

BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

March 31, 2006

www.washingtonbooks.org

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

CONTACTS

2005–2006 President, [vacant]

Treasurer

Don Reisman, director of publications, RFF Press, Resources for the Future, 202-328-5064, reisman@rff.org

Membership and mailing list coordinators

Barbara Hart, president, bhart@pubspros.com;
Ashley Young, editorial assistant, ayoung@pubspros.com;
Linda Stringer, senior editor, lstringer@pubspros.com,
Publications Professionals, 703-934-4499

Program committee chair

Chris Kelaheer, marketing director, Brookings Institution Press, 202-797-6260, ckelaheer@brookings.edu

Hospitality coordinator

Christine Hauser, editor/consultant, 703-526-0581, christinehauser@msn.com

Web master

Mark Torma, IT administrator, mjtorma@yahoo.com

News and job bank coordinator

Yamile Kahn, editor, Woodrow Wilson Center Press, Woodrow Wilson International Center for Scholars, 202-691-4041, Yamile.Kahn@wilsoncenter.org.

Post your news on the Web site, or email yamile.kahn@wilsoncenter.org

Dear Colleagues,

Our group is going through a period of revitalization in this, its thirtieth year. The gathering in February of nearly fifty enthusiastic members offered ideas and suggestions demonstrating that there's a need for what the group has to offer. The group agreed on the following:

Membership recruitment and benefits

Recruitment of new members, new membership benefits, and marketing and promotion of the organization stood at the top of the agenda for the first-ever membership meeting of the WBP. Although the membership sees recruitment as a top priority, it wants to balance recruitment with retaining its current membership base of highly experienced book publishing professionals.

In addition, while desiring to expand its membership to other publishing professionals in journal and periodical publishing, WBP wants to maintain its identity as a book publishing organization. It also wants to expand its ranks by recruiting more members in the areas of marketing and promotion as well as in junior-level editorial and publishing positions.

Leadership and structure

The meeting began with a discussion of WBP's organizational structure. There was consensus among members that the organization should move away from choosing a head of house as president, in order to attract members in segments of book publishing outside of management and editorial.

In addition, the membership agreed that both a president and a president-elect should be chosen to give some continuity to the leadership of the organization and that WBP should meet four times a year rather than monthly or every few weeks, with smaller brown-bag gatherings of specific groups (e.g., editorial, management, production, and marketing) to keep members in touch with each other between general meetings. Many agreed that cross-pollination should occur with these brown bags, i.e., encouraging editors to join the marketing group, and so forth, to promote better understanding of what issues others face.

The meeting then moved from organizational structure to membership recruitment and benefits. Some benefits that were discussed included the following:

- An e-mail list for members,
- Both electronic and print distribution of our newsletter BookNotes on a regular basis, along with periodic news updates to the membership from the news coordinator,
- The possibility of providing a free or nearly free membership for entry-level book publishing professionals.

To attract younger members, meeting topics might include sessions on recruiting and retaining junior-level staff, a presentation by a publishing headhunter, and strategies for finding your next job in publishing.

The membership meeting closed with a discussion of the idea of an annual "Gutenberg Gala," an event that would be a social occasion for the Washington publishing community as well as a possible fund-raiser for local literacy and reading promotion groups. If this event moves forward, the first gala would be held in 2007 in conjunction with the annual Book Design and Effectiveness Competition. The Gutenberg Gala would be an exciting way for WBP to celebrate its more than 30 years on the Washington publishing landscape and herald a revitalized and reinvigorated membership.

The final assignment was the request that each member commit to recruiting one new member—now!—while '06 is still in start-up and the directory is not yet in print.

—Ralph Eubanks, meeting chair

Call for Volunteers

Volunteers are needed now for the annual **Book Design and Effectiveness Competition**. Knowledge of PowerPoint desirable, but other skills are also welcome. Contact Janet Walker if you're interested: jwalker@brookings.edu. She and Nancy Lammers have volunteered to co-chair the event this year. Entries will be due **April 27**, and the awards event is planned for **June 8** (at CSIS). The call for entries forms have been mailed.

Smithsonian Offers Free Newsletter Subscriptions

The Smithsonian Institution is offering free subscriptions to "Inside Smithsonian Research," a quarterly 5-color, 16-page newsletter detailing research projects carried out by the Smithsonian. A successor to "Smithsonian Research Reports," the publication is targeted at Smithsonian members, scholars, educators, museum personnel, libraries, journalists, and anyone else who would be interested in learning more about the Smithsonian.

Pdf copies can be found at: www.si.edu/opa/insideresearch. To receive a free subscription by mail, write to Smithsonian Institution, Office of Public Affairs, Smithsonian Institution Building, Room 354, Washington, D.C. 20560-0033, or send an e-mail message to insideresearch@si.edu.

Google and Publishers: What Does the Future Hold?

On February 25 WBP members met at the Woodrow Wilson International Center for Scholars for a program of considerable interest to everyone involved in book publishing, "Google and Publishers: What Does the Future Hold?" The discussion focused on Google Book Search (previously Google Print) and its impact on the publishing world. Explaining the position of the Association of American Publishers (AAP) was Allan R. Adler, vice president for legal and government affairs. Jonathan Band, an attorney who represents Internet companies and library associations in matters of intellectual property clarified the opposing viewpoint. A lively discussion ensued as both attorneys articulated their positions.

Google Book Search began life in 2004 as Google Print for Publishers, a program in which publishers allowed their print publications to be indexed and displayed through Google's online index of print materials. Publishers were enthusiastic since a search could link a user with books that might have otherwise remained in obscurity. Samples of pages would be limited; copy, save, and print functions would be disabled; books could be removed at any time. Along with the result would be a link to where the user could buy the book. It looked like a good deal all around.

Google Print for Libraries, introduced in December of that same year, was another story. The announcement that Google had entered

into agreements with five of the largest research libraries in the world to scan their collections digitally so that they could be searched through the Internet was met with dismay by both publishers and authors, who complained that it would constitute copyright infringement. (Involved were the libraries at Harvard, the University of Michigan, Oxford, Stanford, and the New York Public Library, which combined hold about seven million volumes.)

On September 20, 2005, the Authors Guild and three authors filed a class action suit alleging copyright infringement, and on October 19, 2005, five publishers—McGraw Hill, Simon & Schuster, Penguin USA, Pearson Education, and Wiley, supported by the AAP—filed a lawsuit against Google seeking an injunction to prevent the infringement of copyright.

Rather than an expansion of the original publishers program, the two groups saw the new library project, now called Google Books Library Project, as an exploitation of their works by Google. Although Google had a provision to "opt-out" of the program, there were complaints that it should be the other way around. Google should continue to have to ask permission by the copyright holder to scan the books.

Jonathan Band, who has written extensively on the subject of intellectual property, represented the point of view of Internet companies and library associations, describing a program in which users would be able to use search terms to search the full text of materials in the public domain and just snippets of books still under copyright—unlike full pages in the Publishers Program.

Himself the author of the 1995 book *Inter-*

Interfaces on Trial: Intellectual Property and Interoperability in the Global Software Industry, he defended the Google program as a boon to authors such as himself whose books would never be found were they not in the Google program. "It's a great way to rediscover books that have received very little attention," he said. "Authors, students, researchers, users stand to gain a lot from the Google Library Project."



Alan Adler (left) and Jonathan Band



A page on Google Print

In addition, the program instituted an “opt-out” policy, in which publishers had until November of last year to notify Google that they did not want their books in the program. The company released an explanatory statement, “The Library Project aims to make it convenient and useful for publishers to get their books into Google Print, but those publishers who don’t want to take advantage of this service can now simply tell us which books they’d like us to exclude.” According to Band, this makes ultimate sense since it might be impossible for Google to ascertain the copyright on a large number of the books.

Alan Adler, vice president for legal and government affairs of the AAP, holds another point of view. According to the position of the AAP, Google’s plan to scan a book in its entirety without permission and store it on a Google server is copyright infringement. It begs the question “What exactly is fair use?” And beyond the not-so-simple matter of the legality of copying and digitizing books, the issue adds to the massive, complex issue of digital copyrights.

The two sides will be laying it all out for the courts to decide. Stay tuned.

—Yamile Kahn

Second Editorial Roundtable Fuels Discussion

February 2 saw a healthy turnout of editors at Congressional Quarterly Press for a roundtable entitled “Discuss Your Editorial Conundrums.” This was a followup to a previous editorial meeting, and editors were encouraged to bring all their questions to be put before the group.

Five groups of issues were introduced for discussion: editing and the subtleties of being an editor; typography; punctuation; freelance/client relations; and house style guides. The time allotted was insufficient to discuss fully the numerous questions that arose during the spirited discussions on these and additional topics.

At the end of the too-short roundtable, the members attending unanimously agreed on the value of these editorial meetings and expressed the wish that they be ongoing. A new date has

You Can Shape the Future of Publishing

The World Bank will be hosting a conference: “Publishing for Impact 2006: Shaping the Future of Non-Profit Publishing,” May 22–24 in Washington, D.C. The purpose of the annual conference, now in its second year, is to highlight the opportunities and challenges that are common to non-profit publishers, which, unlike commercial publishers, tend to be mission-driven rather than income generating. This year’s meetings will focus on the choices non-profit publishers must make to stay abreast of the rapid changes in technology. Among the issues covered will be product development and packaging, working with new media, delivery and distribution, and intellectual property. See www.PublishingForImpact.org. □

Writers to Try

Women’s History Month (March)

Madeleine Albright, *Madam Secretary: A Memoir* (2003)

Gail Collins, ed. *America’s Woman: 400 Years of Dolls, Drudges, Helpmates, and Heroines* (2003)

Simone De Beauvoir, *The Second Sex* (1949)

Betty Friedan, *The Feminine Mystique* (1963)

Irish-American Heritage Month (March)

Roddy Doyle’s *Barrytown Trilogy: The Commitments, The Snapper, The Van*, and others.

Seamus Deane, *Reading in the Dark*

Seamus Heaney’s poetry

Leon Uris, *Trinity* (1977)

Religious Heritage (April)

Karen Armstrong, *A History of God: The 4,000-Year Quest of Judaism, Christianity and Islam* (1994) and *Jerusalem: One City, Three Faiths* (1997)

Michael E. Coogan, et al, ed., *The New Oxford Annotated Bible, New Revised Standard Version with the Apocrypha*, 3rd ed. (2001)

Larry Collins and Dominique Lapierre, *O Jerusalem* (1988)



LITERARY LOSSES

1/22/06—Nellie Y. McKay, mid-70s, authority on black American literature and coeditor of the *Norton Anthology of African American Literature*.

1/30/06—Wendy Wasserstein, 55, playwright, who in 1989 won both the Tony and the Pulitzer prizes for *The Heidi Chronicles*.

2/24/06—Octavia Butler, 58, African-American science fiction writer and winner of both the Hugo and the Nebula awards.

3/7/06—Gordon Parks, 83, African-American photographer, musician, poet, novelist, journalist, activist, and film director—author of the 1963 novel *The Learning Tree* and director of the 1971 film *Shaft*.

LOCATIONS

AAUP: Association of American University Presses
<http://aaupnet.org>

CSIS: Center for Strategic and International Studies. 1800 K St., NW, DC 20006

FSL: Folger Shakespeare Library. 202-544-7066
www.folger.edu
www.penfaulkner.org

WCC: Washington Convention Center.
202-249-3000
www.dconvention.com

CALENDAR

APRIL

Sun., 23, 12–4 pm. SHAKESPEARE'S BIRTHDAY OPEN HOUSE. Celebration of Shakespeare's 442nd birthday with jugglers and jesters, music, song, and dance, as well as workshops. FSL

Mon. 24, 8 pm. SHAKESPEARE'S BIRTHDAY LECTURE on the impact of the information culture on our understanding of Shakespeare, by Professor W.B. Worthen of UC-Berkeley. FSL

Fri., 28, 8 pm. AN EVENING WITH WRITERS MELISSA BANK (*The Girls' Guide to Hunting and Fishing*) and TERRY McMILLAN (*Waiting to Exhale*), followed by reception, book sale, and signing. FSL

MAY

Fri. & Sat. 19 & 20, 9 am–6 pm, & Sun., 21, 9 am–4 pm. BOOKEXPO DC 2006. Call 1-800-840-5614. WCC

Sat., 6, 8 pm, 26TH ANNUAL PEN/FAULKNER AWARD CEREMONY. Readings by winner E.L. Doctorow (*The March*) and others. Dinner and dancing. FSL. \$100

Mon.–Wed., 22–24, PUBLISHING FOR IMPACT 2006: A CONFERENCE FOR MISSION-DRIVEN NON-PROFIT BOOK PUBLISHERS, DC, www.publishingForImpact.org

JUNE

Thurs. 8, WBP AWARDS, BOOK DESIGN & EFFECTIVENESS COMPETITION. CSIS

Thurs.–Sat., 16–18, AAUP ANNUAL MEETING, New Orleans, LA

SEPTEMBER

Sat., 30, NATIONAL BOOK FESTIVAL. National Mall, Wash., 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 no more than 100 words. To submit an ad, please contact yamile.kahn@wilsoncenter.org. For complete listings, go to the WBP Web site, www.washingtonbooks.org.

Copyeditors and proofreaders, on-site assignments, Publications Professionals, 703-934-4499 or BHart@pubspro.com (3/22)

Dir., Communications, Paralyzed Veterans of America, DC, Kelly Saxton, 202-416-7670 (3/22)

Editor, Communications, International Food Policy Research Institute, DC, IFPRI-HRLOCAL@cgiar.org, include position #06-111 (3/2)

Editor, *The Motley Fool*, Alexandria, VA, akeeley@fool.com (3/31)

Editor, Senior Tech. Writers, Ancon Group, Lanham, MD, nyoung@ancon.com

Magazine Prod. Coord., *Government Executive*, DC, www.nationaljournal.com (3/31)

Manuscript Editors, Journals, American Psychological Assn., DC, #2005-009 (3/10)

Marketing & Publicity Specialist, Books, American Psychological Assn., DC, #2005-04 (3/10)

Marketing Mgr., Books, American Psychological Assn., DC, #1005-138 (3/10)

Marketing Mgr., Congressional Quarterly Press, DC. Fax 202/729-1412 or write Brenda Carter, Dir. of College Publishing (3/2)

Marketing Promotions, International City Management Assn., DC, marketing@icma.org (3/4)

Production Asst., p-t, ilana@wordwizardinc.com (3/31)

Production Mgr., Carnegie Endowment for International Peace, DC. Fax 202-939-2392 or email HR@carnegieendowment.org (3/2)

Production Mgr., American Sociological Assn., publications@asanet.org (3/31)