professional development tool for faculty across disciplines as well as be helpful for higher education administration, instructional designers, instructional technologists and distance learning support staff in understanding faculty needs and application,” said King. “In addition it could be used as a supplemental textbook in curriculum development and design courses, and an introductory or intermediate book for learning to incorporate digital media in their teaching whether online or face-to-face.”

King is a popular international keynote speaker, professor of education at Fordham University’s Graduate School of Education in New York City, and president of Transformation Education, LLC. She also serves clients as a certified professional life coach. Her major areas of research include distance learning, digital media, transformative learning, professional development, and instructional technology. She is an award-winning author of 17 books and over 130 published articles and research papers. Her books and web-based audio materials are used as course materials in universities worldwide and have a large following. She has led the development of many local and global innovative educational projects reaching over 6.4 million learners through technology. She has an EdD and MEd in Higher & Adult Education from Widener University, an MA in Theology, and a BA from Brown University. Providence, RI.

TAA members can apply for publication grants of up to \$750 to cover expenses incurred in publishing already accepted print academic journal and book and textbooks including academic journal page costs or university press subventions; the cost of preparing artwork or other charts, diagrams, or images to be included in accepted journal articles or academic books or textbooks; and journal reprint costs. Grants are also available for expenses incurred as a direct result of research leading to publication of a book or article, including:

- Interlibrary loan costs, or computer time costs incurred in the analysis of data, leading to publication of academic print materials.
- Costs of single photocopies of source materials for research related to the publication of an article or book.
- Costs of secretarial (copying and/or delivery) services incurred in the preparation of academic print materials.

TAA has up to \$4,000 available for making TAA Publication Grants in 2009-2010. Grants will be awarded on a first-come, first-served basis. The deadline for applications is May 1, 2010.



Or Current Resident

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Rights Registry Board. These countries were chosen, according to the amended agreement, because they have contributed the largest number of English-language works to American libraries.

Rather than including unclaimed works under the purview of the Book Rights Registry, an independent fiduciary approved by the court would be solely responsible for decisions regarding unclaimed works.

Unclaimed funds would be held for 10 years, rather than the five stated in the original settlement agreement, and any unclaimed funds after that time would be distributed to charities in the U.S., Canada, the U.K., and Australia as determined by the court.

Future business models have been pared down to three: individual subscriptions, print-on-demand, and digital downloads. All would need to be approved by the Book Rights Registry and all rightsholders prior to use. Ad-supported previews, consumer online editions, page-fees for print-outs from public access terminals, and institutional subscriptions would remain the same.

The deadline for receiving payments for books already scanned by Google prior to the original settlement agreement has been extended to March 31, 2011. The deadline for opting out of the settlement and removing your works from Google’s database is March 9, 2012.

View a copy of the Amendment Settlement Agreement: www.googlebooksettlement.com/

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