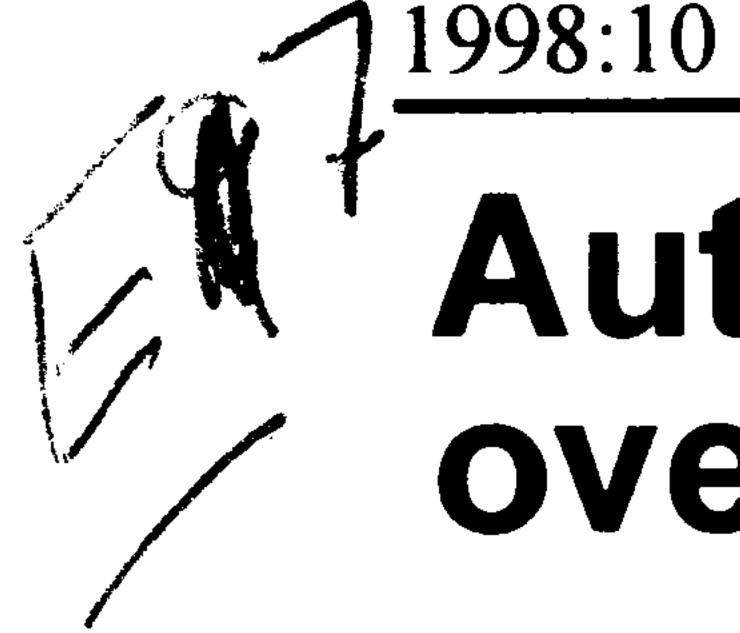
The Academic Author

For Creators of Academic Intellectual Property

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Authors uneasy over Pearson deal

Despite warnings from industry insiders about the effect the Pearson merger with Simon & Schuster will have on authors, many still claim the merger will not affect them. Why? Editors at Simon & Schuster's Allyn & Bacon and Prentice-Hall and Pearson's Addison-Wesley Longman are assuring authors it won't. One Addison editor told TAA member Allen Angel, whose revised algebra series is slated to be published in the year 2000, the imprints likely will remain separate. But, Angel said, if they do combine the imprints, it will mean too many math books in one house: "That will have a great impact on me. Only time will tell."

An Allyn & Bacon editor told TAA member Thomas Sullivan, who writes sociology texts, that he didn't think the merger would affect the A&B sociology list. "She felt that if one of the publishers had to cut back its sociology list, it would be one of the others, not Allyn & Bacon," he said. Sullivan said the merger probably won't have a big impact on him, though: "It does represent the long-term trend of consolidation in college textbook publishing."

But TAA member Ric Martini, whose Texty-winning anatomy and physiology text is one of the top books in its field, says to be not worried about the merger at this point, no matter how successful your text might be, "is to have your head planted firmly in the sand." Martini and several other textbook authors were questioned extensively by a Department of Justice panel in lengthy conference calls arranged by John Poole from the Department of Justice, and Paul Aiken executive director of the Authors Guild. Specific questions dealt with the potential impact on the textbook industry and on individual authors.

Martini said authors should be worried for several reasons:

- Past mergers have led to the cutting of lists and thus reduced diversity among texts.
- When a text gets killed or compromised, the author seldom tackles another.
- Texts kept in print may be compromised to some degree to reduce competition in the market as well as inside the company.
- The creation of huge publishing houses with deep pockets can mean the death of small publishers for many markets.
- The impact on education.

Physics author Edwin Jones, whose Contemporary College Physics was first published by AWL, said there's no doubt that this merger, like those that preceded it, will reduce the opportunies for new authors and even close the door on experienced authors. "The merger frenzy of the past decade has in my view done considerable harm," Jones said. "There is little choice in the marketplace of ideas."

www.winonanet.com/taa/ARTICLES/98/09sep/925pearsonauthor.html

NOTABLE AUTHOR: RHETA RUBENSTEIN

Making math accessible to all students

By Kim Pawlak

Mathematics author Rheta Rubenstein's goal in writing the Texty-winning textbook series, Integrated Mathematics, was to provide quality mathematics in a form that is accessible to all high school students. At the time the series was being developed, the National Council of Teachers of Mathematics had published its curriculum standards for school mathematics and the Integrated Mathematics series was written to address those standards. Rubenstein said she and her fellow senior authors, Tim Craine from Central Connecticut State University, and Tom Butts, from the University of Texas, wanted "a stronger curriculum with which all students could be successful."

Before she wrote Integrated Mathematics, Rubenstein co-authored a book called A Core Curriculum: Making Mathematics Count for Everyone. Initiated by the NCTM, A Core Curriculum was one of several addenda books written to address some of the most important aspects of the standards. "The notion of the core curriculum is to have one set of objectives for all students," she said. "Even if we modify instruction to teach ideas concretely as well as abstractly, we can have a quality curriculum that all students work toward learning." That was the concept, Rubenstein said, behind Integrated Mathematics.

"It was an ambitious objective -- to bring a wider range of mathematics to a wider range of students," Rubenstein said. "I think of it as a two-dimensional stretch. We're strengthening the curriculum and we're trying to recreate it in a way that is accessible to a wider range of students than had been studying it in the past."

Rubenstein and her coauthors incorporated the following features into their three-part *Integrated Mathematics* series, now published by McDougall Littell:

- Applications-oriented materials.
- The use of tasks, discourse and environment.
- Active engagement.
- Projects.
- Self-assessment questions.
- Visual learning strategies.
- Content integration.
- Multicultural applications.

"When the materials finally came out, teachers I had worked with before said 'Now I know what you're talking about!"
Rubenstein said. "They couldn't picture before how anyone could weave the subjects together. We worked hard to keep the



Mathematics author Rheta Rubenstein said she and her coauthors wrote *Integrated Mathematics*, to create a stronger math curriculum with which all students could be successful.

development in sequence from lesson to lesson, chapter to chapter, and year to year. Teachers had trouble imagining how they were going to do the cooperative learning, the explorations, the use of technology, the use of materials, so we tried to mold staff development into the books, too. We tried to write very clear directions and questions for the students so the teachers could manage everything rather easily. Rubenstein also coauthored:

- Facilitating Change in School Mathematics, published in 1995, a K-12 monograph containing tools to help leaders, curriculum coordinators, principals, or lead teachers work with colleagues in their district.
- Functions, Statistics, and Trigonometry, and Advanced Algebra, two books in a series produced by the University of Chicago School Mathematics Project.

• Geometry Developed with Algebra, an effort to integrate algebra into a high school geometry course.

Rubenstein is currently a mathematics professor at Schoolcraft College in Livonia, Michigan.

Digested from a complete article at www.winonatet.com/taa/NOTABLE/rubenstein/html