HELP WANTED: TAA NEEDS TO GROW

An Editorial

I begin the presidency of TAA both with a sense of honor and a bit of trepidation. I have been with TAA since its inception, from that fledgling meeting in Las Vegas. In the intervening five years the organization has come a long way. We have attracted dedicated and highly competent authors to our membership rolls. I am continually in awe of the talent our membership displays. With such a base we have the strength to become a significant voice for authors.

Much remains to be done. Five years ago, used books was the number one concern of those joining the organization. That has not changed in five years, although TAA has not been able to adequately address the problem. One of our committees continues to struggle with the issue, but TAA is about much more than solving the used book problem.

TAA is an organization providing a voice for creators of intellectual property as our masthead reads. This means, more than any single issue, TAA is an organization committed to representing authors and dedicated to the publication of quality instructional materials.

As I assume the presidency of TAA there are some immediate challenges. We need to expand our membership in order to be a more effective voice for authors. This means current members must become more involved in the organization's activities and it means TAA has to appeal to a wider field of authors. I set before TAA the goal of a membership of 2000 by 1994.

This is an ambitious goal, but one that I believe is achievable. And toward that end I offer three suggestions: a) a survey of current members; b) a marketing campaign; and c) expansion of the scope of TAA.

We need to have a clear profile of what kind of authors we appeal to. What is it they like and dislike about the publishing process, and what they like and dislike about the goals and services of TAA. By knowing more about who we appeal to and why, we can more effectively target activities and recruiting efforts.

Recruitment of membership needs to be a high priority for TAA. The organization needs to examine a number of initiatives, all of which involve some risk and some costs. But we must be willing to take some risk. I invite anyone with suggestions to present them and to help recruit new members.

The final area may well be the

most controversial, that of expanding the scope of TAA. We already have special interest sections, but should we reach out to scholarly, academic authors, and to new Ph.D.s as well? What about corporate memberships for publishing houses and other organizations? I believe in the coming year TAA will need to critically examine these issues.

There is plenty of work to do. As incoming president, I eagerly solicit your advice and your assistance and I encourage you to write or call me. Together we can make TAA a bigger and more powerful organization.

Ron Pynn

In Jure

continued from page 3 author has the right independent of the other co-author to use or license use of the work without the consent of the other co-author (he or she has such right absent a contract provision to the contrary); detailing what happens upon the death or incapacity of a co-author; and naming who will negotiate contract terms with the publisher. These and other important provisions can prevent an assortment of agonizing problems.

Conclusion

While the Acceptability Clause, the Publication Clause, the Revision Clause, the Competition Clause, the Royalty Clause, and the Reversion Clause remain the "Big Six" of the Author-Publisher Contract, it is important to pay attention to these less spectacular clauses as well.

Convention

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were heard. An oft-repeated suggestion was to make audio recordings of the sessions available because attenders wanted to attend them all, that task being physically impossible.

The fifth annual convention was the best attended so far, with 120 registrations. The number of exhibitors was also greater than ever before. The 1993 convention is scheduled for June 24-26 and will be held somewhere in the southeastern U. S., very possibly in Savannah, Georgia.

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