

BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

February 15, 2005

www.washingtonbooks.org

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, next newsletter: March 1
We need YOUR input.

Post your news on the Web site, or e-mail dleland@icma.org

The Washington
Book Publishers

Dear Colleagues,

I have four notes to share while basking in a brief February thaw.

First, our next program—*From Writer to Reader: Current Trends in Publishing and Bookselling*—promises to be outstanding, as four expert panelists speak to trends and emerging issues for our industry from four perspectives:

Author—Leslie Pietrzyk is author of the novels *Pears on a Willow Tree* and *A Year and a Day*. Her short fiction has appeared in many literary journals, including *Iowa Review*, *Gettysburg Review*, and *New England Review*. Her work has been nominated for the Pushcart Prize, and she has won a number of writing awards.

Agent—Nina Graybill is an attorney and literary agent and a founding partner of Graybill and English, LLC. She is also the co-author of six cookbooks, including *The Pasta Salad Book*, and *Pasta Salad Light*.

Editor—Todd Baldwin has 20 years of book publishing experience. He is the editor in chief of Island Press, where he acquires and develops books on environmental issues for professional, academic and trade readers.

Bookseller—Cleve Corner has been a bookseller for nine years. For the past three years, he has been event coordinator at Washington, D.C.'s Politics and Prose, one of the nation's most successful (and habit-forming) independent bookstores.

Date/time Monday, February 28; 6:15 refreshments, 7 p.m. program, cosponsored with *Women's National Book Association (WNBA)*

Location National Academies Headquarters Building, 2100 C St NW

Metro Foggy Bottom

Parking Area garages; street parking at 6:30 p.m.

RSVP By Friday noon, Feb. 25, please to dleland@icma.org

Fee Members of WBP and WNBA free; nonmembers \$5.

and mark your calendars for our March event:

Program Book Publishing with InDesign CS

Date/time Tuesday, March 15; 6 p.m. refreshments, 6:45 p.m. program, cosponsored with *DC Area InDesign User Group*.

Location U.S. Navy Memorial Auditorium, 701 Penn. Ave. NW

Metro Archives

Parking Area garages; street parking at 6:30 p.m.

Membership: On Feb. 28, please bring your renewal form and payment, if you haven't paid. And don't forget to sponsor a colleague as a *new* member. Both the sponsor and new member receive a \$5 discount. See www.washingtonbooks.org for a form.

Mentorship program: We've now received a critical mass of enrollments for both mentors and "mentees." If you've signed up, watch your email for news of your "match." If you'd like to sign up, see www.washingtonbooks.org for information

Best wishes,

Dan Sayre, WBP president

PS If your dues aren't received by Feb. 28, this will be your last newsletter.

CONTACTS

Erin Johnson,
GreenPress Initiative,
Erinjohnson@comcast.net
www.greenpressinitiative.org

Kat Jamieson, The
Nature Conservancy,
Katjamieson@tnc.org

Anna Nunan, Island Press,
Anunan@islandpress.org

Tony Mazzella, Sheridan
Books, tmazzella@
sheridanbooks.com

DEFINITIONS

Millbroke: Leftover and
reprocessed.

Post-consumer waste:
De-inked, de-metalled,
bleached; usually costs
10–20 percent more; only
manufactured monthly
due to lower demand.

LITERARY LOSSES

George Campbell, 92,
British linguist, author of
language compendium.

Jacques Derrida, 74, phi-
losopher and author.

Will Eisner, 87, author/il-
lustrator of graphic novels.

Frank Kelly Freas, 82,
illustrator for *Mad Maga-
zine*, sci fi novels.

Mel Gabler, 89, Texas
textbook censor.

Joseph Hansen, 81,
mystery author, creator of
gay detective.

Mary Duprey Hoehling,
90, author of popular
histories for youth.

Elizabeth Janeway, 91,
feminist, author, and
social historian.

Arthur Miller, 89,
playwright

Anthony Sampson, 78,
editor of *Drum*, anti-
apartheid magazine in
South Africa; biographer
of Nelson Mandela.

Susan Sontag, 71, writer,
philosopher, essayist.

WBP Remarks

Book Industry Should Do More to Conserve Resources

Erin Johnson, wearing green and brown—“I dressed as a tree”—headed up the discussion of “green” publishing at the December program and holiday party. Representing the Green Press Initiative, she described their efforts to help book publishers and to save forests from destruction. She opened her presentation with some slides of devastated areas where trees had been clearcut.

If publishers and authors require recycled paper, she said, “the average book can save 384 mature trees from destruction.” The book industry uses 20 million trees each year and thus far 70 publishers have committed to using recycled or partially recycled stock by demanding FSC paper—paper that is certified by the Forest Stewardship Council. The Initiative’s goal is to save 5 million trees by 2008.

Buyers *want* recycled paper, according to Johnson, so publishers must lead the way in demanding it. And because it is a selling point, books should carry a notice of their recycled paper usage.

Johnson said that the Green Press Initiative is grant-funded. It’s a nonprofit program of SEE Innovation, with fiscal sponsorship provided by Social and Environmental Entrepreneurs. The Initiative was initially developed in collaboration with the Solana Center for Environmental Innovation.

Kat Jamieson of The Nature Conservancy, founded in 1951, said that her organization has helped protect 117 million acres of trees around the world. Its goal is “better paper cheaper,” and to that end, it retooled its magazine to a smaller size so that it could use only recycled paper. It now saves \$80,000 a year. She added that Domtar paper is a leading supplier.

Anna Nunan is the production director at Island Press and said it



Kat Jamieson, Erin Johnson, and WBP president Dan Sayre discussed what publishers can do to conserve forest resources.



Anna Nunan, left, and Tony Mazzella discussed aspects of production.

specifies 30 percent post-consumer material for its books. She pointed out that one can request an audit of paper to ensure how it is made.

Tony Mazzella represents one printer, Sheridan Books, that leads the way with its use of recycled paper. He listed the concerns that a printer must consider in buying recycled stock—availability, type of press being used, image quality, runability, ink holdout, weight, amount needed, and moisture content. But he said that Sheridan is committed to providing recycled content. Recycled paper quality has improved greatly, he noted, evolving from what we all think of as gray, flecked paper, and it now comes in a variety of finishes nearly indistinguishable from other paper.

Their dramatic presentation of simple ways that publishers together can make a huge difference in reducing deforestation, habitat destruction, and the domino effects that affect humankind was impressive. You can start today by contacting Erin at the Green Press Initiative.—*Dawn Leland*



About 50 people attended WBP’s holiday party and program in December.

Awards Evening Scheduled

The annual Book Design & Effectiveness Awards event will be held on Wed., May 25, this year. Details should appear in the call for entries, which will mail in a few weeks. Watch your mail! •

Member News Ralph Eubanks notes that his book *Ever Is a Long Time* has now been released in paperback. • Dia Michels, Platypus Media president, will be leading hands-on science activities and hosting “Name that Mammal” at a free family event, American Association for the Advancement of Science Family Science Days, on Feb. 19–20. 202-326-6400; www.aaasfd.org. • Trish Reynolds recently became a mother and has now decided to take a year’s leave of absence from the Carnegie Endowment to be with her son. •

Sadly, we note the death of Daniel Goodwin at 57, on Feb. 6, after a long bout with cancer. Former director of Smithsonian Press, he was most recently publisher for the New York State Historical Association. He had been a member of WBP prior to the onset of illness. •

Around Town

The Women’s National Book Association (WNBA) hosted a reception in January for librarian/author Nancy Pearl and presented her with the WNBA Award. Pearl is the author of *Book Lust: Recommended Reading for Every Mood, Moment and Reason*, and model for the librarian action figure. • The Smithsonian Institution has announced a publishing partnership with HarperCollins to produce popular reference books and adult non-fiction books beginning fall ’05. •

The Freedom Forum announced that Brian Lamb, founder of C-SPAN, is the recipient of the 2004 Al Neurath Free Spirit of the Year Award, to be presented March 23. Lamb was chosen for his creation of the network, which includes Book-TV. • WBP’s Aug. ’04 speaker Edward P. Jones, local author and Pulitzer winner, held a reading at Don Beyer Volvo in Falls Church. Knowing that, according to surveys, his customers hold more graduate degrees than other drivers, owner and former Virginia lieutenant governor Don Beyer formed the idea of an author series. More than 100 people attended. •

Publishing World

Organizations & Libraries AAP, ALA, ABA, and PEN American Center have sponsored a joint initiative to restore judicial safeguards for First Amendment-protected activities that were removed by the Patriot Act. See www.readerprivacy.com. •

Environment & Technology Americans dispose of two million tons of electronic products—e-waste—each year, including 50 million computers. The disposal in landfills poses a worsening environmental problem. EPA backs pilot programs with some retailers—including Staples and Office Depot—to take back high-tech recyclables. Also see these recycling sources: www.greendisk.com; www.interconrecycling.com, and www.maxpatchink.com. •

Education & Literacy Employers lament that finding skilled workers is becoming more difficult. Americans rank 12th in literacy among those of 20 high-income, industrialized countries, according to a study by the Educational Testing Service (*Wash. Post*, 8/25/04). •

Calendar

An event site or contact is included in the Calendar when it is unlisted in Locations, p.4. Events are free unless two prices (e.g., Free/\$00) indicating member/nonmember fees are noted.

FEBRUARY

February is Library Lovers Month and African American Heritage Month.

TUES. 15, 6:30 p.m. HAMMETT. Richard Layman talks about *The Maltese Falcon* at 75. Madison Bldg., LC.

TUES. 15, 6:30 p.m. BLACK HISTORY. “The Challenge of Preserving African American Civil War History and Related Sites.” Nat. Trust for Historic Preservation, 1785 Mass. Ave., NW. Reception.

RSVP at <http://member.nationaltrust.org/DCevents>, 202-588-6193. Nat. Organization for Black Designers.

THURS. 17, 5:30 p.m. CARTOGRAPHY. Miles Harvey will discuss his book, *The Island of Lost Maps: A True Story of Cartographic Crime*. Reserv. required. NA.

SAT. 19, 1 p.m. BALTIMORE. *Tha Bloc: Words, Photographs, and Baltimore City in Black, White, and Gray*, a book of photos and poetry by t.p. Luce. P&P.

WED. 23, 7 p.m. POL POT. Mao Zedong biographer Philip Short offers a gripping portrait of the head of the Khmer Rouge. P&P.

WED. 23, 7 pm. SANDRA GILBERT. Poetry reading. CLB.

THURS. 24, 7 p.m. THOMAS JEFFERSON. Author Andrew Burstein discusses *Jefferson’s Secrets*. P&P.

SAT. 26, 1 p.m. WILLIAM FALK. The author, and U. of Maryland professor, discusses *Rooted in Place*, about members of a Georgia–South Carolina family who explain how their ties make it possible to endure racism and economic disadvantages. P&P.

SAT. 26, 5 p.m. READING. Alette Armel reads

continued

SITES TO SEE

www.plainenglish.co.uk
www.readerville.com
www.readerprivacy.com
www.weaselwords.com.au/index3.htm
www.emendediting.com/ezone
www.fightthebull.com

WRITERS TO TRY

Working life

Robert Frank, *What Price the Moral High Ground?*

Frank Levy & Richard J. Murnane, *The New Division of Labor*

Race matters

Kenneth Robert Janken, *White: The Biography of Walter White, Mr. NAACP*

Barack Obama, *Dreams from My Father: A Story of Race and Inheritance*

Jeff Stetson, *Blood on the Leaves*

Political capital

Terence Ball & Richard Bellamy, eds., *The Cambridge History of Twentieth-Century Political Thought*

John B. Judis, *The Folly of Empire: What George W. Bush Could Learn from Theodore Roosevelt & Woodrow Wilson*

James Mann, *Rise of the Vulcans: The History of Bush’s War Cabinet*

Pete Peterson, *Running on Empty: How the Democratic and Republican Parties Are Bankrupting Our Future and What Americans Can Do About It*

Mystery

David Corbett, *Done for a Dime*

Lev Raphael, *The German Money*

Steve Thayer, *The Wheat Field*

“The time will come,” predicts one marketer, “when we are well known for our inclinations, our predilections, our proclivities, and our wants. We will be classified, profiled, categorized, and our every click will be watched.”—“Information-Age Privacy Concerns Are More Kafkaesque Than Orwellian,” *Chronicle of Higher Education*, 12/10/04.

The Washington Book Publishers

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

BookNotes, July–August 2004

Book publishing trends—February 28

CHECK OUT THE WBP WEB SITE

www.washingtonbooks.org



LOCATIONS

ASI: Amer. Society of Indexers, www.asindexing.org

BB: Bookbuilders, c/o John Papp, 703-684-7600

CLB: Chapters Literary Bookstore, 202-737-5553, chapters.literary@erols.com
1001 Penn. Ave (entr. 445 11th St, NW).

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

DCWW: DC Web Women, www.dcwebwomen.org

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

www.penfaulkner.org

IDUG: InDesignUser Group.com

LC, Cfb: Library of Congress, Center for the Book, 202-707-5394, www.loc.gov;

www.loc.gov/cfbook

NA: Nat. Archives, 202-501-5000, www.nara.gov

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

UVA: University of Virginia, 804-982-5345, <http://uvace.virginia.edu/cup/publishing/media.htm>

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

Calendar, continued

from her novel, *Love, The Painter's Wife, & the Queen of Sheba*. CLB.

MON. 28, 6:15 p.m. TRENDS. See p. 1. WBP, WNBA.

MARCH

TUES. 1, noon. LYNDON JOHNSON. Nick Kotz will discuss his book *Judgment Days: Lyndon Baines Johnson, Martin Luther King Jr., and the Laws That Changed America*. Madison Bldg., LC.

THURS. 3, ANNUAL MEETING. NYC. AAP. \$

THURS. 3, 6–8 p.m. FINANCE. DCWW.

SAT. 5, 2 p.m. INDEXING. Textile Museum database efforts. Regist.: snedrow@aol.com. ASI.

TUES. 8–WED. 9, 9:30 a.m.–4:30 p.m. WEB EDITING.

Register: www.sciencesites.com/workshops.html \$

WED. 9, 6:30 p.m. ACROBAT. “Forms and their function,” GU Law Center nr. Union Sta. BB.

THURS. 10, 7 p.m. DINNER WITH AN ARTIST. Benefit for arts in DC public schools. 202-282-1107; amasters@erols.com. \$100.

MON. 14, 7 p.m. COMPUTERS. Meeting/TechTalk: How Parasites Affect Your System. CPCUG.

TUES. 15, 6 p.m. INDESIGN. Book publishing with InDesign CS. Cospons. by WBP & IDUG.

WED. 16, 6–9 p.m. COPYRIGHT. Panel discussion. at PhRMA, Wash., DC. RSVP: www.evite.com/meetings@dcwebwomen.org/copyit. DCWW.

MON. 7–WED. 9, VABOOK! Va. Festival of the Book. Charlottesville, VA. 434-924-6890, www.vabook.org. UVA.

FRI. 18, 8 p.m. THE NOVEL. Karen Joy Fowler, Jane Hamilton, & Chang-rae Lee. FSL. \$

APRIL

FRI. 15, 8 p.m. JONATHAN FRANZEN. FSL. \$

MAY

SAT. 14, 7 p.m. AWARDS. 25th Annual PEN/Faulkner Award for Fiction. FSL. \$100.

SUN. 22–MON. 23, 8 p.m. YOUTH. Family book festival, picnic on Sun. Writing for young audiences, noted children's book authors on Mon., \$15; FSL.

WED. 25, WBP AWARDS. Book Design & Effectiveness Competition. \$

Job Bank

Ads are run at no charge and are included at the discretion of the newsletter coordinator. Submissions should be formatted as below, with fewer than 100 words.

Bookkeeper/admin. asst.—Start now. Editorial services firm seeks exper. bookk. for accts. payable (contractors, suppliers, payroll) and accts. receiv. (client

billing). Also ofc. tasks. Flex. 20-30 hrs./wk. Rate: \$15-17. BHart@pubspros.com or 703-934-4499.

Editor—ICMA, 777 No. Capitol St. NE, #500, Wash. DC 20002—N-p asssn. nr. Union Sta. Edit, mg. edit. process f/ rpts., newsl., Web content, proposals, other pubs. *Requir.*: Must be accurate, fast, orgzd., focused, flex., able to handle mult. projects simult. Coll. deg.; min. 4 yrs.' ed. exper. Res., ltr. w/salary requir. to editor@icma.org. EOE/AA.

Project Editor, College Texts—CQ Press. Steve Pazdan, spazdan@cqpress.com. Res., ltr., w/sal. requir. No calls.—Fast-paced, collegial envir. Work w/acad. au. in polit. sci./hist., intro.-level texts to upper-level books & refs. Copied./subst. ed.; coord.; photo rsch.; work w/acquis. ed., au., prod., freel. Prod. ed., fact chkg., occas. writ./rewrit. *Requir.*: knowl. of college mkt., Excel. ed., knowl. of Chic. style, ed./prod. Exper. w/4-C, books, pref. in the soc. sci., knowl. of U.S. govt., hist. Solid acad. cred., strong comm./org. skills, flex. Profic. in Word. Salary: Not listed.

Publications Assistant—*BioScience*, American Institute of Biological Sciences. Contact: Tim Beardsley (tbeardsley@aibs.org), AIBS, 1444 I St. NW, #200, DC 20005—*BioScience* is a peer-rvw'd. journal. Admin. peer rvw. process, track ms., handle book rvws., keep small ofc. running smoothly. *Requir.*: Detail-or., self-dir.; excel. comm. skills, extens. computer exper., abil. to learn fast, meet deadl., juggle mult. tasks. Salary up to \$35,000 p.a. plus benefits.

Publicity Director—Brookings Institution Press, 1775 Mass. Ave. NW; DC 20036. Rés., ltr. short writing sample: hrjobs@brookings.edu; fax 202-797-2479. Attn: Ms. A. Morton, ref. job #0805.—Dev., execute book rvw. mailgs.; pursue media coverage; coord. au. intvws., events. *Requir.*: coll. deg., 5 yrs. book mktg., PR, or equiv. exper. in publicity. Salary: not listed.

Student intern needed—Gival Press. 703-351-0079.

POSITION WANTED

Seek a pos. in rsch. &/or writ. & ed. in natural or health sci. My diverse backgd. inc. MS in geology, exper. as univ. instruc. in geology, rschr. in planetary sci., museum specialist mg. the national meteorite collection, & self-employed acupuncturist. I have dev. abil. to relate tech., complex, or foreign concepts to wide var. of aud. Skilled at & enjoy rsch., give attn. to detail, have proficient writing skills. linda_schramm@yahoo.com, 703-920-4682.

DCPUBS

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