

Authors fret over books on block

A random sampling of the authors who will be affected by the sale of 55 of the 35,000 education titles Pearson has acquired from the purchase of Simon and Schuster's education business, found that all had been informed of the sale by phone shortly after the sale was finalized in late November.

Alan C. Shapiro, whose business text, *Multinational Financial Management*, published by Prentice Hall, is on the list of titles to be sold, says he is concerned: "I'd like to know who it will be sold to. Will it be to someone who has the sales force to promote and sell the book?" Because the book isn't out yet, he is concerned whether Simon & Schuster will really do all that is necessary to get it out on time.

Although Pearson isn't talking about the specifics of what will happen, Judge James Robertson, who presided over the settlement, said until the titles have been sold, "defendants shall take all steps necessary to ensure that each Divestiture Product will be maintained and developed as an independent, ongoing, economically viable and active competitor in its respective line of business. Defendants shall use all reasonable efforts to maintain and increase sales of the Divestiture Products, and shall maintain at 1998 or previously approved levels for 1999, whichever is applicable, development, promotional advertising, sales, marketing, and merchandising support for the Divestiture Products."

He said that he will be watching Pearson closely for any infractions and will periodically, with notice, send inspectors to ensure they are following his orders.

During the U.S. Department of Justice's Antitrust Division's investigation of the sale, lead investigator John Poole voiced concerns over whether the sale would adversely affect teacher education textbooks. Twenty-three of the 55 titles to be sold are in teacher education.

James Cangelosi, author of *Classroom Management Strategies*, published by Addison Wesley, is one. He says his editor also informed him by phone. "Am I concerned? Yes," he said. "The fourth edition is now in a production manager's hands and is scheduled for publication in July, 1999. It is disconcerting to be up for sale at this stage in the book's production. I worry who will take over the book."
www.winsonet.com/taa/ARTICLES/98/12dec/208authreaction.html

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

NOTABLE AUTHOR: CHARLES FETTER

A step-by-step approach to hydrogeology

By Kim Pawlak

Former geology professor Charles Fetter said he now spends his days doing what he taught others to do for 25 years: being a professional geologist. Fetter retired from the geology department at the University of Oshkosh, where he taught for 25 years and was chair for 15, in 1996 to work full-time as a consulting hydrogeologist.

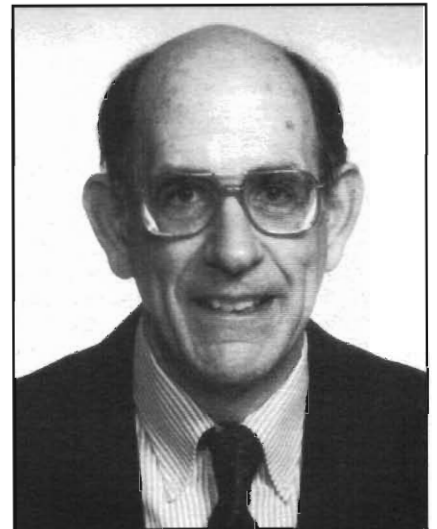
Specializing in ground water contamination, he has been retained as an expert witness in a number of cases throughout the United States. He specializes in ground water exploration, water quality problems, well field layout, pumping tests, environmental impact analysis, and computer models of ground water systems.

"Consulting gives me the freedom to do what I want to do with my day," he said. That's the same reason, he said, he became a teacher. "In industry, they control what you do. In teaching, you are in charge of your day." He said he also thought teaching would help him understand hydrogeology better: "I'd have to learn it well enough to teach it as opposed to going through as a student once."

While teaching at the University of Wisconsin-Oshkosh, he developed an undergraduate major in hydrogeology. In part with an equipment grant from the National Science Foundation, he turned the university campus into an outdoor hydrogeology laboratory with eight ground water monitoring wells at four different locations. "One of the wells is a 756-foot deep open borehole which is used to teach the use of borehole logging instruments," Fetter said. "There's not many places where you can walk right outside the building and collect water samples."

In 1980, Fetter wrote the first edition of his bestselling *Applied Hydrogeology*. "I tried to write the book from a student's perspective using clear language and clear thinking," he said. "I tried to lay out each idea step-by-step rather than leaving it to the students to make intuitive leaps." Fetter said he made extensive use of solved example problems: "When I present an equation, I show in general where it came from and how to use it. I show this by going through a solved problem step-by-step to show how to come up with the answer." The third edition of *Applied*, published in 1984, has nice crisp graphics, line drawings and includes practical applications to the theories presented.

"As each edition went on, I found ways to make it more understandable for



Geologist Charles Fetter says he wrote *Applied Hydrogeology* because he really knew the material, but wrote *Contaminant Hydrogeology* because he didn't know anything about it and wanted to learn.

students," he said. The third edition of *Applied* has nice crisp graphics, line drawings and includes practical applications to the theories presented.

Fetter wrote *Contaminant Hydrogeology* in 1993. The second edition was published July 1998. "I wrote *Applied Hydrogeology* because I really knew the material, but I wrote *Contaminant Hydrogeology* because I didn't know anything about it and wanted to learn," he said. "It seemed to work in this case." In the second edition of *Contaminant Hydrogeology*, Fetter added end of chapter problems, upgraded it to include new techniques in the field and put in more solved example problems and more case histories.

"The nice thing about writing textbooks is you can do it anywhere and at your own pace," Fetter said. "For somebody who is retired, textbook writing would be a good life change. A lot of people when teaching set out to write a textbook but don't finish it because they can't find the time. If I ever retire from consulting, I may write more."

Digested from a complete article at
www.winsonet.com/taa/NOTABLE/fetter/html

Caltech exploring journal copyrights

California Institute of Technology faculty began a three-month discussion in October about whether Caltech journal authors should retain copyright for their journal articles. The discussion, being held on a closed online forum, will end in December, when, said Caltech provost Steven Koonin, a decision will be made on whether to institute no change, require faculty to retain copyright, or for Caltech and the journal author to jointly retain copyright.

Koonin said leaving journal authors holding the copyright inhibits their ability to disseminate material. As it now stands, he says, journals are buying up scholarly articles and then selling them for significant amounts of money: "This is intellectual property we're producing and we're just giving it away."

Koonin is proposing that journal authors on his campus retain the copyright so they can archive and distribute it themselves. Some

publishers now prohibit authors from publishing their journal articles on their personal web sites and most don't allow them to distribute published copies in large amounts to their peers.

What if publishers refuse to sign Caltech authors who want to retain copyright? "Journal publishers will eventually have to give in to the pressure," Koonin said. "People are starting to appreciate the dangers in the current situation."

Helmut Abt, editor-in-chief of *The Astrophysical Journal*, says their journal authors already retain the right to grant reprint permissions, but they wouldn't welcome authors wanting to retain full copyright: "We are now in the process of putting out an online edition of our journal with archival journal articles. For us to do that, we need some rights."

www.winonanet.com/taa/ARTICLES/98/11nov/1124koonin.html

NEWS BRIEFS

For sale. The British book company Pearson agreed to sell 55 of the 35,000 titles it bought from Simon & Schuster to avoid federal disapprobation. The titles are in biological sciences, engineering, economics, teachers' education, math and computer science disciplines and includes texts written for 32 college courses. "With these divestitures, students, elementary schools and colleges will continue to receive high quality textbooks and supporting materials at the lowest prices, as well as continued innovation," said Joel Klein, assistant U.S. attorney general for antitrust. www.winonanet.com/taa/ARTICLES/98/12dec/1204titles.html

Beyond expectations. The founder of TAA, Mike Keedy, said the association has grown beyond his expectations back in 1987. Keedy attributed TAA's growth, now at 850 members, partly to expanded services. A financial key, he said, was income from repatriated foreign reprography revenue. www.winonanet.com/taa/ARTICLES/98/nov11/1130keedy.html

On time. The Pearson sale of *Discovery Works*, a market-leading school science program, will not slow the development of a replacement series for the year 2000. A Houghton Mifflin spokesperson said the series' development and sales team came with the purchase. Among states adopting science books in 2000: California, Florida and Texas.

Flat royalties. Textbook authors average

12.3 percent of new sales if their contracts call for a flat royalty rate, a new TAA survey found. Rates ranged up to 20 percent after. An analysis of contract data from 53 TAA members found 28 writing for a fixed royalty. A greater number, 34, wrote on sliding-scale royalties. Comparisons between fixed and sliding royalties are difficult to make, the average start-point for sliding royalties was 13.4 percent and the average high point was 15.2, with 14.3 as the mid-point.

New econ text. An innovative economics text written around theories, *Development Economics* by Debraj Ray is running months ahead of Princeton University Press sales projections. "It's a book that has revolutionized the field," said editor Peter Dougherty. Ray, of the Boston University faculty, credited the success partly because economics and economic theories excite him: "I wrote the book to communicate to young people the excitement of this kind of literature," he said.

www.winonanet.com/taa/ARTICLES/98/12dec/1201ray.html

Series sold. The first Pearson divestiture to meet U.S. Justice Department objections to the Simon & Schuster acquisition will be the elementary *Discovery Works* science series. Pearson will sell the series to Houghton Mifflin. The price was not announced. The series had been published by Silver Burdett, a Simon & Schuster subsidiary.

Five U.S. divisions. With approval now from the U.S. Justice Department, the British media giant Pearson announced a corporate restructuring for both its U.S. assets and the Simon & Schuster assets that were acquired. Pearson Education, the name of the new combined company, will have five U.S.

Feds seek Pearson comments

The U.S. Department of Justice wants reaction to the judge's decision to allow the Pearson acquisition of Simon & Schuster.

Chief antitrust investigator John Poole said the public will be able to comment for 60 days, the beginning of which will be posted in the Federal Register in a few days.

"We often get comments," Poole said. "If anyone has any concerns, they should let us know. It is very important to us that the competitive capacity of the titles to be sold are kept up." He invited comments from authors concerned that their titles are being neglected. Contact John Poole at (202) 616-5943.

divisions: Elementary, Secondary, U.S. higher-ed, International and Professional. www.winonanet.com/taa/ARTICLES/98/12dec/1201structure.html

Judges sought. Five judges have been appointed for one category in TAA's annual Texty and McGuffey awards, but judges are still needed for other categories, said project manager Janet Tucker. The completed panel will judge in communication, education, and the performing and visual arts. Tucker renewed her call for judges in other disciplines. Call 813-553-1195.

Break points. Little pattern exists in break points negotiated by authors, a study by TAA of 53 contracts found. Some contracts move authors to a higher royalty rate after only 2,500 sales. Most sliding-scale contracts counted sales for the life of an edition, but some restarted counting every year. For details: www.winonanet.com/taa/BRIEFS/98/11novC.html

Candidates sought. Several leadership positions in TAA will be open in June, said Karen Morris, who is nominations chair as TAA president-elect. Elections will be conducted in the spring. Open offices: president, vice president and president-elect, secretary and treasurer and three TAA Council seats. Contact Morris at judgekaren@aol.com

Sliding scale. TAA's 1998 contract survey found one member's new book drawing 19 percent royalties. The 18 percent royalty was actually on a sliding scale, 15 percent for the first 18,000 copies, then 18. The lowest sliding scale began at 8 percent, then 10, then 15. For more sliding scale

contracts from the survey, visit www.winonanet.com/taa/BRIEFS/98/11novB.html

On time. Many university presses are on top of the Y2K computer problem and don't expect problems getting royalty checks to authors. At the University of Arkansas Press, for example, computer specialist Randy Apom said all Year 2000 solutions will be completed by February 26 and implemented by June 30 — six months ahead of the crucial first day of the Year 2000.

www.winonanet.com/taa/ARTICLES/98/11now/1113y2k.html

200 book-archive. More than 200 textbooks, some with ancillaries, have been received at the University of South Florida-St. Petersburg for the new TAA archive, said project manager Janet Tucker. She renewed a request for members to submit material for the archives which will be dedicated as part of the permanent USF collection in January.

"Between the Texty and McGuffey award entries and the TAA archives entries, our store room is seeming a lot smaller," Tucker said.

Journal revived. The 25-year-old journal, *Mass Comm Review*, from the Association for Education in Journalism and Mass Communication, was discontinued after several missed issues. Replacing it is *Mass Communication and Society*, being edited by David Demers at Washington State University. Earlbaum is now publisher.

J-monographs. The series *Journalism Monographs* changed its name to get a new ISBN that qualifies it as a periodical. John Soloski, editor, said the change was necessary to get issues shelved together at libraries. The new title: *Journalism and Mass Communication Monographs*.

Havas purchase. The French media giant Vivendi bought software companies from New Jersey-based Cendant's for \$1 billion. The deal made Vivendi's French subsidiary Havas the largest educational software manufacturer in the world: The acquisition includes Davidson, Knowledge Adventure and Sierra On-Line.

New sites. Publisher W.W. Norton and Blackboard Inc., an on-line provider, plan interactive web sites for government, history, literature, music and psychology material. Besides Norton content, the sites will include material from Blackboard's Course Management System to help professors plan courses.

Class news. The Texas Education Service Center and Knowledge Adventure reached an agreement to offer internet news to school children. Also, a supplemental program, with lesson plans and enriching material, will be made available to 17,000 Texas teachers.

New director. A former vice president at W.W. Norton, James Jordan, was named director of John Hopkins University Press. Among Jordan's tasks is to rebuild staff unity after his predecessor, William Regier, was

Justice: Pearson must shed some titles

The U.S. Justice Department announced a settlement allowing Pearson to proceed with its \$4.6 billion acquisition of Simon & Schuster's educational, professional and reference publishing businesses if Pearson agrees to sell an elementary school science textbook program and 55 higher education titles, which the Justice Department claims could cause competitive problems. Pearson said it will proceed with the sale immediately.

The science issue involved leading elementary science programs, one published by Pearson and one by Simon & Schuster. They have few competitors. Pearson publishes *Discover the Wonder*, under the Scott Foresman imprint, and Simon & Schuster publishes *Discovery Works*, under the Silver Burdett Ginn imprint. "Without the divestiture of one of these textbook programs, schools likely would have faced increased prices, lower textbook quality and less competition in the development and improvement of science textbooks," according to the Justice Department.

The Justice Department identified competitive problems in textbooks used in

32 college courses in the biological sciences, engineering, economics, teachers' education, mathematics and computer sciences. The Justice Department said that Pearson and S&S account for a significant share of all textbook sales in each of the 32 courses. "Education is an important national priority, and competition is essential to ensure that our students have the best available educational materials," said Joel I. Klein, assistant attorney general of Justice's antitrust division. "With these divestitures, students, elementary schools and colleges will continue to receive high quality textbooks and supporting materials at the lowest prices, as well as continued innovation."

Marjorie Scardino, Pearson's chief executive said of the decision: "Now we can get on with the job of creating the world's best education business. Pearson Education will have a top class management team, a talented and committed staff and many of the best imprints and new media products in education. The immediate task is to make the most of these great businesses so that we can create the value and deliver the earnings we have promised." www.winonanet.com/taa/ARTICLES/98/11now/1127approval.html

asked to step down. Observers said the appointment of Jordan, whose background is commercial publishing, is symptomatic of a trend in academic publishing to be more business-like.

Council of Fellows. TAA invited nominations for its new Council of Fellows of distinguished authors. Ron Pynn, executive director, said inaugural members will be presented a medal to commemorate their induction. Eligible are authors whose textbooks or other instructional material have established a presence in the marketplace over time, who have been pioneers in their fields, or who have been innovative in presenting material. Contact TAA headquarters: 813-553-1195.

Profits fall. Europe-based Reed Elsevier reported profits fell 7.1 percent to \$1.3 billion for the fiscal year, in part because of the Asian economic meltdown. Subscription renewals from southeast Asia were especially hurt, the company said. Another factor: More U.S. competition for Reed's legal and business on-line information services has forced Reed to cut prices.

History series. Two elementary-school textbooks from Prentice-Hall will carry material from *American Heritage* magazine, dictionary and CD-ROM. The series in the deal: *The American Nation* and *America: Pathways to the President*.

Imprints kept. Pearson will keep the Simon & Schuster reference, business and professional imprints that it had planned to sell to Hicks, Muse, Tate & Furst. What happened? Pearson rejected a Hicks

proposal to reopen the selling price, which had been \$860 million. Macmillan computer publishing, which accounts for 45 percent of the revenues that were destined for Hicks, will become part of Pearson Education's U.S. higher-ed group's technology unit. The general and library reference, and the business and professional publishing operations will go to a Pearson Education business unit.

Double deal. British academic, journal and science publisher Taylor & Francis offered \$149 million to buy Routledge Publishing. If stockholders approve, the deal will more than double Taylor & Francis. Also, the deal gives the company a foothold in humanities and social science textbooks and in monographs and reference works. Both T&F and Routledge have U.S. operations.

Belt-tightening. Cutting costs, British publishing giant Pearson cut 210 jobs at its Ladybird children's imprint and moved the remaining operation from the Midlands to London. Analysts said the decision will help Pearson swing its acquisition of Simon & Schuster units in the United States.

Book buyers. Industry insiders say several publishers are interested in buying titles from the 55-book list that the U.S. Antitrust Division says will have to be sold when Pearson acquires Simon & Schuster. They include McGraw-Hill, West/Thomson, John Wiley, W.W. Norton, Von-Holtzbrink, St. Martin's Press, Worth and Harcourt Brace. "There are still some big publishers left," said John Poole, lead anti-trust investigator. Poole said selling the titles would maintain competition and ensure quality materials.

Make plans for the 1999 TAA Convention

Title: "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 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 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.

U-presses: Royalties will be on time

www.winonanet.com/taa/ARTICLES/98/11nov/1113y2k.html

TAA growth pleases founder

www.winonanet.com/taa/ARTICLES/98/11nov/1130keedy.html

Article rights under question

www.winonanet.com/taa/ARTICLES/98/11nov/1124koonin.html

Econ book soars off charts

www.winonanet.com/taa/ARTICLES/98/12dec/1201ray.html

Pearson creates five U.S. divisions

www.winonanet.com/taa/ARTICLES/98/12dec/1201structure.html

Pearson agrees to 55-title cut

www.winonanet.com/taa/ARTICLES/98/12dec/1204titles.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.