

# The Academic Author

## NEWSLETTER

## Curate Your Own Work

BY JANET SALMONS, PH.D.

"The past is prologue." – William Shakespeare in *The Tempest*

We know how to proof and edit without mercy. We are accustomed to having our writing reviewed by editors and peers. What happens when we take these processes to the next level and initiate a critical review with an eye to a radical update, synthesis, and new publication(s) based on the writing we've done throughout our careers? That is the project I am undertaking as a fellow of the Center for Advanced Internet Studies. The concept grew out of a TAA conference session, so I look forward to sharing lessons learned and inviting you to consider curating your work.

### What does it mean to curate your work?

The *Oxford English Dictionary* defines *curation* as the selection, organization, and presentation of information or items. When an art curator prepares an exhibit, they don't simply hang the paintings. They put artwork together in a coherent way and offer explanations. I recently saw a virtual reality rendering of designs from the 1900s, demonstrating a way curators make historical artworks relevant to today's audiences.

Curating our collection is not simply a nostalgic look at the past or a simple file clean-up. It is a holistic assessment of what we have done and what we have learned, and a process by which we update it for contemporary readers.

### Why curate your work?

A sense of purpose motivated you to start down this path. What contribution do you hope to make to scholarship or practice in your field, to make the world a better place? Such aspirations can't be realized if others can't find the pieces of our work and don't know how to put them together. That is our job as the curator: organize and share our work so others can learn from our experience, use our findings, and build on the foundations we've laid.

### How do you get started?

As academic writers we have notebooks and hard drives full of notes, drafts, lectures and slides, webinar or podcast recordings, papers, articles, and/or manuscripts for theses, dissertations, chapters or books. Take these steps:

- **Identify a central focus and formulate an objective.** Select one topic or focus. Identify the target audience: Scholars? Students? The public?
- **Select files and versions.** Select iteration(s) to include.

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## Should You Index Your Own Textbook?

BY KEN SALADIN

Most authors may not want to index their own textbooks. Indexing has to be done quickly when paginated proofs become available, yet it comes at a time when we're very busy proofreading the final pages, writing front matter, and getting the book to press. It also must look, to most, like a tedious chore. It may seem better left to a professional indexer, even if the cost is borne by the author.

Even aside from the cost, there are good reasons to leave it to the pros. Indexing is a complex skill that requires understanding of not just the book's subject matter, but its audience, the publisher's practices, and the stylistic mechanics of good versus amateurish and dysfunctional indexes. It's not something your spouse, Uncle Joe, or a graduate student can do, without a technical knowledge of indexing, while you attend to other details. Professional indexers often work with the aid of software that's costly and takes time to learn, and authors

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## Visit the Member Resource Center

TAA offers a wide range of educational offerings and networking opportunities for members. Visit the Member Resource Center to learn how you can get informed, connected, involved, inspired, and funded.

Just some of the member benefits and resources available to you:

- Live, interactive webinars connecting you to experts discussing a variety of topics of interest to textbook and academic authors.
- More than 250+ on demand presentations on textbook and academic writing and publishing, contracts, royalties, AI and authoring, copyright, and more.
- Two dozen downloadable eBooks, including the latest on AI and authoring.
- A growing list of downloadable templates and samples.
- Contracts and royalties survey data to help you negotiate better contracts.
- Publication and contract review grants.

Visit the Member Resource Center today



## Help Spread the Word about TAA

As part of our ongoing efforts to expand the TAA authoring community and enrich member benefits, we kindly request your help in promoting TAA membership within your professional network and encouraging interested individuals to consider joining TAA. To make it easier for you to do that, we have created small, business-card-sized cards promoting the benefits of membership and our \$30 first-time member rate. You can also give a gift membership for only \$25.

TAA prides itself on offering a supportive community for textbook and academic authors, as well as industry professionals, by providing a wide range of educational offerings such as webinars, templates and samples, and downloadable eBooks. Members can connect with other author members and industry professionals through the online member directory, or by participating in the monthly Conversation Circles, attending the annual conference, or attending webinars.

If you are attending a conference, are a member of a writing group, or have a coauthor or other colleague who is not yet a TAA member, we would love for you to share these cards, along with how TAA has benefitted you.

To request a supply of cards, please email Kiley Thornton, Director of Membership & Programs, at [Kiley.Thornton@TAAonline.net](mailto:Kiley.Thornton@TAAonline.net).



Give a gift membership

## Four Members Receive TAA Council Awards

Chemistry textbook author Laura Frost was inducted into the TAA Council of Fellows, which honors distinguished authors who have a long record of successful publishing. It is the premier honor bestowed by TAA.



Brenda Ulrich, TAA Board Secretary and an attorney at Archstone Law, received the 2024 TAA President's Award from TAA Board President Paul Krieger. The TAA President's Award is given at the discretion of the TAA Board President based on service given to TAA in the past year.



Anatomy and physiology textbook author Kevin Patton received the 2024 Author Mentoring Award, given to a teacher, administrator, fellow



author, or other professional colleague who takes extraordinary care to encourage and advise earlier career authors. Patton was nominated by Terry Thompson, a TAA member and Professor Emeritus of Biological Sciences at Wor-Wic Community College, who said he has served as a mentor to approximately 343 graduate scholars.

Daphne C. Watkins, a professor of social work at the University of Michigan, was awarded the Pynn-Silverman Lifetime Achievement Award. The award was established to honor individuals whose achievements over a career of devoted effort and service demonstrate the highest degree of commitment to excellence in authoring works to advance their discipline; encourage, enlighten and support the work of colleagues; and educate students in the field.



# Why Writers Should Be Positive Broadcasters

BY ANGELICA RIBEIRO, PH.D.

We often think of news anchors or talk show hosts as the only broadcasters, but in reality, we are all broadcasters (Gielan, 2015). We constantly convey information to those around us through both words and nonverbal cues, such as facial expressions and gestures. For instance, managers broadcast ideas to their team members, teachers broadcast knowledge to their students, and parents broadcast values to their children. Our broadcast can impact how people manage stress, overcome challenges, deal with changes, and process their day-to-day experiences. Essentially, our communication can influence others in either a positive or negative way.

As writers, we also serve as broadcasters. We broadcast information when collaborating with co-authors, exchanging ideas with colleagues, negotiating contracts with publishers, presenting content to readers, and sharing our work at presentations. But the question is: What kind of broadcasters are we? Negative broadcasters spread negativity through, for example, criticism and disinterest, while positive broadcasters have the power to positively influence others by conveying supportive and uplifting messages (Gielan, 2015). Here are some examples of how writers broadcast positivity: In their book *90 Days 90 Ways*, Patricia Goodson, Mina Beiji, and Melika Shirmohammadi support academic writers by sharing strategies to help them maintain an enjoyable writing habit and reduce writing stress. Dannelle Stevens spreads positivity in *Journal Keeping*, a book where she invites writers to use journal writing as a powerful reflection tool. In my book, *How to Create Happiness at Work*, I also transmit positive messages as I encourage readers to take action to feel happier at work.

Being positive broadcasters can benefit us as writers because it enhances our productivity, creativity, and work performance. As



Gielan (2015) highlights, “The practice of broadcasting positivity reinforces an optimistic mindset and makes [us] feel happier” (p. 34). Having an optimistic mindset does not mean we ignore the problems. It means we are aware of the challenges we face at home, at work, and in the world. But we address them with a solution-focused approach. By focusing on the positive, we gain the ‘happiness advantage,’ which allows our brains to function at their peak performance, leading to increased productivity and creativity (Gielan, 2015). We also improve our work performance and become better at managing stress. Having a positive mindset helps us see stress as a challenge rather than a threat. When we perceive stress as a challenge, our brain operates at its highest potential. On the other hand, when we view stress as a threat, the amygdala is activated, triggering the fight-or-flight response and hindering our ability to problem-solve effectively (Divoll & Ribeiro, 2021).

Since positivity is contagious, positive broadcasters can potentially spread all the benefits of positivity to others. Therefore, next time you sit down to work on your writing projects, remember that your positive messages can have a ripple effect. ●

## References:

Divoll, K., & Ribeiro, A. (2021). Strategies to overcome middle school teachers’ classroom management stress. In *Promoting positive learning experiences in middle school education* (pp. 217-235). IGI Global.  
Gielan, M. (2015). *Broadcasting Happiness: The Science of Igniting and Sustaining Positive Change*. BenBella Books.

**Angelica Ribeiro, Ph.D.**, is the author of *How to Create Happiness at Work*, *Running into Happiness*, and *My Happiness Habit Journal*, as well as several publications on second language acquisition.



## Lauren Weingarden Awarded TAA Publication Grant



Lauren S. Weingarden has been awarded a TAA Publication Grant to cover image permission costs for her forthcoming academic book, *A ‘Neuroarthistory’ of Nineteenth-Century Painters: Embodying Baudelairean Modernity*. Routledge will publish the book in its

“Science and the Arts since 1750” series in 2024.

A “Neuroarthistory” of *Nineteenth-Century Painters: Embodying Baudelairean Modernity* takes a transdisciplinary

approach—combining art history, literary studies, and neuroaesthetics—to examine the modern urban experience of nineteenth-century Paris through language and images of fragmentation and transformation.

TAA Publication Grants provide reimbursement for eligible expenses directly related to bringing an academic book, textbook, or journal article to publication. Apply for a TAA Publication Grant.



[TAAonline.net/grants](https://TAAonline.net/grants)



# 2024 TAA Conference on Textbook & Academic Authoring Receives Rave Reviews

Multiple attendees of the 2024 TAA Conference on Textbook & Academic Authoring, held in Nashville June 21-22, called it the best conference they had attended this year or even ever.

"The opportunity to share time with, and be inspired by, fellow authors who are proud of their craft and conscientious about their work is priceless," said textbook author Karen Morris.

Academic author Christina Gushanas said: "Every session I attended was intriguing and applicable to my career in academia. Not everyone at my institution values academic writing, so to be surrounded by others who were excited about academic and textbook authoring was very motivating!"

Attendees from across the country representing a variety of writing disciplines gathered for sessions on artificial intelligence and authoring, copyright, DEI, writing strategies, productivity, marketing, contracts, and much more.

A big thank you to all of the presenters and attendees who contributed to a rich and engaging program. Special thanks to Platinum Sponsor XanEdu Publishing, a Kendall Hunt Company, and Bronze Sponsor Archstone Law.

## Other comments from attendees:

"As I sat in the sessions and listened to the discussions, I was struck by how much value your organization was bringing to authors everywhere." — Susan Winslow, CEO, Macmillan Publishing

"It was beautifully, effectively, and competently planned and orchestrated! Was wonderful to connect with friends in person, to meet new TAA friends, and to learn from one another."

— Jamie Pope, textbook author

"Being in the presence of other writers felt wonderful! Great synergy and practical suggestions were much appreciated!!"

— Jane Boyd Ohlin, textbook author ●



## Curate Your Own Work *continued from page 1*

- **Put files in order.** Create an index or list all the pieces of writing, media, or materials.
- **Formulate questions.** What analysis or feedback will help you move forward?
- **Invite input and suggestions.** Ask trusted colleagues to review selected writings and suggest additions or changes.
- **Update literature or find new examples.** Find current articles, cases, or exemplars.
- **Make revisions and/or add curatorial notes.** Draft changes and add explanations.
- **Create a plan for publishing, archiving, and/or presenting the updated work.** Decide whether to create a collection of writings and materials or write something new.

**Janet Salmons**, PhD is a free-range scholar, qualitative methodologist, and creative. She is the author of 12 books about online research and education. Her latest book is *Doing Qualitative Research Online* (2022). She is currently working on a multimedia e-book and launching a monthly newsletter, "When the Field is Online."



Janet will be moderating the Wednesday, November 27 Conversation Circle from 1-2 p.m. ET. Come and share your experiences curating your work!

# Index Your Own continued from page 1

may not have time for that. By the end of a book project, authors often are tired of it. Their fatigue can be reflected in a low-quality index, or one that starts out well but flags halfway through the project.

Fatigued, too close to the subject matter to be objective, too enamored of every precious idea they have put in the text, and unskilled in index practices, authors can be the worst indexers of their own work. But a disciplined author observant of best practices in the art can also be the best indexer. We know the subject matter better than anyone. We navigate our own book and understand the relationships between its ideas better than anyone. We know our students' vocabulary, comprehension level, and textbook navigation needs better than anyone.

I have gotten some abominable, unpublishable results from professional indexers, both US-based and overseas, and have had to learn professional practices and step in at least five times to produce my own indexes worthy of a place between the covers. I hope to soon relate in another TAA venue (blog and/or 2025 conference) the experiences that drove me to defensive self-indexing; things for other authors to beware of; methods I've developed to make the task efficient and feasible in an author's busiest time; and some basic elements of index composition that measure up to the best industry practices in the art and profession. "Obviously, they know their disciplines very well and they most often have a clear research study, but really helping them to meet the standards of academic writing at a late stage can be a huge challenge." ●

**Ken Saladin** taught courses ranging from animal behavior to human physiology for 40 years at Georgia College, retiring in 2017 as distinguished professor, emeritus. He became a textbook author with McGraw Hill in 1993 and currently writes three textbooks of anatomy and physiology. Ken has published 21 English-language editions, and more in Italian, Korean, and Spanish. His flagship text, *Anatomy & Physiology, The Unity of Form and Function*, received a McGuffey Longevity Award in 2017.



## Meet the Newest Member of Our Team

We are pleased to welcome Trisha Rulewicz as our new Membership Administrative Assistant. She joined the team on April 22. She has experience in the nonprofit, for-profit, and educational sectors, assisting in classrooms, providing administrative and human resource support, and event planning.

Trisha will maintain the TAA member database, assist members with their inquiries, and provide support to other TAA staff members.

She is excited to be part of TAA and support the needs of academic and textbook authors. ●



## 2024 WEBINAR SERIES

### How to Create Happiness at Work and in Your Writing Sessions

Join Angelica Ribeiro, Ph.D., researcher, professor, and author of *How to Create Happiness at Work*, *Running into Happiness*, and *My Happiness Habit Journal*, to learn how to use science-based practical strategies to create happiness at work and in your writing sessions.



**Friday, September 27, 2-3 p.m. ET**

### Getting Your Reading into Your Writing

Join Christine Tulley, a Professor of English, and Founder and Director of the Master of Arts in Rhetoric and Writing at The University of Findlay, to learn how to systematically cite, analyze, interpret and comment on judiciously selected past scholarly literature to situate your writing project.



**Tuesday, October 11, 11 a.m. - 12 p.m. ET**

### Curate Your Own Work

Join Janet Salmons, PhD, a free-range scholar, qualitative methodologist, and creative, to learn how to organize your work, invite feedback, and create new publications.



**Tuesday, October 29, 2-3 p.m. ET**

### Strengthen Your Writing by Self-Editing

Join Suzy Bills, an Editor, Author, and Faculty Member at Brigham Young University, to learn common writing issues and how to fix them.



**Wednesday, November 13, 2-3 p.m. ET**

### Feeling Overwhelmed? How to Turn Anxiety into Serenity

Join Dr. Kimine Mayuzumi, Co-founder of Being Lazy and Slowing Down, to learn how to navigate anxiety during career or life transitions with ease and focus.



**Thursday, December 5, 2-3 p.m. ET**

**TAAonline.net/webinars**



# Writing a Dissertation: Don't Fall Down the 'Rabbit Hole' of Theory Shopping

Often, when someone begins seeking a theoretical framework for their dissertation, they take for granted the one they are already implicitly using, said writing coach and editor Dr. Dave Harris, with Thought Clearing.

"To be at the point where you're writing your dissertation, you've already been a scholar in a graduate program for multiple years and have learned a lot," he said. "A lot of people at this point go shopping for theories, thinking 'oh, I need this person's theory and that person's theory,' and they don't sit down and say to themselves, 'well, how do I think the world works and where did these ideas come from?' Because maybe you read something two years ago, or you heard a professor lecture a couple of years ago and you've been using that idea, but you're not thinking of that as a theory, even though it is

part of some published theory. And often, if you think back to how you think the world is working, what's going on, and where you got these ideas originally, you can find the foundation for the theory that you already use but are taking for granted. That can help prevent going down the rabbit hole of the literature where you read something new and get a new idea every day. It can be helpful to step back and say, 'How do I think this works? What theories do I have?' And ultimately, if you're going to be a scholar, it's about the theories that you have, so practicing explicating your own theories, and identifying their sources, can be really useful as an exercise." ●



## BUSY TAA PEOPLE

### Steven Barkan Publishes Opinion Piece on Immigration and Crime

TAA member Steven Barkan, professor emeritus of sociology at the University of Maine, published an opinion piece on CNN.com, "5 reasons why immigrants aren't bringing higher crime, as Trump claims," along with Michael Rocque, an associate professor and chair of sociology at Bates College. Congratulations, Steven!



### Victoria Davis Earns Master's in Education in School Counseling

TAA member Victoria Davis earned her Master's in Education in School Counseling from Cleveland State University in May of 2024. Davis is an avid writer and researcher who loves to advocate for children and families. Her plans after graduation include finding a position as a School Counselor and using her writing skills to develop social emotional learning materials for schools and educational organizations. Congratulations, Victoria!



### Dr. Karen Hardy Named President-Elect of AFERM

TAA member Dr. Karen Hardy has accepted a new position as President-Elect of the Association for Federal Enterprise Risk Management (AFERM).



"I am one of the Founders of AFERM and was asked to be president 17 years ago, a few years after it was established, but at the time I was busy with job work and didn't have the bandwidth," she said. "Now, I am able to balance the opportunity." Congratulations, Karen!

### Kent Kauffman Authoring Book on Legal Issues Facing College and Graduate Faculty

TAA member Kent D. Kauffman, J.D. has signed a contract with Rowman & Littlefield to author a legal, professional development book on the key legal issues that college and graduate faculty face in their academic lives. The book will be published in late 2024 or early 2025 and is tentatively titled, *Navigating Choppy Waters: Key Legal Issues College Faculty Need to Know (Before the Semester Ends)*. Congratulations, Kent!



### Angelica Ribeiro Authors New Book on How to Create Happiness at Work

TAA member Angelica Ribeiro, Ph.D. recently authored a new nonfiction book, *How to Create Happiness at Work: Seven Evidence-Based Strategies to Enjoy Your Day* (Kindle Direct Publishing, March 2024). Congratulations, Angelica!



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# Engaging Our Inner Critics

BY MICHELLE RIVERA-CLONCH, PH.D.

We often hear about the hazards of an Unskilled Inner Critic and, like most things, there's more to the story. Our Skilled Inner Critic, when called upon, promotes a writing flow that encourages us to be calm, cool, connected and creative. We have access to both Critics—it's about the intensity and frequency that we rely upon each one to help us complete the writing project.

	Skilled Inner Critic	Unskilled Inner Critic
Cognitive	Access to insight	Chronic self-doubt
	Curious/Capacity to be surprised	All-or-nothing language
Affective	Alert yet calm	Shame and/or guilt
	Awareness of boundaries	Overwhelmed and/or hopeless
Physical	Ventral Vagal Nerve	Sympathetic or Parasympathetic Nervous Systems
	Attentive to body's warning signals	Isolates from others
	Energetic	Lacks energy
Time Orientation	Present moment focus	Past or future focus

## How to Engage Our Inner Critics:

**Step 1:** Notice what's happening with your cognitive/affective/physical bodies. Examples listed above.

**Step 2:** Identify which Critic is present.

**Step 3:** Decision point: Stay with the Skilled Inner Critic or choose to unhook from the Unskilled Inner Critic.

**Step 4:** If unhooking, tailor the method to the symptoms. If you're predominately experiencing cognitive symptoms, first unhook at the cognitive level. If affective or physical symptoms, start there.

## Examples: Unhooking from the Unskilled Inner Critic

**Cognitive:** Shift all-or-nothing statements such as "I'm never going to finish this project; something *always* comes up" to more skillful statements such as "I'll complete it if I ask for help with some time-consuming chores and carve out time to write."

**Affective:** When experiencing shame or guilt, have a heart-to-heart with yourself about how you are trying your best under the circumstances. A Skilled Inner Critic offers grace, compassion, and encouragement.

**Physical:** If you're physically burnt out, allow your Skilled Inner Critic to give permission to take a power nap or a brief stroll in a soothing environment so you feel refreshed and alert. ●

**Michelle Rivera-Clonch**, PhD is co-founder of the annually sold-out *Writing in Depth: An Academic Writing Retreat*, hosted at Hope Springs Institute since 2011. Bridging a career between higher ed and private practice, she's a scholar-practitioner and peace-centered psychologist whose book, *A Depth Psychological Study of the Peace Symbol: Jung, Politics and Culture* was recently published by Routledge.



## TAA Board

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**NEWSLETTER EDITOR: KIM PAWLAK**



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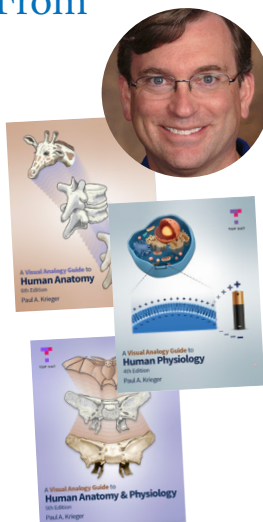
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## BUSY TAA PEOPLE *continued from page 6*

### TAA Council President Paul Krieger's A&P Books Transformed From Print to Digital

TAA Council President Paul Krieger has been busy transforming his popular Visual Analogy Guide book series from print into digital and interactive books with Top Hat. His anatomy & physiology book, *A Visual Analogy Guide to Human Anatomy & Physiology*, went live on the platform at the end of January and his anatomy book and physiology books, *A Visual Analogy Guide to Human Anatomy*, and *A Visual Analogy Guide to Human Physiology*, went live at the end of February. Congratulations, Paul!



### Dr. Janet Salmons Authors Chapter in New Book on Research Methods

TAA member Dr. Janet Salmons, and former Research Community Manager for SAGE Publications, recently published a chapter in a new book, *Handbook of Teaching and Learning Social Research Methods* (Edward Elgar Publishing, 2023) <https://bit.ly/4932YL0>. The book "illustrates the wide range of approaches to teaching and learning social research methods in the classroom, online, in the field and in informal contexts." Salmons co-authored Chapter 23, "Teaching research methods online: informal or semi-formal professional development." Salmon's portion of the chapter featured the Textbook & Academic Authors Association and detailed its webinar program and facilitated writing groups. Learn more about this study (<https://bit.ly/47GszbC>). Congratulations, Janet!



### Kenneth Saladin Honored by Georgia College & State University


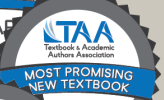

TAA member Kenneth Saladin was honored by Georgia College & State University (GSCU) at an April 12 ceremony renaming its science building the Kenneth S. Saladin Integrated Science Complex. Saladin, the distinguished professor emeritus of biology at GSCU, joined the college's faculty in 1977, and is the university's largest donor. He is the author of the best-selling textbook, *Anatomy & Physiology: The Unity of Form and Function*, which received a McGuffey Longevity Award from TAA in 2017. Congratulations, Ken!




### Beverly Stein's New Book Now Available

TAA member Dr. Beverly Stein's book, *Unlocking Meaning in Art Song: A Singer's Guide to Practical Analysis Using Schubert's Songs*, published by Rowman & Littlefield, is now available on Amazon. Stein, a professor in the Department of Music at California State University, Los Angeles, signed a contract for the book with Rowman & Littlefield in May 2023. She credits TAA for helping her learn about contracts, and now that the book is published, for advice on marketing her book through participation in TAA Conversation Circles and other TAA resources. Congratulations, Beverly!



## Nominations for TAA's 2025 Textbook Awards open September 1



TAAonline.net/awards