

The {Academic Author}

For Creators of Academic Intellectual Property

2010:3

March 2010

ASSOCIATE EXECUTIVE DIRECTOR'S MESSAGE:

Listen and learn

By Kim Pawlak

This season's teleconference series started with Kathleen King's "Faculty Success: Tenure, Promotion & Merit Demystified." The second teleconference of the season was "BrandStoria: The Power of Your Unique Brand Story," by Sharlene Sones.



The third teleconference, "Fresh Eyes: How Working With An Editor Can Improve Your Work," by Laura Poole, will be held March 10. Four additional teleconferences will be held in March and April. View the full schedule of upcoming teleconferences on page 8.

If you missed or will miss any of these teleconferences, you can listen to or download them from the TAA website at www.taaonline.net/TAATeleconferences

In fact, all past teleconferences are available for download on the TAA website at www.taaonline.net/membersonly/TAATeleconferences/past_teleconferences.htm

You will need your username and password to register for or to listen to teleconferences. You can find your username and password on the membership card that was included in your New Member Packet, or you can contact me at kim.pawlak@taaonline.net and I would be happy to send them to you.

Some of the 28 teleconferences available for download include:

- Generating & Refining Research Ideas
- Writing & Editing Effectively Using Fast Writing & Slow Editing
- Scholarly Writing: Strengthening Your Literature Review
- Publish & Flourish: Become a Prolific Author
- A Coach's Perspective on Finishing a Dissertation
- Is Textbook Writing For You?
- You Want to Write a Textbook? Here's How to Do It!
- How to Craft a Winning Textbook Proposal Don't Settle for a Publisher's Standard Contract: Terms You Can & Should Negotiate

Continued on page 6

Register for the 2010 TAA Conference

The 2010 TAA Conference, "Recent Trends in Textbook and Academic Publishing," will be held in Minneapolis, Minnesota, June 25-26 (www.taaonline.net/2010TAAConference).

Member registration is \$200 (\$250 after May 1) and non-member registration is \$230 (\$280). One-day member registration is \$145 (\$195 after May 1) and one-day non-member registration is \$175 (\$225 after May 1).

Register online at https://www.taaonline.net/form/conf2010_reg_form.php

Take advantage of the special group rate this year: \$15 for members and \$180 for non-members per person (minimum group rate is five). Groups must register by mail: www.taaonline.net/2010TAAConference/2010_registration_form.pdf

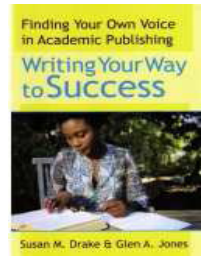
Rooms at the Ramada Mall of America for conference attendees are only \$105 per night. Get the special conference rate by calling 1-800-328-1931 or 952-834-3411. Use the group code "Textbook" when you register. You can also reserve a room online at www.ramadamo.com/

The first 30 conference registrants will receive a copy of *Writing Your Way to Success: Finding Your Own Voice in Academic*

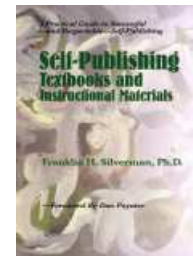
Continued on page 5

Register early, receive two free books

The first 30 conference registrants will receive a copy of *Writing Your Way to Success: Finding Your Own Voice in Academic Publishing*, by Susan M. Drake and Glen A. Jones, donated by New Forums Press; and



Self-Publishing Textbooks and Instructional Materials by Franklin H. Silverman, donated by Atlantic Path Publishing.



{Inside} this issue

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8. TAA Spring 2010 Teleconference Series

BOOK REVIEW:

Philip Yaffe

The Gettysburg Approach to Writing and Speaking like a Professional

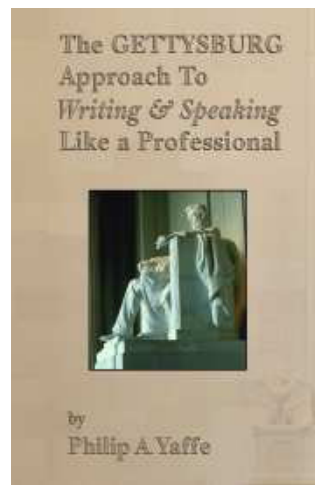
I'm assuming that "no one will want to read what I'm writing" (*Gettysburg Approach to Writing and Speaking like a Professional*, principle #1). So how can I hook your interest in this review? As I just learned: 1) Give you, the reader, what YOU want to know not what I want you to know. 2) Make this review as long as necessary and short as possible. And 3) offer information, that is precise, specific, detailed or, in the author's words, logically dense. So here goes: Are you passionate to pep up your expository writing? How can you rouse that recalcitrant segment of students who regularly dose off as each semester proceeds? For answers, consider reading Philip Yaffe's informative guide to speaking and writing well. Yaffe—a self confessed, "poor writer", who went on to become, a journalism professor, Wall Street Journal correspondent, and the director of a marketing communication company in Belgium—has distilled 40+ years of business writing and speaking seminar insights in this three part book named for the Gettysburg Address, that model of world-class oration and compelling prose. (This sentence, by the way, was logically dense, or filled with precise information.)

The first part of the book tackles the art of writing world-class expository prose—any type of material from textbooks to technical reports. Here you'll get standard suggestions. Be concise. Stick to the topic. Include everything the reader needs to know. Cut what is irrelevant to the argument out. Make your subject compelling to your audience not to you (see above). Write so that your ideas flow logically and you cannot possibly be misunderstood. Yaffe illustrates these principles via catchy formulas such as Co=LS (concise= long as necessary and short as possible). Far more informative, he provides numerous examples showing why sentences and paragraphs are poorly written and how they can be improved.

I enjoyed the fact that Yaffe targets newspapers as the model for superb expository writing. Journalists must hook the reader immediately and jam their paragraphs with concise, dense, relevant facts. Their

strategy—which you should adopt—is the inverted pyramid; put the most important information first, then turn to secondary or less vital material, so what is written towards the end of the article can easily be cut or left unread. (Notice, anyone whose attention already wandered could get my basic message by only reading paragraphs one and two of this review.)

I was particularly captivated by his counterintuitive writing tips. Here's a sampler: Write the executive summary before you compose the body of a report. It alerts you to what you should emphasize as you go along. Contrary to what we are often taught, sometimes a logically constructed longer sentence is easier to understand than several shorter ones. It's perfectly acceptable to write



paragraphs that are very short when you want to highlight or set them off (see below). Actually, my favorite section of the book – because of its *wealth* of simple, counterintuitive insights—is part 2: How to lecture well. Lecturing well, Yaffe points out, means adopting the identical framework: "No one will be interested in listening to what I say" (a no brainer revelation for us academics) and giving your audience what they want to know. Pepping up sleep deprived undergraduates, you'll be happy to learn, doesn't require being a gifted orator. You simply have to be enthusiastic about your topic and follow some easy tips.

One key to engaging an audience, for instance, is to regularly look at least one person directly in the eye as you talk. The reason is that people automatically get more

alert when they feel you are addressing them as individuals not an amorphous group. When addressing any group—colleagues as well as students—never just lecture, but interject some questions as you go along.

Here's one principle that seems obvious in retrospect, but that we tend to often overlook. Don't make your Powerpoints "dense" (filled with a lot of writing). Abbreviate bulleted information, and put only a few points on each slide. Fancy technologies, such as dancing bears, that seem so dazzling, are apt to backfire and take away from a presentation. After all, the purpose is not to have people focus on the slides, but listen to you. Here's another suggestion that can go against the grain: Keep summing up and summing up and then summing up again. You will think you are being excessively repetitive. Because words evaporate into thin air, your audience—even when they are fellow academics—will conclude, "this presentation is really clear".

Ok, I have a problem with the structure of this book. The third segment, labeled "Appendix", comprises almost two thirds of the manuscript (roughly 140 pages of a 250 page book!). The varying appendices— from A to M no less— are disjointed. Appendix A tells you how Yaffe helped turn around a corporate brochure and medical conference video advertisement display. Others (B –G) elaborate on the first part of the book by providing hands-on exercises to train you in writing well. Appendix J offers a great line-by-line analysis of the Gettysburg address and Shakespeare's famous Mark Anthony speech (what I think should have been the book's climax) followed by essays on random topics such as "how to get the most from your word processor" and, worse yet, a reprint of an earlier article the author wrote. Don't get me wrong; much of this material is interesting. I especially liked the sections giving readers the kind of hands on training they would get if they actually took Yaffe's seminar. It's just that it violates the conciseness principle, spelled out above, and compromises this author's authority, to insert material that seems randomly cobbled together with few logical links. My advice: Rename the

Continued on page 7

Stomp the Comp: Why you shouldn't sell complimentary copies

TAA has long lamented the sale of complimentary textbook copies, which has a detrimental effect on textbook authors and publishers, who receive no profit from these sales. Complimentary copy sales also contribute to the used book problem.

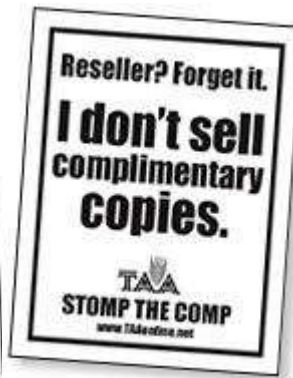
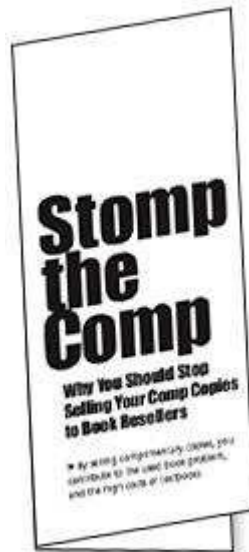
TAA has an e-pamphlet that explains to faculty why they shouldn't sell complimentary copies to book buyers. The e-pamphlet, titled "Stomp the Comp," and its accompanying sign that faculty can post on their doors to ward off book buyers, are available on the TAA website as downloadable and printable PDFs at www.taaonline.net/StomptheComp

The e-pamphlet outlines those reasons, and uses editorial-style cartoons that depict a faculty member disposing of unwanted complimentary copies the correct way (by donating them to a library or mailing them back to the publisher) and the wrong way (by shipping them off to a book reseller).

Here are some suggestions for what to do with complimentary copies instead of selling

them:

1. Don't open boxes of books that you are not expecting (e.g. from orders you have placed). Mark them "Return to Sender" and give them back to the postal service.



2. Write publishers to ask for a stack of postpaid mailers for return of unwanted comp copies.

3. Put unwanted comp copies in a departmental library for other faculty to

examine; circulate a list of the books you receive and ask if any one wants them.

4. Write a review for your particular field's journal (mine has one called Teaching Philosophy) of the book.

5. Have an arrangement with a colleague at a local other school who would like to look over your unwanted desk copies.

6. Ask your faculty senate to hold comp copy drives for distribution of books to third world countries' educational institutions' libraries that cannot afford to buy them.

7. Tear off the covers and recycle the paper in your campus paper recycling system.

8. Send a standard letter to publishers of unwanted texts that you would never adopt asking that they remove your name from their distribution lists.

TAA members have held the problems of complimentary copies and used textbooks to be among the most worrisome and aggravating ones of the profession. An historical look at TAA's fight against the sale of complimentary copies can be found at www.taaonline.net/media/stompcomp.html



Beyond the Book®



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!

African American Studies scholar named to TAA Council of Fellows

African American Studies scholar Molefi Kete Asante was named to the TAA Council of Fellows, a program that honors distinguished authors who have a long record of successful publishing. He will be formally inducted during an Awards Ceremony at the 2010 TAA Conference in Minneapolis, Minnesota, June 26.



Asante

Said Asante: "It is an immense honor, one that I will cherish because it is recognition from my peers for my hard work. I am deeply devoted to the fine textbook and academic writing tradition of TAA."

Asante is a professor in the Department of African American Studies at Temple University.



Considered by his peers to be one of the most distinguished contemporary scholars, Asante has authored 70 books, among the most recent *Maulana Karenga: An Intellectual Portrait, An Afrocentric*

Manifesto, Encyclopedia of African Religion, co-edited with Ama Mazama, *The History of Africa: The Quest for Eternal Harmony*, *Cheikh Anta Diop: An Intellectual Portrait*, *Handbook of Black Studies*, co-edited with Maulana Karenga, *Encyclopedia of Black Studies*, co-edited with Ama Mazama, *Race, Rhetoric, and Identity: The Architecton of Soul*, *Erasing Racism: The Survival of the American Nation*, *Ancient Egyptian Philosophers*, *Scattered to the Wind*, *Custom and Culture of Egypt*, and *100 Greatest African Americans*.

The second edition of his high school textbook, *African American History: Journey of Liberation*, 2nd Edition, is used in more than 400 schools throughout North America. The comprehensive *Encyclopedia of African Religion*, co-edited with Ama Mazama, was published by Sage Publications in December 2008.

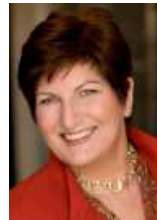
"The Council of Fellows is an elite group of authors recognized for prolific, sustained and high quality writing, and extraordinary and equally sustained service to the Text and Academic Authors Association," said TAA Council President Paul Siegel. "Professor Asante qualifies on both counts, and we are thrilled that he has accepted our invitation to be inducted into the rank of Fellows."

TAA initiated its Council of Fellows program in June 1998 to honor distinguished authors who have a long record of successful

Five successful writing strategies

By Dr. Kathleen King

Many people cannot get started writing because they do not know where to start. In this article, I share insight from years of teaching students and professionals of all ages how to prepare professional work.



Which one of the following applies to your struggle with writing?

- Beginning to write;
- Finding a unique angle for your next writing project or
- Discovering a path through the writing process?

The great news is that guidance for all of these concerns are included in this one brief article.

Strategy 1: Research.

Regardless if one is writing fiction or nonfiction, the author must do sufficient research to provide substantial background for the work ahead. This research can take many forms, depending on the type of writing, but it is absolutely necessary to have deep, broad information to provide full detail and accuracy in the account.

Strategy 2: Determine Your Angle.

Once you, the author, have the information, it is critical to determine your unique perspective or angle to approach the topic. How will you introduce your reader to this portrayal in unique way which will sustain his attention through a compelling account? Developing such an approach is a vital starting point.

Strategy 3. Discovering Your Concept Maps.

In order to determine your unique approach, it may be helpful to write key points of information on paper or digital note cards. Examine the information and look for trends, patterns, and groupings of themes or topics. See if you can envision ways the information can be arranged to present it clearly and fully to the readers. In this manner, you may discover your unique

angle, and certainly a good start on Strategy 4.

Strategy 4. Organize Your Work; Outline is not a nasty word!

Our fourth grade teachers taught us to use outlines for our writing, but we all try to find a shortcut. After about 5 books and over 100 published articles and papers, I finally gave in and realized my teachers were right. Before I start writing in earnest, I now create a tentative outline that will morph with my work. It provides indispensable guidance and framing of my many hours of work. Colleagues I have worked with have found this approach equally as beneficial, and I expect you will as well.

Strategy 5. Cyclical Writing.

The strategy of cyclical writing is a surprise to many professionals and students. Many people believe they must write documents from beginning to end in their entirety. Instead, I have found it very successful and rewarding to work through the outline in a cyclical manner. The first time through, I do a few sentences for each outline point; then maybe the next time through, I write a paragraph on each point. Finally, I begin settling down to write in different areas. By approaching the writing process in his manner, it keeps me focused on the big picture, the entire flow of the piece. Otherwise, the sections might become disjointed if 2 months are spent on one chapter before finally moving to the next. By working through all of the chapters and points repeatedly (iteratively) authors can weave together the style, voice, and flow of the content, details, and the plot or message.

Dr. Kathleen P. King (EdD), Certified Coach, Author, Keynote Speaker, Professor of Education (www.facultyspeaker.com) is an award-winning author of 17 books (3 more in process at this time) and a dynamic, interactive keynoter, and author who invigorates audiences on a variety of professional topics.

publishing. Authors whose textbooks or other instructional materials have established their presence in the marketplace over time and who have been innovative in the presentation of material are qualified for nomination into the TAA Council of Fellows. Induction into the Council of Fellows is the premier honor bestowed by TAA.

TAA Council of Fellows members receive an engraved leather journal and a lifetime membership in TAA.

Other Council of Fellows members include: Michael Sullivan 1999; Lee Mountain, 1999; Everette E. Dennis, 1999; Mike Keedy, 1999; Franklin H. Silverman, 1999; Karl J. Smith; 1999; Thomas L. Wheelen 2000; William R. Pasewark 2000; Karen Hess 2001; D. Stanley Eitzen, 2001; J. David Hunger, 2001; Charles D. Holland, 2002; Patrick G. McKeown, 2003; Karen C. Timberlake, 2005; Marilyn T. "Winkie" Fordney 2005; Robert Christopherson, 2009; Fred Kleiner 2009.

CONFERENCE Continued from page 1

Publishing, by Susan M. Drake and Glen A. Jones, donated by New Forums Press; and *Self-Publishing Textbooks and Instructional Materials* by Franklin H. Silverman, donated by Atlantic Path Publishing. The first 30 conference registrants will receive a copy of *Writing Your Way to Success: Finding Your Own Voice in Academic Publishing*, by Susan M. Drake and Glen A. Jones, donated by New Forums Press; and *Self-Publishing Textbooks and Instructional Materials* by Franklin H. Silverman, donated by Atlantic Path Publishing.

The conference will feature more than a dozen sessions, a Roundtable Discussions Luncheon, an Awards Ceremony Luncheon honoring TAA's 2010 Textbook Excellence Award and McGuffey Longevity Award winners and this year's Council of Fellows inductee, a Hospitality Networking Hour each night, and mentoring — all included in conference registration.

Conference sessions will include:

Twin Cities—A Geoprimer Home

Companion, by *Robert Christopherson*, Professor Emeritus of Geography, American River College (1970-2000), and author of the leading physical geography texts in the US and Canada

Tax Tips for Authors, *Scott Loden*, President, CPA, Loden, Frazee and Associates, P.A.

Take the Technological Mystery Tour: Web Resources Authors Can Really Use, by *Barbara Waxer*, Freelance Author

Open Access Electronic Textbooks and Journals, by *Nicole Allen*, Textbooks Advocate for the Student Public Interest Research Groups (Student PIRGs), and *Heather Joseph*, Executive Director, Scholarly Publishing and Academic Resources Coalition (SPARC)

Google Book Settlement: Where It Stands, What It Means For You, by *Christopher Kenneally*, Director, Author Relations, Copyright Clearance Center (CCC)

How Open Licensing Improved Our Textbook and Our Careers, by *Barbara Illowsky*, Professor, Mathematics & Statistics, De Anza Community College, Co-Author of *Collaborative Statistics*

Getting the Best-Looking Book: Best Production Practices for Authors, by *Cynthia Miller*, Director of Higher Education Services at GGS-PreMedia Global, Inc.

Negotiating Publishing Contracts for Textbooks and Journal Articles, by *Stephen E. Gillen*, Attorney, Greenebaum Doll & McDonald


Finding Images and Media Online: Understand Licensing and Use of the Public Domain, by *Barbara Waxer*, Freelance Author

Should You Write a Textbook? Almost Everything You Need to Know, by *Michael D. Spiegler*, Professor of Psychology, Providence College

Authoring Into Retirement: Too Much Invested to Quit?, by *J. David Hunger*, co-author of *Strategic Management and Business Policy* (12th ed.), *Concepts in Strategic Management and Business Policy* (12th ed.), and *Essentials of Strategic Management* (5th ed.)

Finding Our Shared Humanity in an Academic Writing Community, by *Karen*

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CONFERENCE

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Hoelscher, Professor of Education, Western Washington University

Fine-Tuning Your Work: Writing, Editing & Publication Preparation Skills for Scholarly Authors, by *Laura Poole*, Archer Editorial Services

The Publishing Industry: Exploding or Imploding?, by Michael Lennie, Attorney and Literary Agent, Lennie Literary & Author's Attorney

Successful Grant Writing for the National Science Foundation, by Linnea Fletcher, Division of Undergraduate Education, National Science Foundation

Attendees will have the opportunity to participate in several small group discussions during a Roundtable Discussions Luncheon on Friday, June 25.

Roundtable Discussions will include:

How to Get Involved and Shape TAA's Future, by *Fred Kleiner*, TAA Council Secretary

Unmasking the Mystery of Your Royalty Statement, by *Paul Rosenzweig*, Consultant, Royalty Review LLC

Editing a Collective Volume of

Conference Proceedings, by *Richard Hull*, Professor Emeritus, Department of Philosophy, SUNY-Buffalo

Stuffing the Channel to Foreign Markets, by *Stephen E. Gillen*, Attorney, Greenebaum Doll & McDonald

Help Shape the TAA Foundation's Future, by *Molefi Kete Asante*, President, Text and Academic Authors Foundation

Photographs for the Textbook, by *Christopher R. Harris*, Visual Communications, Middle Tennessee State University

Publishing in the School Market, by *Don Collins*, mathematics textbook author and former editor in K-12 publishing

TAA's 2010 Conference Committee members are Don Collins, Chair and TAA Vice President/President-Elect; Barbara Waxer; and Michael Spiegler.

Visit the TAA website at:
www.TAAonline.net

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HIGHLIGHTS:

Author honored. Jim Burke, author of *McDougall Littell Literature*, published by Houghton Mifflin Harcourt, won the 2009 Edublog Award for Best Educational Use of a Social Networking Service.

Open access. Maney Publishing (UK), which publishes scholarly journals in materials science, humanities, and health science, launched a new open access (OA) business model called MORE OpenChoice. The new program currently includes 23 materials science and engineering journals and 15 health science journals. The company plans to expand the program to include humanities journals in the future.

Writing Retreat. Sisters of the Academy Institute (SOTA) will be holding a Writing Retreat, "Building a Scholarly Writing Community for Black Women," April 15-18, in Columbiana, Alabama. The deadline for registration is January 25. The number of registrations is limited to 25.

Conference Committee. TAA would like to thank the 2010 TAA Conference Committee for its role in

assembling the program. Conference Committee members: Don Collins, Vice President/President-Elect; Barbara Waxer, TAA Council member; Michael Spiegler, TAA Council member.

Conference sponsors. TAA would like to thank the generosity of those who are sponsoring the 2010 TAA Conference in Minneapolis, Minnesota (June 25-26). Please take a moment to visit the websites of each of our sponsors and to thank them for their support of your annual conference. Their support helps keep our registration costs low and allow us to offer special features.

BTAA: Botkin. Dr. Daniel Botkin has published a new environmental science book *Powering the Future*, published by FT Press, a division of Pearson Education.

Contributing Member. TAA thanks Contributing Member Elaine Kirn-Rubin.

Member update. If you haven't been receiving *The Academic Author* each month, or any other mailings from TAA, we may not have your up-to-date mailing address. Please contact TAA headquarters at (727) 563-0020 or TextandAcademicAuthors@taaonline.net or fill out a secure online Member Update Form: https://www.taaonline.net/form/member_update.php

PAWLAK

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- Negotiation of Author-Publisher Contracts for the Experienced Author
- Royalty Q&A
- Royalties: Are You Unknowingly Losing Money?
- Tips & Strategies for Successfully Marketing Your Book
- Using Social Media to Promote Your Writing & Your Personal Brand
- How to Apply Mainstream Book Publicity Strategies to Academia
- Scholarly Publishing: Finding Support Through Peer Mentoring
- Learn about Sisters of the Academy Institute (SOTA): Scholarly and Professional Development for Black Women
- Textbook Supplements, The Big Three

All teleconference presenters are volunteers, who generously share their time and expertise with you. Most have also offered their time after the teleconference to provide one-on-one assistance. So if you are listening to a past teleconference, you can still contact the presenter if you have any questions.

If you have some expertise to share with your fellow members and would like to present a teleconference this fall, please let me know: kim.pawlak@taaonline.net

Give the gift of a TAA membership; \$15

Looking for the perfect gift for the academic or textbook author? Give a TAA Gift Membership! Providing a gift membership to a family member, friend, student or colleague is a great way to assist them with their writing and show your support for TAA's mission.

When you give the gift of a membership in TAA, the recipient becomes a part of the only nonprofit membership association dedicated solely to assisting textbook and academic authors.

Your recipients will receive all the benefits of a TAA membership. You can give a gift membership to TAA for only \$15 each. Fill out TAA's secure online Gift Membership Form: www.taaonline.net/form/give_giftmembership.php or download, print and mail a print Gift Membership Form: www.taaonline.net/giftmembers.pdf

TAA will send your gift membership recipients an email announcing your gift. A welcome letter and New Member Welcome Packet will also be sent via mail. Please make sure you include your recipient's email address and mailing address to expedite this process.

Thank You!



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BOOK REVIEW Continued from page 2

appendix something else; cut what isn't needed; perhaps integrate the truly relevant information into the rest of the book.

Still, I highly recommend *the Gettysburg Approach to Writing and Speaking Like a Professional*. It's as long as necessary, although not as short as possible. It's dense, or full of precise, relevant insights. And who in our organization wouldn't be hungry for information about writing and teaching well?

Reviewed by Dr. Janet Belsky

Dr. Janet Belsky is a University of Chicago Ph.D. and professor in the Psychology Department at Middle Tennessee State University. She has been writing college

textbooks in human development and teaching undergraduates for the past 30 years— by now about half of her life. During her 30s and 40s, she focused on adulthood and aging, first writing *The Psychology of Aging*, and *The Adult Experience* (was Wadsworth, now Cengage), then *Here Tomorrow* (John's Hopkins University Press), a trade book explaining the behavioral science research on aging for older adults. Dr. Belsky's capstone text, covering all of development, is *Experiencing the Lifespan* (Worth Publishers, 2006, 2010). A 2008 Texty Winner, the second edition of *Experiencing the Lifespan* just came out this past October. Dr. Belsky wants to thank TAA for this incredible honor and for allowing her to find her intellectual home!

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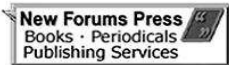
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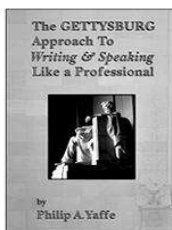


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TAA Spring 2010 Teleconference Series

Fresh Eyes: How Working With An Editor Can Improve Your Work

Wed., Mar. 10, 2-3 p.m. EST

Publish With a University Press: A Brief Introduction to Navigating the University Press World in Difficult Times

Wed., Mar. 17, 1-2 p.m. EST

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

Tues., Mar. 23, 1-2 p.m. EST

How to Seek Funding From State Humanities, Arts Councils

Tues., Apr. 6, 1-2 p.m. EST

Writing, Procrastination and Resistance: How to Identify Your Funk and Move Through It

Tues., Apr. 20, 12-1 p.m. EST

TAA members can participate in
teleconferences for free. All teleconferences are

held over the phone. Call-in instructions are
sent about a week prior to each teleconference.

Register at [www.taaonline.net/
TAATeleconferences](http://www.taaonline.net/TAATeleconferences) or email
kim.pawlak@taaonline.net

The following teleconferences were held in
February and are now available as recordings:

Faculty Success: Tenure, Promotion & Merit Demystified:

[www.taaonline.net/TAATeleconferences/
schedule_spring10.html#faculty_success](http://www.taaonline.net/TAATeleconferences/schedule_spring10.html#faculty_success)

BrandStoria: The Power Your Unique Brand Story

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