

November–December 2003

BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

December 31, 2003

The Washington Book Publishers, an informal, all volunteer group of editorial and publishing professionals in the Washington, DC, area, since 1976.

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Deadline for next newsletter: Jan. 30
It's YOUR newsletter! We need your
input. Fax news and job openings for
this newsletter to 202/962-3682 or
e-mail dleland@icma.org

Dear Colleagues,

In recent years a number of key WBP volunteers have been sidelined temporarily by illness, accidents, family crisis, and the like. In addition to the resulting personal stress, these events have derailed attempts to hold more regular programs, publish this newsletter more frequently, and initiate the Web site. As we slip into a new year, let me wish you all good luck and health in 2004, and let's hope that this enduring group can meet more often.

As I noted in the earlier e-mail, it's tough to get a reading on the current condition of the book publishing industry. Publishers have been bedeviled by a sluggish economy, shrinking library budgets in the humanities and social sciences, and the continuing demise of the independent bookstore—these challenges remain troubling.

On December 10, Peter Givler, the executive director of the American Association of University Presses [AAUP], spoke of his ongoing interest in the relationship between book publishers and libraries—he's become an authority on the topic. Thanks to Andrea Brusca, who wrote the report on his presentation that appears on page two. And many thanks to the staff of the International City/County Management Association for sharing their meeting and party space with us—at no charge—and for helping out that evening! The event was lively, I heard, since a family matter kept me out of town. One amusing highlight that reached my ears pointed out the significance of the ceremonial corkscrew changing hands each year. No corkscrew appeared with the refreshments that evening, but after a diligent search one was found. It broke shortly afterward and the alert was sounded to party goers for backup. Many in attendance raised their hands to offer their personal corkscrews. Who would have thought so many members traveled with one?!

Next program: In the works, but as yet no details are firmed up. We'll be in touch via e-mail soon, I hope.

Cordially,



Richard Brown, WBP president, 2003–2004

PS It's annual membership renewal time. Our new membership coordinator, Barbara Hart (see p. 3) was on hand to greet members, hand out forms, and take payments that evening. Please use the form herewith if you have *not* already paid.

The Washington
Book Publishers 

CONTACTS

Peter Givler,
pgivler@aaupnet.org



Above, AAUP executive director Peter Givler gave his informative and entertaining take on the state of publisher-library relationships.

Perfect Sex or Perfect Storm?

A strong link is necessary between publishers and libraries, Givler says

For its December 2003 meeting, Washington Book Publishers was fortunate to have Peter J. Givler, executive director of the Association of American University Presses (AAUP), offer his take on the relationship between book publishers and librarians.

With 30 years of publishing experience under his belt, Givler in his talk, "Perfect Sex or Perfect Storm," admitted he doesn't "know what perfect sex is either," but he does know the framework exists for a mutually beneficial relationship between libraries and the publishing industry.

Givler remembered the time, during the Cold War, when presses could add 2,000 copies to any given print run for library sales because the federal government allocated large amounts of money for libraries. Now, in these days of huge funding cuts to libraries already struggling to keep up, he admonishes those in publishing who have failed to listen to what the library market is telling them. Publishers need to adapt to the library's more complex role today.

Textbook pricing has led libraries to maintain a system of reserve for publications that

professors do not require students to purchase but that contain parts they want students to read. The



December party goers enjoyed great food—and wine—thanks to the presence of many operational corkscrews.



Photos by Dawn Leland



TechTalk, a column by WBP member Bevi Chagnon, will resume in a future issue.

reserve system has created issues of "fair use," and copyrights seem to be under attack at times. In this age of technology, some libraries also have sophisticated scanners with the capability of digitizing entire books for use in their e-reserves. Because publishers have no effective way of monitoring this infringement, "fair use gets complicated rather quickly," states Givler. For publishers, the problem is real because a "revenue stream that should be there has been drying up."

At the same time, Givler cautions that a strong link is necessary for both publishers and libraries. "The collaboration is real and goes well beyond our desire for them to buy our books."

Several presses have already begun conversations toward better relationships with their institutional libraries, and they are already seeing benefits. Johns Hopkins University Press joined forces with the Milton S. Eisenhower Library in 1995 for Project MUSE*. This financially viable project houses more than 200 scholarly journals, and plans exist to reach out to an even broader audience. It is now setting the standard for mutually beneficial relationships between university libraries and presses.

Columbia University's International Affairs Online (CIAO) also publishes a wide range of scholarship. CIAO was developed as a collaborative effort between the Columbia University libraries and Columbia University Press, with a grant from the Andrew W. Mellon Foundation.

In these relationships Givler sees signs of hope that university presses and libraries will continue to form symbiotic relationships in their mutual goal of disseminating knowledge.—*Andrea Brusca*

*<http://muse.jhu.edu/>

"Project MUSE: Scholarly journals online, provides online, worldwide, institutional subscription access to the full text of more than 200 scholarly journals in arts and humanities, social sciences and mathematics."

JOIN THE ANNUAL BOOK DESIGN & EFFECTIVENESS COMPETITION COMMITTEE

Becky Clark has volunteered to co-chair the Competition this spring, and the awards evening is scheduled for **June 3**. If you'd like to sign up, please contact her now—RBC@mail.press.jhu.edu. Others who have stepped forward thus far include Gail Grella, Betsy Kulamer, Jane Lawrence, Dan Sayre, and Deb Weiner.

Plan your entries now! The deadline will be set for **mid-April** [exact date tba]



NEW MEMBERSHIP TEAM MAKES APPEARANCE AT DECEMBER EVENT

WBP's new membership (and mailing list coordinator) Barbara Hart, left, of Publications Professionals, stops by the Christmas tree, with its polar bears, in the ICMA lobby during the holiday party. At right is her assistant Ashley Young, who will help with membership tasks. Also assisting will be Linda Stringer [inset], a senior editor with PP.

Details on how to contact them appear on page one, and on your membership form.

Many thanks to Kristin Wye-Rodney (right), who did a great job as membership coordinator from May 2001 through November 2003.



CALENDAR

An event site or contact is included when it differs from that listed in Locations. Events are free unless two prices (e.g., Free/\$5) indicating member/nonmember fees are noted.

January

WED. 14, 5:30–8:30 pm, PAPER. Designing with Paper in Mind. Paper co. reps. Ruth's Chris Steakhouse, Arl., VA. Creative Network.*
 THURS. 15, 6:30–8:30 pm, FROM IDEA TO ENDING: Writers, Editors, and Agents Discuss the Publishing Process. Writer's Center, 4508 Walsh St., Beth., MD. Metro, meter parking. Cospon.: WC, WNBA. Pls. RSVP: sue.westrates@apha.org. Free/\$10.
 FRI. 16, 6:30–9:30 pm, HENRY LOUIS GATES. Authors in Person. Howard Univ. Bookstore.
 FRI. 16, 8 pm, PEN/FAULKNER SERIES. Thomas Mallon's work includes novels (*Henry and Clara*; *Dewey Defeats Truman*), nonfiction; Sabina Murray wrote the novel *Slow Burn*; she has worked as a screenwriter for Terrence Malick, Wayne Wang, and others. FSL.
 SAT. 17, 1-3:15 pm, SOLVING PROJECT COMMUNICATIONS PROBLEMS. Michael Smith, pres., TeraTech, Cleveland Park Library, 3310 Conn. Ave., NW, DC. CPCUG.
 THURS. 22, 6:15 pm, MASTERING PDFs. What they really are, how to use them effectively. NRECA, 4301 Wilson Blvd., Arl., VA, Ballston Metro. Park free after 6 pm under bldg. Reserv. www.adcmw.org. ADC. \$20/\$30. At door, \$25/\$30.

DCWW classes:

- THUR. 22, Quark 5, \$250/\$300. 240-296-3424.
- MON. 26–TUES. 27, Intro to Illustrator; \$325/\$425. www.tdsinteractive.com/classes/adobe/intro-illustrator.php
- TUES. 27, 6–9 pm. HOME NETWORK

continued on page 4

FREE SPEECH GROUPS SUPPORT PATRIOT ACT CHALLENGE

Free speech groups representing booksellers, librarians, publishers, writers, and others filed a brief on Nov. 3 that strongly supports a legal challenge to the constitutionality of the provision of the USA Patriot Act that gives the FBI virtually unlimited access to personal, organization, and business records, including bookstore and library records. The U.S. Justice Department has filed a motion to dismiss the case. "The Patriot Act authorizes the FBI to engage in fishing expeditions in bookstore and library records and then bars booksellers and librarians from protesting even after the fact. Such an unprecedented extension of prosecutorial power demands immediate court review," Chris Finan, president of the American Booksellers Foundation for Free Expression (ABFFE), said.

The book and library community has also expressed alarm about Section 215 because FBI agents do not need to prove they have "probable cause" before searching bookstore or library records: they can get access to the records of anyone whom they believe to have information that may be relevant to a terrorism investigation, including people who are not suspected of committing a crime or of having any knowledge of a crime. . . . In addition to ABFFE, the groups signing the amicus brief are the Association of American Publishers, the Association of American University Presses, the Center for First Amendment Rights, the Comic Book Legal Defense Fund, the Electronic Frontier Foundation, Feminists for Free Expression, the First Amendment Project, the Freedom to Read Foundation and PEN American Center.

Excerpted from an ABA press release.
www.freeexpression.org/newswire/1103_2003.htm

WHY VISIT A PRINTING PLANT?

Have a big project? If you're considering a new printing company, visit them first for a free education. Here are some tips on what to look for:

- As you tour, see how efficiently the work flows. Ask if there are any bottlenecks.
- Meet with the customer service representative assigned to you. Assure that this person knows the capabilities and limits of the company.
- Find out what systems are used to track projects throughout the process.
- Look at work areas to see if they are clean, orderly, well maintained, well lit and staffed with people who appear involved with their work.
- Find out how instructions move along with the job.
- See samples of similar work in progress. Ask to see a recent color proof to compare to the printed piece.
- With the advent of direct-to-plate printing, traditional proofs are replaced with digital proofs. Ask if the same raster image processor (RIP) is used to make both the proof and the plate.
- Ask how humidity is controlled; it can affect paper and other processes.
- Get samples of the printer's house paper stocks. If one is appropriate for your job, you'll save money.
- Ask for an equipment list, and what types of projects the printer is most competitive on.

Adapted with permission from "Why Printing Plant Tours Are Worth the Time," by Roy Quini and Jayne Sutton, The Editorial Eye, Feb. '02, EEI Communications.

STILL FORTHCOMING:



WRITERS TO TRY

Heavy Dose of Reality

Bethany McLean and Peter Elkind, *The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron*

Talking Heads

Tim Friend, *Animal Talk: Breaking the Codes of Animal Language*

Fiction

Sue Monk Kidd, *The Secret Life of Bees*

SITES TO SEE

www.bookwire.com
 "With over 18,000 reverse links, BookWire is THE MOST comprehensive online portal into the book industry. . . ."

[www.webrary.org/Morton Grove Illinois Public Library](http://www.webrary.org/MortonGroveIllinoisPublicLibrary)—"Everything for book lovers. . . ."

[www.wiredforbooks.org/Ohio University](http://www.wiredforbooks.org/OhioUniversity) "Lamont Library of Harvard University picks as one of the Great Links on the Web"

www.readerville.com/
 "The social life of the mind. Readerville is founded on the idea that literature—and discussion thereof—is one of life's finest pursuits."

<http://www.wnba-books.org/wash/>

www.greenpressinitiative.org/ Green Press Initiative, "is a non-profit program dedicated to saving trees and natural resources through increasing the use of recycled paper in the book publishing sector. . . ."

* www.justshowup.com/content.cfm?L1=1.0

"The Creative Network: Where talent meets opportunity"

FIRST CLASS MAIL-- Please expedite!

The Washington
Book Publishers 

c/o Publications Professionals,
3702 Oak Hill Way
Fairfax, VA 22030

BookNotes,
November–December 2003

Publishers and libraries: symbiotic relationships

LOCATIONS

AAP: Assn. of Amer. Publishers, 202-347-3375.
www.publishers.org

AAUP: Assn. of Amer. University Presses, 212-941-6610.
www.aaup.uchicago.edu/

ADC: Art Directors Club of Metro.Wash., 202-296-4860.

CPCUG: Capital PC Users Group,
www.cpcug.org/user/entrepreneur

DCWW: DC Web Women,
www.dcwebwomen.org/

FSL: Folger Shakespeare Library, 202-544-7077,
www.folger.edu

P&P: Politics & Prose Bookstore, 202-364-1919,
politics-prose.com

WC: the Writers Center, 301/654-8664,
www.writer.org

WIW: Wash. Independent Writers, 202-737-9500, www.washwriter.org

WNBA: Women's Nat. Book Assn., Denise Peterson, 202/237-5886,
d.pete@mindspring.com
www.wnba-books.org

Calendar, continued

COURSE. Setting up a Computer Network. Harmony Hall Regional Ctr., Ft. Wash., MD. CPCUG.
• WED. 28, INTRO TO INDESIGN Crash Course; \$200/\$225. www.tdsinteractive.com/classes/adobe/indesign-ws.php

• THURS. 29–FRI. 30, INTRO TO FLASH MX 2004; \$425/\$525. www.tdsinteractive.com/classes/flash/intro-fl.php

THURS. 29, 8–12:00 pm, MARKETING RESEARCH boot camp, at Wyndham Washington. Spons. by American Marketing Assn., The Creative Network.*

February

THURS. 5, 5:30–8:30 pm, PAPER VIEW. Show at Martin's West, Baltimore. Production Club of Balt.*
TUES. 10, 9:30–12 noon, DIRECT MAIL: Budget Busters Seminar. EU Services, Rockville, MD.*

FRI. 13, 8 pm, PEN/FAULKNER: Words of Love—A Valentine Party, with Kathryn Harrison, author of *The Kiss*, *The Seal Wife*, *The Binding Chair*, *Poison*, *Exposure*, and *Thicker Than Water*. FSL. \$_____

WED., 18, 6:30–8:30 pm, MARKETING: Mindset Marketing—New Direction in Targeting; at TEQ-CORNER, McLean, VA. Amer. Mktg. Assn.*

SAT. 21, 1-3:15 pm, TAXES: What Every Entrepreneur and Consultant Needs To Know. Cleveland Pk. Libr., 3310 Conn. Ave., NW, DC. CPCUG.

____ Biography program. WNBA. Check Web site.

March

Poetry Month—March 1-31

TUES. 15–WED. 16, BOOK TECH EXPO 2004. NYC. 888-627-2630; BookTechExpo@napco.com; www.BookTechExpo.com.

FRI. 19, 8 pm, DORIS LESSING. PEN/Faulkner: Novelist and author of non-fiction, poetry, drama. FSL. \$_____

SAT. 20, 1-3:15 pm, STRATEGIC PLANNING. Cleve. Pk. Libr., 3310 Conn. Ave., NW, DC. CPCUG.

WED. 24–SUN. 28, VIRGINIA FESTIVAL OF THE BOOK. Charlottesville, VA. www.vabook.org.

____ WRITING EMPOWERS: Children's Literacy Workshop. WNBA. Check Web site.

April

Annual Small Press Conference and Book Fair. WC

June

THUR. 3, WBP AWARDS PROGRAM.

FRI. 4–SUN. 6, BOOKEXPO. ABA Convention, Book Expo America. Chicago. www.bookexpoamerica.com.

SAT. 26–TUES. 29, 2004, ABA ANNUAL MEETING.

September

FRI. 17–SUN. 19: Baltimore Book Festival.

Job Bank

Brief ads are run at no charge, and are edited and included at the discretion of the newsletter coordinator.

Asst. Dir. of Publications, Books—Res., sal. requir.: HR, c/o Child Welfare League of Amer., 440 First St. NW, 3d Fl., DC 20001; hr@cwla.org. Mg. n-p book pub. prog., inc. profes. & trade imprints. Mg. acquis., ed./design, mktg.; oversee inven./fulfil./cust. serv.

Requir.: Book ed., mktg., mgt. exper.; knowl. of child & family issues, trade book sales pref. *Salary not listed.*

Electronic Promo. Coord.—Res. to: Becky Brasington Clark, Mktg. Dir., Johns Hopkins Univ. Press, 2715 N. Charles St., Balt., MD 21218, rclark@mail.press.jhu.edu—Maint. Web site for books div.; supply data/images; mg. e-book convers./monitor content. Work w/ staff, & w/mktg. dir. to dev./maint. site.

Track Web traffic/sales. *Requir.:* BA, min. 2 yrs. exper., pref. in rela. Var. softw. skills—Filemk., Acrobat, Open E-book Format, Distiller, PhotoS., Pagmk., Quark, Word, Excel., exper. w/HTML, PDF conv., data export, FTP file transfer. Book pub. exper. a +. *Salary not listed.*

Marketing Mgr., Books—Res./ltr. w/sal. requir. to: Amer. Psychological Assn., H. R. 93-03, 750 First St., NE, DC 20002-4242; fax 202-336-5501; Jobs@apa.org—Concep./mg., execute strat. mktg. plans, ads, exhibits. Supervis. staff. Au./ed. rela., mkt. rsch./analysis. budgets, travel to staff exhib. *Requir.:* BA, 3-5 yrs.' mg. exper. in mktg./sales, budg., mktg. planning, promo./publicity campaigns, profic. w/word proc., spreadsheets, PwrPt., DT software, famil. w/Web.

Knowl. of/exper. in Web app. desir., specif. in online product promo./ordering. Excel. comm. and suprvs. skills. excel. ben. Union Sta. Metro. *Salary not listed.*

Mktg. Mgr., Books/Fulfillment—Res. to opportunities@eli.org; Cust. Service Mgr., Environmental Law Institute, 1616 P St., NW, # 200, DC 20036.—Cust. serv., data entry, db mgt. of sales, subscrp., orders. Assist mktg. *Requir.:* Skills w/comp. db, spreadsheet app.; good phone pers. N-P mktg./publg. a + but not requir. www.eli.org. *Salary not listed.*

Sales/Mktg—Remainder specialist. Res., salary hist. to bperry@rowman.com. Rowman & Littlefield Publishing Group, Inc.—Nego. sales of older/OP/damaged books to retail/wholesale customers. *Requir.:* Sales/mktg. exper. in bk. retail or pub. *Salary not listed.*

Unpaid internships—AltaMira Press and Scarecrow Press, imprints of Rowman & Littlefield Pub. Group. Melissa Ray, mray@scarecrowpress.com, 301-459-3366 x5306)—12 wks., min. 20 hrs./wk.