

# BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

AUGUST 2007

## [www.washingtonbooks.org](http://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

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Post your news on the Web site, or email

*Contributors:* Erin Mosely, Margot Ziperman

The Washington  
Book Publishers 

Dear WBP Members,

First, some WBP business.

## THANK-YOUS & WELCOMES

Thanks to outgoing WBP President Claire Reinburg for her leadership during 2006–2007. Claire began the revitalization of our organization that continues in 2007–2008, and we owe her a huge debt of gratitude for her service.

Thanks, also, to Don Reisman, Treasurer, for keeping us solvent for many years! Don is taking a well-deserved break from financial reports and check-writing. Welcome to Sarah Ely, who is the new WBP Treasurer. Sarah is a long-time WBP member and volunteer who is Book Production Coordinator at the American Occupational Therapy Association in Bethesda, MD.

I'm very pleased to announce that Betsy Kulamer has accepted the position of Vice President for 2007–2008 and will be President for the 2008–2009 term. Betsy has been a stalwart WBP member and volunteer. She was a freelancer for many years and now is employed full-time as Acquisitions Editor for ASCE Press at the American Society of Civil Engineers. Her energy and organizational skills will help us move forward in a very busy, substantive year of additional change.

Speaking of busy and substantive...

## FIRST FALL 2007 PROGRAM

### OFFSHORING—YES, NO, OR MAYBE?

WBP PANEL DISCUSSION  
THURSDAY, SEPTEMBER 13, 2007  
CONGRESSIONAL QUARTERLY  
1255 22nd, St., NW, 7th Floor

Refreshments at 6:00 pm; Program starts at 6:30 pm

This program will cover the ins, outs, pluses, minuses, and “dos” and “don't evers” of sending book work offshore. Panelists will discuss offshoring of editorial, production, and printing and will answer your own burning questions about this growing practice.

Tell your colleagues. RSVP your attendance to Christine Hauser, Hospitality Coordinator, at [christinehauser@msn.com](mailto:christinehauser@msn.com). And e-mail us your “burning questions” about offshoring at the WBP Programs box, [m35586@toadmail.com](mailto:m35586@toadmail.com). Please BE SURE to put “WBP” in the subject line. This box gets a lot of spam, and your message won't be seen without that acronym.

### UPCOMING PROGRAMS

Plans are afoot for numerous WBP programs and offerings during the upcoming year, with topics and activities potentially including:

- Offshoring of Book Work: editorial and production/printing.
- Acquisitions and Rejections: how to find and sign authors and how to establish standards for book proposals.
- Field trips to vendors such as binderies, book manufacturers, and distributors.
- Adding digital/searchable components to books.
- Marketing: traditional and viral means.

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## Literary Losses

3/30/07—**Michael Dibdin**, 60, an award-winning British crime novelist and educator, best-known for a series of novels set in Italy and featuring jaundiced detective Aurelio Zen.

4/11/07 — **Kurt Vonnegut**, 84, satirical novelist who captured the absurdity of war, who published 19 novels, including *Slaughterhouse-Five* and *Cat's Cradle*, as well as dozens of short stories, essays and plays.

4/23/07 — **David Halberstam**, 73, a Pulitzer Prize-winning journalist and author and the 1964 Pulitzer Prize in 1964 for his coverage of Vietnam. His 2002 bestseller, *War in a Time of Peace*, was a runner-up for the Pulitzer in nonfiction.

5/17/05 — **Lloyd Chudley Alexander**, 83, an award-winning author of children's fantasy novels. He published more than 40 books, including "The Chronicles of Prydain" series.

6/12/07— **Colin Fletcher**, 85, backpacker and writer, best known as the author of *The Complete Walker*, a comprehensive guide to backpacking that *Field and Stream* magazine called "the hiker's Bible."

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## Summer Reading Recommendations from NPR

### Fiction:

Ian McEwan, *On Chesil Beach* (Knopf, 2007)

Andrew O'Hagan, *Be Near Me* (Harcourt, 2007)

Hilma Wolitzer, *Summer Reading* (Balantine Books, 2007)

### Nonfiction:

Jon, Katz, *Dog Days: Dispatches from Bedlam Farm* (Villard, 2007)

Juliet, Nicolson, *The Perfect Summer: England 1911, Just Before the Storm* (Grove, 2007)

Susan Richards Shreve, *Warm Springs: Traces of a Childhood at FDR's Polio Haven* (Houghton Mifflin, 2007)

## How Publishers Can Thrive in Web 2.0 and Beyond

Publishing professionals gathered together on a Tuesday evening in April to listen to Michael Jensen's insights regarding the changing landscape of the Internet, namely Web 2.0. Michael commenced his observations with a brief history of content development on the Internet, circa 1996, when content was scarce and the hum of a dial-up modem connected users in a 56k modem world. The gold standard for excellence in information then was newspapers, and content was not considered "real" (i.e., authoritative) unless it was printed. The web was perceived as a "fast piece of paper." Publishers competed among themselves in developing content for institutional customers, the only consumers of content with the monetary resources to enter this new world.

The environment changed with the advent of broadband and ubiquitous, inexpensive personal computers. In 2004, the American public crossed the 50 percent margin of households with home access to a personal computer. The web was now completely integrated into daily life. This stage, christened Web 2.0 (as defined by Tim O'Reilly of O'Reilly publishing) defined the Internet as a programming platform for collective intelligence—the evolution of the web into a social networking experience, with active participation from users all over the world. The Web 2.0 environment created a direct-to-individual relationship between the publisher and content user that had never existed before.

Users in this new age have developed

a different relationship to content—users want to take content and provide their



own opinions and experiences. Users also require instant access to information. And, if information is not available online, the information is invisible to a vast majority of consumers. In this new arena, publishers are not just competing against themselves for the attention of consumers; they are competing against everything happening at the present moment in the world. Additionally, this audience is more likely to trust their friend's opinion on a product over a professional reviewer's opinion. And, since these content users often create their own content, they expect (and sometimes demand) participation in the content development process. Publishers are faced with the challenge of understanding and meeting the preferences of this new type of consumer. In the past, publishers had retail outlets and wholesalers to help bridge this connection to the consumer. In the Age of Web 2.0 publishers must develop a plan to

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- Publisher's Round Table: Looking the future in the face.
- Software Overview: What's happening in pre-editorial, editorial, production, management, and XML?
- Ask the Lawyers: permissions, contracts, wage & hour laws, rights, work-for-hire issues.
- Joint programs with the InDesign Users Group and the Art Directors' Club.
- The traditional WBP holiday party and the year-ending Design and Effectiveness Competition.

If none of these tickles your fancy, send suggestions for topics and speakers to the WBP Programs e-mail account, [m35586@toadmail.com](mailto:m35586@toadmail.com). Please put "WBP PROGRAM IDEA" in the subject line of your e-mail. We are planning an exciting, active year, and I look forward to seeing all of you at programs and events. Watch for e-mail announcements, newsletters, and check the website at [www.washingtonbooks.com](http://www.washingtonbooks.com) for more specific information.

—LAURA C. LAWSON  
WBP President 2007–2008

# 2007 Washington Book Publishers Book Design and Effectiveness Awards

It was an evening filled with beautiful cover art at the 2007 Washington Book Publishers Book Design and Effectiveness Awards, held on June 12. This year's competition featured over 180 submissions, all of which were laid out for view at the awards ceremony, making a feast for the eyes as attendees perused the display tables, enjoyed their hors d'œuvre, and conversed with their fellow publishing colleagues.

The main event soon followed, as the audience settled down to enjoy the presentation of awards and speeches by the evening's various winners. Stand-outs for illustrated covers included *Ninety Miles*, designed by Piper Wallis for Rowman & Littlefield Publishers, Inc.; *Blind Landings*, designed by Teresa Wingfield for Johns Hopkins University Press; and *Reins of Liberation*, designed by Michelle Furman for the Woodrow Wilson Center Press.

For illustrated text, *The Book as Art*, designed by Jan Haux for the National Museum of Women in the Arts was a first place winner, along with *Jamestown, Quebec, Santa Fe: Three North American Beginnings*, designed by Robert L. Wiser for Smithsonian Books; *Feeling Like a Kid: Childhood and Children's Literature*, also designed by Robert L. Wiser, for Johns Hopkins University Press;

and *Cartoon America*, designed by Laura Lindgren for the Library of Congress in association with Harry N. Abrams.

At the end of the ceremony the judges announced the "Best of Show" winner. According to the panel of judges, it was a unanimous decision to recognize the gifted work of Jan Haux for his design of *The Book as Art: Twenty Years of Artists' Books* from the National Museum of Women in the Arts. Elizabeth Nicholson, who served as project manager and editor of this particular publication, emphasized what a pleasure it had been to work with Jan. She also said that, considering the uniquely difficult task he had been given—to create an artful design for a book about the art of book making—she and her colleagues at the National Museum of Women in the Arts had been especially pleased and impressed with the result.

Capping off the evening was the announcement of Laura Lawson as the new president-elect of the Washington Book Publishers. Lawson, who works as a senior acquisitions editor at Davies-Black Publishing, will take over from Claire Reinburg for the year 2007–2008.

—ERIN MOSELY

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market to individual consumers, the "market-of-one."

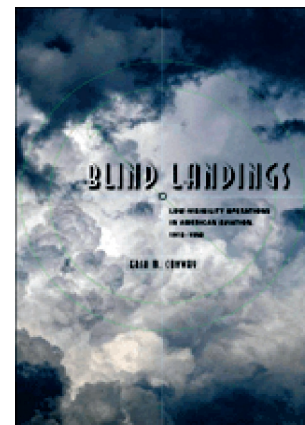
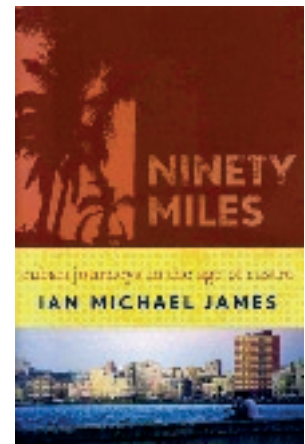
Michael believes that publishers are ill-prepared for confronting this change and are uncomfortable with the idea of topical partnerships (one example of such a partnership is Wikipedia.com where users of the service also have the ability to post content). The idea of open access scares publishers, and he candidly warned that restricting access to content by creating barriers will not solve the problem. The publishers must develop a plan to meet the expectations of Web 2.0 content users.

However, all is not lost. Michael provided suggestions for publishers on navigating in this new world. The future will be a mix of print and digital communications. Print will continue to be a viable medium, but the majority of product lines will be a mix of print and digital products, not merely stand-alone print publications. To participate in this shift, publishers should consider posting free content (not all content needs to be accessible and free, but some) to build a relationship with the online user. He quoted data citing statistical evidence where exposure to free page images by an online audience was proven to increase sales of for-sale print publications.

Michael predicted that publishers will be able to use print-on-demand technology to test products (and this cost of this emerging technology will be lower than a focus group). Over the next five to ten years, his predictions are as follows:

- Universal broadband use—it will always be on and we'll always be plugged in, everywhere we go.
- Information will become less expensive and instantly accessed.
- Web content will grow 100 percent, allowing a basic library of information for

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OFFSHORING—YES NO, OR MAYBE?  
LEARN MORE AT THE SEPTEMBER 13  
WBP MEETING, • LOOK INSIDE FOR  
DETAILS!

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everyone. This trend will threaten library funding.

- Even if content is all available online, the majority of readers will not be comfortable reading large amounts of content online.
- Consumers will still buy books, even if content is free. Books are a cultural habit and will not disappear. Books will continue to establish credentials for authors.
- Developing an online and worldwide audience will be crucial for fiction authors. The majority of author profits will be from speaking engagements and celebrity tie-ins and less from book sales.
- Pod casts and viewing of videos will be a standard online feature for all publishers.

The discussion evolved with thoughtful questions for the Washington Book Publishers audience as they queried Michael regarding search engine optimization and ranking of subject content to expose their content to the market place. He ended the evening by encouraging publishers to develop their e-publishing skill sets, to explore new market niches, and spend time considering the shift in publisher perception required to survive in this changing landscape.

—Margot Ziperman

## Calendar

Month of Aug., most evenings, 7–9 p.m.,  
“Screenings of Shakespeare’s Plays,” LC, JM,  
PT, 202.707.5677, loc.gov/rr/mopic/pickford/  
pickford. Free, but reservations needed.

Wed., Aug. 29, 8 p.m., reading, Daniel Levitin,  
*This Is Your Brain on Music: The Science of a  
Human Obsession*, 202.364-1919, P&P. Free

Aug. 30, 7-9 p.m., WIW Pubspeak presents  
Scott W. Berg, author of *Grand Avenues: The  
Story of Pierre Charles L’Enfant, the French  
Visionary Who Designed Washington, D.C.*,  
FP, 202. 775.5150, www.washwriter.org. \$5  
members, \$10 members

Thurs., Sep. 13, 6 pm, WBP program,  
“Offshoring—Yes, No, or Maybe?” CQ. Free

for members; christinehauser@msn.com. \$10  
nonmembers

Sat., Sept. 29, 10 a.m. to 5 p.m., National Book  
Festival, National Mall between 7th & 14th Sts.,  
DC, loc.gov/bookfest. Free

## Locations

CQ: Congressional Quarterly, 1255 22nd, St.,  
NW, DC

FP: Front Page, 4201 Wilson Blvd., Arlington,  
VA

LC, JM, PT: Library of Congress, Madison  
Building, Mary Pickford Theater, 1st and  
Independence Ave., SE, DC

P&P, Politics and Prose Bookstore, 5015  
Connecticut Avenue, NW, DC

## Job Bank

Job postings are run at no charge and are included at the discretion of the newsletter coordinator. Submissions should no more than 100 words. To submit a posting, please contact yamile.kahn@wilsoncenter.org. More complete listings can be found at the WBP Web site at www.washingtonbooks.org.

Assoc. Ed., Global Fund for Children, jobs@globalfundforchildren.org (7/18)

Assoc. Ed., Textile Rental Services Assn., res. & let., jobs@trsa.org, fax 703/519-0026 (7/25)

Assoc. Writer, NACS, epressley@nacsonline.com (7/26)

Assoc. Prod. Ed., Rowman & Littlefield, resume@rlpgbooks.com (7/27)

Copyeds. & Proofreaders, on-site assignments, Publications Professionals, 703-934-4499, or BHart@pubspro.com

Ed. Asst., Rowman & Littlefield, resume@rlpgbooks.com (7/27)

Ed. Proj. Mgr./Writer, ASCD, HR@ascd.org (7/27)

Graphic Des., American Bankruptcy Inst., ckanon@abiworld.org (7/25)

Internships (paid), CQ Press, jhoran@cqpress.com (7/27)

Research Ed., RAND, www.rand.org/jobs, #2010 (7/23)

Pub. Mgr., Safe Kids Worldwide, res. & let., DRubin@Safekids.org