bined with video and audio and can store much more information.

There are many advantages to producing textbooks on CD-ROM instead of in print. First of all, in many areas, the educational value will be greater with the features available on CD-ROM than with a traditional book. Although this technologycreates fantastic games, the industry is not all flashy lights and sound. The different ways CDs can be used to educate are amazing."

"You should be aware that copyright law will differ slightly in electronic publishing, as the consumer will probably license the product from the publisher rather than buy it. You probably have different royalty terms for sales and for licenses, and you should be familiar with your contract language on this point."

"The second major technology you should be aware of is Custom Publishing. Most of you are probably familiar with the recent practice of college professors creating what is commonly known as course packs for their students.

This response to rising textbook prices and a desire to use more sources in the classroom involves students receiving large packets of photocopied materials, which the professor has had prepared. Through this method, professors are able to pick and choose which parts of different texts they wanted to use. This, however, often deprived the author of their rightful royalties, infringed on copyrights, and had other, more technical drawbacks.

Not about to be left out of such a large market share, Publishing companies are responding to this trend through a phenomenon known as custom publishing. McGraw-Hill's Primis, and Simon and Schuster's Just in Time Service are the two most prominent entries into the field. Each service creates a database, in which individual chapters of thousands of textbooks are stored. Professors may then select any chapters they want, from any of the works on the database, and

even add chapters or notes of their own creation. The services then print the new books, repaginate them, and create a custom table of contents, index and hard-back bound cover, with the finished product looking exactly like a text-book.

How royalties are paid, and how text is chosen to be a part of the database, is a process which differs according to the electronic publisher. A publisher might pro-rate your royaltyfrom your standard contract, or might assign a price for the use of your chapter and give you royalties on that figure. Another significant difference among services is how works come to be on the list. While one service draws a separate contract with the individual author, and does not use any work which hasn't been specifically licensed for use on the system, this is not true of all custom publishing services. It is anticipated that we will see more electronic use without author permission made of works for which the author has blanketly given up rights.

"I mentioned earlier the problems associated with giving your Publisher discretion over what anthologies in which your work will appear. This problem is multiplied in electronic publishing. Unlike the creation of an anthology, virtually all of splitting and recombining in custom publishing will occur without your knowledge. A royalty statement will be the only evidence you have that a transaction has even taken place, and unless publishers drastically revamp their royalty statements to let you understand the information contained there, even this will not tell you anything about the electronic sale.

For those of you who are dead set against participating in the new technology, consider that there is an enormous potential for educational abuse in this field. If the good textbook authors aren't there to help fill the demand for these new products, computer programmers may fill the void themselves, and the end result could be something more suited to sales than education.

While the publishing industry is not ready yet to make the enormous change over required to create large amounts of electronic textbooks, many such texts already exist, and are being used successfully. While traditional textbooks will not uniformly disappear in our lifetime, they may become extinct in a certain subject, such as languages, which need an audio component to go along with the written word.

As for the "newness" of the industry, although this poses some risks for those brave enough to enter, it may also the best rewards. As with any new ground--tread carefully. Be cautious not to accept terms just because your publisher proposes them; a publisher conducts business just like anyone else, and will try to get the best terms they can. The industry standards are not yet set; if you assert your rights now, you will pave the way for authors in the future. It is the pioneers who will set the standards that generations of textbook authors will follow."

Need an Indexer?

The Register of Indexers is an annual publication of the American Society of Indexers. Over one hundred indexers are listed by specialty areas, geographic areas, and other useful divisions. Order from ASI for \$15.

Need Indexing Software?

If you plan to write your own index, check out the software tools used by professional indexers. ASI's Guide to Indexing Software is the most comprehensive evaluation available of professional programs for IBMs and compatibles. Order from ASI for \$15.

Need to Evaluate an Index?

Our free *Index Evaluation Checklist* gives basics for content and format.

AMERICAN SOCIETY OF INDEXERS

Serving Indexers Since 1968
PO Box 386-G
Port Aransas, TX 78373-0386
(512) 749-4052