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TEXT AND ACADEMIC AUTHORS ASSOCIATION, INC.

JANUARY 1994

For Creators of Academic Intellectual Property at all Levels

THE PHANTOM AUTHOR

Publishing companies that hire phantom authors to create a new textbook and then slip the name of a prestigious academic's name on the cover are the target of a new TAA ethics statement. The TAA Council adopted the statement at its mid-year meeting based on the recommendation of the Association's Ethics Committee, headed by speech pathology author Dan Boone. (Other Committee members are J. Avault, L. Miller and N. Hermanson, B. Murray.)

The statement condemns phantom authoring as a breach of professional duties and responsibilities by publishers and authors who participate in the practice. "Students, teachers, schools and the public in general, have the right to know who wrote the text materials they are using," the TAA statement says. "Truth and honesty are fundamental to the academic endeavor of writing and publishing textbooks."

Publishers who have hired phantom authors, some without strong credentials in the subject they are assigned to write about, then bring in someone with a reputation in the field at a late stage of the development process to lend his or her name to the project. The level of involvement of the name of the author on the cover has been minimal in some cases.

John Vivian, TAA president, said the Association's position against

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TAA

1994 CONVENTION

JUNE 23-25

SEATILE

SEATTLE, the Emerald City and the site of the 1994 TAA Convention, is literally surrounded by splendid vistas. No matter which direction you turn, you can see snow-capped mountains, evergreen forests, or stretches of salt or fresh water. Flanked by the Cascade Range to the east and the Olympic Mountains to the west, the city occupies a slender isthmus between Puget Sound, a saltwater arm of the Pacific Ocean, and freshwater Lake Washington.

The mountains and the water are responsible for the mild maritime climate. June average daily maximum temperature is 69.2 degrees; average June rainfall is 1.4 inches; and average relative humidity is 53%.

SEATTLE, unlike many large cities, is really a collection of neighborhoods--small towns if you will-that combine to give the appearance of one homogeneous urban center. If you seek Seattle's Scandinavian heritage, for example, head for Ballard. If you want a little Asian flavor, the International District should be your destination. Spectacular views? Try Queen Anne, Capitol Hill, West Seattle, or Magnolia. Whatever you seek in leisure, recreation, entertainment,

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The TAA Committee on Ethics drafted a Code of Ethics document for membership review. What was labeled as Code was revised by various TAA members and the following document was presented as Principles of Ethics, and was adopted unanimously at the January meeting of the TAA Council in Orlando.

TEXT AND ACADEMIC AUTHORS ASSOCIATION, INC.

Principles of Ethics

Preamble

Textbook and academic authors. as educators and communicators, acknowledge and adhere to the ethical obligations of promoting the goals of academic writing and publishing. As members of this profession, authors must promote and defend the mutual responsibilities of the discipline in which they write along with that of the publishers of their work. As members of this organization, therefore, we commit ourselves to encouraging, reinforcing, and protecting the highest levels of ethics within our discipline, our profession, and the publishing industry.

A. Public/Readers

1. Textbook and academic authors shall be dedicated to providing competent subject matter about which they write, utilizing the highest standards of scholarship and research pertinent to their subject matter.

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