

Florida firm selling texts online

For authors looking for a fast, easy way to publish their manuscripts, two new publishing websites have been created: Dissertation.com, which publishes graduate dissertations, and UPUBLISH.COM, which publishes, among other things, textbooks.

Dissertation.com (www.dissertation.com) has been online since fall 1997 and now has 100 dissertations online. For \$89.95, dissertations are made available in both a PDF file and paperbound. Author royalties are paid annually.

UPUBLISH.COM (www.upublish.com) has been online since January 1998, and distributes 50 author manuscripts. For \$249, manuscripts are available in a PDF file or paperbound. Author royalties are paid every three months.

Paperbound copies are 5-1/2 x 8-1/2 inches and bound in a wrap-around cover with a printed spine. They are reproduced on-demand at the time of sale. Electronic books are sold for \$6. Paperbound books are priced by the number of pages — from \$19.95 to \$29.95. Authors receive a 20 percent royalty when the book is sold through the company's book sellers, which include Amazon.com and Barnes and Noble. They receive a 40 percent royalty if sold directly through the company.

"We offer one of the highest author royalties in the publishing business," said publisher Jeff Young. "Our royalties are paid on the retail price, not the wholesale price (as most publishers calculate it), which means a considerably higher payment to the author."

"You don't have to sell nearly as many copies to be successful," he said. "Publishing with UPUBLISH.COM is ideal for authors whose work may not appeal to a mass audience because of its specialized nature, and for authors whose work may not yet warrant a full printing."

Digital distribution, Young said, is controlled by disabling the print function and allowing access to manuscripts by password only. Both services offer automatic order processing and shipping.

Digested from a complete article at www.winonanet.com/taa/ARTICLES/98/08aug/0810pubsites.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: ROBERT CHRISTOPHERSON

Address Earth with a Capital E

by Kim Pawlak

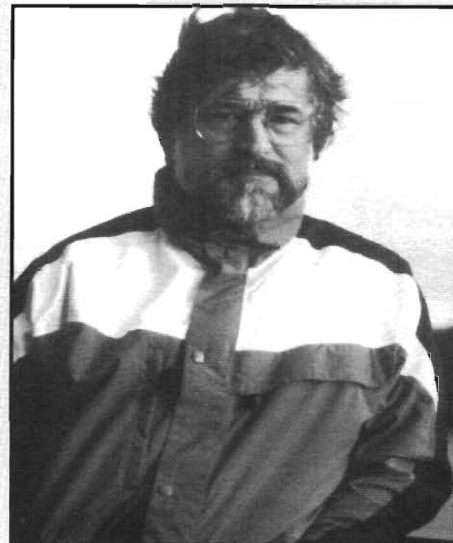
To geography professor Robert Christopherson, geography is everything. "In my life I'm so blessed to have my vocation, my avocation, my spiritual path, what I love to do, my creative will, as all the same thing," he said. "The idea of spreading the word about Earth and how it works and how our relationship with it works, how we need to understand it to have a sustainable future. This is an overwhelming thing to me and every part of my life relates to it." He wants the world to change its view of Earth — and give it the respect it deserves by using a capital "E." "All other planets are capitalized, states are capitalized, why not Earth?" asks Christopherson.

Christopherson's text, *Geosystems: An Introduction to Physical Geography*, which won a Texty in 1998, takes a unique approach to teaching physical geography: The content is organized in the same direction as the energy flow that occurs in nature. It is organized in systems, he said, so that it starts with the Sun and follows energy through space and atmosphere. This approach differentiates *Geosystems* from other textbooks, which, he said, are more descriptive: "I think this approach makes more sense to students." His book is now in its 3rd edition. The 4th edition is due out in August 1999.

Christopherson wrote a second *Geosystems* book, *Elemental Geosystems: A Foundation in Physical Geography*, a softcover book designed for introductory geography courses. He believes that his books' readability have made them popular at both four-year colleges and community colleges. "Readability is just so important in books," he said. "The softcover is supposed to be briefer and more introductory, and the hardcover is supposed to be a little more middle to upper market, but our books are being used all over the market in all places," he said. "We think that is attributable to the readability. We worked hard on the readability. When schools subject our books to readability indexes, *Geosystems* always comes out on top."

Christopherson traveled with his wife, Bobbe, who is also production assistant for his texts, to the Text and Academic Authors convention in June 1998 to receive a Texty for *Geosystems*.

"Writing is so creative," he said. "Massaging the words must be like the feeling when you oil paint and you're moving the oil around and the paint around."



RESPECT EARTH. Geography author Robert Christopherson wants the world to change its view of Earth and give it the respect it deserves by addressing it with a capital "E." He won a Texty in 1998 for his physical geography text *Geosystems*.

It just amazes me that there's just an infinite way to arrange the concepts and words. And the writing itself, I just love it. It's creative and expressive and when the paragraphs hit just right they sing to you — although you have to be careful about that, if one sings really loud that one no doubt will have to be cut." He said he still hasn't gotten over the unique feeling of sitting at the computer and composing: "I just love that for its own sake. I feel a student of it."

His hobby is geography — he is thinking about it while traveling, taking photos, writing, teaching, so, he says, "the energy I feel when I talk about it or teach it is from this strange unity that has emerged in my life. Being a textbook author is a youthful process, for you forever get to be a student of your subject!"

Digested from a complete article at www.winonanet.com/taa/NOTABLE/christopherson.html

QUICK TIPS

Know the terms

Nutrition author and TAA president Peggy Stanfield said before you sign a contract, get good advice from someone who can interpret the legal terms. Ask these questions, she said:

- Do you own the copyright, not only for the book, but for other forms in which it might be published?
- Will you get royalties from ancillary materials prepared or supervised by you, or are they considered part of the book?
- Who pays for permissions, indexing, graphics, art, supplements prepared by others, etc? (It's spelled out in the fine print!)
- Will you be able to write for another company while you are under contract with this company?
- If your manuscript is accepted by the company, but for various reasons not published, will it be returned to you?
- Should your book go out of print, how long must you wait for the rights to be returned to you? (Some companies wait 7 years!!)

Contact TAA for a list of contract lawyers who have expertise in interpreting publishing contracts, said Stanfield. "Contact authors who have published with this company," she said. "Find out if they are satisfied with their policies and practices. Also ask if there has been a lot of turnover among the editors. That factor alone can delay your publication by many months."

Get photocopy income

Now that Chris Conty has a new position as campus education coordinator for Copyright Clearance Center, where he'll be checking on compliance with copyright on coursepack creation at 75 college campuses across the United States this summer and fall, he makes the following suggestions for getting the income you deserve from this activity:

- If you hold the copyright, register with CCC by contacting Kristen Giordano at kgiordano@copyright.com or call 978-750-8400; Kristen's job is specifically signing on authors (vs. publishers) as rightsholders.
- If the publisher holds the copyright, ask how they're distributing what they get from CCC to

you; the squeaky wheel gets the grease.

• Find out who sets copyright policy on your campus: if no one's doing this, push to establish one; institutions with a coordinator and a policy turn a lot more money over to rightsholders (both authors and publishers) than those without.

Writing better prose

Geography author Robert Christopherson, who won a Texty in 1998 for his text, *Geosystems: An Introduction to Physical Geography*, gives this advice for writing better prose: "You've got to communicate intensity. You can't just tape your lectures and then type them up and think you have a book. When you write a text you can't use hand gestures and eye contact. The hand gestures and eye contact have to be built into the words. The excitement, the enthusiasm all has to be built into the words. I think that's something that has to be infused in all of our writing."

NEWS BRIEFS

Deadlines earlier. Deadlines for TAA's leading text awards, the McGuffey and Texty, have been advanced for 1999 to allow more time for judging. Janet Tucker, who administers the awards program, asked members with 1998 or 1999 works to let her know by November 15 if they would like to be nominated. Publishers then will have a month to make nominations. Tucker also called for volunteers from the TAA membership for judging.

New name. All the imprints being combined in the Addison-Wesley Longman and Simon & Schuster deal will operate under a new name: Pearson Education, company officials said. Remaining to be decided is what to call familiar brands like Addison-Wesley, Allyn & Bacon, Ginn, Longman, Prentice Hall and Silver Burdett.

Collections up. Norway increased its royalty collections for photocopying by 7.2 percent in 1997, to US\$19.5 million, the collection agency Kopinor reported. After operating expenses, Kopinor distributed US\$15.7 million in Norway and abroad to publishers, authors and other creators of intellectual property.

Dummies peak. Popularity of the IDG yellow and black "Dummies" series, including "Computers for Dummies," may have

peaked. Revenue grew only 4.5 percent in the first half of 1998, compared to 20 percent the year before. Even so, Wall Street boosted IDG stock 5 percent with a new issue of stock.

U.S. aims. French publisher Hachette Livre bought 70 percent of British-based Orion Publishing to extend its presence in English-language markets. Analysts said the purchase is part of Hachette's plan to enter the U.S. book market, the world's largest.

Stop purchase. The Authors Guild complained to the Justice Department that Pearson's pending consolidation of Addison-Wesley Longman and Simon & Schuster's non-trade companies would stifle competition in the textbook business. The Justice Department is reviewing the merger plan. The Guild earlier opposed the Bertelsmann acquisition of Random House, but Justice gave it a green light anyway.

Founder resigns. The chair of the Kopinor board of directors, Trygve Moe, resigned at age 70. Moe was among the founders of Kopinor, the Norwegian agency that collects royalties from photocopying and distributes them to authors and other creators of intellectual property. He had chaired the Kopinor board for nine years.

Unfair pricing. The book wholesaler Baker & Taylor was accused of gouging libraries and public schools with a multi-tier pricing scheme. The charge was in a suit filed in federal court by

the attorney generals of 17 states. The federal action says Baker & Taylor has used the scheme since 1980 through a secret computer pricing program. At Baker & Taylor's headquarters in Bridgewater, Rhode Island, a spokesperson denied anything improper.

Evaluating productivity. University of South Florida-St. Petersburg campus Dean Bill Heller said the Florida Legislature has begun to look at teaching more closely. Two things have become important in gaining tenure: First is scholarly production. Then there is research productivity: as measured by the amount of grant money and the number of contracts a professor brings in. How you get along with colleagues counts too, Heller said. So does committee service. Textbooks, he said, can fit into the mix of state expectations. www.winonanet.com/taa/ARTICLES/9807jul/0721career.html

Pooling resources. Media giants Havas of France and Bertelsmann of Germany may team up to enter the U.S. professional publishing field — much as they did in Italy by acquiring medical publisher Doyma recently. Bertelsmann already is strong in the U.S. tradebook market by buying Random House. Havas tried unsuccessfully last year to buy U.S. medical publisher Mosby. Eric Licoya, Havas' chief executive, said "pooling of resources makes sense."

Senior faculty. Gerald Stone, a former

college dean, said: "You would be doing your colleagues a service by taking junior colleagues aside and telling them what they can expect in the next few years. Bring this issue up in your own department: Where do textbooks fall in the evaluation of tenure? Do what you can to make the issue important on your campus." Stone was among panelists discussing the effect of textbook authoring on academic careers at a TAA-sponsored conference. www.winonanet.com/taa/ARTICLES/98/07jul/0721career.html

New journal. A new academic journal, the *Tennessee Williams Annual Review*, issued its first issue in July. Editor Robert Bray, at Middle Tennessee State University, said the journal is open to a wide breadth of articles on the playwright. Bray noted all the socio-political undercurrents in Williams' work. The journal is financed in part by a grant that Williams left.

One headquarters. Reed Elsevier, the publishing giant with dual headquarters, one in London and one in Amsterdam, is combining them in London. Who will be in charge isn't known. The job was offered to Nigel Stapleton, head of Reed International in London, and he turned it down. So did Herman Bruggink, who headed Elsevier in Amsterdam.

Editors staying. Textbook imprints of the Pearson Education conglomerate will remain in the Boston area even though the company headquarters is going to New Jersey, the company said. These imprints include Addison-Wesley Longman Higher Education Group and the AWL Computer and Engineering Group. Allyn & Bacon, part of the new higher-ed group, remains in Needham Heights southwest of Boston. Prentice-Hall, of Englewood Cliffs, New Jersey, remains there.

Payments hiked. Under pressure from the New Zealand Society of Authors, Learning Media, of Auckland, New Zealand, raised payments to writers 14 percent across the board. The authors' society went to Learning Media after members complained about low compensation.

Library fees. The European Bureau of Library, Information and Documentation in Brussels, England, objected to a proposed "harmonization" of international copyright agreements among European countries. The librarians argued that the proposal, which includes compensating the authors of copyrighted material, would restrain libraries unduly in making material available to patrons. European Union policy should favor access to information, the librarians said.

News clips. Representatives from six European nations agreed to design a common library system for tapping into newspaper articles online. The project, LAURIN, short for Libraries and Archives Collecting Newspaper Clippings, is intended to find a generic model to digitize clippings. Among participants is Kopinor, the Norwegian repro rights organization, which is working on LAURIN copyright issues. Other nations

Panelists ponder career impact of texts

During a discussion of the career implications of textbook authoring by college faculty at a June 13 presentation at the TAA convention, physics author Paul Tippens said textbook authors/faculty must educate those on their campus to what is considered noteworthy achievements.

"I have been able to affect changes and attitudes on this issue," he said. "We have an obligation to do so. They must understand what's involved in the process."

Reading author Lee Mountain agreed: "We must help the pursuit of textbook authoring on campus by using detail in campus reports."

University of South Florida-St. Petersburg campus Dean Bill Heller said the Florida Legislature has begun to look at teaching more closely. Two things have become important in gaining tenure at Florida state universities: scholarly productivity and research productivity. "Research productivity being the amount of grant money and the number of contracts you bring in," he said.

How you get along with your colleagues counts too, Heller said. So does committee service.

At USF, faculty are required to submit external reviews of their textbooks to show their value. "While someone is working on

the book how do I value the book versus journal authoring?" Heller said. "It's very tough to forgoe the value of the final product until it's completed. The individual has to present why and how the work is significant."

TAA Executive Director Ron Pynn, a former assistant academic vice president at the University of North Dakota, said administrators don't look at multiple pieces of information when determining whether a faculty member should gain tenure: "They look at one piece — just student evaluations, just enumerate journal articles, just at textbooks or just committee service, instead of the quality of those activities. We haven't done a very good job of telling how important textbook authoring is and how looking at multiple services and activities is important."

Gerald Stone, a former college dean, said: "You would be doing your colleagues a service by taking junior colleagues aside and telling them what they can expect in the next few years. Bring this issue up in your own department: Where do textbooks fall in the evaluation of tenure? Do what you can to make the issue important on your campus."

Digested from a complete article at
www.winonanet.com/taa/ARTICLES/98/07jul/0721career.html

involved: Austria, Italy, Germany, Spain and Sweden. germ2.uibk.ac.at/laurin

Lost jobs. About 400 Addison-Wesley Longman employees will lose their jobs when the company headquarters leaves Reading, Massachusetts for Upper Saddle River, New Jersey. The company said severance pay would be offered the employees, most of whom have back-shop support roles. The New Jersey move is scheduled to be completed by the end of 1999.

Suit settled. The Norwegian reprography collection agency Kopinor settled an illegal photocopying suit with Holmestrand city leaders. The agreement: The municipality will enter a licensing agreement to pay Kopinor for photocopying. Kopinor has agreements with municipal employee guilds representing 314,000 people — about 98 percent of Norway's local government employees.

New chair. An international media scholar, Helge Renning, was named chair of the board of directors at Kopinor, the Norwegian reproduction rights organization. Renning, of the University of Oslo, had earlier served on the Kopinor board. Earlier he had chaired the Norwegian Non-Fiction Writers and Translators Association.

Interactive texts. An explosion in talk about interactive learning and distance learning has occurred in the past year,

software developer Tim Larson told a TAA-sponsored conference. Enthusiasm for interactive texts is warranted, but there is still much to learn, he said. A survey at Pennsylvania State University found students prefer interactive to print editions. Why? And do students everywhere have the same preference? Those are questions that need addressing, Larson said. www.winona.net.com/taa/ARTICLES/98/08aug/0803larson.html

New site. The company destined to be the world's largest textbook publisher, Pearson Education, will consolidate its headquarters at Upper Saddle River, New Jersey, the company said. This means abandoning Reading, Massachusetts, as headquarters of Addison-Wesley Longman and New York as headquarters for the Simon & Schuster units being folded into AWL under the new name Pearson Education. Chosen was a 475,000-square foot facility on a 45-acre campus. The campus is near Pearson's data center that serves all imprints, including Penguin Putnam.

Copy fees. Kopinor, the Norwegian reprography collection agency, reached a historic though still tentative agreement with a state Lutheran church employees' group that royalties should be paid on copyrighted materials. The church had been a holdout on reprography payments. The agreement would cover hymnals and songbooks and other books, as well as newspapers and magazines. Also, it would limit how much sheet music can be copied. Meanwhile, Kopinor is pushing the Ministry of Church Affairs to pay for illegal copying in recent years.

TAA to tackle new author survey

A new authoring survey has been beta-tested on members of the TAA governing board to fine tune it for the membership at large, said TAA contracts chair Bill Pasewark.

The 32-question survey tracks royalty and other data to identify trends.

Also, said Pasewark, the survey tries to assess the direction that author-publisher relations are going. Among questions: How would you rate your relations with your publisher? What are the advantages of working with this publisher? Would you recommend your publisher to another author? Are you satisfied with the marketing of your text?

Pasewark's goal is to disseminate the results in January through the TAA online and print newsletters. The results will also be presented at the TAA convention in Utah, June 1999.

Part one of the two-part series was a contract survey administered in 1995. The results of the contract survey were published on TAA Online, in *The Academic Author* and at several TAA national conventions.

YOUR INDEX TO TAA ONLINE NEWS

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

Local access is goal
germ2.uibk.ac.at/laurin

Software developer: New media work
www.winsonanet.com/taa/ARTICLES/98/08aug/0803larson.html

U.S. College Publishers 1997 Domestic Revenue Sales
www.winsonanet.com/taa/BRIEFS/98/08augB.html

U.S. EI-High Publishers 1997 Domestic Revenue Sales
www.winsonanet.com/taa/BRIEFS/98/08augA.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.