



THE ACADEMIC *Author*

FOR CREATORS OF ACADEMIC INTELLECTUAL PROPERTY

SEPTEMBER 2011

Text and Academic Authors Association • 2011:06



*At a glance:
24th Annual
TAA Conference
Albuquerque, NM
June 24-25, 2011*



2011 TAA Conference receives high praise

TAA's 24th Annual Conference was a great success, bringing together more than 80 textbook and academic authors seeking to enhance their knowledge of writing, contracts, royalties, collaboration, open access and ebooks.

Attendees gave high praise to the quality of the presenters, sessions, and mentors, as well as the variety of networking opportunities.

"This is one of the best and most useful conferences I have ever attended!" —SHERRY BISHOP, ATTENDEE

Sisters of the Academy Institute's Felicia Moore Mensah kicked off the conference on Thursday with a workshop on academic writing. Giving high marks for her presentation, participants said they

learned strategies that will be valuable throughout their writing careers.

On Friday morning geography textbook author Robert Christopherson shared a fascinating geographical overview of the Albuquerque region. Sessions followed focusing on topics such as indexing and ebooking issues, digital publishing opportunities, co-author collaboration, the Google Settlement, contracts, authoring software, writing programs, royalty audits and academic publishing.

The learning opportunities continued on Saturday with sessions on digital textbooks, writing productivity, international editions, trademarks and book titles, and finding images through open access and the public domain.

More conference coverage inside on pages 4 & 5.



3 Academic publishing:
How to deal with rejection

6 Recent TAA
grant recipients

7 Upcoming
Webinar:
*Interactive ebook
production*



President's Message



I am very pleased to serve as your president for the next two years. It is an exciting time! Following the successful 2011 Conference in Albuquerque, New Mexico, TAA will be celebrating its 25th anniversary with the 2012 TAA Conference in glorious, vibrant New Orleans, June 8-9th. For a national organization to grow and flourish for a quarter of a century is a crowning achievement!

Building upon TAA's chapter development, audio conferences, informational workshops, and social network, my goal is to continue to serve and assist textbook and academic authors. After all, TAA was established as the only authoring association devoted exclusively to protecting the professional interests of textbook and academic authors.

Through the years, TAA has disseminated ethical and legal information on various issues—tax considerations, copyright issues, royalty assessments, international publishing factors, intellectual property rights, contractual agreements, etc. TAA's history reflects its dedication to protecting the rights of authors through carrying out actions on behalf of its members.

In the spirit of TAA's proud tradition, I welcome your ideas and feedback. I enjoyed meeting many of you in Albuquerque! Let's nurture that connection! Feel free to email me at mkswitzer@verizon.net. I look forward to hearing from you.

Sincerely,
Mary Kay Switzer

FEATURED MEMBER: **JOSÉ CARMONA**

Educator balances complementary careers

By Dionne Soares Palmer

A variety of talents and interests— and an impressive amount of energy—drives José Carmona's multifaceted career. He primarily describes himself as a teacher and a writer, but he is also involved in training, consulting, and translating.



José Carmona has authored or coauthored six academic books and has seven new books in the works.

Carmona has been teaching both Spanish and English as a Second Language (ESL) at various institutions, including Daytona Beach College and Hillsborough Community College, for 26 years. This fall, Carmona will be joining the faculty at the University of Tampa where he will be teaching Spanish and perhaps ESL as well.

Carmona had several inspirational high school teachers who helped motivate him to pursue a career in education, but he

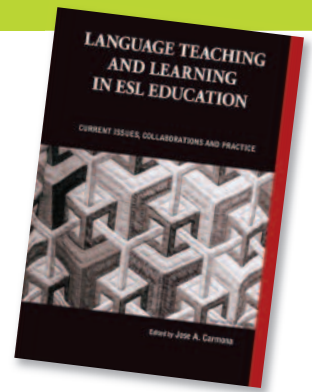
has always been interested in teaching: "When I was still in grammar school, they had an after school program where we could be a teacher's assistant, so I was able to help after school with a pottery making class. That was my first experience teaching and I loved it."

As a complement to his career as a classroom educator, Carmona is also a writer. He has authored or coauthored six academic books. His most recent book is *Language Teaching and Learning in ESL Education: Current Issues, Collaborations and Practice*. He is currently working on seven new books on a range of diverse topics.

In addition to teaching and academic writing, Carmona has published individual poems and a book of poetry; provides training on diversity and literacy development; and serves as a translator for courts, government agencies, and private companies.

Carmona said the variety in his career suits his "hyperactive" temperament well because he can choose what to work on based on his mood: "I like to move around from one thing to another, and I have a lot of energy to spend." **n**

Dionne Soares Palmer is a freelance writer based in northern California.



INDUSTRY NEWS UPDATE:

Judge puts pressure on parties to settle Google Books case

At a status meeting with both parties in the Google Books Settlement case, which would have allowed Google to create a universal digital library, Judge Denny Chin put pressure on them to settle by September 15 or the case would be scheduled for trial.

Judge Chin had rejected a proposed settlement on March 22, concluding that it was not a fair, adequate or reasonable agreement. One of the major objections to the settlement was its opt-out program, which required authors to opt-out to prevent their books from being copied. Chin urged the parties to revise the agreement to an opt-in program instead. View the judge's full March 22 ruling at <http://1.usa.gov/fyLIB1> **n**

Academic Publishing: How to deal with article rejection

By Dionne Soares Palmer

Rejection can certainly be discouraging, but it doesn't have to mean the end of a project. It is important to move forward after your work is rejected and there are some steps you can take to avoid rejection altogether.

Overcoming disappointment is often one of the first things an academic author must face after a rejection. Dannielle Joy Davis, an associate professor of Educational Leadership, Policy, and Law at Alabama State University and a new co-editor for the journal *Learning for Democracy*, recommends setting aside a finite amount of time to feel disappointed before moving on and taking steps to resubmit. "I always send [a rejected paper] back out to a refereed venue and do not dwell on disappointment for more than 24 hours," she said.

After conquering your disappointment, you must decide whether or not to resubmit your work to another journal. Tara Gray, the director of the Teaching Academy at New Mexico State University, and author of *Publish and Flourish: Become a Prolific Scholar*, suggests objectively evaluating whether the costs of revising the project outweigh the

benefits, rather than making a decision based on your emotional reaction to the rejection.

"When you get the rejection feedback, it feels devastating," Gray said. "But when you try to respond one step at a time, usually you can respond reasonably and well. I would never reject a project based on reading bad feedback. I would reject it only upon trying to make those changes and finding they are insurmountable."

Gray said she always resubmits when her own work is rejected.

Davis urges writers to persevere and never give up on their manuscripts. In her experience as a writer, co-editor and reviewer, she has never come across a project that should be abandoned. "Authors must persist in the face of rejection and not take rejection personally," Davis said. "Remember, every good manuscript has a home. It is our job as authors to find that home and to continue to polish the work while searching for it. Persistence is key in the publishing process."

Davis has never given up on a rejected project. Her strategy of persistence has paid off, earning her more than 20 peer-reviewed publications and a recent book contract. ⁿ

Strategy: Solicit pre-submission feedback

One way that academic authors can potentially avoid the disappointment of rejection is to request pre-submission feedback in order to identify and fix problems early.

Tara Gray, the director of the Teaching Academy at New Mexico State University, and author of *Publish & Flourish: Become a Prolific Author*, is a strong advocate for this strategy and works with three groups of readers for her pre-submission feedback:

- 1. Non-experts.** She asks non-experts, such as family members or friends, to read her work and look for issues in clarity and organization.
- 2. Colleagues.** She also asks people in her field that she trusts to read her work and comment on issues related to content, methodology, and theory.
- 3. Experts.** Gray contacts the scholars that she has cited the most often and/or the most heavily in her manuscript to elicit valuable additional feedback.

"I generally get about a 50% response rate from these experts," Gray said. "I ask them for feedback on how I am using their work. That tends to be the hook that gets them to want to interact with me more. I also ask them for just a quick read—just 20 minutes of their time—to look for the biggest problems they see. Some of them have been enormously helpful to me."

Gray asserts that pre-submission feedback can be extremely helpful in avoiding rejection and can help ensure that a project is worth pursuing in the early stages of the work: "If you've gone through a half a dozen experts and non-experts before you submit, you won't be working on many projects that need to be abandoned." ⁿ



Social Media Intern Libby Corning staffed the Social Media Booth at the 2011 conference.

Twitter Challenge yields 100-plus tweets

Conference attendees participated in the first annual Twitter Challenge by submitting more than 100 tips or strategies they learned from attending a conference session or meeting with a mentor. Several attendees took the opportunity to visit the conference Social Media Booth to learn more about Twitter, Facebook and LinkedIn and how their authoring can benefit from the use of social media. ⁿ

View all of the 2011 TAA Conference tweets by visiting www.taaonline.net/2011TAAConference

TAA's 2011 Conference

“The TAA conference is a conference like no other. The people are fantastic—very warm, welcoming and knowledgeable. Everyone you approach with questions is willing to talk to you, willing to give you advice, willing to mentor you in some way. That alone sets TAA apart from any other professional association.”



**TAMARA
BERTRAND JONES**

“My first book came out 15 years ago, so I have dealt with contracts for 15 years, and I still learned new things about contracts at this conference—things I wish I had known a few years ago.”

RUSSEL STOLINS

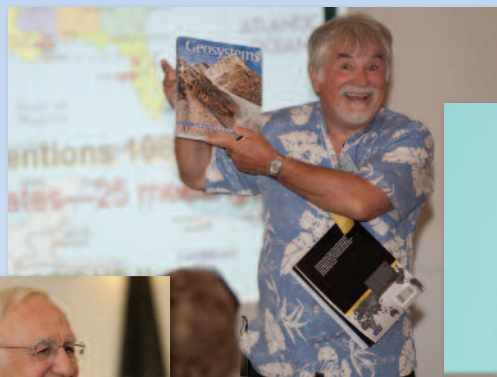
TAA's 2011 conference receives rave reviews!

From the presenters, to the mentors, to the networking, to the beautiful and historic Hotel Albuquerque venue, the conference was a great success. Enjoy the following conference photos and read what conference participants had to say.

Presenters in Action



Kay Schlembach provided tips on indexing.



Robert Christopherson's geo-primer was informative and entertaining.



Dannelle Stevens inspired attendees' writing productivity.



Paul Rosenzweig shared the good and bad news on royalty audits.

Candid moments!



Janet Belsky adds to the discussion.



Ana Monteiro-Ferreira and Molefi Kete Asante visit between sessions.



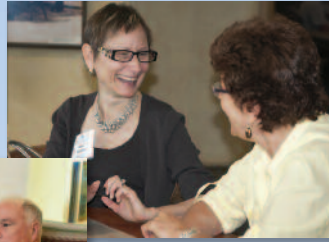
Impromptu patio break-out session – Tamara Bertrand Jones, LeKita Scott Dawkins, Felicia Moore Mensah

Thank you to Marcia Reifman, Dept. Chair, Media Arts & Film, San professional photography services throughout the 2011 TAA conference.

View the entire photo gallery online at [www.taa.org](#)

Conference At a Glance

Mentor sessions – an invaluable asset



Mentors Stephen Gillen, Michael Sullivan, and Barbara Waxer provided valuable counsel to conference participants.

Hospitality suite always provides a great environment for networking and relaxation.



TAA Vice President John Wakefield and Past President Ron Pynn

Collaboration & Brainstorming



“The main thing I will take away from this year's conference is the networking contacts I have made. As with previous conferences, I have developed contacts within the organization that I have and can continue to rely on for expertise when I am



working on my own book.”

KEVIN PATTON

“At this year's conference I was hoping to get a better understanding of how to author textbooks and how to become a better writer. The conference really delivered on that. Not only did it help from the perspective of getting me engaged in writing, gaining useful tips, and understanding the process, but I also developed a camaraderie with other attendees.”

JAMES KING

Monte Fe Community College, and Terry Colby for providing TAA with their expertise. Their donation of time and expertise is greatly appreciated.

www.taaonline.net/2011TAAConference

TAA Council honors five members at June conference

Five association awards were presented by the TAA Council during an Awards Ceremony Luncheon held at the TAA Conference in Albuquerque, New Mexico.



Outgoing TAA President **Ron Pynn** received the 2011 President's Award for his outstanding service to the association. Pynn was one of the founding members of TAA.



Outgoing TAA Council member **Tara Gray** received the 2011 President's Award in recognition of her many years of service to TAA, most notably through her Publish & Flourish workshops which have made TAA flourish.



TAA Council member **Barbara Waxer** received the 2011 Mike Keedy Award for her dedicated works on behalf of authors. Waxer volunteered to manage the redesign of TAA's website and member database.



Fred Kleiner received the 2011 Frank Silverman Lifetime Achievement Award for his lifetime of excellence in authoring, and career of support and service to authors.



Paula Heimbecker received The Norma Hood Award for her 20 years of service as production editor of TAA's member newsletter, *The Academic Author*.

How do you like our new look?
Please e-mail your comments
to Kim.Pawlak@taaonline.net



Two academic authors receive TAA publication grants

Michael Bruening, an assistant professor of history at Missouri University of Science & Technology, and **Mario Gil**, a postdoctoral associate in the laboratory of Dr. Elliott Albers at Georgia State University's Neuroscience Institute, have been awarded TAA publication grants.



Michael Bruening

Bruening received a \$1,000 grant to be used to cover costs incurred in publishing his book, *Epistolae Petri Vireti: The Previously Unpublished Letters and a Register of Pierre Viret's Correspondence*, which will be published in September 2011 by the Swiss press Librarie Droz.

"I was thrilled to hear that I had been awarded a TAA publication grant for my book," said Bruening. "My critical edition of Reformation-era correspondence is the kind of book that will be used by scholars for decades to come. It will be an essential volume for good research libraries."

"The TAA publication grants are vital for assisting authors seeking to publish substan-

tial scholarship that might not necessarily be 'sexy' enough for the publisher to fund fully," Bruening added. "With academic publishing going through difficult times, publishers are increasingly demanding substantial book subventions from the authors, at the same time as humanities departments are raising their publication expectations for tenure. Publication grants like those offered by TAA will be increasingly important for American academics seeking to establish their reputations as serious scholars."



Mario Gil

Gil received a \$430 grant to purchase offprints of his article, "Oxytocin in the medial preoptic area facilitates male sexual behavior in the rat," which was published in the April 2011 issue of *Hormones and Behavior*.

"I am extremely thrilled to be the recipient of a TAA publication grant," said Gil. "This is my first publication as a primary author. The support and assistance provided to academic authors by organizations like TAA is invaluable." n

TAA publication grants

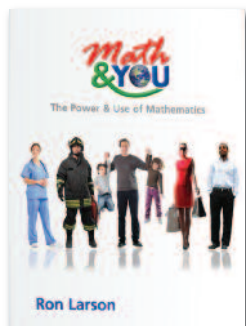
are open to member and non-member authors. Authors can apply for a publication grant of up to \$1,000 to cover the cost of publishing already accepted journal articles, or for the preparation of artwork or other charts, diagrams or images to be included in accepted articles or academic books.

For more information about TAA publication grants visit taaonline.net/publication_grants

"The support and assistance provided to academic authors by organizations like TAA is invaluable."

—MARIO GIL

Interactive eBook Production: An Inside Look



Ron Larson is an award-winning author of over 200 math textbooks.

Get an inside look at the process that went into creating mathematics author Ron Larson's latest textbook, "Math & YOU," a book written for the web 2.0 generation, during a one-hour TAA webinar Tuesday, September 13 at 1 p.m. ET.

When Larson set out to write his latest textbook, "Math & YOU," he wanted to write a book that was "alive". "Math & YOU" was written for the Internet so that Larson Texts can communicate directly with students who are using the book, and students who are using the book can connect with each other. In the textbook industry the author's job is usually finished after the book is written, but, with "Math & YOU" the author can still contribute to the learning experience after the book is in the classroom.

It took over 20,000 man hours to create "Math & YOU" due to the fact that the book not only had to be written and laid out in traditional format, but also coded and designed for the Internet. Numerous programs were used to create the book including Photoshop, In-design, and HTML programming language.

Larson will discuss the funding model for the online version of the book and how authors can write books for the andYOU series. For more information or to view "Math & YOU", visit www.andyou.com

About the presenter: Ron Larson is a Professor of Mathematics at Penn State University in Erie, Pennsylvania, where he has taught since receiving his Ph.D. in mathematics

from the University of Colorado in 1970. He is the author of over 200 math textbooks ranging in subject from middle school math through calculus. He has won many awards for his textbooks, and most recently won the 2011 McGuffey Longevity Award for *PreCalculus: Real Math, Real People*.

Register online at www.taaonline.net/TAATeleconferences/eBookInsideLook
Free for members. Non-members pay \$25. n



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ASSOCIATION NEWS

TAA Council increases publication grant

Council increases TAA publication grant

limit from \$750 to \$1,000. Authors can now apply for publication grants of up to \$1,000 to cover expenses incurred in the research, production, and publishing of already accepted print academic journal articles and books. Learn more about applying for a TAA Publication Grant at www.taaonline.net/publication_grants

New TAA website coming soon

TAA is proud to announce it will be launching a new website this fall! The new website will be designed for maximum content navigation and member networking opportunities. Watch for more information about the new website in upcoming issues.

New benefits for chapter program

It might be a perfect fit for your institution!

TAA's chapter program provides colleges and universities an efficient and cost effective way to extend their faculty development programs by offering TAA's extensive membership benefits. Developed to help create a sense of community for textbook and academic authors, the chapter program provides an opportunity for the academic author to connect with their peers, find collaborators, and encourage the use of accountability partners. Participation in a writing community can help members improve their writing skills and become more successful authors.

TAA chapter benefits:

- Reduced annual dues ranging from \$15 to \$30
- Graduated annual chapter grant ranging from \$250 to \$1,000
- Complimentary conference registration for Chapter Chair
- All the benefits of TAA membership

Chapters can be formed with as little as 15 members. If you would like more information or are interested in starting a chapter, contact Maureen Foerster at maureen.foerster@taaonline.net



Visit TAA's library of authoring podcasts

TAA's vast online library of one-hour podcasts offers an invaluable resource to the textbook and academic author.

Visit TAA's Audio Conference page, www.taaonline.net/TAATeleconferences/past_teleconferences_public.html, and select from an extensive list of more than 50 podcasts including:

- Faculty Success: Tenure, Promotion & Merit Demystified
- First-Time Authors: An Inside Look at Journal Publishing
- Writing, Procrastination & Resistance: Identifying Your Funk & Moving Through It
- Tax Tips for Authors
- eBooks: An Overview
- The 10 Worst Legal Mistakes a Textbook or Academic Author Can Make
- Don't Settle for a Publisher's Standard Contract: Terms You Can and Should Negotiate
- Tips & Strategies for Successfully Marketing Your Textbook
- How to Be a Successful Freelance Writer for College Textbook Publishers

To listen to interviews with industry experts, visit TAA's blogtalkradio page, www.blogtalkradiocom/textacademicpodcast, and select from a variety of 15-minute podcasts open to members and non-members.

We invite you to join us!

Save the Date!



Textbook and Academic
Author Sessions

Networking & Collaboration
Roundtable & Brainstorming
Sessions

Mentoring Opportunities

*"This is one of the best and most
useful conferences I have ever
attended!"* —Sherry Bishop,
2011 TAA Conference attendee

www.TAAonline.net