

Poynter Institute serves writers

The first morning of this year's TAA convention will be held at the Poynter Institute for Media Studies, a state-of-the-art "think and do" tank for authors, editors, photographers, designers, web-site developers, and others.

With a staff of media researchers, ethicists, authors and editors, the Institute has much to offer anyone interested in the art and craft of journalism, but also writers who address scholarly audiences. "Good writing, good editing, good graphics, and good research are goals for all of us in TAA, so a visit to the Poynter Institute seems like a good use of TAA's time," said Jay Black, conference program chair.

Two Poynter Institute staff members will present at TAA's convention: Associate Director and Senior Scholar Roy Peter Clark, on "The Marathon: Building and Maintaining Momentum," and Researcher and Archivist David Shedden, with his "Introduction to the World Wide Web." "Roy Peter Clark, who in a former life was a highly successful English professor, has brought his passion for excellent writing to thousands of journalists and journalism students," Black said. "His insights into how all of us can develop a set of thought and work habits should prove to be an interesting session."

Black also said that Shedden's introduction to the web and to search strategies will offer something for all TAA members present, whether they have made extensive use of the Internet or are still writing on typewriters. "Even if we don't use these modern tools, we need to know what the competition's doing, and how much easier it is to conduct research nowadays than it used to be," Black said.

The Poynter Institute, housed in a modern, artistic building across the street from the USF campus and the Salvatore Dali Museum, offers journalism and the academic world workshops, seminars and research services in communications.

To learn more about the Poynter Institute for Media Studies, visit their website: www.poynter.org

TAA CONVENTION

Make plans now to attend the 1998 TAA Convention at St. Pete Beach, June 12-13. To register, call TAA headquarters at (813) 533-1195 or use the enclosed registration form.

CONVENTION OFFERS WRITING CLINIC

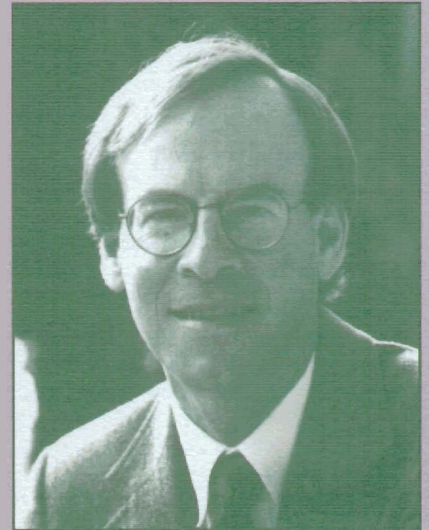
Little bits add up

Writing coach Roy Peter Clark, who will address the TAA national convention in St. Petersburg June 12, feels writers are at their most productive when they pace themselves. Writing half an hour a day generally is more productive than taking a summer or sabbatical for a project: "The trick is to break it up into small units or pieces of writing. It is for most people the biggest writing project of their career. Like Don Murray says, 'a page a day equals a book a year'."

Clark's presentation, "The Marathon: Building and Maintaining Momentum," will focus on how writers can develop daily writing habits and explore strategic issues on building momentum for the writing marathon and greatly increase productivity. Most people can't run a marathon in one day, said Clark, but most people could get it done in 52. Writing a book, he said, is a marathon.

Clark is associate director and senior scholar at the Poynter Institute in St. Petersburg, a state-of-the-art think tank for authors, editors, website developers and others. As Director of National Writer's Workshops, he is the author of *Free to Write: A Journalist Teaches Young Writers*, co-author of *Coaching Writers: Editors and Reporters Working Together*, and author of two serial narratives, "Three Little Words" and "Sadie's Ring." He is also editor of the *Poynter Papers*, and former editor of *Best Newspaper Writing*.

For more writing tips by Clark, visit his web page on Poynter Online at www.poynter.org/faculty/fac_rpc.htm



Roy Peter Clark

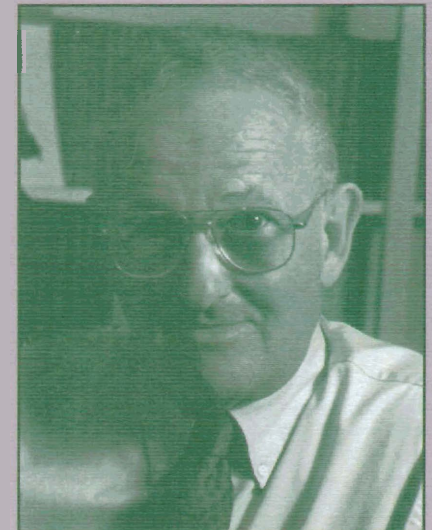
Writing coach Roy Peter Clark will discuss how writers can develop daily work patterns at the TAA convention June 12. Clark is associate director and senior scholar at the Poynter Institute for Media Studies.

Writing lots of books

Touted as the most prolific author in the world with 750 books, religious author Dr. Jacob Neusner will tell participants at the TAA convention just how he did it. Neusner will kick off the two-day convention in St. Petersburg June 12 at the Poynter Institute with his presentation, "How to Write Lots of Books."

Neusner is a distinguished research professor of religious studies at the University of South Florida. He is writer, editor, contributor and translator of more than 750 books including: *Telling Tales: Making Sense of Christian and Judaic Nonsense*, *An Introduction to Judaism: A Textbook and Reader*, *Studying Classical Judaism: A Primer* and *World Religions in America: An Introduction*.

He is the most published humanities scholar in the world. With seven honorary doctorates and fourteen academic medals, he is among the most honored as well.



Jacob Neusner

Religious author Jacob Neusner is a distinguished research professor of religious studies at the University of South Florida. Neusner will tell TAA convention attendees how to write lots of books. And with 750 under his belt, he should know.

COMMENT AND ADVICE

Winning textbook authors share successful writing tips

Former Texty and McGuffey winners will participate in a "How I Did It" session Saturday, June 13 at the TAA convention in St. Petersburg. "Who better to assist fellow authors on the road to success than those who've won one of TAA's prestigious Texty excellence in new textbooks awards or McGuffey longevity awards in the past?" said convention program chair Jay Black. Here's just a sampling of the type of advice you will receive at the Saturday session:

Chuck Corbin

Corbin, a health and wellness author and winner of a 1997 Texty Award for his text, *Fitness for Life*, is a professor of exercise science and physical education at Arizona State University and author of 32 books. He gives aspiring authors this advice:

- Don't be unwilling to take chances.
- When writing, dedicate all your time to it. Have an office just for writing so you can concentrate on what you're doing.
- Create blocks of time to write.
- Don't worry about it being perfect at first. Get something down first and then go back and revise it.

Ron Larson

Larson is a math author who won two

Texty Awards in 1997, one for his *Interactive College Algebra*, and another for *Larson's Leapfrog Math*, both CD-ROMs. He gives this advice for authors who wish to branch out from textbook writing: "From the time you begin writing, think about the medium for your text. Will it be just print? Or can you get your publisher to agree to publish an interactive version on CD-ROM or on the Internet? Multimedia versions can do much to broaden your market. They distinguish your text from competing texts and they align your text with the future." More than a dozen of Larson's math texts appear in interactive format. He recently became the first author to have a mainstream textbook published on the Internet, *Internet Calculus*.

Glen Schwab

Schwab is an agriculture engineering author who won a 1997 McGuffey Award for his text, *Soil and Water Management Systems*. First published in 1953, it was just revised again in 1996. Schwab, who always had multiple co-authors, says if you can agree among yourselves about dividing the royalties, that's all right, but if not, you can divide royalties by:

- The number of pages contributed by each author.
- The number of hours each author has spent

on the book.

Schwab retired 13 years ago from Ohio State University where he was a professor of agriculture engineering. He is the author of three books.

Jay Black

Black won a 1996 Texty as co-author of *Introduction to Media Communication*. He maintains that a passion for teaching and a commitment to clear communication should precede any author's attempt to write a textbook. "I've been lucky, being married to a dedicated teacher and helping two children go from pre-school to grad school," he says. "And I've also been lucky to have gotten a wide range of teaching assignments, with a divergent set of students, over the years. Both of these experiences have helped frame my curiosity and authorship. Those who want to write textbooks just to gain fame or fortune might benefit from a harsh reality check. It's a tough business, it takes a capacity to multi-task, and it's lonely," he says. "By the way, in this day and age don't expect to be motivated by constant warm fuzzies from editors and publishers. You'd best have a pretty good internal drive."

NEWS BRIEFS

Contract tips. Don't sign a book contract until you've heard what publishing contract lawyer Steve Gillen has to say. On June 13 at the TAA convention, Gillen will share "Ten Tips and Twenty Questions for Your Next Book Deal." Among his points: The economics of going it alone via self-publishing. www.winsonanet.com/taa/ARTICLES/98/04apr/0422gillen.html

Award-winning advice. Former Texty and McGuffey winners are invited to participate in a "How I Did It" session Saturday, June 13 at the TAA convention in St. Petersburg. "Since you've won one of our prestigious Texty excellence in new textbooks awards or McGuffey longevity awards in the past, who better than you to assist fellow authors on the road to success?" said convention chair Jay Black. Participants will be recognized at a banquet Saturday night and also invited to a speakers' breakfast Saturday morning.

Web tips. Web designer David Shedden will show TAA members the difference between "surfing" and "searching" at the TAA national convention June 12 in St. Petersburg. Shedden will focus on materials of special interest to

text and academic authors. Shedden, the Poynter library's researcher and archivist, helped create the Poynter Online web site and maintains the site's Hot News-Hot Research section (www.poynter.org).

Virtual trip. Instructional technology professor Jim White will take the TAA convention on a "virtual field trip" to a St. Petersburg, Florida high school, middle school and elementary school during his June 13 presentation, "Integrating Computers in Education, K-12." White will look at what technologies are present in K-12 schools, how they are and are not used, how their use relates to theories of instruction, and what the critical issues are that will face educators and teacher education institutions in the near future.

Cyberjournal. Two professors who launched a cyberjournal, *The International Journal of Drug Testing*, found some contributors, though not all, need special coaxing. Criminologists Cecil Greek and Tom Mieczkowski will speak at the Text and Academic Authors national convention June 13 on the lessons they learned on encouraging contributors and also other hurdles. His conclusion, said Mieczkowski: "I don't see any disadvantages to a cyberjournal. I see all advantages." www.winsonanet.com/taa/ARTICLES/98/04apr/0428electronic.html

Tampa workshops. Within a day of a brochure going out, 25 University of South Florida faculty signed up for TAA's workshops scheduled for May 1, coordinator Jim Eison said. Gerald Stone, a mass media author from Southern Illinois University, Carbondale, is conducting a session on writing for academic journals. TAA President Frank Silverman, who writes in speech pathology, is conducting a session on textbooks. TAA and the campus Center for Teaching Enhancement, of which Eison is director, are co-sponsoring the workshops. www.winsonanet.com/05may/0501tampa.html

Leadership seminar. TAA will conduct a four-hour workshop to certify members to conduct campus workshops on authoring. Executive Director Ron Pynn said the seminar would be June 11 at St. Petersburg beach, the day before TAA's annual convention. Seminar graduates will be eligible for honorariums to conduct workshops in textbook writing, scholarly writing, and contract negotiating.

Text evolution. Scholar John Wakelield will trace the evolution of textbooks at the Text and Academic Authors national convention June 13. His study, "A Brief History of Textbooks: Where Have We Been All These Years?" discusses how changing educational goals have transformed text

books. "Textbooks have a complex role to play in education, not a simple one as many critics assume," he said. www.winonanet.com/taa/04apr/0429wakefield.html

Cyberjournal. Two scholars needed only \$5,000 to launch an electronic journal, and keeping it going is just as low cost. Editor Tom Mieczkowski and Associate Editor Cecil Greek say their *International Journal of Drug Testing*, launched in 1995, is meeting their goal — the dissemination of knowledge. Mieczkowski and Greek will discuss their experience at the TAA national convention June 12-13 in St. Petersburg. www.winonanet.com/taa/ARTICLES/98/05may/0502eleclaunch.html

Computer learning. A pioneer in computer learning, Tim Larson, of Larson Texts and The Distance Learning Community, will discuss publishing on the Internet at the TAA national convention June 13. His topic: What needs to be done to make publishing on the Internet successful. "Interactive software used to mean interacting with computers," Larson said. "Now it means interacting with other people as well as computers." www.winonanet.com/taa/ARTICLES/98/05may/0501timlarson.html

Beyond surfing. The chief executive of coursewise, with a small "c," will explain his new venture, which will have 30 print and web packets published by fall, when he speaks at TAA's national convention. Tom Doran will cover how his company sees the Internet as a distribution mechanism for authors and publishers. www.winonanet.com/taa/ARTICLES/98/05may/0501doran.html

Authoring lessons. An author of more than 80 business and computer texts, Bill Pasewark, will discuss the writing philosophies, principles and procedures that have lasted for 50 years — and some that haven't — with his June 13 TAA convention presentation. Pasewark, of Lubbock, Texas, will cover author and publisher-editor relations, and taking the high road when negotiating contracts. Pasewark was recently honored by South-Western Educational Publishing for 50 years of continuous authorship with the same publisher. He holds two TAA Texty Awards and the McGuffey Award.

Cybermyths. The editor of Tampa Bay Online, Rick Scheuerman, will address myths about the media consumption habits of today's and tomorrow's "netizens," with his June 13 TAA convention presentation, "Forget the Bells and Whistles: It's the Substance, Stupid!" Scheuerman will talk about the value of deep, easy-to-use content. He has edited Tampa Bay Online for four years. He has also been night metro editor at the Tampa *Tribune* and held news editor positions in Columbus, Ohio and Miami.

CD-ROM innovator. The architect of a CD-ROM that creates a classroom-like environment for learning will explain the technology at the TAA national convention. William J. Anderson, of the University of Michigan, will use interactive audio and video during his June 13 presentation. Anderson's

Author: Keeping pace gets more complicated

Textbook authoring in the late 1990s involves dealing with lots more than writing and rewriting, says Ric Martini, who won a 1996 Texty for *Fundamentals of Anatomy and Physiology*. The quantity of ancillaries is boggling, he said, and the result is unprecedented pressure on authors.

In an interview, Martini identified factors that complicate the new authoring life, including:

- **Supplements.** Whether in print or electronic form supplements can make or break an adoption decision. If you want high-quality supplements, you've got to become involved in terms of the planning, design, and review of the materials.
- **Media design and programming.** If your text is entering the electronic world, there are issues of media design and programming that you will need to become involved with, to make sure that the resulting products meet educational needs.
- **Short cycles.** If you are working on a text with a two-year to three-year edition cycle, life can become very complicated. You must not only produce a quality revision on a telescoped timeline but deal with all of these aspects in such a way that all of the pieces of the puzzle are ready to roll at roughly the same time. This means that long-term and short-term scheduling is extremely important.

• **Working with multiple supplements.** If your book has multiple supplements, you'll need to cultivate teamwork among the additional authors involved. This can be fun, but it's another detail to complicate your schedule.

The first edition of Martini's *Fundamentals* had a study guide, transparencies, a test item file and an instructor's manual. His fifth edition has a:

- Print study guide.
- Transparencies.
- Test item file and software.
- Printed instructor's manual.
- Two different lab manual options.
- Applications manual.
- Networkable CD-ROM study guide.
- Student web site.
- Instructor's web site.
- Laserdisc.
- Presentation CD for instructors.
- Videotape tutorial.
- Audio tapes series (8 tapes).
- Interactive form of the text, with animations, integrated weblinks, and tutorials.
- New York Times special printings.
- College Newslink service.

"Multiply that times several texts, and you get the picture," Martini said.

Personal Professor CD-ROMs include animated, talking professors, bring a virtual chalkboard with a moving marker called LivePen that underlines important terms, and a text screen that contains the text of the lecture to the users desktop. www.winonanet.com/taa/ARTICLES/05may/0502anderson.html

Textbook study. A new study, the first in depth look at student opinions on textbooks, found that students think textbooks are vital learning aids. The study, by Southern Illinois University scholar Donna Besser, concludes that students see writing as the most important aspect of a text. Besser will report on her study at the TAA national convention June 12 in St. Petersburg. www.winonanet.com/taa/ARTICLES/98/05may/0502besser.html

Text Screening. Textbook author Nobuyoshi Takashima won \$1,500 from the government, which had ordered he drop a sentence that read: "Textbook screening should be banned in a democratic society." The court decision was a blow to the Education Ministry, which screens textbooks.

Computer Spending. A study based on 4,045 colleges found computer spending this year will reach \$2.8 billion. Of that, \$1.2 billion is going to academic departments for hardware and \$335 million for academic related software.

Viacom Deal. The chief executive at Viacom, Sumner Redstone, hopes to announce a buyer for Prentice-Hall, Allen & Bacon and

other Simon & Schuster non-trade book subsidiaries by the end of May. Analysts say the units, which comprise about half of Simon & Schuster, will generate at least \$2.5 billion. Redstone needs cash to pare down an \$8 billion debt.

Pulitzer winner. University of Georgia professor Edward Larson hopes that winning the 1998 Pulitzer prize may spur a few more sales of his *Summer for the Gods*, perhaps even some adoptions in college courses. The book, about the 1925 scopes monkey trial, has sold 10,000 copies, a good number for its field. Perhaps, it will also find a home in American studies and law school courses. www.winonanet.com/taa/ARTICLES/98/05may/0501edlarson.html

Investors wary. Share holders were told at Reed International's annual meeting that the first-half 1998 report will be disappointing. What's wrong? Nothing long term, executives say. A lot of new products are coming out, which ate up revenues. Also putting a strain on Reed finances, observers say, was paying top dollar to buy legal publishing house Matthew Bender from Times mirror — 6-1/2 times earnings.

Online text. A mainstream calculus book now resides on the Internet: *Internet Calculus*. It is an online version of Ron Larson, Bob Hostetler and Bruce Edward's printed and CD-ROM version of *Calculus*, published by Houghton-Mifflin and Larsen text. Noting it has more than 30,000 screens and three times as much material as the book, Larsen said: "There is nothing even remotely as vast in the way of online course material." www.winonanet.com/taa/ARTICLES/98/04apr/0408calculus.html

See some sights

Even with all the exciting sessions TAA has to offer at this year's convention, you're bound to find yourself with some spare time. Here are just some of the attractions St. Petersburg has to offer:

Charter a boat at the Dolphin Landings Charter Boat Center. Go shell collecting on a nearby island, sightseeing or dolphin watching. Adults \$25, kids \$15.

- Visit Busch Gardens, Tampa Bay, \$37.95.
- Go shopping at The Pier, a popular 5-story festival market full of shops, dining and entertainment with a water view, St. Petersburg. Take in the free aquarium on the second floor, and wander to the art and historical museums located adjacent to the Pier.
- Dinner and casino cruises are also an option. There are several that leave from local beaches nightly and cost under \$20.
- Visit the Salvadore Dali Museum, located adjacent to the University of South Florida campus.

The Radisson Sandpiper Resort is located right on the ocean. You can watch the sunset from the beach or the outdoor bar located right next to the pool. The resort also offers an outdoor, poolside eatery and a giftshop.

- The resort is just a short drive to several famous restaurants including The Columbia Spanish Restaurant or Cha Cha Coconuts, where you can relax and enjoy a drink on the rooftop bar.

YOUR INDEX TO TAA ONLINE NEWS

Visit TAA online for more valuable information on textbooks and academic authoring at www.winonanet.com/taa. Full versions of these stories, and more, are available online.

How new CD-ROM approximates classroom

www.winonanet.com/taa/ARTICLES/98/05may/0502anderson.html

Study: Students value texts for writing

www.winonanet.com/taa/ARTICLES/98/05may/0502besser.html

The future of Internet learning

www.winonanet.com/taa/ARTICLES/98/05may/0501timlarson.html

Pulitzer Prize catches historian off-guard

www.winonanet.com/taa/ARTICLES/98/05may/0501edlarson.html

Mainstream calculus textbook goes online

www.winonanet.com/taa/ARTICLES/98/04apr/0408calculus.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.

Text and Academic Authors

ELEVENTH ANNUAL CONVENTION

Publishing and the Future: Where Do Authors Fit?

June 11- 13, 1998, St. Petersburg, Florida

THURSDAY, JUNE 11

At Radisson Sandpiper Beach resort, St. Petersburg Beach

1 p.m. to 5 p.m.

"Certification for TAA workshop Leadership"

Presenter: To be announced.

Cost: No charge

FRIDAY, JUNE 12

8 a.m. to 9:00 a.m.

Coffee and donuts at St. Pete Beach Radisson Sandpiper resort, courtesy of John Knox Press, publisher of Dr. Jacob Neusner's books.

8:30 a.m. to 9:00 a.m.

Bus leaves St. Pete Beach Radisson Sandpiper Resort for University of South Florida St. Petersburg and the Poynter Institute for Media Studies.

8:45 a.m. to 9:00 a.m.

Welcome and opening remarks. James Naughton, President of Poynter Institute, and Peggy Stanfield, President of TAA.

9:00 a.m. to 12:00 p.m.

A Writing Clinic

9:00 a.m. to 10:00 a.m.

Keynote talk: Dr. Jacob Neusner,

"How to Write Lots of Books."

Dr. Neusner has published more than 750 books and is the most published humanities scholar in the world. With seven honorary doctorates and fourteen academic medals, he is among the most honored as well. He holds the positions of Distinguished Research Professor of Religious Studies at the University of South Florida and (on a visiting basis, in fall semesters) Professor of Religion at Bard College. Introduction by Robert Dardenne, University of South Florida.

10:00 a.m. to 11:00 a.m.

Roy Peter Clark, "The Marathon:

Building and Maintaining Momentum."

Dr. Clark is Associate Director and Senior Scholar at the Poynter Institute for Media Studies. Director of National Writers Workshops, he is author of "Free to Write: A Journalist Teaches Young Writers," co-author of *Coaching Writers: Editors and Reporters Working Together*, and former editor of the "Best Newspaper Writing" series. He will discuss how writers can develop some daily work patterns and explore strategic issues on building momentum for the writing marathon.

11:00 a.m. to 12:00 a.m.

David Shedden, "Introduction to the World Wide Web."

Mr. Shedden, a researcher and archivist with the Poynter Institute for Media Studies, will offer a primer on search strategies for authors.

12:00 p.m. - 2:00 p.m.

Write On

Lunch at University of South Florida
(across the street from the Poynter Institute).

Speakers: Donna Besser, "Students Speak Out About Textbooks: It's the Writing, Stupid!"

Dr. Stone will report on a comprehensive national survey of 568 students, a project funded by a TAA grant.

Rick Scheuerman, "Forget the Bells and Whistles: It's the Substance, Stupid!"

Scheuerman, editor of Tampa Bay Online, will address myths about the media consumption habits of today's (and tomorrow's) netizens. A class of college students will join attendees in responding to the two speakers.

Moderated by Jay Black, University of South Florida.

A) 2:00 p.m. to 5:00 p.m.

Research Tools and the Future of Authoring

2:00 p.m. to 3:00 p.m.

USF Nelson Poynter Library,

"Surfing Lessons for Academic Authors."

Hands-on introduction to search tools for authors, presented by University of South Florida librarians.

3:00 p.m. to 3:15 p.m.

Break

(A) 3:15 p.m. to 5:00 p.m.

USF Nelson Poynter Library, "Specialized Searches."

One on one searches for individual academic disciplines, assisted by University of South Florida librarians. Kiosks and demonstrations of the latest electronic publishing projects by TAA members and attendees.

(B) 3:15 p.m. to 5:00 p.m.

Royalties and Merger Mania

Paul Rosenzweig, "A Royalty Clinic" and an open forum/roundtable with Michael Lennie, Stephen Gillen, and Christopher Conty, on the current merger mania among publishers. Rosenzweig runs Royalty Review Service; Lennie and Gillen are attorneys specializing in the authoring/publishing business, and Conty runs Text Author Consulting Services. Moderated by Judge Karen Morris, Monroe Community College, Rochester, New York.

5:00 p.m. - 6:00 p.m.

Reception at University of South Florida
hosted by Dean Bill Heller.

Evening

Dinner on your own. Bus returns to St. Pete Beach, but those who want to remain in St. Petersburg, on the Tampa Bay side of town, can take a later bus to the Sandpiper Resort.

SATURDAY, JUNE 13

At St. Pete Beach Radisson Sandpiper Resort

8:30 a.m. - 9:00 a.m.

TAA Presidents and Executive Directors Report for 1997-98, by Frank Silverman, Marquette University, and Ron Pynn, University of North Dakota

9:00 a.m. - 10:15 a.m.
Publish and/or Perish

Charles F. Lytle, "Career Implications of Textbook Authorship by College Faculty."

This study of prospective costs and benefits of textbook authorship, drawn from several disciplines, will be followed by responses from college administrators and editors of textbooks. Dr.

Lytle, who directs the Biology Outreach Programs at North Carolina State University, has conducted the first quantitative and qualitative study of the influence of textbook writing on authors career advancement and professional status. Responses from Jonathan Sisk, Editor in Chief, University Press of America, and Linda Bathgate, Communications Editor, Lawrence Erlbaum Associates.

Gerald Stone, Southern Illinois University, moderator.

10:15 a.m. to 10:30 a.m.
Break

10:30 a.m. to 12:00 p.m.
Thinking Like A Publisher

Christopher R. Conty, "Publishing Economics, Part II: How to think like a publisher to maximize your leverage." Conty, who runs Text Author Consulting Services, will follow up his popular presentation at last summers TAA meeting with more insights into the economic realities of publishing.

Stephen E. Gillen, "Twenty Questions for Your Next Publishing Deal." Gillen, a member of the TAA Council, specializes in publishing law with Frost & Jacobs in Cincinnati. He will provide a list of questions authors who are negotiating textbook contracts can employ to learn more about their publishers plans for, and expectations of, a given publication.

These presentations will be followed by an open forum with editors and publishers, moderated by 1997-98 TAA President Frank Silverman, Marquette University.

12:00 p.m. to 1:00 p.m.
Lunch

1:00 p.m. to 3:00 p.m.
History Lessons

Bill Pasewark, "50 Years of Authoring Textbooks: What I Have Learned and What I Am Still Learning."

Dr. Pasewark, who has been an author with South-Western Educational Publishing since 1948 and has written more than 80 business and computer texts, will consider philosophies, principles, and procedures of authoring textbooks that still seem to work after a half century. He has won both Texty and McGuffey awards from TAA.

John F. Wakefield, "A Brief History of Textbooks: Where Have We Been All These Years?"

Dr. Wakefield, professor of education at the University of North Alabama, will trace the history and speculate about the future of

textbooks. He will focus on the adaptability of this literary genre in a constantly changing and challenging world.

Jim White, "Integrating Computers Into Education, K-12." Dr. White, professor of instructional technology at the University of South Florida, will look at technologies now being used in elementary and high schools, how they are (and are not) used, how their use relates to theories of instruction, and what critical issues educators and teacher education institutions will face in the near future.

Moderated by Lec Mountain, University of Houston.

3:00 p.m. to 3:15 p.m.
Break

(A) 3:15 p.m. to 5:15 p.m.
The Brave New Word

Timothy R. Larson, "The Value of Internet Publishing: A Case Study."

Larson, of award-winning Larson Texts, justifies the case for Internet publication of texts from the student, instructor, author, and societal points of view. He will also present a case study of experiences with launching fully interactive multimedia textbooks online.

Tom Doran, "Coursewise: Sites and Bundles." Doran, a former executive with Times-Mirror, explains his move from a major publishing company to a new venture that will have twenty or so courses on line by this fall.

Tom Mieczkowski and Cecil Greek, "Launching an Electronic Journal."

Dr. Mieczkowski, of the University of South Florida, and Dr. Greek, of Florida State University, have successfully initiated an electronic journal on criminology.

William J. Anderson, "Personal Professor."

Dr. Anderson, a professor of aerospace engineering at the University of Michigan, has produced a CD-Rom collection of lectures using interactive audio and video.

Respondent, G. Michael Killenberg,

University of South Florida. Dr. Killenberg will lead a discussion on pros and cons of the new ventures in electronic publishing. (Note that Larson, Doran, Mieczkowski, Greek, and Anderson will have already had the chance to demonstrate their products/projects the previous afternoon, on the USF campus. The Saturday session will be more of a discussion of the issues raised by the technologies.)

(B) 3:15 p.m. to 5:15 p.m.
How We Did It

McGuffey, Texty, and TAA Research Grant Award Winners from current and past years will make informal presentations on their book and research grant projects.

5:15 p.m. to 7:00 p.m.

Town Meeting and Reception
Town meeting on the future of academic publishing. Students, bookstore managers, editors, authors, publishers, academic-deans, librarians, etc. Moderated by TAA Executive Director Ron Pynn, University of North Dakota.

Open bar.

7:30 p.m.
Awards banquet