

The Academic Author

For Creators of Academic Intellectual Property

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Publishers seek Y2K computer solutions

Publisher McGraw-Hill has identified computer-related problems that may occur at the year 2000 — including problems with authors receiving royalty statements on time. McGraw-Hill's public relations director, Neal Allen, said McGraw has already implemented a comprehensive year 2000 solution, which will be completed the first quarter of 1999.

Most software has been written to use only two digits to designate the year. When 1999 rolls over into 2000, computers may not be able to correctly program date values. This could cause computers to malfunction or crash.

Simon & Schuster, the parent company for Prentice-Hall, Allyn & Bacon, Silver Burdett and others, declined to comment except to say its solution is "a coordinated effort between all Simon & Schuster units." The Allyn & Bacon web site, however, contains this notice: "We want to let our customers know that we have initiated an extensive company-wide program to address the Year 2000 challenge. We understand the serious nature of the Year 2000 challenge that faces us all and want to assure you that steps are in place to minimize the risk of the Year 2000 bug."

S&S has concentrated its initial efforts on software that directly affect customers: "Our overarching principle has been to prioritize systems and infrastructure based on S&S's continued ability to conduct business. Thus those systems that impact customers will receive higher priority than other non-essential applications."

Simon & Schuster started a program to "identify, address and minimize the impact of the Year 2000 problem" in 1996. It includes a Year 2000 steering committee made up of representatives from S&S's business, technical and legal organizations, tests and analysis by each business unit of its risk of a Year 2000 failure, contact with other subcontractors and companies to find out if they too are working on the Year 2000 problem, and review of current product lines.

www.winononet.com/taa/ARTICLES/98/11nov/1101computers.html

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

NOTABLE AUTHOR: HILEY WARD

Writing books on an assembly line

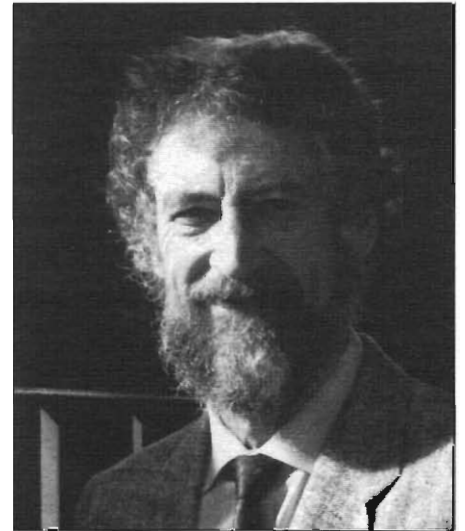
By Kim Pawlak

After ten tradebooks and five textbooks, journalist Hiley Ward recognizes a pattern in how he goes about his work. It's kind of like an assembly line. He gets an idea, spends a lot of time on research, then lines up the file folders, pushes a button and starts writing. Then comes rewriting and editing. The writing itself, for an entire book, can take as little as 10 days. "I write very fast and then edit," Ward said. To him, writing is an addiction—and also a hobby: "Some people go bowling and put trophies up on their shelves. I like to write books and put them up on a shelf like a trophy."

Many of Ward's books have come out of what he was doing at the time. He wrote *God and Marx Today* in 1968 after writing a 10-part series on Eastern Europe for *Detroit Free Press* Knight-Ridder. Textbooks, he said, tend to be more demanding. While he said he can write a tradebook in as little as ten days, his latest textbook, *Mainstreams of American Media History* took him four years. Ward has also written *Professional Newswriting*, *Reporting in Depth*, *Magazine and Feature Writing* and *My Friend's Beliefs: A Young Reader's Guide to World Religions*, which he says is his bestselling book: "I'm still getting royalties after 10 years." He said writing a textbook and then using it to teach is the one drawback: "Once you've put everything you know about a topic into a textbook, what else do you have to say?"

Ward said he decided on journalism for a career because he always liked to write. He was also interested in religion. So he combined the two and has made a career out of writing about religion. He began his career part time as a news assistant and feature writer for the national *Methodist Christian Advocate*, worked four years as editor of the 1.3 million circulation *Sunday Pix*, and edited a weekly in Michigan. He was religion editor/writer for 14 years for the *Detroit Free Press* which nominated him for a Pulitzer in deadline reporting. Later he was also a member of a *Free Press* team that later won the Pulitzer. At the *Free Press* he covered cults by infiltrating them incognito across the country. He also covered the Civil Rights Movement, Martin Luther King and the Popes. He covered all four sessions of the Vatican Council, followed Billy Graham to Europe, and led a press tour to the Near East, which resulted in a 16-part series for Knight-Ridder.

He started writing books in his mid-20s by submitting a synopsis/outline which



Journalism author Hiley Ward says there's one drawback to teaching from your own textbook: Once you've put everything you know into it, what else do you have to say?

expanded the discussion of a very controversial article which he wrote for *Christian Century* magazine. The first publisher he contacted, Macmillan, immediately contracted the book without asking for any sample chapters. Ward rarely writes sample chapters and generally works without an agent. For the article, "Is Tithing Christian?" (answer no) and for the book that came out of it, *Creative Giving*, he was able to use his research skills in Greek, Hebrew and Latin. He followed the first book with another published by Macmillan, *Space Age Sunday*, which treated the Sabbath and Sunday as a foreign concept to Christianity. He has two post-graduate degrees from two seminaries and a Ph.D. from the University of Minnesota.

He taught at Temple University for 20 years, where he also served as journalism chair. He retired in 1997. Ward always told his students to prepare for two different careers in journalism: "All journalists, with a few exceptions, go into something else in middle life. Factors at any given employment aren't always constant. There's also a lot of pressure at a big paper." Once journalists gain experience, he said, they can move up to where there's more money and where they can use their expertise.

Digested from a complete article at www.winononet.com/taa/NOTABLE/ward/html

Author: Key to comprehending history is story-telling

History author Joy Hakim says people have always passed on their culture through stories, and she's carrying on that tradition. Her 10-volume history series, *A History of US*, tells the story of us — the people of the United States — in a way that has elementary students, and others, happily reading them.

The series, published by Oxford University Press, and first marketed to retail booksellers, has sold more than one million copies. Most of those sales have been to kids—and teachers who have discovered their students reading them. Hakim has received more than 200 letters from kids saying how much they love learning about history from her books. Teachers tell her that the use of her books have their students happily reading about history. A teacher in Eugene, Oregon wrote: "In your books you entertain as well as instruct. You teach teachers as well as children. You encourage your readers to think about the big questions, and you delight us by attending to the fascinating minutia of history." One student wrote: "I would rather read your books than play Nintendo."

Oxford University Press' Brad Andrews said they've just hit the tip of the iceberg as far as marketing the books to schools: "I get a lot of calls from teachers who have discovered the books by accident." Kathleen DeBour, product manager for Hakim's books, says she has been concentrating on getting the books adopted in California and many other states, where an adoption means schools can use state money to purchase the books. They have a revised color edition coming out in November, which will include an 11th book containing source material and public documents. "That's going to really increase our sales," Andrews said. "Some states have schools that won't consider books for adoption unless they're color." The books are now being sold in bookstores, on the Internet and by direct mail. Most schools are hearing about them by word-of-mouth.

Hakim decided to write the books after hearing about a study at the University of Minnesota that compared kids' comprehension of journalistic writing to textbook writing. Researchers found that kids' comprehension of journalistic writing was 40 percent higher than textbook writing. As a former teacher, newspaper writer and editor, Hakim said she approached the project as a reporter. "I researched," she said. "Before I did any writing, I did a lot of research on what was out there for history books. I went back to books that were written in the 1920s. We were doing good books for children 50 years ago. They were compelling, they were well-written and story-based. Kids liked them. We knew our history and we somehow got away from that."

"Most books today just state the facts. 'He was born here, he did this...' I have chapters on these people. I tell the story. I had one little girl tell me *War, Terrible War* made her cry. I asked why and she said Abraham Lincoln died."

The growth of the textbook industry, Hakim said, was the decline of schools: "Textbooks are a turn-off. Have you ever stayed up late happily reading your textbook? We have a reading crisis in our land. The stuff we give them in schools isn't as good as television. I've had 200 letters from kids. I think kids are absolutely starved for information. I can't believe I don't have dozens of competitors."

In addition to her storytelling style, Hakim takes the time to explain new words and concepts. In chapter eleven, she incorporates all three when explaining why Americans were called "a mongrel breed" by a London newspaper: "Now we were, and are, exactly that. A mongrel (MONG-grull) is a dog that is a mixture of breeds — a mutt. From our beginnings, we were a mixture of peoples. That was unusual for a nation. We were attempting something difficult and challenging. The London newspaper thought it was insulting us when it

said "mongrel breed." Well, it was no insult — unless, of course, they were calling us dogs." With writing like that, it's no wonder kids are reading it.

With a dot-matrix printed manuscript in hand, she went to a local Virginia Beach school district and told them what she was doing. Could they use them in a class? "They gave me 5th grade for seven weeks," she said. "I gave them a manuscript, right off my dot-matrix printer, no graphics, no maps, nothing. The teacher had two classes. In one, she used my manuscript. In another a new history textbook. At first, they didn't want to read mine. At a PTA meeting, parents of students who received my manuscript complained that their kids didn't get the pretty new textbook. By the end of the week the other class asked for my manuscript. The teacher said if she assigned three pages of the textbook the kids groaned. If she assigned 10 pages of my manuscript, they wanted to read more. That's when I knew I had something. That kids will read it if you give them something good."

She sent them to schools in San Diego, Rochester, Chicago, Boulder and Ft. Charlotte. "It was really important to me to have feedback," Hakim said. "I can't be 10 or 12. I needed their input." She paid kids \$5 a book to be her editors. They were to put in the margins, B for boring, G for good, NC for not clear. She told them to tell her anything they wanted know. "I found that when I said 'the French Quarter' they were thinking about two dimes and a nickel," she said.

Digested from a complete article at www.winonanet.com/taa/ARTICLES/98/10oct/1021hakim.html

NEWS BRIEFS

Faster news. To help you find news items faster on the TAA web site, editor John Vivian expanded the archives to include the headline from every news brief: www.winonanet.com/taa/BRIEFS/archives.html For the latest news, you still should click on "Today's Lead Stories" in the top box of the site's entry page: www.winonanet.com/taa

Pearson back-up. Media conglomerate Pearson has a backup if a Texas company can't raise the cash to buy part of the Simon & Schuster properties that Pearson is acquiring, insiders said. The plan: Keep the professional books subsidiaries that were destined for Hicks, Muse, Tate & Furst until

another buyer is found. Officially, Pearson says that progress is being made on the Hicks, Muse deal.

CD-ROMs: Gimmicks? A veteran textbook author, Mike Killenberg, cautioned fellow authors against getting all wound up in gimmickry. Killenberg, of the University of South Florida-St. Petersburg, said he's especially wary of interactive CD-ROM editions. "In the interest of protecting the integrity of education I think we have to question or challenge some of these interactive initiatives, even though they are exciting," he said. Killenberg spoke at a session by TAA. www.winonanet.com/taa/ARTICLES/98/06jun/0613killenberg.html

Stop do-it-yourselfers. Do-it-yourself legal books and kits should be outlawed in Texas, several Texas lawyers charged in a suit

against Nolo Press. The lawyers cite a state law that bans publishers from "unauthorized practice" of law. If successful, the suit would keep Nolo out of Texas. Nolo, of Berkeley, California, contends the Texas law is unconstitutional and anti-consumer.

El-hi Texty. El-hi publishers now may submit only two copies of the work in nominating a series for a Textbook Excellence Award, TAA awards chair John Vivian said. For singular works, not in a series, nominations still must include five copies of the core work and ancillaries. Why the el-hi change? "The postage alone for multi-grade series with many ancillaries could run into hundreds of dollars, which disadvantaged TAA el-hi authors, especially those with smaller, less flush publishers," Vivian said. This means, he said, that the five-judge panels for each category will have to review

entries quickly and move them along to the next judge. www.winonanet.com/taa/DIRECTORIES/textys.html

Authoring system. The National Institute of Standards and Technology awarded \$1.2 million to A.D.A.M. Software to create an internet authoring system to which educators can add on-line medical images. The heart of the system will be the A.D.A.M. archive of medical visuals. These include dissections for anatomy, three-dimension interactive models, and 2-D animations.

AAP on WIPO. The president of the Association of American Publishers, Pat Schroeder, called the passage of the Digital Millennium Copyright bill a "big win for America's creative artists, for America's copyright industries, and for American jobs." Schroeder said: "We won because Congress understood the real importance of the WIPO treaties. By encouraging the growth of electronic commerce and making the internet a safe place to do business, we're protecting American jobs in the 21st century."

Agenda items. Members of TAA were asked to submit agenda items for the winter meeting of the TAA Council. The council meets at the Sandpiper Resort at 8 a.m., Saturday, January 9, with plans to adjourn by 3 p.m. for the dedication of the new TAA textbook archives at the University of South Florida's St. Petersburg library. Send agenda items to TAA executive director Ron Pynn at pynn@badlands.nodak.edu

Reprography payments. The Authors Coalition wrote an \$89,600 check to TAA for the association's share of repatriated money for foreign photocopying. The amount was off 17 percent from the year before. In all, the Coalition, a group of U.S. author organizations, distributed \$969,000. Most was from Norway, which tracks the photocopying of protected works within its borders and then passes what it collects to organizations representing authors and publishers.

WIPO passed. The U.S. House sent the Digital Millennium Copyright bill, which would give protection to most on-line works, to President Clinton for signing into law. The bill, a compromise, defers prohibiting copyright circumvention devices for two years, giving the Commerce Department time to study the effect of digital technologies on copyright. The bill carries exceptions, including security testing, privacy, encryption research, and some software development. If signed into law, the bill will bring the United States into standards established by the World Intellectual Property Organization. www.winonanet.com/taa/ARTICLES/98/10oct/1014wipo.html

WIPO bill. Publishing lawyer Steve Gillen said the new Digital Millennium Copyright bill, giving full copyright protection for most on-line works, doesn't create any new rights for authors. But it does, he said "prevent the potential erosion of rights that might have otherwise occurred." The bill is a compromise between publishers and authors groups and librarians and others lobbying for free use of

Member survey guides TAA planning

TAA's 1999 convention chair, Paul Tippens, said a recent convention survey, which asked members for input about future TAA conventions, "reinforced that our agenda will be right on target with what our members want at a convention."

The 1999 convention theme, "It's a Different World Out There: Authors and Publishing in the New Millennium," will focus on all aspects of textbooks, text materials and academic publishing; the changing nature of publishing, merger mania, electronic publishing and used book markets; the author-publisher relationship; and the changing nature of publishing.

"It looks like we will have a very stimulating conference with timely matters of interest to all participants," Tippens said. He said he welcomes suggestions for the program from TAA members. He can be reached via email at: ptippens@aol.com

Tippens has made a call for research and commentaries for presentation at the convention. The competition will be double-blind and refereed, he said. Authors of

Program suggestions

- Scheduled one-on-one sessions to provide individual assistance in contracting, marketing and negotiating.
- Formal or informal meeting times for special groups of people, such as retired but still writing faculty, not writing but receiving royalties, e-hi authors, etc.
- A publishers and authors proposal session.
- Prearranged workshops and critique sessions for book proposals, drafts of academic articles and manuscript samples.
- One-on-one, 30-minute, "ask the lawyer" sessions, to give authors the opportunity to ask more focused questions.

accepted papers will present their papers at the TAA convention June 24-26 in Park City, Utah.

the internet's content. It defers prohibition of circumvention devices for two years, giving the government time to study the effect of digital technologies on copyright.

British links. TAA President Peggy Stanfield called a meeting with the Authors Licensing and Collecting Society in London "very productive." Stanfield and TAA Executive Director Ron Pynn met with the society and other British author groups to determine how TAA can help gain recognition for the Declaration on the Rights of Academic Authors. "We expect there will collaboration between TAA and these groups in the future," Stanfield said. www.winonanet.com/taa/ARTICLES/98/1110london.html

Papers sought. A call for research papers and commentaries for academic authors, for presentation at TAA's national convention, was issued by Paul Tippens, program chair. Tippens said the competition will be refereed. "We need to take a look at the changing nature of publishing and the author-publisher relationship," Tippens said. Deadline: December 15. ptippens@aol.com www.winonanet.com/taa/ARTICLES/98/09sep/0907call.html

Nature grad students. Textbook authors can enhance the preparation of graduate students for a life in academe by encouraging them to help with textbook projects, said sociologists Maxine Baca Zinn and Stan Eitzen. In a paper, "Nurturing Graduate Students," Baza Zinn and Eitzen argue that designing readers and conducting panels are positives for advanced students. It's outdated, they said, to view graduate work solely as discovering. Just as important are integration, applying and

teaching, they said. www.winonanet.com/taa/ARTICLES/98/11nov/1109nurturing.html

Authoring workshops. Plans are underway for two TAA authoring workshops at the University of North Alabama. John Wakefield, campus coordinator, said 31 people have signed up for sessions on journal writing, tentatively offered by former TAA President Gerald Stone, and 24 people for sessions on textbooks, tentatively offered by another former TAA president, Frank Silverman. The dates will be a Friday-Saturday, either March 12-13 or 10-20.

Peer review. In the first experiment in on-line peer reviewing for scholarly articles, the British medical journal *BMJ* received 41 responses. Tony Delamothe, deputy editor, said the experiment involved an essay-like article that's not typical of *BMJ* articles. Delamothe doubts that on-line reviewing will become standard procedure for *BMJ*'s clinical articles: "We won't know if on-line peer review will work for us until we've experimented with a proper clinical paper." www.winonanet.com/taa/ARTICLES/98/11nov/1103online.html

Greed clause. The *New York Times*, becoming known for author-unfriendly contracts, has relented on insisting it own all rights forever and ever on anything it buys. Now editors are allowed to negotiate the clause when authors bring it up. Said the American Society of Journalists and Authors: "Editors are instructed to go for the homerun first, but in general are told not to let the the first-offer contract interfere with a piece or a writer they really want." The forever-and-ever provision, sometimes called the "greed clause," is similar to an e-rights boilerplate being pushed on Simon & Schuster textbook authors.

Make plans for the 1999 TAA Convention

Title: "It's a Different World Out There: Authors and Publishing in the New Millennium"

Where: Park City, Utah

When: June 24-26, 1999

Hotel: Shadow Ridge Resort Hotel and Conference Center.

Reservations: 1-800-451-3031

Rates: \$69-\$250

Rooms: Eleven different room options, from twin, king or queen hotel rooms to one, two or three bedroom condominium. Most rooms offer a jetted tub and/or fireplace.

Airport: Fly into the Salt Lake City International Airport. FREE shuttle ride to Park City.

Car Rentals: All Resort Car Rentals 800-457-9457. Budget Rent A Car 435-645-7555.

Directions from airport: I-80 Eastbound to Exit 145. Six miles into Park City turn right at the third traffic light, and then a right onto Empire Avenue. Follow Empire Avenue around a semi-circle until you see Shadow Ridge on your right.

Amtrak Service: To Salt Lake City. Reservations: 800-872-7245.

To register for the TAA convention, call TAA headquarters at 813-553-1195. You can also register online at www.winonanet.com/taa/CONVENTIONS/1999.html#reg

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.

CD-ROMs: Gimmickry or educational?

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

WIPO bill may pre-empt problems

www.winonanet.com/taa/ARTICLES/98/10oct/1014wipo.html

TAA takes role with declaration

www.winonanet.com/taa/ARTICLES/98/1110london.html

Paper: Text work can aid grads

www.winonanet.com/taa/ARTICLES/98/11nov/1109nurturing.html

Online peer review test inconclusive

www.winonanet.com/taa/ARTICLES/98/11nov/1103online.html

Barnes & Noble buying Ingram

www.shareholder.com/bks/news/19981106-5302.htm

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.