

March–April 2005

INSIDE: Trend in Publishing panel; InDesign presentation

BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

April 22, 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: tba
We need YOUR input.

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

The Washington
Book Publishers

Dear Colleagues –

Scheduling and other obstacles have kept us from hosting another program since the two in March, but I am pleased to announce terrific progress on our annual design awards. We've received a record number of submissions—nearly 170—and invitations have gone out to nearly 1,000 people in the publishing community for the May 25 event. These things don't happen by themselves. Committee chairs Linda Jorgensen and Betsy Kulamer have been provided great leadership. Two volunteers have already—with cheerful efficiency—lent much talent and time to the process. Dan Kohan of Sensical Design created the stylish, innovative “dime-novel” invitation, and Redante Asuncion-Reed speedily posted it on WBP's Web site. Read more about it below. See you there!

Dan Sayre, WBP president 2004-2005

WBP's 20th Annual Book Design & Effectiveness Awards Reception and Presentation Set for Wednesday, May 25

For nearly two decades, Washington Book Publishers has been recognizing excellence in bookmaking with yearly awards. The tradition continues for 2005, and WBP has now accepted entries for its 20th annual Book Design & Effectiveness Awards competition. Awards will be presented in 15 categories, plus Best of Show.



A view of last year's awards audience.

Books compete against books with similar goals and similar publishers. First-, second-, and third-place awards may be given in five design categories (illustrated interiors, typographic interiors, technical interiors, illustrated exteriors and typographic exteriors) for each of three publisher categories (commercial, government, and nonprofit/association).

Awards are determined by four judges representing different aspects of book publishing and bookselling. This year's judges include **Richard Brown**, director of Georgetown University Press and former WBP president; **Ruth Chamblee**, director of marketing for National Geographic Trade Books; **Janice Wheeler**, designer, and deputy associate manager, design and cartography, for Harpers Ferry Interpretive Center of the National Park Service (and past winner of WBP design awards); and **Michael Sullivan**, owner of Reprint Book Shop. The winners will be announced and the awards presented at a festive buffet reception and ceremony on May 25.

The BD&E Awards are an excellent opportunity to gain recognition for your publishing program. Besides having the chance of winning, all entries will be on display on awards night for your colleagues to admire and study, before being donated to the DC Public Library. Additional information is also available from the co-chairs, Linda Jorgensen (ljorgensen@eicomcommunications.com, 703-683-0683, ext. 218) and Betsy Kulamer (betsy@kulamer.com, 301-983-3560).

VOLUNTEERS NEEDED

Help out with the awards night festivities—Contact one of the co-chairs now!

**QUESTIONS ABOUT
YOUR WBP
MEMBERSHIP?**

See page one, left
column

"I felt that a designer could—with type, symbolism, illustrations, and photography—produce effective and evocative designs that captured a book's spirit."

—Frank Metz, designer,
and cover design and dust
jacket innovator for Simon
& Schuster

From left: Leslie Pietzyk,
Cleve Corner, and Nina
Graybill



WBP Remarks

**From Writer to Reader:
Current Publishing Trends**

At the program held on February 28th, four panelists discussed trends and emerging issues in the publishing and bookselling industries. Co-sponsored by the Washington Book Publishers (WBP) and the Women's National Book Association (WNBA) Washington chapter, the program featured Leslie Pietrzyk, author of the novels *Pears on a Willow Tree* and *A Year and a Day*; Nina Graybill, attorney and literary agent with Graybill and English, LLC; Todd Baldwin, editor in chief of Island Press; and Cleve Corner, event coordinator at Politics and Prose bookstore. The panel was moderated by WBP President Dan Sayre.

One issue stressed by all panelists was the changing role of the author. Today's author must have a promotional mind because selling your book—indeed, selling yourself—to publishers and booksellers has become more competitive and more important.

Gone are the days when publishers competed heavily with each other for books. Consolidation of the media has changed all that. Now, if you submit a book to Penguin and Dutton, the two publishers will not bid against each other for publishing rights because they are both owned by the same company.

Similarly, gone are the days when publishers did all the work promoting the book to booksellers and readers.

"The publisher will only do so much for your book, so you have to promote," Pietrzyk said.

To sell yourself to publishers and booksellers, perhaps the most important thing is to be able to articulate your readership.

"You must know your audience. That's absolutely critical. We look for authors who know who their readers are," Baldwin said.

Another important part of selling yourself is having the right credentials.

"For nonfiction especially, publishers are looking for strong credentials or a public platform. Without credentials your work would be seen as simply an opinion, not as the words of an expert. You need to have the right academic degrees, to teach the subject, or to speak for a relevant organization, for example. Publishers are also looking for writers who bring with them a built-in market, an audience just waiting for that person's book—a syndicated column, a Web site with many hits, or a popular seminar really help," Graybill said.

With these changes in the industry come changes in publisher expectations about how well a book should sell.

"The bottom line is even more important today. Publishers are less willing to take a chance on a new author unless they believe the book will sell enough copies to turn a profit, at least for the publisher," Graybill said.

More and more first-time novelists publish in paperback for the first run. Far from being a second-rate alternative to hard cover, trade paperbacks have become a smart business investment for many publishers and booksellers. "Authors should get off their ego trip thinking that only hard cover is good. Book clubs buy paperbacks," Corner said.

Baldwin observed that although publishers now face less competition for marketshare with other publishers, they now must compete for "mindshare." TV, DVD, cable, video games, and Tivo all compete for audience attention, and people have only so much time for entertainment. The average person's attention span is also getting shorter, so demand is on the rise for shorter, more accessible books. Readers also spend much less time browsing

photos: Sheila-Katherine Zwiebel



From left: Cleve Corner, Nina Graybill, Todd Baldwin, and WBP president Dan Sayre at far right.

for books now—today's book cover must catch a browser's attention within seconds.

In the competition for "mindshare," independent booksellers remain a smart way to promote your book.

"Independent bookstores can be your best friend. You can walk in, get to know your readers, and sell your books," said Corner, who recommends putting in the effort to go to the booksellers in person. "You will have to go there and get to know your independent bookstores."

Several audience members expressed concern about trends driven by Amazon.com. The online mega-bookseller doesn't help authors or publishers promote their books, and it doesn't provide the same intimate community space that independent bookstores provide for discussion among like-minded people. Yet, Ama-

zon remains the driving force of the bookselling business.

Amazon's used book sales pose particular problems for authors and publishers. Neither author nor publisher earns profit from Amazon's used book sales. College textbooks are hit hard by this situation; after the first semester, the publisher is forced to compete with itself. Also, authors, said Pietrzyk, can feel personally hurt to see advanced reader copies of their book for sale as "used" books for a nickel each on Amazon before the book even comes out.

On the bright side, Amazon and other online booksellers have extended indefinitely the sales life of books. A book may not always be in a given bookstore, but it will always be on Amazon.

—Beth Hatch, hatchbeth@hotmail.com

InDesign Software Draws Big Crowd

On March 15, two dozen or so WBP members joined 100 or so others in the design and publications community in a program co-sponsored by WBP and the DC Area InDesign User Group. New York book designer and InDesign instructor Scott Citron demonstrated some of the wonderful features of InDesign layout software so useful in book layout. He was followed by Mike Silverman and Australian Stephen O'Brien, two representatives of Typéfi Publishing Systems, a content management and editorial system that uses only InDesign as its page layout engine.

Adobe's Noha Edell finished the program with an always-entertaining and enthusiastic discussion of forthcoming changes to InDesign and what designers can expect.

Many thanks to Ken Chaletzky of Copy General and WBP program chair Chris Kelaher for putting it together.

INDESIGN USER GROUP

Join the DC Area InDesign User Group. There's no fee. The group meets every few weeks to discuss the capabilities of InDesign software and related programs and how it can benefit publications production. Sign up now for the May 12, 9 a.m.–4 p.m. overview seminar: www.dc-id.org/adobe. \$39. <http://db.indesignusergroup.com/adobe/DCdb/new.html>



The Naval Archives auditorium, site of the InDesign program. Among the door prize winners were WBP's awards competition co-chair Betsy Kulamer and awards invitation designer Dan Kohan.



photos provided by Ken Chaletzky

Members in the News

Georgetown University Press welcomes publicist Kimberly Wilson. Kimberly started in February and handles all publicity, promotions, and exhibits for the press. She recently joined WBP.

Around Town

Turning the Page, a nonprofit organization that works to improve education in DC schools began a sale of 60,000 used books that continues through May 6. They're for sale weekdays at various locations. Contact Washington Independent Writer, the book sale sponsor, at www.washwriter.org or www.turningthepage.org

continued

NEW WBP MEMBERS

Noemi Arthur, Uwi Basaninyenzi, Peter Bean, Judy Colbert, Amber Colleran, Amanda Elliott, Jaime Fearer, John Fedor, Martin Heavner, Deanna High, Jenny Reinhardt, Farhad Shirzd, Patricia Spellman, Ioan Suci, Kimberly Wilson.

WRITERS TO TRY

Courting disaster

Floyd Abrams, *Speaking Freely: Trials of the First Amendment*

Steve Bogira, *Courtroom 302: A Year Behind the Scenes in an American Criminal Courthouse*

Kurt Eichenwald, *Conspiracy of Fools: A True Story*
[Thriller set in DC]
Lee Child, *Without Fail*

LITERARY LOSSES

Edmund J. Applewhite, 85, retired CIA officer, writer, and protege of R. Buckminster Fuller

Frank Conroy, 69, author, Iowa Writers' Workshop director

Andrea Dworkin, 58, feminist author

Janet Field-Pickering, 51, Folger Library head of education

Donald E. Herdeck, 80, professor, publisher of Three Continents Press

George Kennan, 101, Pulitzer-winning historian

Peter Masters, 83, author, designer, past president of the Art Directors Club (father of WBP member Anne Masters)

William Murray, 78, mystery writer, essayist
Sigurd Rasmussen, 99, U.N. librarian, language expert

Leona Rostenberg, 96, author, rare-book dealer, discoverer of Louisa May Alcott's unknown writings

The Washington Book Publishers

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

BookNotes, March–April 2005

Awards evening, May 25

CHECK OUT THE WBP WEB SITE

www.washingtonbooks.org



LOCATIONS

ADC: Art Directors Club,
202-296-4860.

www.adcmw.org

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

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

ESU: English Speaking Union, www.esuwdc.org
202-234-4602

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

IDUG: InDesignUser Group.com [see p. 3]
LC, CfB: Library of Congress, Center for the Book, 202-707-5394,
www.loc.gov;

www.loc.gov/cfbook
P&P: Politics & Prose Bookstore, 202-364-1919,
politics-prose.com

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

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.

MAY

SUN. 1, 4–6 p.m. MEDEA BENJAMIN & JODIE EVANS, *Stop the Next War Now*. Mimi's American Bistro, 2120 P St. NW, DC. Presenta. on politics, economics of war. RSVP: Allison, 202-332-4876, or ayorra@verizon.net. 4–5:30 p.m.: \$15; 5:30–6 p.m., free.

TUES. 3, 6:30–9pm, *SO YOU WANT TO WRITE A DESIGN BOOK*. John Foster, Jenny Sullivan. NRECA Conf. Ctr., Arl. ADCMW mbrs., free; others \$20 prereg, \$25 at door. ADC.

SAT., 14, 7 p.m., PEN/FAULKNER AWARDS. 25th Annual Award for Fiction. Readings by finalists and winner. Dinner and dancing. FSL. \$100.

MON. 16-FRI. 20, 9:30am-1:30pm. 26th ANNUAL CHILDREN'S SHAKESPEARE FESTIVAL.

Students grades 3–6 share Shakespeare's language by performing on the Folger stage. Ages: 7-11; Contact: Lauren Kane, 202-675-0373, lkane@folger.edu. FSL. SUN. 22–MON. 23, 8 p.m. FAMILY BOOK FESTIVAL. Picnic on Sun. Writing for young audiences, children's book authors on Mon., FSL. \$15.

WED. 25, WBP AWARDS. \$20-30.

THURS. 26, 11:30 a.m.–2 p.m. EMILY DICKINSON. Author, professor, critic Judith Farr speaks about the poet. Cash bar; lunch; 1526 N. Hamp.Ave. ESU. \$25.

JUNE

WED. 1–FRI. 3, SCHOLARLY PUB. Annual meeting. Boston. SSP. \$

THURS. 2–SUN. 5, BOOK EXPOAMERICA, NYC.

THURS. 23–WED. 29, AMERICAN LIBRARY ASSN. annual conference. Chicago. \$

SAT. 11, DINE AROUND. Chat, eat with fellow indexers. Host will arrange for "Dutch treat" meal OR a potluck gathering. Fairfax loca. and time tba. Contact: Cathy Dettmar, CDettmar@aol.com. \$

JULY

MON. 18–WED. 20, WEB CONF. 6th Annual Web Communications & Strategies Conference, Salisbury Univ., Salisbury, MD. www.salisbury.edu/webconf/. \$

SEPTEMBER

SAT. 24, 10 a.m.–5 p.m. NATIONAL BOOK FESTIVAL. National Mall, DC. www.loc.gov/bookfest.

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.

Copy editor, part-time—Ltr., res., work sample inc. track changes: jengels@ibi-usa.com.—On site 60-80% time in Arl. nr. Metro. Exper. w/US govt. styles, knowl. of foreign aid, *Chic*. Style pref. Pay commens. w/exper. Flex. hrs. 4/26 deadline, ck. for extension. *Salary*: Unlisted.

Copyeditor, Spanish—Work on business book manuscript in Span. June–Aug. Jtwardjrj@netscape.net. Unlisted.

Two openings: Res., tmiles@eeicomcommunications.com—

1. Copyeditor—For proced. manuals. Knowl. of MsWord, DTP, 8:30 a.m.–5:30 p.m.; and

2. Editor—temp-to-hire mid-level tech. ed. in enviro. issues. Supvs. p-t ed. staff. *Requir.*: BA/BS; Eng. degr. pref.; 5-10 yrs.technical ed. exper., knowl. of enviro. sci./engin., exper. w/proposal prep. pref. Famil. w/*Chic.*, AP styles, WordPf. 9.0, MsWord a +. *Salary*: Unlisted.

Graphic designer—Res., samples (CD, Web portfolio OK) M. Schmitt, Dir., HR, Dumbarton Oaks, 1703 32nd St., NW, DC 20007. Jobs@doaks.org. By 5/16.

—For schol. books, illust. books, other pubs. Project devel., trackg., sched., budg., prod. *Requir.*: Rel. BA; 5+ yrs. of pub. exper., schol./museum pref. Knowl. of book prod. *Salary*: \$33–\$45k, dep. on exper. Excel. ben.

Two openings: Ltr., res.: Alicia Gansz, Wash. Institute for Near East Policy, 1828 L St. NW, #1050, DC 20036. twiweb@yahoo.com; fax 202-223-5364; No calls.

Writ., 2-yr. commit. requir. Edit. test. Educ. founda.; schol. rsch. on US interests in Middle East.—

1. Editor, Web content —Web updt., qual.control, rptg. plan, devel. *Requir.*: BA, int'l. rela. pref. & 2 yrs. strong ed./mktg. bkgd. in online media. Exper. w/content mgt. system. Sup. writ., mastery of info. architect., strong cmpr. skills. Excel. ben. *Salary*: Unlisted.

2. Editorial Asst.—Coord. mult. proj. Prf., format, maint. Web; layout in InDesign, and (dep. on skill/exper.) copied. Asst. w/devel. mktg. Var. admin. duties. Attend conf. *Requir.*: Top proof./gramm. skills, min. 1 yr. ed. exper.; Knowl. of *Chic*. Style, BA, int'l. rela., ME bkgd. a +. Excel. ben., nr. Metro. *Salary*: Unlisted.

Spanish translators—Jodi Lipson, mg. ed., *AARP Segunda Juventud*. 202-434-6749, jlipson@aarp.org; www.aarpsegundajuventud.org. Pref. certif., highly recom'd. *Salary*: Unlisted.