

BOOKNOTES

THE OCCASIONAL NEWSLETTER OF THE WASHINGTON BOOK PUBLISHERS

July 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

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Contributor

The Washington
Book Publishers 

Dear Colleagues,

We are delighted to welcome a new president and, for the first time, a vice president-president-elect to Washington Book Publishers. The president for 2006–2007 is Claire Reinburg. Claire is director of NSTA Press, the book program of the National Science Teachers Association, a position she has held for four years. Her twenty-year career in publishing has included editorial and management positions in journal and book programs of scientific, medical, and educational organizations. She also holds a Master's degree in English from Georgetown University.

The vice president/president-elect for 2006–2007 is Laura Lawson. Laura is manager of book publishing at the Society for Human Resource Management, where she directs a small book-publishing department in a large organization. Most of her diverse, twenty-five-year career in publishing has been with nonprofits; in addition to books, she has managed magazines, newspapers, and journals. Books are her first, and lasting, professional passion.

Both Claire and Laura participated in the Washington Book Publishers' rethinking that went on during the past year, and they are ready to pursue the initiatives that were chosen. Please help them as they set about building what today are more than vague hopes but not much more than rough sketches.

Thanks to all those who took on responsibilities for the organization during this past year of transition. In particular, the gracious and constructive contributions of Ralph Eubanks as a co-interim-president reinforced my confidence repeatedly as we sought out the right ways to go.

The president's corkscrew, symbol of leadership in our hospitable group, has been passed on to the good hands of Claire, and we can look forward to a year of growth.

JOE BRINLEY

Dear Colleagues,

The close of the spectacular Awards Ceremony for WBP's 2006 Annual Design and Effectiveness Competition also marked the close of a year of transition and planning for our organization. With revived energy and a new emphasis on outreach, WBP will use the summer months to prepare for an active 2006–2007 year.



We're grateful to co-chairs Nancy Lammers and Janet Walker, the members of the competition and event committee, and the judges for a wonderful, engaging awards evening that showcased the diversity and vigor of our book programs in the Washington area. For their work throughout the past year to keep our organization strong, we thank membership and mailing list coordinators Barbara Hart, Ashley Young, and Linda Stringer; Christine Hauser, hospitality coordinator; Yamile Kahn, news and job bank coordinator; and the many other volunteers who contributed their time.

If we attempted to thank every individual who contributed to WBP's renewal, we would surely leave out someone critical. It has truly been a group effort. But there are two people we will single out for special thanks: Joe Brinley, Director of the Woodrow Wilson Center Press, and Ralph Eubanks, Director of Publishing of the Library of Congress. Joe and Ralph, both former WBP Presidents, took on what Joe likes to call the "tin pot dictatorship" of leading the organization through the last year. Their thoughtful guidance kept the organization on track and moved us forward. Thank you, gentlemen, for your leadership.

As we plan activities for the next year, we're eager to hear from you about issues you'd like WBP to explore and discuss. Send an email—or drop us a postcard from the beach—and enjoy the rest of the summer.

CLAIRE REINBURG, PRESIDENT,
AND LAURA LAWSON, VICE-PRESIDENT
2006–2007

Literary Losses

2/23/06—Frederick Busch, 64, award-winning American novelist and short story writer, and Colgate professor.

4/13/06—Muriel Spark, 88, British novelist, best known for her autobiographical novel, *The Prime of Miss Jean Brody* (1962), first appearing in *New Yorker* installments and later made into a play and a film.

4/25/06—Jane Jacobs, 90, American-born Canadian writer and activist, known for her critique of urban renewal, *The Death and Life of Great American Cities* (1961).

4/29/06—John Kenneth Galbraith, 97, influential Canadian-American economist and prolific author of best-selling books on economics: *American Capitalism*, *The Affluent Society*, and *The New Industrial State*.

6/16/06—Barbara Epstein, co-editor and founder of *The New York Review of Books*.

6/22/06—James McClure, 66, expatriate South African journalist and crime writer, known for his Kramer and Zondi detective novels.

Member News

Pat McNees writes that on October 18 she will begin teaching a four-week course on “Life Stories and Legacy Writing” for the Writer’s Center in Bethesda. This course, which grew out of the warm-up exercises for her workshop on ethical wills, encourages students to reminisce deeply and to mine their life experiences for personal stories, myths, themes, and values. For more information, go to www.writer.org or email postmaster@writer.org. Pat’s own website can be found at www.patmcnees.com.

WBP Celebrates the Finest in Washington Book Design

On June 8, 2006, publishing colleagues gathered to celebrate the Washington Book Publishers’ 2006 Book Design and Effectiveness Awards, an annual competition awarding the D.C. area’s most prestigious book design awards. All books entered in the competition were displayed at the event for review by participants in the awards, as well as just plain book lovers. Members and friends of WBP arrived at 6 p.m. to sample the entries, mingle with colleagues, and survey the wide array of publications.

This year, responding to input from prior attendees, the program format was changed to give more in-depth analysis of the design of the award-winning publications. Following the announcement of each winner and the subsequent comments by the judges, the publishers awarded top honors were given the opportunity to describe the creative process as well as the challenges that went into the design of their individual books. This provided a real-life perspective on top-level book design in Washington. A PowerPoint presentation, composed of images from the winning publications, was used to explain how covers, layouts, color, and type were judged, and highlighted the diversity of talent represented in the entries and the sheer variety of work produced in the Washington, D.C., publishing community.

The panel of judges consisted of Gail Grella, associate director, Georgetown University Press; Francesca Moghari, art director, National Academies Press; Ken Sabol, director of production, Johns Hopkins University Press; and Rob Sugar, president, Auras Design. Judges employed by organizations entered in

the competition were not permitted to judge the categories in which their organization was entered.

BEST OF SHOW

The **Best of Show** award went to CQ (Congressional Quarterly) Press, for the college textbook, *Keeping the Republic: Power and Citizenship in American Politics*, Third Edition (design by Debra Naylor). The judges emphasized its successful layout, which displays various levels of information in graphs, tables, charts, sidebars, photos, and call-outs that stimulate the reader’s intellectual curiosity. The judges also complimented the excellent use of color as a navigation tool, the quality of the design, and the successful integration of editorial and design that fit “like a hand to a glove.” The book presented a complex subject in a way that engaged its audience on every page and met the WBP’s highest standard of effective design.

Designer Debra Naylor topped off the evening with an insightful and humorous commentary on how one creates a “Best of Show” publication. Debra described the process of creating a layout and typographical hierarchy aimed at college students and professors, as well as the importance of establishing a strong grid in the design foundation. She also detailed her mad dash to the local FedEx office to drop off the package for the printer under an extremely tight deadline, involving a convincing argument with the staff that there was still three full minutes left to accept the package before FedEx officially closed. [Full disclosure side note: As the print and creative services buyer for *Keeping the Republic*, I thanked Debra for not sharing this information with me before this evening.]

The first prize entries in the eleven categories are outlined below. For a complete list of all competition winners, please see insert.

COVERS

Top honors in the **Commercial Publishers, Illustrated Cover** category

went to Regnery Publishing, for *Painting the Map Red: The Fight to Create a Permanent Republican Majority* (design by Amanda Larsen), which the judges described as “striking and witty” in its depiction of an elephant holding a paint brush in its trunk. The technical execution was praised for its wonderful use of colors, crisp and readable typography, and a well-integrated use of spot varnish and embossed type.

In the **Large Nonprofit Publishers, Illustrated Cover** category, there was a



tie for first place between the Georgetown University for its *Aspects of Islam* (design by Kimberly Glyder) and, Joseph Henry Press for *Electronic Brains* (design by Michele de la Menardiere). *Aspects of Islam* was recognized for its design, described as a mix between the traditional and the new, which reflects the various debates in the book and the human element within. *Electronic Brains* won for creating the retro look used to depict stories from the dawn of the computer age.



Ralph Eubanks presents incoming president Claire Reinburg with honorary corkscrew.

The United States Holocaust Museum won first prize in the **Small Nonprofit Publishers, Illustrated Cover** category for *The World Must Know* (design by Laura Lindgren). This cover design inserted a modern typeface against the compelling image of old steel door, evoking a simple and powerful statement. The judges focused on the difficulty in designing a tasteful and effective cover for such a serious subject. Editor Bruce Tapper showed the audience comps from a previous edition, providing valuable insight into how a creative concept evolves over time.

ILLUSTRATED TEXT

In the **Illustrated Text, Commercial Publishers** category, first prize was awarded to Stoeger Publishing for its *Big Bass Zone: Catch Monster Bass* (design by Cynthia Richardson), an illustrated text on bass fishing. The book's compelling chapter-opening illustrations clearly communicates to the reader what is to follow.

In the **Large Nonprofit Publisher** category there was tie for first place between Johns Hopkins University in association with the Library of Congress for their book *Capitol Drawings: Architectural Designs for Washington, D.C. from the Library of Congress* (design by Robert Wiser) and ASCE (American Society of Civil Engineers) Press for its *Changing Our World: True Stories of Women Engineers* (design by Lisa Elliot). Regarding *Capitol Drawings*, the judges commented on how well the layout came together—nothing was left to chance and everything had its place on the page. The execution of the design reflected a great sense of appreciation for the architectural subject matter.

Changing Our World was created to encourage high school girls to consider engineering as a profession. The book was designed, spread by spread, to encourage readers to start reading anywhere on the page—similar to a magazine layout. The layout consists of short sections, archival images, sidebars, pullouts, and colorful chapter openers, reflecting tight teamwork among the author, designer, and publisher—and, as the judges summarized, “It works!”

Smithsonian American Art Museum and

Scala Publishers won top honors in the **Small Non-Profit Publishers Illustrated Text** for *Temple of Invention* (design by Karen Siatras and Robert Killian). This dramatic square-trimmed publication handled a wide variety of illustrations along with a typographic treatment containing all of the text within the top

two-thirds of its pages.

The judges commented on

the exceptional balance of the “restrained and expansive” design motif.

OTHER INTERIOR TEXT, TYPOGRAPHIC TEXT

Regency Publishing took home a second top honor for *The Dittohead's Guide to Adult Beverages* (design by Amanda Larsen and Amber Collieran) in the **Commercial and Nonprofit Publishers** category. This small, two-color bartender's guide went the extra mile in creating a strong navigation system for the reader. The use of a side bar along with a second color image within the tab met the judge's high standards for design and printing.

Woodrow Wilson Center Press won first prize for the scholarly publication, *Solovyovo: The Story of Memory in a Russian Village* (design by Kelly Doe). The judges described it as a lean, open, and well-organized design, and they appreciated the type's integration with the photographic grid layout as “a layer of poetry laid on top.”

The strongest message in the WBP competition is how the best design work is the result of an effective collaborative process between design talent and editorial excellence. The WBP would like to thank all the participants of this year's event in celebrating bookmaking excellence in the Washington Metro area.

—MARGOT ZIPERMAN

Missive from Dawn

I would like to thank all WBP members for the support, assistance, and encouragement I received during the years that I coordinated the WBP BookNotes newsletter. The job proved a valuable experience for me, and was, I hope, valuable for you.

Thank you all!

DAWN LELAND

Writers to Try

Summer Reading Fiction

Louis Bayard, *The Pale Blue Eye* (Harper Collins, 2006)

Julia Glass, *The Whole World Over* (Pantheon, 2006)

Allegra Goodman, *Intuition* (Dell Press, 2006)

Olga Grushin, *Dream Life of Sukhanov* (Putnam, 2006)

Martha McPhee, *L'America* (Harcourt, 2006)

David Mitchell, *Black Swan Green* (Random House, 2006)

Muriel Spark, *The Prime of Miss Jean Brody* (Harper Perennial, 1999)

Thrillers and Mysteries

Robert Baer, *Blow the House Down* (Crown, 2006)

Alan Furst, *The Foreign Correspondent* (Random House, 2006)

Denise Hamilton, *Prisoner of Memory* (Scribner, 2006)

James McClure, *The Steam Pig* (Pantheon, 1971)

Non-Fiction

Julia Child, *My Life in France* (Knopf, 2006)

Dorothy and Thomas Hobler, *Monsters: Mary Shelley and the Curse of Frankenstein* (Little Brown, 2006)

Nathaniel Philbrick, *Mayflower* (Viking, 2006)



Winners of the 2006 Design Awards Announced

Locations

AAP: Association of
American Publishers,
<http://publishing.org>
<http://aaupnet.org>

LC: Library of Congress,
James Madison Bldg.
www.loc.gov

Chapters Book Store,
www.chaptersliterary.com

P&P: Politics & Prose,
www.politics-prose.com

Writer's Center, 301-654-
8664, www.writer.org

Check Out These Websites

Book Web, "the not-for-
profit trade association
representing independent
book stores worldwide,"
www.bookweb.org/

Book Wire, "dedicated to new
authors, new titles, and the
general scoop on the book in-
dustry," www.bookwire.com/

Media Bistro, "career
and community for
media professionals,"
www.mediabistro.com/

Calendar

JULY

Mon., July 17, Library of Congress exhibit opening,
EDITORIAL CARTOONS BY HERBLOCK, LC

Thurs., July 27, 7:00–9:00, SAALT (South Asian
Leaders of Tomorrow) BENEFIT READING WITH
AUTHORS MARINA BUDHOS AND RISHI REDDI,
Chapters, \$15 suggested.

SEPTEMBER

Fri., Sept. 15, 8:30 AM – 5:00 PM, BE SMALL THINK BIG:
BIG IDEAS FOR SMALL PUBLISHERS, AAP Conference,
San Francisco, CA, www.publishers.org (\$145–245)

Sat., 30, NATIONAL BOOK FESTIVAL, National Mall,
Wash., DC. www.loc.gov/bookfest

NOVEMBER

Fri., Nov. 10, 8:30 AM – 5:00 PM, PROFESSIONAL
SCHOLARLY & ACADEMIC BOOKS: THE BASIC BOOT
CAMP, NY, AAP, www.pspcentral.org (\$100–150)

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 sub-
mit an a posting, please contact yamile.kahn@wilsoncenter.org. For complete listings, go to the WBP Web site at
www.washingtonbooks.org.

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www.ohr.psu.edu/employment/howto.htm, job 22774
(7/14)

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jobs@aota.org (7/10)

Web mktg. spec., CQ Press (DC), jmiller@cqpress.com
(7/10)

Steps to Increase Green Publishing

Want to join with Random House and over a hundred
small to mid-sized publishers in improving the book
industry's environmental impacts like reducing green-
house gases? Here is what you can do right now.

- Review the Book Industry Treatise on Responsible Paper Use (developed by publishers, printers and mills), with your production and design team. A one-page synopsis and background are located at www.greenpressinitiative.org/industrytreatise.htm
- Sign on to the Treatise and commit to the goals of increasing recycled and Forest Stewardship Council (FSC) certified virgin fiber.
- Include your policy or stated goals in all pricing requests with your suppliers

Large scale changes are made as a result of a collective push forward. Improved availability and pricing of paper result from a demonstration of collective volume. The Treatise is the vehicle. Contact Erin Johnson or Tyson Miller for more help at www.greenpressinitiative.org