

TAA presents Texty, McGuffey awards

TAA presented seven Texty and five McGuffey awards during its 1998 convention-closing awards banquet June 13 in St. Petersburg.

Texty awards went to:

- Robert Christopherson, *Geosystems: An Introduction to Physical Geography*
- Ron Larson, *Larson's Leapfrog Math*
- Marty Triola, *Elementary Statistics*
- Richard Campbell, *Media and Culture*
- Frederic Martini, *Fundamentals of Anatomy and Physiology*
- William Stallings, *Operating Systems: Internals & Design Principles*
- Belverd Needles, Jr., *Financial Accounting*

McGuffey awards went to:

- Thomas Lathrop and Eduardo Dias, *Portugal*
- Paul Tippens, *Physics*
- Louis Boone and David Kurtz, *Contemporary Marketing: Wired*
- Thomas Mertens and R.L. Hammersmith, *Genetics: Laboratory Investigations*
- Charles Corbin and Ruth Lindsey, *Concepts of Physical Fitness*

TAA created the Textbook Excellence Award (Texty) in 1992 to recognize current textbooks and learning materials.

The McGuffey longevity awards were created in 1993 to recognize textbooks and learning materials whose excellence has been demonstrated over time.

TAA designed the Texty and McGuffey awards because text materials did not have awards of their own.

TAA National Convention Park City, Utah June 24-25, 1999

TAA's 1999 convention will be in Park City, Utah at the Shadow Ridge Resort June 24-25, the TAA Council decided.

TAA Treasurer Mike Sullivan, who arranges convention sites, said Shadow Ridge offers six types of units, from twin-bed hotel rooms to three-bedroom condos. Most units have fireplaces, and a few have jetted tubs, he said.

The resort is 45 minutes from the Salt Lake City Airport by ground shuttle.

NOTABLE AUTHOR: KATHY HEILENMAN

Teacher-friendly French texts

Kathy Heilenman said she and her co-authors tried to make their textbook *Voila!* teacher-friendly. The book, subtitled, *An Introduction to French*, in its 3rd edition in 1997, "makes the teacher look good," said Heilenman. "Teaching a foreign language is much more of a performance art than is teaching other subjects. Our text provides a lot of help to teachers in structuring the class." *Voila!* also puts a real emphasis on vocabulary, rather than structure, she said, something the other texts weren't doing when Heilenman and co-authors Isabelle Kaplan and Claude Tournier wrote the first edition.

Although writing a textbook wasn't required or overly encouraged at Northwestern University, where the first edition originated, Heilenman said she and her co-authors wrote *Voila!* because they really wanted to change the way French was taught. The most effective way to do this, they figured, was through a textbook. "We thought at least if we wouldn't be rewarded in the marketplace," Heilenman said. Once they got started and saw how much work was involved in relation to the monetary value, their opinions changed: "We realized that we will still be doing something good, but we'd have to benefit more indirectly."

Heilenman, currently an associate professor of French and Italian at the University of Iowa, said she won't write a textbook again: "There's no motivation for me to do it besides doing good work and there's no other topic I have enough expertise in to write about in any event. I would rather stick to doing research and writing articles." French is a relatively small market, she said: "If I were writing in another, larger market, my conclusion might well have been different."

Heilenman is also director of first-year and second-year language instruction at the University of Iowa. She studies foreign language education and second language acquisition, the psychology and linguistics behind how people acquire a second language. She is currently trying to launch a new interdisciplinary graduate program in second language acquisition. Heilenman says she enjoys teaching and administrative work: "If I had to do only one it would be depressing." The most rewarding thing about teaching, she said, is helping students make sense of things: "It's satisfying to see people figure out they can learn another language."



Foreign language author Kathy Heilenman said she won't write a textbook again. She says the small French market is one reason. Another: she'd rather stick to doing research and writing articles.

After writing *Voila!*, she says, she won't be doing it again. "Finishing the text was almost anticlimactic," she said. "We had spent so much time on formatting, proof-reading and editing, that by the time the book came out, all I could feel was glad it was over with." Heilenman gives beginning authors this advice: Do an awful lot of research, join TAA, talk to lawyers and other authors, and read what's already been written. "Find out what you're getting into before you do it," she said.

When Heilenman isn't teaching French, she's training dogs. She has three Bouvier des Flandres dogs named Jeanne, Kaz and Nelly. The 60-90 pound dogs are black and hairy. "They look like bears," she said. She trains them to herd cows, sheep and goats for farms.

"I train dogs as a hobby," she said. "It's my social life to get away from the university." Heilenman is married to Daniel S. O'Leary and has one daughter, Lisa Graft.

Digested from a complete article at www.winonatet.com/taa/NOTABLE/heilenman/html

QUICK TIPS

Steps to success

Steve Krantz has written more than 25 books, including *A Primer of Mathematical Writing* published by the American Mathematical Society, and 100 scholarly articles. Here are some things that he has learned in the process:

- Don't worry about what other people think. If you have something to say, then write it.
- If you are going to write something as long as a book, then have a clear picture of the *entire project* in mind before you begin. Also have a clear plan of how long each portion of the book should take (at least a plan of how long the first draft of each portion should take). If you do not take this precaution, then you easily can get bogged down with a difficult piece of the work and never finish.
- Persistence is the most important quality of a successful author. If your project/manuscript is rejected then learn what you can from the experience

and ply your wares elsewhere.

- It is very important to get something down on paper so that you have a draft to work with. It is even more important to realize that, once you have something on paper, then that is only the first step of a very long journey. Turning a first draft into a polished manuscript is tedious, laborious, agonizing, and not for the faint of heart.

- When it is time to send your project to a publisher (I am thinking here of a book), then have a Table of Contents, a Prospectus, and some sample chapters to show. Here a Prospectus is like a Preface, but somewhat more self-assertive; in particular, the Prospectus should indicate what competing books are on the market and why this new one is better. Along with these materials, include a concise cover letter introducing yourself and saying (in just a sentence or two) what this project is all about. It is certainly appropriate to include your Curriculum Vitae in the package.

- Do not send a publisher your first draft. Also do not send your second draft or your third draft. Ideally, the manuscript you send should represent your best effort, and it should

be complete. That means that all figures, references, diagrams, etc. are included. There should not be any parenthetical phrases saying "A diagram will go here" or "Will be expanded upon later" or "References to be added."

- Be prepared to wait eight weeks for a response from the publisher. If you don't get a reply in due course, then a polite letter of inquiry is certainly in order.

Moving to tradebooks

Journalism author Hiley Ward gives this advice for textbook authors who want to cross over into writing tradebooks: "One way to get published as an unknown is to get published in magazines," he said. "Then send the magazine article along with your book proposal to a publisher." Sound familiar? Ward has written five textbooks including *Mainstreams of American Media History*, and ten tradebooks including *God and Marx Today*.

NEWS BRIEFS

Pace yourself. The tortoise won the race through pacing. That's the advice of writing coach Roy Peter Clark when writers ask how to approach major projects. Clark, of the Poynter Institute on Media Studies, told TAA members at their national convention that writing every day is the answer -- but don't overdo it. "Take the weekend off," he said. Otherwise you're a "binge writer" who, when you're done, goes into a non-productive "decompression period." www.winonanet.com/taa/ARTICLES/98/06jun/0612clark.html

Staying put. McGraw-Hill agreed to a longer lease, to the year 2020, on its Manhattan headquarters at 1221 Avenue of the Americas. The lease means McGraw-Hill will consolidate seven Manhattan locations down to three.

Good textbooks. Scholar Donna Besser says the evidence is "irrefutable" that students care about textbooks. Besser conducted a major study, with 569 student responses, and found students have firm ideas on which textbooks are good and which ones are not. Besser, from Southern Illinois University-Carbondale, found students regard writing as paramount. www.winonanet.com/taa/ARTICLES/98/06jun/0613dstone.html
For the full text of Besser's study: www.winonanet.com/taa/ARTICLES/98/06jun/0613dstoneFULLTEXT.html

Helping people. When first asked to serve as president of TAA, Frank Silverman recalls, he honestly didn't think it would take much time. Now, winding up his term, he knows he was wrong. But, he told TAA members in a speech winding up his term, the time was well spent. His legacy as president? "I thought I would feel real good if we would be able to raise the size of the membership," Silverman said. In fact, membership grew more than 50 percent -- from 500 to 800. "Regardless of whether new members are retained, we were able to help some people."

Accept awards. Eight McGuffey and Texty-winning authors and stand-ins were applauded to the podium for their plaques at the finale banquet of the TAA national convention. They were McGuffey winners Charles Corbin and Ruth Lindsey, Tom Lathrop, Thomas Mertens and R.L. Hammerstein, and Paul Tippens. Texty winners were Robert Christopherson and Ron Larson. www.winonanet.com/taa/ARTICLES/98/06jun/0613awards.html

Hood award. The South Florida professor who put together the 1998 TAA convention program, Jay Black, was given the Norma Hood award. Ron Pynn, TAA executive director, made the presentation as the convention wound up at Saturday night banquet. www.winonanet.com/taa/CONVENTIONS/1998hotel.html

Third largest. Science publisher Plenum was sold to German publishing giant Wolters

Kluwer for \$258 million. The deal includes journals, which account for two-third of Plenum's \$55 million in sales. With Plenum, Wolters Kluwer becomes the third largest medical-science publisher in the United States with total holdings of about \$500 million, according to the trade newsletter, *Subtext*. There was bidding for Plenum, and Wolter Kluwer's offer was high -- 4.7 times earnings.

Sundance purchased. Sundance Publishing, which produces K-12 reading supplements, was purchased by Hights Cross Communication. Transaction: \$35.5 million. Hights Cross said Sundance would continue as a separate entity with Fred Johnson as president. The company also owns Newbridge Educational Publishing.

Convention Cassettes. A 10-tape set of select 1998 TAA convention presentations is available. Audio Excellence recorded 10 presentations during the two-day convention. Each tape is \$11. To order call (813) 360-6726.

Keedy Award. A business author who started his textbook career at 75 cents an hour helping a professor finish a book, won the 1998 Keedy Award. Bill Pasewark of Lubbock, Texas, who has chaired the TAA Contracts Committee for nine years, was given the award at the national convention. Pasewark has advised dozens of members on contracts issues, and his committee created the landmark TAA guidelines on textbook

contracts. He was the first TAA author to hold both McGuffey and Texty awards for excellence for his books. The Keedy award bears the name of TAA founder Mike Keedy. www.winonanet.com/taa/NOTABLE/pasewark.html

Thank you. The 28 judges who chose TAA's McGuffey and Texty award winners were thanked by Natalie Gillespie, TAA's member services director, who coordinated the competition. For a full list of judges see July briefs online www.winonanet.com/taa

Hopkins press. The retired director of the Johns Hopkins University Press, who left three years ago, was brought back as interim director. Jack Goellner said he sees himself as a caretaker. He had been director for 21 years. As interim director, he succeeds Willis Regier, who resigned after an uneasy three years of staff resistance to shifts in the direction of the list. www.winonanet.com/taa/BRIEFS/98/07jul.html#hopkins

Cut rates. A University of Arkansas committee recommended that the university's press cut author royalties. English professor Charles Adams said the royalties are higher than most university presses offer. The recommendation was part of a study to restore the press to economic self-sufficiency. The committee also recommended expanding the press' list, outsourcing distribution, and creating a stronger editorial board. www.winonanet.com/taa/BRIEFS/98/04apr.html#arkansas

All aboard. A yacht donated to the University of South Florida, where TAA is headquartered, will be available for the TAA Council's January 9 meeting, said St. Petersburg campus Dean Bill Heller. Who will steer the craft? TAA President Peggy Stanfield, from land-locked Idaho, said she signed on only to skipper TAA -- not a sea-going yacht. Executive Director Ron Pynn asked TAA members to submit agenda items: pynn@badlands.nodak.edu

Keeping more. British media giant Pearson will keep more of Simon & Schuster than originally agreed. Pearson's partner in the acquisition, Hicks, Muse, Tate & Furst, no longer wants the Simon & Schuster international business and professional divisions, so Pearson will keep them. Hicks will take certain reference titles, including *Webster's New World Dictionary*, for \$860 million.

MLA additions. The Modern Language Association updated its style book, adding a chapter on crediting on-line sources and electronic databases. The *MLA Style Manual*, widely used in the humanities, also details deals with such on-line sources as web video clips. Copyright lawyer Arthur Abelmann wrote a chapter that includes information on writer rights. www.mla.org

Convention chair. An award-winning physics author, Paul Tippens, will put together the 1999 TAA Park City convention program. TAA President Peggy Stanfield

New TAA president has mix of strengths

TAA's new president, Peggy Stanfield, said her ability to be a team player is important in an organization like TAA. "I work well with other people, I'm not reluctant to share my knowledge with others and I adapt to change readily," she said in an interview about her new responsibilities. "I think that's a pretty good mixture of strengths to have in this organization."

Stanfield said her main objective as president will be to expand TAA and make it well-known and respected throughout the country. "I want to bring more people into TAA by getting the message out that TAA can do many things for them," she said. "There's lots of potential members who have never heard of us, and I'd like them to know the benefits of belonging to TAA."

She said she hopes to continue with the efforts TAA has made to increase membership through its workshops and to help the organization "advance, improve and get stronger through cooperation with other writers groups and new services to our members."

In addition, Stanfield would like to support several ongoing projects. "I want to work with the executive director and the council to see these projects take shape for the future," she said. They include:

- Getting young writers involved.
- Providing more perks for members: selected royalty reviews, legal services, legal insurance.
- Assisting new writers with their manuscripts.

• Promoting the Council of Fellows, a group of people recognized by TAA for extraordinary service.

Some projects that she would like to see TAA begin include:

- A survey of members on ideas for improving TAA.
- A hotline for answering authoring questions.
- Helping authors and publishers contact each other through meetings arranged by TAA.

• A mentoring program for new authors by senior authors: "I believe new authors need that kind of assistance."

"I think all of these things are good incentives for members to join and stay in TAA," Stanfield said. Stanfield also hopes to get answers to questions about member retention: Why do some members drop out after the first year? What do they need that they're not getting? "We hope that the increased communication created by the online newsletter and the monthly printed digest will bridge the gap between our members and the organization," Stanfield said. "Please keep in touch. I want to know your concerns and suggestions for improving the organization."

Stanfield is the author of five textbooks, including *Nutrition and Diet Therapy*, *Introduction to the Health Professions*, and *Essential Medical Terminology*. She is now professor emerita at the College of Southern Idaho, president of Dietetic Resources, and a partner in Science Technology System.

announced. Tippens invited TAA members to contact him with program proposals. ptippens@st6000.sct.edu

Co-author contracts. Hotel and casino law author Karen Morris, in her presentation at the TAA convention June 13, "Make Nice With Your Co-Author," said authoring is a major undertaking and being able to share the load is attractive, but a written contract is needed as the basis of the relationship. Morris said to avoid co-author problems carefully select a co-author, select a successor author and create a thorough, written contract. www.winonanet.com/taa/ARTICLES/98/06jun/0613morris.html

Declaration praised. The Authors' Licensing and Collecting Society reported favorable responses to its Declaration on Academic Writers and Academic Rights, a comprehensive assertion that covers remuneration, control, contractual rights and moral rights. More than 100 academics responded. www.winonanet.com/taa/ARTICLES/98/07jul/0708declaration.html

Scholastic purchase. Scholastic, Inc., the el-hi publishing house, bought Book Fairs from troubled Pages, Inc., reportedly for \$10.5 million cash. Scholastic gets the Book

Fairs customer list, inventory and book-fair cases. Pages keeps its book publishing business. Meanwhile, Pages' suit against the Arthur Anderson auditing firm, which it blames for tax problems, remains in court.

Pearson first. With the pending sale of its textbook and other non-trade divisions, Simon & Schuster will drop from first to 13th place in U.S. textbook sales, the trade journal *Subtext* projected. British-based Pearson, which is acquiring the Simon & Schuster units, zooms to first with \$3.7 billion sales expected for 1998.

TAA stronger. Outgoing TAA President Frank Silverman said he leaves TAA "a considerably stronger organization." He sees TAA's major recent success as the workshops at seven sites around the country. The workshops drew in almost 300 new members. "Judging by the feedback we've received from workshop participants, the workshops have helped significantly," Silverman said. Member services have improved through the online newsletter and its monthly print digest, which is mailed to members, he said. www.winonanet.com/taa/ARTICLES/98/07jul/0702silverman.html

TAA chooses leadership succession

Retired author Peggy Stanfield was elected president of TAA, ascending from a one-year term as vice president. Stanfield, from Twin Falls, Idaho, assumed office at TAA's national convention June 11. She is a retired professor from the College of Southern Idaho.

Elected vice president was Karen Morris, a law professor from Monroe Community College in Rochester, New York. Her recent textbooks specialize in hotel and casino law. As vice president, she is also president-elect.

TAA Council members Paul Tippens, a physics author, and Paul Rosenzweig, a royalty auditor, were reelected.

Dale Layman, a biologist from Joliet Junior College in Illinois, was also elected to the Council.

Stanfield, who as incoming president chaired the nominations committee, said she was pleased at the quality of many TAA members willing to take on a leadership role.

"We're in good stead for a strong TAA Council not only this year but into the future," she said.

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Writing coach's advice: Don't binge

www.winonanet.com/taa/ARTICLES/98/06jun/0612clark.html

Texty, McGuffey winners accept plaques

www.winonanet.com/taa/ARTICLES/98/06jun/0613awards.html

Research finds class-text quality correlation

www.winonanet.com/taa/ARTICLES/98/06jun/0613dstone.html

Academic authors praise Declaration

www.winonanet.com/taa/ARTICLES/98/07jul/0708declaration.html

Updated regularly, usually daily, TAA's online newsletter offers archival coverage of TAA business and news. If you don't have access to the Internet you can request a mailed or faxed printout of full stories and features of the online newsletter from TAA headquarters at (813) 553-1195.