

The Academic Author

For Creators of Academic Intellectual Property

1999:4

Convention issue 1999

TAA convention chair: It's truly a different world out there

TAA's 1999 national convention chair Paul Tippens said this year's convention, which looks ahead to the changing nature of publishing and publisher/author relationships in the next millennium, will be the best convention ever. "There will probably not be another event like this for years to come-- where we have all necessary people to address common problems in meeting the extraordinary demands of the new millennium," Tippens said. The convention, which will be held at the Shadow Ridge Resort and Conference Center in Park City, Utah June 24-26, will center around the theme: "It's a Different World Out There: Authors and Publishing in the New Millennium."

"There is so much for us to learn and know in today's world of authoring and publishing," Tippens said. "The theme of the convention says it well: It's truly is a different world out there." The convention will focus on mergermania, electronic publishing, privatization of book stores, used book markets, and other factors require fine tuning of traditional topics such as writing, negotiating contracts, royalty reviews, marketing strategies, and host of other timely and informational topics. Specialty workshops, sessions with attorneys, group meetings, and a variety of other planned activities will make this the best convention ever, said Tippens.

The president of the Association of American Publishers, Pat Schroeder, will kick off the convention with her keynote speech: "Why are Content Producers and Providers under Siege?" Her presentation will be followed by a panel discussion of mega-mergers, a session on how bookstores will handle changes in the new millennium, and a session by authoring and publishing lawyer Stephen Gillen on rights and permissions. "The interest and excitement about the convention that has flooded TAA has amazed all of us," he said. "We have heard from people all over the United States and from other parts of the world such as Japan and Australia. TAA members and non-members are invited to participate in this festival of information. Come and join the fun in beautiful, picturesque Park City, Utah."

TAA National Convention Park City, Utah June 24-26, 1999

TAA's 1999 convention will be in Park City, Utah at the Shadow Ridge Resort June 24-26.

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

KEYNOTE SPEECH ON PROTECTING CONTENT

Publishers and authors are under siege

By Kim Pawlak

Association of American Publishers President Pat Schroeder said text and academic authors will be challenged to protect their right to charge for their content in the 21st Century. "Those who developed the technology to send electronic reserves anywhere in the world are shocked that we won't give our content away," she says. Schroeder will discuss what text and academic authors can do to protect their content during her keynote speech, "Why are Content Producers and Providers Under Siege?" at the Text and Academic Authors convention in Park City, Utah June 25.

"Technology was moved into Washington and sold to everybody as an answer to all our ills," Schroeder said. "But they oversold it. Content didn't come inside the computer. There were debates that if we bought every eight year-old a laptop computer it would solve all of our problems, that the laptop would open and be magically programmed to say, 'hi eight year-old.'"

Schroeder says content people are kind of asleep when it comes to this issue. Since authoring is not a regulated industry, content providers are not active in lobbying. "Those who want to use content say it should be free," she said. "It's so easy to access. Content providers need to wake up and get organized. They should be very concerned."

In the 21st Century, Schroeder said, the main products will be those produced with the brain, and it will be up to those producers to protect their right to charge for it: "Those who invented computers say only the greedy would be charging for content, but they aren't giving away their computers are they?"

Before becoming president of AAP, Schroeder represented Colorado in the House of Representatives for 24 years. As a ranking member of the House Judiciary Subcommittee on Courts and Intellectual Property, she was one of the most knowledgeable members of Congress on copyright issues and was a champion for the protection of intellectual property rights. "Her steadfast support for authors and publishers continued in her role as president of AAP," said Tippens. Under her leadership, the AAP has lobbied successfully for legislation to protect intellectual property, including:

- The No Electronic Theft Act. In the fall of 1997, only a few months after



AAP President Pat Schroeder said content providers should be very concerned about those who want them to give away their product for free.

assuming her leadership at AAP, Schroeder and others were able to lobby successfully for the NET Act, which tightened the criminal copyright infringement provisions of the Copyright Act.

- The WIPO bill. The WIPO bill, which implements two international copyright treaties adopted by the World Intellectual Property Organization, was passed in fall 1998 largely due to the efforts of Schroeder and the AAP. This bill encourages the growth of electronic commerce and makes the internet a safer place to do business.

- Digital Object Identifier System. Schroeder spearheaded, in collaboration with the Corporation for National Research Initiatives, the development of a Digital Object Identifier System or DOI, which is an internet-based technology that helps the publishing industry foster the electronic dissemination of copyrighted material while enabling copyright protection over the internet.

Association of American Publishers President Pat Schroeder "Why are Content Producers and Providers Under Siege?" Text and Academic Authors 1999 National Convention Park City, Utah, June 25 For reservations, call TAA headquarters at 727-553-1195

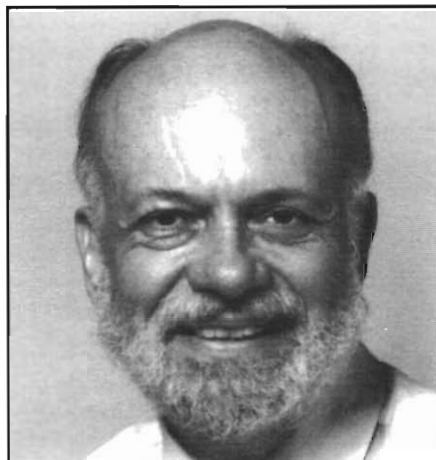
Answers, questions on self-publishing

A three-hour workshop on self-publishing, conducted by Frank Silverman, author of 12 books, some self-published, will be held at the TAA national convention in June. The workshop, entitled, "Self-Publishing Books and Materials for Students, Academics and Professionals," will be drawn from on a book he is writing and self-publishing.

"Academic authors sometimes are faced with a situation in which there is a book or material they are interested in authoring but are unable to get a publishing contract because they can't convince acquisition editors that there is an adequate market for it," said Silverman. One option that they may want to consider, he said, is to self-publish -- at least initially. The workshop, which will be offered free of charge for registered convention participants, will deal with the "nuts and bolts" of self-publishing including:

- Setting up a publishing company for less than \$500.
- Preparing "camera-ready" print and electronic copy.
- Printing and binding.
- Order filling and maintaining financial records.
- Copyright and registering.
- Marketing.
- Selling reprint rights.

Silverman has been self-publishing educational and professional books and



Author Frank Silverman tells how he self-published and how you can too.

materials since the mid-1980s. He is the author of 12 books on speech pathology. He wrote and self-published *Authoring a Textbook or Professional Book* in 1993, which was picked up by Praeger Publishers in 1997 and retitled, *Textbooks and Other Academic and Professional Books and Materials*.

Pre-registration is required. To register, contact TAA headquarters at 727-553-1195.

Developing future selling strategies

Brian Cartier, chief staff officer of the National Association of College Stores, will review the many book-related retailing events of the past year and take a look at the new millenium with his TAA convention presentation, "Managing Permanent Whitewater."

"Every day it seems like something new presents itself to the college store industry that requires analysis and the development of a new strategy for success," says Cartier. "Booksellers are being presented with new challenges every day and college stores are no exception."

New forms of competition are surfacing and the core products are undergoing change at a rapid pace, he said, including:

- Online bookstores. Retailing on the web has changed perceptions about the speed of service, convenience and pricing.
- Electronic books. Digitized materials being delivered to electronic book readers or directly to computer desktops threaten to disintermediate the store.

Cartier joined NACS in September 1998. He oversees the administration, finances and management of the 300-person staff of NACS and its subsidiaries, NACSCORP, and the College Stores Research and Educational Foundation.

NEWS BRIEFS

Permissions advice. Authoring and publishing lawyer Stephen Gillen, from Frost & Jacobs LLP, will give practical advice on permissions with his TAA convention presentation, "Rights and Permissions." Gillen's advice will include: How to recognize when you need permissions and when you don't, what to ask for, how to negotiate with the publisher for support and reimbursement, and tips on how best to get them. Sample forms provided.

Faculty authorship. Charles Lytle, director of the Biology Outreach Program at North Carolina State University, will share the results of a survey of the experiences of a sample of textbook authors, the perceptions of college administrators and senior faculty members of the impact of textbook authorship on careers with his TAA convention presentation, "Career Implications of Authorship for College Faculty." Lytle's report offers insights into the costs and benefits of textbook authorship on the careers of college faculty. His study reveals significant variations in the perceived value of

textbook authorship, a lack of uniformity in criteria for promotion and tenure, and in the operational definition of scholarship" by the faculty promotion committees and college administrators.

Contract negotiation. An experienced attorney and a publisher will role play a contract negotiating session demonstrating primary contract negotiation strategies during a TAA convention presentation. The presentation, "Mock Negotiating Session," will be conducted by experienced authoring and publishing attorney Michael Lennie. The publisher has not been announced.

E-future. Physics author Scott Tippens will explore the use of electronic delivery media for authoring including effective strategies for creating and delivering interactive content and the future of electronic publishing with his TAA convention presentation, "Authoring and Publishing in the Electronic Medium: Meeting the Expectations of Students and Faculty." www.winonanet.com/taa/ARTICLES/99/

Proposal workshop. A veteran author and an acquisition editor will conduct a workshop on writing "a winning book proposal" at the TAA convention. Ron

Pynn, a political science writer, and Greg Vis, a senior editor for health and allied health at Jones & Bartlett, will take up developing the idea, and preparing, submitting and reviewing the proposal -- and dealing positively with negative responses. Participants who bring drafts of book proposals will receive a critique at the three-hour Thursday evening session.

CD-ROM how-to. El-hi author Lee Mountain, at TAA's annual convention, will show how to write, design and develop "educating" CD-ROMs for elementary language arts and reading. Mountain, of the University of Houston, will also discuss how student feedback and team interaction at the development stage can contribute to the effectiveness of electronic instructional materials. The title of Mountain's session: "How to Write Literacy CD-ROMs For Elementary Pupils."

Compu-think. Anatomy author Dale Layman will discuss Compu-think, computer-like modes of human thinking as an alternative to robotics and mindless computerization, at the TAA national convention. "The growing power of computers and artificial intelligence warns us of the possibility that even writers and artists may

Technology prof eyes e-future

Electronic and computer engineering technology professor Scott Tippens, of Southern Polytechnic State University, will explore the use of electronic delivery media for authoring at the TAA convention. Tippens' topic: "Authoring and Publishing in the Electronic Medium: Meeting the Expectations of Students and Faculty."

Tippens' presentation will address effective strategies for creating and delivering interactive content as well as future directions for electronic publishing.

"The landscape for textbook authoring is rapidly changing," he said. "As students gain access to and become proficient in the use of technology for communications, entertainment, and classroom research, their expectations are growing as well."

To address these changes, Tippens said, many publishers and authors are offering supplemental resources in the form of web sites and CD-ROMs. "These supplemental resources expand the textbook materials to other media, but few take advantage of the new media capabilities," he said.

Currently available resources and tools will also be explored.

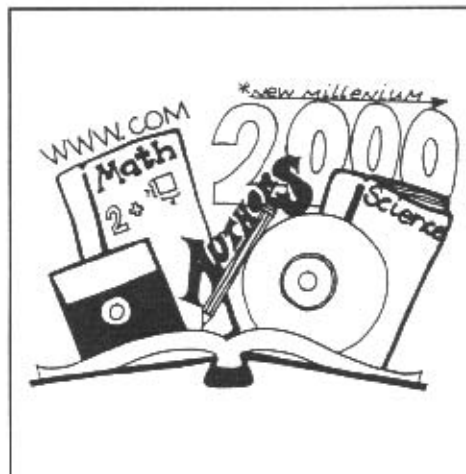
Tippens created a Teaching and Learning Academy at Southern Poly which prepares faculty to teach with technology.

New 1999 convention logo

Winona State University art student Allison Kegley won a TAA contest to capture the theme of the association's 1999 national convention: "It's a Different World Out There: Authors and Publishing in the New Millennium." Kegley will receive \$100. Her work will be used on totebags and t-shirts to promote the convention, said Kim Pawlak, contest coordinator.

"Allison's artwork accurately reflects the convention's theme," Pawlak said. "It's whimsical design will add some fun to the convention." The t-shirts and totes will be given to registered participants and speakers as they arrive at the Park City, Utah convention June 24.

Kegley's original artwork will be framed and raffled off as a prize for a networking game that will be played at the convention. All participants will receive a game card on the back of their name tags that encourages them to network with other participants. Participants will be instructed to place circle stickers over textbook and academic-based categories in a bingo-type fashion until all categories are filled. Categories include: "Find a Texty winner", "Find a math author", etc., which encourage participants to talk to others and ask questions. Once the card is filled, it will be placed in a box at the registration desk. TAA executive director Ron Pynn will draw a card during the Awards Banquet on Saturday night announcing the winner.



Coming soon to a t-shirt near you -- and a tote bag too. This is the winning entry in the 1999 TAA convention logo contest.

TAA is looking for sponsors to cover the costs of printing the t-shirts and tote bags. Sponsors will be allowed to use the back of the t-shirt for advertising purposes. For more information, contact Janet Tucker at TAA headquarters, 727-553-1195.

be in danger," Layman said. The title of Layman's session: "Facing the Robotic Challenge: Coping With Growing Computer Dominance Over the Access, Writing and Distribution of Information."

NACS on-line. The National Association of College Stores plans an on-line retailing site at collegestore.com -- the latest in a growing array of web textbook marketers. Three-hundred stores will participate with on-line course and textbook lists beginning in April. Students may either pick up purchases at stores or have them delivered. The association said its competitive advantage is accurate book-requirement lists and easy local returns and exchanges.

TAA.com. TAA will soon be on-line from its own server, editor John Vivian said. He promised the transition will be seamless for members. "We will be able to provide better, continuing service," he said. He apologized for technical failures by the current provider, which precluded news uploads beginning Feb. 17. The new TAA server will be at Winona State University.

Free advice. TAA will provide free legal information to convention participants during this year's convention. One-on-one "ask the lawyer" sessions will be available in half-hour blocks to those participants who sign up at the registration table on arrival, said convention chair Paul Tippens. The sessions will be offered on a no-charge basis as a service to

conference attendees for informational purposes only, he said. "The attorney volunteers are available to answer general questions and provide information, but no attorney-client relationship is intended and their comments during the sessions should not be viewed as legal advice or opinion."

Cambridge cuts. Addressing financial problems, Cambridge University Press plans to cut its production of academic monographs by 20 percent over the coming three years. That will reduce output to 320 titles a year, Cambridge spokesperson Richard Fisher said. Library budget cutbacks have reduced demand. Another factor: An oversupply of monographs created in 1997.

Text sales. EI-hi sales rose 12.3 percent and college sales rose 9.3 percent in 1998, the Association of American Publishers reported. Technical, scientific, medical and business books fell 14.8 percent. University press sales were also up. The data were extrapolated from voluntary reports from 98 AAP member organizations.

On-line writing. Textbook publisher Addison Wesley Longman is developing an on-line college writing and composition program called Daedalus Online. Campus pilot tests will begin this summer, with general availability in the fall. The program, built on the existing Daedalus Integrated Writing Environment, includes brainstorming and writing prompts, classmate and

instructor interactivity, peer collaboration, and review and writing support. The package includes the *Longman Handbook for Writers and Readers* and *The Little, Brown Handbook*.

Thinkology software. Curriculum-based software publisher Heartsoft announced that the Purdue University school of education has adopted its new Thinkology software for teacher education. Heartsoft also announced an adoption in Memphis, Tennessee, schools and a variety of distribution deals.

EI-hi demand up. The next three years, perhaps longer, will be marked by a "huge demand" for ei-hi learning materials, said analyst Martin Levin of Cowan, Liebowitz & Lapman. Fueling the demand will be school systems that are increasing the role of technology in education, he told the newsletter *Subtext*. Levin also expects distance-learning products to be a "hot market."

Science study. The American Association for the Advancement of Science said some U.S. middle-school math books are superb but not all. A survey said eight of 12 textbooks had "profound weaknesses" in "conceptual benchmarks of mathematics." The association noted that a global study placed U.S. high school seniors 18th out of 21 nations, ahead only of Lithuania, Cyprus and South Africa.

Make plans for the 1999 TAA Convention

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

here: 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 a 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 727-553-1195. 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.

Workshop: Book proposal how-to

www.winonanet.com/taa/ARTICLES/99/02feb/0205proposals.html

Book trade exec: Raiders are threat

www.winonanet.com/taa/ARTICLES/99/02feb/0207keyn.html

Author frets over robot intelligence

www.winonanet.com/taa/ARTICLES/99/01jan/0121layman.html

Technology prof eyes e-future

www.winonanet.com/taa/ARTICLES/99/01jan/0117stippers.html

Survey: Authors pay more expenses

www.winonanet.com/taa/ARTICLES/98/12dec/1227survey17.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 (727) 553-1195.

Text and Academic Authors
TWELFTH ANNUAL CONVENTION

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

June 24 - 26, 1999: Shadow Ridge Lodge, Park City, UT

THURSDAY, JUNE 24

Note: Workshops are contingent upon advance enrollment (cut-off date May 15). The \$30 enrollment fee includes a free TAA membership for new participants. Rooms and Presenters will be announced. No enrollment fee applies to the self-publishing seminar.

Custom-Scheduled One-on-One Sessions

Free Information from a Seasoned Lawyer.

"Ask the Lawyer"

- Lawyer: Stephen Gillen, of Cincinnati, Ohio
- Lawyer: Michael Lennie, of San Diego, California
- Lawyer: Karen Morris, of Rochester, New York
- Sessions will be available in half-hour blocks through the convention.
- Sign up at the convention registration desk when you arrive.
- Cost: Free.
- These sessions are for informational purposes only. The volunteer lawyers, all experts on publishing law, are available for general questions and to provide information. No attorney-client relationship is intended. The lawyers' comments should not be viewed as legal advice or opinion.

1 p.m. - 5 p.m.

- Special Pre-Convention Workshop
- **"Authoring a Text or Professional Book"**
- Facilitator: TBA
- The workshop is contingent on sufficient enrollment
- Cost: One workshop is free with your \$75 convention registration by April 1. Additional workshops: \$30 each. Register by May 15 with TAA headquarters. First come, first served.

6 p.m. - 9 p.m.

- Special Pre-Convention Workshop
- **"Writing a Winning Book Proposal"**
- Facilitator: TBA
- The workshop is contingent on sufficient enrollment.
- Cost: One workshop is free with your \$75 convention registration by April 1. Additional workshops: \$30 each. Participants will be encouraged to bring proposals with them to the workshop. Time will be available for critiquing specific proposals. In addition, TAA plans to have mentors available to work with prospective authors during the year to create a winning proposal.

6 p.m. - 9 p.m.

- Special Pre-Convention Workshop
- **"Self-Publishing Books and Materials for Students, Academics and Professionals"**
- Facilitator: Franklin H. Silverman
- Cost: One workshop is free with your \$75 convention registration by April 1. Additional workshops: \$30 each.

Academic authors sometimes are unable to get a publishing contract because they can't convince acquisitions editors that there is an adequate size market. This workshop will talk about the self publishing option.

FRIDAY, JUNE 25

8 a.m. - 8:45 a.m.

- Registration, Coffee, and Doughnuts
- Organizer: Janet Tucker, TAA

8 a.m. - 8:45 a.m.

- Group or Individual Meetings
- Time slots for special groups such as publisher-author conferences, lawyer-author conferences, or small group discussions will be available at the registration desk. Notify Janet Tucker, prior to the convention, to reserve a time for a special interest group or topic.

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

- Welcome
- Opening Remarks:
- Presenter: Peggy Stanfield, outgoing TAA President

9 a.m. - 10 a.m.

- Keynote Address:
- **"Why are Content Producers and Providers Under Siege?"**
- Introducer: Paul Tippens
- Keynoter: Pat Schroeder, president and chief executive officer for the Association of American Publishers.

10-11 a.m.

- Panel Discussion:
- "It's a Different World Out There!"
- **"Mega-Mergers: Pre- and Post-Merger Concerns and Options"**
- Presenter: Michael Lennie

"Accounting and Royalty Concerns for the New Millennium"

- Presenter: Paul Rosenzweig

11 - Noon

- **"Managing Permanent Whitewater"**
- Presenter: Brian Cartier
- Booksellers face new challenges every day. College stores too. New forms of competition are surfacing. Core products are undergoing rapid change. The web has changed perceptions about the speed of service, convenience and pricing. Digitized materials like e-books threaten the store's traditional role. Every day, it seems, brings new issues that require analysis and new strategies.
- Discussion follows

12 - 1:30 p.m. Lunch on your own

1:30 - 2:15 p.m.

Panel Discussion:

• **"Authors, Publishers, and the Copyright Clearing House."**

• Panelists: TBA

• A distinguished panel discusses trends in publishing, selling, and marketing of books with particular emphasis on preserving the rights of authors. Representatives from CCC will discuss recent efforts of CCC on behalf of authors.

2:15 - 3:00

• **"Rights and Permissions"**

• Panelist: Stephen Gillen

• An attorney gives practical advice on permissions: How to recognize when you need them and when you don't. What to ask for. How to negotiate with the publisher for support and reimbursement. Tips on how best to get permission (with sample forms).

3 - 3:15 p.m. Break

3:15 - 4 p.m.

• **"Authoring and Publishing in the Electronic Medium: Meeting the Expectations of Students and Faculty."**

• Presenter: Scott Tippens

4 - 5 p.m.

• **"Facing the Robotic Challenge: Coping With Growing Computer Dominance Over the Access, Writing, and Distribution of Information"**

• Presenter: Dr. Dale Pierre Layman

SATURDAY, JUNE 26, 1999

9 - 10 a.m.

• **"Career Implications of Authorship for College Faculty"**

• Presenter: Charles Lytle

10-11 a.m.

• **"Mock Negotiating Session"**

• Presenter: Michael Lennie

• An experienced attorney specializing in authoring/publishing business. An experienced attorney and a publisher "role play" a contract negotiating session demonstrating primary contract clause negotiation strategies.

11-12 a.m.

Panel Discussion:

• **"Hardening of the Articles: Trends in Academic Journals."**

• Moderator: Jay Black

• Panelists: TBA

• Panel of editors of scholarly journals, to address a variety of topics pertinent to the conference theme. Topics will include: extent to which it is a different

world out there, relationships among authors, editors, and universities as they consider the value of academic authoring in the new millennium. Many journals are undergoing changes in publishing, and universities are reassessing the nature and value of tenure and promotion. Attempts will be made to engage the audience in serious discussion about pros and cons of current journal publishing and changes on the horizon.

12 - 1:30 p.m. Lunch on your own

1:30 - 2:15 p.m.

Panel Discussion:

• **"Writing the Second Edition and Beyond, How it Differs from the First."**

• Moderator: Karen Morris

• Panelists: TBA

• Includes responsibilities and expectations of adopters and publishers; enhanced bargaining power to negotiate better terms with the publisher; and how to determine what material to modify and what to leave unchanged.

2:15 - 3 p.m.

• **"El-Hi Textbook Selection: An Exercise in Exasperation"**

• Presenter: Donna Besser Stone

3 - 3:15 Break

3:15 - 4:15 p.m.

Panel Discussion: "Electronic Instructional Materials."

• Presenter: Mary Kay Switzer:

• **"Developing Electronic Textbooks: The Nintendo Generation."**

• **"How to Write Literacy CD-ROMs for Elementary Pupils."**

• Presenter: Lee Mountain

4:15 - 5:15 p.m.

Workshop:

"Desktop Publishing in General With the Use of 'Framemaker' Specifically"

• Facilitator: Patrick McKeown

7:30 pm BANQUET AND AWARDS

PLEASE NOTE:

Special Small Group or Individual Meetings: Time slots for special groups such as Publisher/Author conferences, Lawyer/Author conferences, or small group discussions will be available at the registration desk. Notify TAA's home office prior to the convention if you wish us to reserve a time for a special interest group or topic.