

AAUP THE Exchange

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Industry Group Showcases Latest in ePublishing

Five leading figures in the nascent field of ePublishing addressed the fall meeting of the Book Industry Study Group (BISG), held September 20 in New York. Together, they described a future in which conventional printed books will increasingly compete with information which is delivered and consumed electronically. But apart from the broad conviction that ePublishing has arrived, consensus proved elusive. How will publishers insure the security of distribution systems? How will the industry as a whole make certain that companies adhere to common standards? What will an eBook look like? Will it be a book at all? Session participants approached these matters very differently, and in the end their points of divergence may have been the most instructive aspect of the meeting.

Perhaps the most radical business model of the day came from Troy Williams, President and CEO of Questia. While the term ePublishing generally conjures up notions of an eBook — that is, a volume bearing some resemblance to traditional bound books — Williams proposes doing away with the book as a discrete, whole entity. Instead of selling books with beginnings, middles, and ends, Questia will sell access to small parcels of narrowly-tailored “content” derived from books.

The service, which will be available by subscription and is scheduled to launch in January of 2001, is marketed principally to liberal arts undergraduates writing research papers. It works something like this. Subscribers will be able to run sophisticated searches of Questia’s entire digitized library (approximately 50,000 volumes at launch) and retrieve single book pages containing the selected search terms. A student writing on the Kennedy assassination and the Bay of Pigs, to cite Williams’s example, would enter the terms and pull up every book page in the library that contains both phrases. He or she would then be able to cut-and-paste the passages, complete with an automatically-generated footnote and hyperlink, to his or her term paper. It is a very different approach to writing papers, and ultimately to books themselves. Williams knows it; he promised that Questia will “revolutionize the way academic research is done.”

Of course users will only be able to access pages belonging to books in Questia’s digitized collection, and fifty thousand volumes is considerably smaller

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The Class of 2000

by Peter Givler

On September 14th Tim Muench and I dodged rainstorms and braved ATC delays to fly to Champaign-Urbana for Midwest Presses and the first AAUP Junior College. The meeting, sponsored by the University of Illinois Press, was held at Allerton House, a conference center owned by the university and an inspired choice: comfortable, unfussy, quiet, and cheap—\$190 for two nights and six meals, and that was only if, like seventy-six of us, you paid full freight. Thirty-four more Junior College students, all on Whiting Fund scholarships, only paid \$90.

After dinner on Thursday, everyone met in a comfortable, book-lined library for the plenary session, “Pennies from Heaven,” that Tim describes elsewhere.

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The Class of 2000, continued from page one

Friday morning the meeting split into two groups. The Junior College, designed to give staff in their first or second year of employment at a university press an overview of the entire publishing process, met in a large sunroom overlooking a terrace and pond while senior staff from Illinois and other presses team-taught the basics of acquisitions and manuscript editing, production and design, sales and marketing, journals, management, planning, and warehousing. While the Junior College met there was also a full day of more specialized sessions on such topics as presswide databases and new technologies for jacket design.

That night we all met for dinner, followed by a social evening accompanied by live music from a bluegrass band. Saturday morning the Junior College split off again for a wrap-up and evaluation session, after which everyone gathered again in the library for the last meeting of the program, a demonstration of new electronic publishing projects underway at a number of presses.

I had a wonderful time, and everyone I spoke with said it was a splendid meeting. Congratulations to the University of Illinois Press staff, and especially to Susie Warren. As anyone knows who has ever

done it, putting on regional meetings is a lot of work but they are a vital part of AAUP's culture. They bring the kind of networking and professional education that is such a central part of the Annual Meeting down to the local level, and help build the sense of professional community that is so important to university press publishing.

I especially want to say a few words about the Junior College. I sat in at the beginning and end of the day on Friday, and on the final session Saturday morning. It was quite an experience. We all know that publishing is a complicated enterprise, but you really begin to appreciate how complicated when you try to explain it to a newcomer—or watch someone else do it. My hat is off to the faculty of the Junior College, who did an outstanding job of breaking what they do down to the basics, taking the students through it step-by-step, and answering questions. They were organized, thorough, patient, and helpful, and provided a fine living example of the spirit of friendliness and cooperation and willingness to share that is the trademark of AAUP.

My hat's also off to Ann Lowry and the other people at Illinois who

cooked up the idea. They understood how important it is for us to welcome the next generation of university press publishers into our midst, show them what a rich and satisfying career in university press publishing can be, and begin preparing them for the endlessly complex and fascinating professional challenges that lie ahead. No one is going to do it for us. Not that anyone else ever has, but given the velocity of change it's more important than ever that we not leave our future to chance. Outstanding young people are coming into this business. It's up to us show them why they should stay, and for those who were able to participate, the Junior College did just that.

And my hat's off to the first Junior College students, the Class of 2000. They had an astounding amount of information thrown at them in a very short time. They took it all in with intelligence and good humor, asked great questions, and were just as eager and curious and hungry to learn at the end of the meeting as they were at the beginning. They are our future, and I'm delighted to tell you it's in good hands. ⊕

Peter Givler is Executive Director of AAUP

Iowa State University Press Sold to Blackwell Science

In the first transaction of its kind, Iowa State University has sold its press to a private, for-profit publisher. Blackwell Science, a British-based concern specializing in technical and scientific books, purchased Iowa State University Press in a deal which took effect August 31. According to Associate Director Brenda O'Neill-Smith, the press offices will remain in Ames, and the new leadership plans to retain the present staff of twenty-four. Gretchen van Houten, who had been interim director of the

press, has been appointed editorial director. Blackwell will continue to publish some titles under the Iowa State imprint "at least for a period of time," said O'Neill-Smith.

In spite of these preliminary signs of continuity, however, the press is no longer a not-for-profit publisher associated with an institution of higher learning, and has therefore lost its eligibility for membership in AAUP.

Iowa State University Press was founded by students at the university in 1924. It has about three

hundred titles currently in print and has recently published between forty and sixty books a year. In the last fiscal year the press grossed approximately \$4.1 million. Particularly strong in veterinary medicine, journalism, agriculture, and aviation, Iowa State University Press did not receive subsidies from the university or state.

For more information on the sale, please see Andrew Albanese's article in the October *Lingua Franca* or *The Chronicle of Higher Education*, July 28, 2000. ⊕

Latest in ePublishing, continued from page one

than the typical college or university library. But Questia has had some success signing publishers — among them the university presses at Oxford, Chicago, Stanford, and Columbia. Part of the appeal is that Questia pays for the digitization of titles, rescuing them, in some sense, from the danger of falling out of print. Williams also predicted that the majority of the titles accessed will be older, and therefore unlikely to be purchased whole. In a world without Questia, he argued, these would be used almost exclusively in traditional libraries, generating no revenue for publishers.

Like Questia, iBooks.com offers full-text searching across a large collection of digitized books. And iBooks, too, is paying to convert titles to electronic format. But according to Sean Devine, the venture's Vice President for Sales and Development, iBooks serves a different clientele, and goes about its mission in novel ways. Concentrating on the market for reference books, the service allows customers to locate targeted keywords using a powerful search engine that looks through the entire text of every book in the online collection. Once the user has found the desired terms, he or she can preview the surrounding text (generally a sentence or two). The next step, if the book seems to be useful, is to "buy" the volume, which in this case means purchasing unlimited access by placing it on a personalized online "bookshelf."

Devine's strategy differs from many of the most visible business models in ePublishing — not just Questia, but netLibrary, and the various plans for downloadable, portable eBooks. But he claims that this is a function of the sort of titles iBooks sells, and urges others in the field to think in specific terms when considering how best to publish electronically. Trade books tend to get read cover-to-cover; it makes sense that customers would want to download these titles to a portable device so that they might be consumed at leisure. Reference books, on the other hand, tend to be tethered to a desk, and so iBooks offers its product online. It's important that reference works be easily searchable; less so trade books. And so on. People use different sorts of books differently, in other words, so we cannot, in Devine's view, expect all ePublishing to conform to a single uniform shape.

Customers arrive at iBooks and Questia knowing what they want. Bookface.com, represented at the BISG meeting by CEO Tammy Deuster, goes after a different market. Emphasizing eye-catching display and easy readability rather than a strong search engine, Bookface offers browsers entire online books. Customers choose from among a range of general interest titles — large trade houses like HarperCollins, Penguin Putnam, and Random House have already signed on — and simply read, on-screen, without time-consuming downloads. Bookface pays publishers through advertising revenue

generated by the site; as Deuster points out, "books are currently the only form of popular media without a major advertising component."

Because it digitizes entire books and makes them easily accessible online, Bookface necessarily confronts the problem of piracy. Deuster views the company's new encryption mechanism as perhaps its major innovation, a way to secure the delivery of web content without interfering with authorized use.

Scott Searle, CEO of Lockstream, spoke to the issue of piracy in greater depth; it is his company's entire business. Unlike representatives of Questia and iBooks, Searle is vitally concerned with emerging wireless technologies and the particular security risks they create. In an environment where electronic content is consumed on an ever-widening range of platforms, from Rocketbooks to cell phones, the need to ward off illegal copying and the misappropriation of brands is greater than ever. Lockstream hopes to do this by "fingerprinting" each book (or movie, or piece of music) as it's delivered. When a customer buys, say, *There's No Such Thing As Free Speech: And It's a Good Thing, Too*, the copy is encoded for that customer only. Any attempt to copy it — even when it is particularly vulnerable, as when it's being read — will, according to Searle, render a "degraded," unreadable version of the original.

Some of the initiatives discussed at the BISG meeting will fare better than others. One or two may become household names; a couple may fail completely. But regardless of the relative success of the many ePublishing ventures currently competing for a share of the market, there are industry-wide concerns that transcend parochial business interests. Jonathan Hahn, Chair of the Electronic Book Exchange (EBX) working group, spoke to these. While specific standards like ONIX and OeB are well positioned to address particular facets of the industry, Hahn called attention to the need for interoperability *between* these sets of standards. The current map is too confusing, he said; efforts are duplicated, and everything takes too long. EBX is working toward greater integration and efficiency by coordinating the efforts of various standards-creating bodies. At the same time, EBX hopes to promote convergence between the standards established in ePublishing and those operating in other electronic media. Without this step, for example, eBooks may have trouble incorporating video or music.

As part of the AAUP communications program's expanded emphasis on new media, we hope to continue to provide news about developments in the field. Please keep an eye on the *Exchange* for further updates. If you'd like to read more about the fall meeting of the BISG, a full transcript will soon be available on their website, www.bisg.org.

Kudos (Awards & Prizes)

ALBERTA *Lifelines: Culture, Spirituality, and Family Violence* edited by Reinhold Boehm, et al., won the Peacepower Media Award, International Print, personal growth category.

George Melnyck's *Literary History of Alberta: From the End of the War to the End of the Century* was named Scholarly Title of the Year in the Alberta Book Awards.

CAMBRIDGE *Healing Dramas and Clinical Plots: The Narrative Structure of Experience* by Cheryl Mattingly has won the 2000 Victor Turner Prize in Ethnographic Writing of the Society of Humanistic Anthropology.

Making Race and Nation: A Comparison of the United States, South Africa and Brazil by Anthony Marx has won the 2000 Barrington Moore Prize of the American Sociological Association.

David Eltis' *The Rise of African Slavery in the Americas* won the Frederick Douglass Book Prize of the Gilder Lehrman Center for Study of Slavery, Resistance and Abolition.

Taxing America: Wilbur D. Mills, Congress, and the State, 1945-1975 by Julian E. Zelizer has won the 2000 Ellis W. Hawley Prize of the Organization of American Historians.

Mariana Valverde's *Diseases of the Will: Alcohol and the Dilemmas of Freedom* is a 1999-2000 Joint Winner of the Herbert Jacob Prize of the Law and Society Association.

Clive Gamble's *The Paleolithic Societies of Europe* has won the Society for American Archaeology Book Award.

Constructing Social Psychology: Creative and Critical Processes by William J. McGuire has won the 2000 Lasswell Award for Distinguished Scientific Contribution to Political Psychology, International Society of Political Psychology.

Alina Payne's *The Architectural Treatise in the Italian Renaissance: Architectural Invention, Ornament and Literary Culture* has won the 2000 Alice Davis Hitchcock Award of the Society of Architectural Historians.

CHICAGO John-Manuel Andriote's *Victory Deferred: How AIDS Changed Gay Life in America* won the 2000 Editor's Choice Award of the Lambda Literary Foundation.

David Ferry's *Of No Country I Know:*

New and Selected Poems and Translations won the 2000 Bingham Poetry Prize given by the *Boston Book Review* and was named a finalist in the *New Yorker* Book Prizes, best poetry collection category.

N. Katherine Hayles' *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics* won the American Comparative Literature Association's 2000 René Wellek Prize.

Adrian Johns's *The Nature of the Book: Print and Knowledge in the Making* won the 1999 Leo Gershey Award from the American Historical Association.

Deidre Shauna Lynch's *The Economy of Character: Novels, Market Culture, and the Business of Inner Meaning* won the 1999 Prize for a First Book from the Modern Language Association.

James Olney's *Memory and Narrative: The Weave of Life-Writing* won the 1999 Christian Gauss Award of the Phi Beta Kappa Society.

Mary Poovey's *A History of the Modern Fact: Problems of Knowledge in the Sciences of Wealth and Society* won the 1999-2000 Louis Gottschalk Prize of the American Society for Eighteenth-Century Studies.

J. Mark Ramseyer and Minoru Nakazato's *Japanese Law: An Economic Approach* has won the 1999 Professional/Scholarly Publishing Division Award for Best Legal Book, given by the Association of American Publishers.

Tom Sleight's *The Dream House* was a finalist for the *Los Angeles Times* Book Prize, poetry category.

DUKE *Peasants on Plantations* by Vincent Peloso has been awarded the Arthur P. Whitaker Book Prize of the Middle Atlantic Council for Latin American Studies.

Reconstructing Reconstruction by Pamela Brandwein received an award of special recognition in the best books competition, presented by the Sociology of Law Section of the American Sociological Association.

FLORIDA *The Enduring Seminoles: From Alligator Wrestling to Ecotourism* by Patsy West received a certificate of commendation from the American Association for State and Local History.

Penelope: The Story of a Half-Scalped Woman — A Narrative Poem by Penelope

Scambly Schott received the New Jersey Studies Academic Alliance Book Award.

HARVARD Michael Tomasello's *The Cultural Origins of Human Cognition* has won the 2001 William James Book Award sponsored by Division 1, the Society for General Psychology of the American Psychological Association.

Mary C. Water's *Black Identities: West Indian Immigrant Dreams and American Realities* has won the American Political Science Association's Best Book of 1999 in Race, Ethnicity, & Politics.

James Z. Lee and Feng Wang's *One Quarter of Humanity: Malthusian Mythology and Chinese Realities, 1700-2000* has won the 2000 Otis Dudley Duncan Award for distinguished scholarship in Social Demography, presented by the Sociology of Population Section of the American Sociological Association.

Walter Johnson's *Soul by Soul: Life Inside the Antebellum Slave Market* has won the annual book prize from SHEAR (the Society for Historians of the Early American Republic).

Gerald Gamm's *Urban Exodus: Why the Jews Left Boston and the Catholics Stayed* has won the Robert Park Award from the American Sociological Association for the best book in urban sociology.

Financial Missionaries to the World: The Politics and Culture of Dollar Diplomacy, 1900-1930 by Emily S. Rosenberg has won the Ferrell Award for a book on the history of American Foreign Relations.

The Poems of Emily Dickinson, Reading Edition edited by R.W. Franklin, has won the Umhoefer Prize for Achievement in Humanities.

Migration and the Origins of the English Atlantic by Alison Games has won the 1999 Theodore Saloutos Memorial Book Award in American Immigration History sponsored by the Immigration and Ethnic History Society.

ILLINOIS David Wagoner's *Travelling Light: Collected and New Poems* is winner of the Pacific Northwest Booksellers Association Poetry Award.

A Blues Life by Henry Townsend is winner of the 2000 ARSC Award for Excellence in Historical Recorded Sound Research in the Recorded Blues category.

Rich Media, Poor Democracy: Communication Politics in Dubious Times by Robert W. McChesney is winner of the 1999 Goldsmith Prize and recipient of the Frank Luther Mott-Kappa Tau Alpha Research Award for best journalism/mass communication book.

John M. Carroll's *Red Grange and the Rise of Modern Football* has been named winner of the 1999 North American Society for Sport History Book Award.

The Storytellers' Journey: An American Revival by Joseph Daniel Sobol is an Anne Izard Storytellers' Choice Award and winner of a Storytelling World Award in the Special Storytelling Resources category.

Gary Irving and Michal Strutin's *Places of Grace* received the Great Lakes Book Award (1999, general category).

Faith and Meaning in the Southern Uplands by Loyal Jones is winner of the W. D. Weatherford Award for outstanding writing about Appalachia.

Leland T. Saito's *Race and Politics: Asian Americans, Latinos, and Whites in a Los Angeles Suburb* has won the American Sociological Association's book award, Asia and Asian Americans section.

Stewart E. Tolnay's *The Bottom Rung: African American Family Life on Southern Farms* is the 1999 recipient of the Otis Dudley Duncan Award for Distinguished Scholarship in Social Demography, given by the Sociology of Population Section of the American Sociological Association.

IOWA *A Point is That Which Has No Part* by Liz Waldner was awarded the 2000 James Laughlin Award from the Academy of American Poets, given annually to support an author's second book of poetry.

The Poetry Center and American Poetry Archives honored *Try* by Cole Swenson with the Poetry Center Book Award.

The State Historical Society of Iowa presented *There Goes the Neighborhood: Rural School Consolidation at the Grass Roots in Early Twentieth-Century Iowa* by David R. Reynolds with the 1999 Benjamin F. Shambaugh Award, the highest honor a book on Iowa history can receive.

JOHNS HOPKINS *Redevelopment and*

Race by June Thomas has won the Paul Davidoff Award given by the Association of Collegiate Schools of Planning.

Boston's "Changeful Times" by Michael Holleran won three awards last year: the Lewis Mumford Prize given by the Society of American Cities Regional History and Planning, the Society for the Preservation of New England Antiquities Award, and the Antoinette Forrester Downing Award given by the Society of Architectural Historians.

The Los Angeles River by Blake Gumprecht won the J.B. Jackson Prize given by the Association of American Geographers.

Delta Sugar: Louisiana's Vanishing Plantation Landscape by John Rehder won the Albert Cummings Award given by the Vernacular Architecture Forum.

The Distinction of Fiction by Dorrit Cohn won the Aldo and Jeanne Scaglione Prize for Comparative Literature Studies given by the Modern Languages Association.

The Technology of Orgasm by Rachel Maines has won the Herbert Feis Award given by the American Historical Association. It also won the American Foundation for Gender and Genital Medicine and Science's award.

Secret Yankees by Thomas Dyer won two awards: the Bell Award for best book in Georgia history given by the Georgia Historical Society, and the Richard Barksdale Harwell Prize given by the Atlanta Civil War Round Table.

American Cardiology by Bruce Fye won the Welch Medal given by the Association for the History of Medicine.

BiPolar Disorder by Frank Mondimore won the Kenneth Johnson Memorial Research Library "Ken" Book Award given by the National Alliance for the Mentally Ill.

KANSAS *America's Space Sentinels: DSP Satellites and National Security* by Jeffrey T. Richardson has won the Eugene M. Emme Astronautical Literature Award given by the American Astronautical Society.

Black Social Capital: The Politics of School Reform in Baltimore, 1986-1998 by Marion Orr was named winner of the Policy Studies Organization's 2000 Aaron Wildavsky Award.

The GI Offensive in Europe: The Triumph of American Infantry Divisions,

1941-1945 by Peter Mansoor received the Army Historical Foundation's Distinguished Book Award in the category of Operational and Battle History.

KENT STATE *Confederate Tide Rising: Robert E. Lee and the Making of the Southern Strategy, 1861-1862* by Joseph L. Harsh received the Peter Seaborg Award for best nonfiction Civil War book.

Robert Worth Bingham and the Southern Mystique: From the Old South to the New South and Beyond by William E. Ellis has received the 1998 Governor's Award presented by the Historical Society of Kentucky.

Major General John Alexander McClernand: Politician in Uniform by Richard L. Kiper is the winner of the 1999 Fletcher Pratt Award presented by the New York City Civil War Round Table.

Taken at the Flood: Robert E. Lee and Confederate Strategy in the Maryland Campaign of 1862 by Joseph L. Harsh is the winner of the 1999 Jefferson Davis Award presented by the Museum of the Confederacy. It is also the recipient of the 2000 Douglas Southall Freeman History Award presented by the Military Order of the Stars and Bars and winner of the 2000 Laney Prize from the Austin Civil War Round Table.

The Eyes of Orion: Five Tank Lieutenants in the Persian Gulf War by Alex Vernon, et al., has received the 1999 Distinguished Book Award from the Army Historical Foundation.

A Cleveland Legacy: The Architecture of Walker and Weeks by Eric Johannesen won the Architectural Historians Annual Book Award, presented by the Western Reserve Architectural Historians.

KENTUCKY *Bloodroot: Reflections in Place by Appalachian Women Writers*, edited by Joyce Dyer, was the winner of the 1999 Book of the Year Award given by the Appalachian Writers' Association.

LOUISIANA *The Collected Poems of Robert Penn Warren*, edited by John Burt, won the C. Hugh Holman Award, sponsored by the Society for the Study of Southern Literature.

Kudos (Awards & Prizes)

Circles of Sorrow, Lines of Struggle: The Novels of Toni Morrison by Gurleen Grewal received the Toni Morrison Society Book Award at the American Literature Association meeting.

Fortune and Misery: Sally Rhett Roman of New Orleans: A Biographical Portrait and Selected Fiction, 1891-1920 by Nancy Dixon was presented with a Humanities Book of the Year Award by the Louisiana Endowment for the Humanities.

MIT The Moral Development and Education Group of the American Educational Research Association gave its 2000 Book Award to *The Human Relationship with Nature: Development and Culture* by Peter H. Kahn, Jr.

The George Wittenborn Memorial Book Award went to *Ghost in the Shell: Photography and the Human Soul, 1850-2000* by Robert A. Sobieszek. The award honors demonstrated excellence in art publishing and is sponsored by the Art Libraries Society of North America (ARLIS/NA).

The Mary Washington College Center for Historic Preservation awarded its 2000 Historic Preservation Book Prize to *The Drive-In, The Supermarket, and the Transformation of Commercial Space in Los Angeles, 1914-1941* by Richard Longstreth.

The 2000 Spiro Kristof Award, sponsored by the Society of Architectural Historians, went to *The Architecture of Red Vienna, 1919-1934* by Eve Blau.

Mapping Boston, edited by Alex Krieger, David Cobb and Amy Turner, with a forward by Norman B. Leventhal, won the Best Book of Show award given by Bookbuilders of Boston.

The 2000 Oriental Medicine Journal Award for the Achievement of Excellence went to *The Expressiveness of the Body and the Divergence of Greek and Chinese Medicine* by Shigehisa Kuriyama.

The Pfizer Prize went to *Wonders and Order of Nature, 1150-1750* by Lorraine Daston and Katherine Park. The award is the greatest honor bestowed by the History of Science Society.

The Medical Book Award—First Place went to *Confessions of a Medicine Man: An Essay in Popular Philosophy* by Alfred I. Tauber, M.D. The award is sponsored by the American Medical

Writers Association (AMWA).

MICHIGAN STATE Maurice Kenny's *Tortured Skins and Other Fictions* has won the Wordcraft Circle Award for Native Writers and Storytellers.

MISSOURI *Blue Money* by Susan Hubbard has won the Janet Heidinger Kafka Award for Best Prose Book by a Woman.

Lift Every Voice and Sing: St. Louis African Americans in the Twentieth Century, edited by Doris A. Wesley, photographs by Wiley Price, introduction by Ann Morris, has won the Missouri Humanities Council Award.

NEBRASKA *Women of the Dawn* by Bunny McBride won the Friends of American Writers-Chicago Adult Literary Award.

Year in Nam by Leroy TeCube won the American Book Award, sponsored by the Before Columbus Foundation.

Wilderness by Design by Ethan Carr won the Kniffen Book Award from the Pioneer America Society.

NEW ENGLAND *Colonial Massachusetts Silversmiths and Jewelers: A Biographical Dictionary* by Patricia E. Kane is winner of the Charles F. Montgomery Prize for distinguished contribution to the study of American decorative arts.

A War of the People: Vermont Civil War Letters is winner of the Philip H. Hamer and Elizabeth Hamer-Kegan Award which recognizes individuals who have increased public awareness of manuscripts and archives.

What She Left Me by Judy Doenges is winner of the Ferro-Grumley Award for lesbian fiction.

NEW MEXICO *CrashBoomLove: A Novel in Verse* by Juan Felipe Herrera won the 1999 Américas Award for Children's and Adult Literature from the Consortium of Latin American Studies Programs.

Salt Dreams: Land and Water in Low-Down California by William du Buys has won the Clements Prize from SMU.

NORTH CAROLINA Scott Casper's *Constructing American Lives: Biography and Culture in Nineteenth-Century America* has won the 1999 Book Prize

from the Society for the History of Authorship, Reading, and Publishing.

Ada Ferrer's *Insurgent Cuba: Race, Nation, and Revolution, 1868-1898* has won the 1999 First Book Prize from the Berkshire Conference of Women's Historians.

Woody Holton's *Forced Founders: Indians, Debtors, Slaves, and the Making of the American Revolution in Virginia* has won the 2000 Fraunces Tavern Book Award.

M. Alison Kibler's *Rank Ladies: Gender and Culture in American Vaudeville* has won the 1999 Emily Toth Award from the American Culture Association/Popular Culture Association.

J. Morgan Kousser's *Colorblind Injustice: Minority Voting Rights and the Undoing of the Second Reconstruction* is co-winner of the 2000 Ralph Bunche Award from the American Political Science Association.

Timothy Minchin's *Hiring the Black Worker: The Racial Integration of the Southern Textile Industry, 1960-1980* has been named the 1999 Outstanding Book in Industrial Relations by the Industrial Relations Section of Princeton University.

Steve Nash's *Blue Ridge 2020: An Owner's Manual* has won the 2000 Philip D. Reed Memorial Award from the Southern Environmental Law.

Barbara Savage's *Broadcasting Freedom: Radio, War, and the Politics of Race, 1938-1948* has won the 1999 Herbert Hoover Book Award from the Herbert Hoover Presidential Library Association.

Barbara Saker Woeste's *The Farmer's Benevolent Trust: Law and Agricultural Cooperation in Industrial America, 1865-1945* has won the 2000 J. Willard Hurst Prize from the Law and Society Association.

PRINCETON *Louis Le Vau* by Hilary Ballon was awarded a 2000 Prix D'Académie from the Académie Française.

Art and Ritual in Golden-Age Spain by Susan Verdi Webster was awarded the Eleanor Tufts Book Award, sponsored by the American Society for Hispanic Art Historical Studies (ASHAHS). This award recognizes the best scholarly, English language publication in the area of Spanish /

Portuguese visual cultures.

The Great Famine by William Chester Jordan was awarded the 2000 Charles Homer Haskins Medal, sponsored by the Medieval Academy of America.

The Domestication of Desire by Suzanne Brenner was awarded the Harry J. Benda Prize 2000, sponsored by the Southeast Asia Council of the Association for Asian Studies.

The Life of Birds by David Attenborough of the BBC in association with PBS has won a Peabody Award. These awards honor excellence in radio and television broadcasting.

Painting Religion in Public: John Singer Sargent's Triumph of Religion at the Boston Public Library by Sally Promey was awarded one of the American Academy of Religion's Awards for Excellence in the Study of Religion in the Historical Studies category.

Our Lives Before the Law: Constructing a Feminist Jurisprudence by Judith Baer was awarded the Victoria Schuck Award, one of the 4 major awards given by the American Political Science Association (APSA) annually for the best book published on women and politics

In the Shadow of Power: States and Strategies in International Politics by Robert Powell, was awarded the Conflict Processes Book Award for a book of significance in the field of conflict processes by the APSA. It was also named the best book on political economy published in 1998.

The Color of School Reform: Race, Politics, and the Challenge of Urban Education by Jeffrey Henig, was named the best book on urban politics published in 1998 by the APSA.

Facing up to the American Dream: Race, Class, and the Soul of the Nation by Jennifer Hochschild was awarded the David Easton Award by the APSA.

Environment, Scarcity, and Violence by Thomas Homer-Dixon, was awarded the Lynton Keith Caldwell Prize for the best book on environmental politics and policy published in the past three years.

RUTGERS *Public Sculpture in New Jersey: Monuments to Collective Identity* by Meredith Bzdak won the New Jersey Council for the Humanities Book Award and the New Jersey Studies Academic

Alliance Book Award.

A Guide to New Jersey's Revolutionary War Trail: For Families and History Buffs by Mark Dilonno and *Newark's Little Italy: The Vanished First Ward* by Michael Immo were also won Book Awards from the New Jersey Studies Academic Alliance.

Christopher Irmscher's *The Poetics of Natural History: From John Bartram to William James* won the American Studies Network's Book Prize and the Professional/Scholarly Division's Literature and Language Award.

SMITHSONIAN Robert W. Rydell, John E. Findling, and Kimberly D. Pelle's *Fair America: World's Fairs in the United States* and Marjorie Hunt's *The Stone Carvers: Master Craftsmen of Washington National Cathedral* won awards for Book Design at the Washington Book Publishers competition.

SOUTH CAROLINA The North American Society of Oceanic Historians have named *Forty-Niners 'Round the Horn* by Charles Schultz as the best book in United States maritime and naval history for 1999, a John Lyman Book Award.

TEACHERS COLLEGE *Tracking Inequality* by Samuel Roundfield Lucas received the 2000 Willard Waller Award from the sociology section of the American Sociological Association.

John Dewey and the Challenge of Classroom Practice by Stephan M. Fishman and Lucille McCarthy received NCTE/CEE's 2000 James N. Britton Award.

TEMPLE Clinton R. Sanders' *Understanding Dogs: Living and Working with Canine Companions* won the 2000 Charles Horton Cooley Award presented by the Society for the Study of Symbolic Interaction.

Robert G. Lee's *Orientalists: Asian Americans and Popular Culture* won two awards: Best Book on the Social Construction of Race from the American Political Science Association (APSA), and the Northeast Popular Culture/American Culture Association Book Award.

Anita Iltis Garey's *Weaving Work and Motherhood* received the 2000 William J. Goode Book Award given by the

American Sociological Association (ASA) Section on the Sociology of the Family.

TEXAS Jennifer Greene Krupala, translator of *The Diaries of Nikolay Punin, 1904-1953* received this year's PEN USA West award in the category of Translation.

TEXAS A & M Shelley Wachsmann's *Seagoing Ships and Seamanship in the Bronze Age Levant* (co-published with Chatham Publishing) has been awarded the Irene Levi-Sala Book Prize in the Archaeology of Israel.

Border Boss: Manual B. Bravo and Zapata County by J. Gilberto Quezada has won the Friends of the Dallas Public Library Award for Book Making; the Most Significant Contribution to Knowledge Award from the Texas Institute of Letters; and the Heritage Award from the Webb County Heritage Foundation.

The Webb County Heritage Foundation has also awarded a Heritage Award to Andrés Tijerina's *Tejano Empire: Life on the South Texas Ranchos*.

The Historic New Orleans Collection has awarded *Spaniards, Planters, and Slaves: The Spanish Regulation of Slavery in Louisiana, 1763-1803* by Gilbert C. Din the 1999 Kemper and Leila Williams Prize in Louisiana History.

Fishes of the Gulf of Mexico by H. Dickson Hoese and Richard H. Moore is winner of the 2000 Texas Reference Source Award.

Margaret Culbertson's *Texas Houses Built by the Book: The Use of Unpublished Designs, 1850-1925* has been awarded the 2000 Worldwide Books Publications Award by ARLIS/NA.

WESLEYAN Jean Valentine, author of *The Cradle of Real Life*, is winner of the Shelley Memorial Award from the Poetry Society of America.

Martha Zweig, author of *Vinegar Bone*, is winner of the MacArthur Award.

WOODROW WILSON Efraim Inbar's *Rabin and Israel's National Security* (co-published with the Johns Hopkins University Press) was awarded a prize of distinction by the Israel National Committee for the Commemoration of Presidents and Prime Ministers.

Project MUSE, from One-Press Project to Multi-Press

by J. Mark Nolan

In the major newspapers database of LEXIS-NEXIS Academic Universe, a search for the phrase "World Wide Web" and the word "computer" finds that the earliest reference containing the terms is in the December 27, 1992, edition of the *Washington Post*. The article deals with electronic bulletin boards, CompuServe, and Prodigy. The World Wide Web is introduced to readers as a growing database that "offers easy access to information about the sciences, arts, politics, and geography."

Other searches within the same database cite the September 13, 1994, edition of the *Wall Street Journal* with the first mention of "Netscape." A combined search for "Internet Explorer" and "Microsoft" finds the earliest reference on April 27, 1995, in the *Chicago Sun-Times*—with only two sentences on page 50.

It is during these early days of the World Wide Web that Project MUSE has its beginnings. Prior to the launch of the Microsoft Network, Project MUSE began in early 1995 as a collaborative effort between Johns Hopkins University's Milton S. Eisenhower Library and The Johns Hopkins University Press. The goal was to publish electronically—and make available over the World Wide Web—forty-two of the Press's journals. Under the direction of Marie R. Hansen, Associate Director and Journals Manager, plans included the creation of a powerful online database and search engine. The Press and the Library wanted to increase the value of the journals to the scholarly community, while at the same time lowering both production and distribution costs.

The collaboration between the Press and Library was funded with grants from the Andrew W. Mellon Foundation and the National Endowment for the Humanities. With \$720,000 the Press hired and

trained staff, purchased equipment, and worked through the hurdles related to preparing content for online delivery. The first five journals were launched on August 21, 1995. By December of that year, the staff of four had placed twelve journal titles online. The Oberlin Group, an alliance of sixty small liberal arts colleges, was the first to sign a trial subscription.

The Press's aim was to have the project self-supporting by the end of the grant period in December 1997. By that time the MUSE production team, managed by Bill Breichner, had placed 363 issues from 45 journals online. Melanie Vandermark—with a marketing background in the music and video game industries—was hired to manage MUSE marketing and sales.

The original plan was to publish electronically -- and make available over the World Wide Web -- forty-two of The Johns Hopkins University Press's journals.

With a steady stream of content and increases in subscription sales, MUSE had become a self-supporting program. By December 1998, 518 issues from 46 journals—including 2 electronic-only journals—were available to 668 subscribing institutions.

MUSE began to evolve into a multipublisher project in 1999. Since its inception, the Press had been asked to increase the number of journals in MUSE. Subscribing institutions felt that more titles would make the service more

valuable. Librarians from institutions that had not yet subscribed admitted that additional content from a larger number of journals would make MUSE more appealing. But Johns Hopkins University Press had already placed its entire collection of forty-seven MUSE-appropriate journals online; it would need to look elsewhere.

A survey of MUSE subscribers was conducted in early March 1999. Of the 157 respondents, 58% represented university/research libraries, 39% represented college libraries, and 3% were classified as "other." Approximately 85% of all respondents stated that they would find it reasonable and would be willing to pay proportionately more for a larger MUSE. Submitted comments from respondents included:

"Expansion sounds great! A wider variety of titles is appealing. MUSE is a great model for online access. I hope lots of publishers want to participate!"

"We like the MUSE set-up and think you have a quality product, so we could be assured that other journals would be brought up in the same manner."

"MUSE has proved to be a viable alternative to commercial publishing enterprises, particularly in terms of maintaining an integrity to the dissemination of scholarship. I applaud the initiative."

"I believe that your project reflects the way journal publishing is going and ought to go."

"The more journals, the more useful the product is. Isn't this obvious?"

"Excellent; the time is right; we're ready for it."

"Do it."

Partnership

In late March 1999, ten university presses attended a meeting in Baltimore. Representatives from Duke University Press, University of Hawaii Press, University of Illinois Press, Indiana University Press, MIT Press, Oxford University Press, Pennsylvania State University Press, Princeton University Press, the University of Texas Press, and the University of Wisconsin Press were provided detailed information on every aspect of MUSE. Over a two-day period, with every member of the MUSE staff in attendance, the university press professionals were given sales figures and an explanation of the production processes, order process, access issues, and pricing models. Representatives from the Milton S. Eisenhower Library presented their role in the creation of metadata (most commonly described as “data about data,” or the description of the content of a document used to help organize and maintain databases and data catalog records). James G. Neal, the Dean of Johns Hopkins University’s libraries, explained a librarian’s perspective on MUSE. With increases in the number of branch locations and distance-education programs, Neal noted that library directors were required to serve students that might not be able to get to a university’s main library.

Following the two-day meeting, eight of the ten presses stated that they would be interested in working with MUSE. With input from all of the participating presses, changes were made to the draft agreement. Kathryn Caras of Indiana University Press insisted that publisher members retain the right to refuse participation in document delivery services. Steve Cohn of Duke University Press added a clause ensuring that all publishers would be treated equally, particularly in matters relating to finances and distribution

of the royalty pools. The Project MUSE publisher’s agreement that was used thereafter was finalized at the AAUP meeting in June 1999.

With the addition of one title each from Carnegie Mellon University and the West Virginia University Press, MUSE offered 113 titles in 2000—an increase of 66 new titles. To integrate the titles by year-end, design and production work began immediately following the AAUP meeting. Working relationships

Today, more than 600 institutions are taking all available titles. Another 240 are subscribing to large packages of journals. For 2001, Project MUSE will consist of more than 150 journals from over a dozen participating presses.

were established between the MUSE team at The Johns Hopkins University Press and the production staff at each of the ten participating presses. Bill Breichner reports that MUSE eJournals in 2000 have missed their target launch dates 8% of the time—compared to 5% for 1999 issues. (The target-date percentage slipped slightly, primarily because of late-arriving materials from new publishers being integrated into the production process.) Breichner adds that the vast majority of journals that are late become available online one to two days after the print journal counterpart has been mailed to subscribers. Most issues are launched days ahead of print journal mail dates.

Marketing, sales, and promotional activities began with the

American Library Association conference in July 1999. A complete redesign of the MUSE site (<http://muse.jhu.edu>) took place in conjunction with the introduction of the journals from the other presses. The MUSE staff was especially concerned with retaining each journal’s identity, particularly in journals that rely on visuals, such as *Cinema Journal* from the University of Texas Press (<http://muse.jhu.edu/journals/cj>). A “midpage” was created for each participating press (e.g., <http://muse.jhu.edu/publishers/pennstate>) to channel Web traffic to their press site. Advertisements in several library periodicals promoted each press’s involvement. A complete redesign of the MUSE marketing materials did not occur until just before the ALA conference in July 2000. The new brochure promotes the names of all of the participating presses, which are listed alphabetically.

In 1995, the Project MUSE team projected that 125 institutions would subscribe to all of the journals in MUSE. For 2000, more than 600 institutions are taking all 113 titles. Another 240 institutions are subscribing to large collections or packages of journals consisting of 45 titles or more. With the addition of the Brookings Institution Press, Michigan State University Press, University of Nebraska Press, and others, Project MUSE will consist of more than 150 journals for 2001. Interest from the library market is strong. Librarians and researchers continue to look for more journals in MUSE. Project MUSE continues to grow its collection by forging partnerships with other not-for-profit publishers. ⊕

J. Mark Nolan has been Project MUSE Manager since joining The Johns Hopkins University Press in January 1999.

AAUP Press Center Shines at BookExpo America

BEA 2000 (Chicago, June 2-4, 2000) was an incredible success for presses exhibiting in the AAUP Press Center. Our aisle grew to 24 booths this year from 16 in 1999, and traffic was consistently heavy throughout the show. Over 2,000 exhibitors participated in the 2000 show, with over 21,000 total participants (almost 6,000 of which were book buyers). Eighty-four countries were represented, with the greatest number coming from Canada, United Kingdom, Japan, Korea, China, Australia, Brazil, Mexico, Germany and Singapore.

The following presses were represented in the AAUP section:

The University of Alabama
Georgetown University
University of Iowa
University of Massachusetts
Michigan State University
Minnesota Historical Society
Modern Language Association
University of Missouri
Northern Illinois University
Ohio University
Ohio State University
Penn State Press
University of Puerto Rico
Purdue University
Southern Illinois University
State University of New York

Syracuse University
Teachers College
University of Tennessee
Texas A&M University
University of Toronto
Wayne State University
AAUP

75 listings/books from:
The University of Akron
University of Alaska
American University in Cairo
Catholic University of America
Duquesne University
University of Florida
Fordham University
University of Idaho
The Kent State University
Louisiana State University
University of Pittsburgh
Rutgers University
University of South Carolina
Wilfrid Laurier University

Once again, Sarah Walz of University of Iowa Press did a remarkable job organizing and managing the book raffle, including the preparation of the impressive, two-page, color advertisement in BEA's *Official Directory & Buyers' Guide*. The AAUP-sponsored wine and cheese party was a highlight on opening day and well-attended. The premiere booksigning event in the AAUP Press Center was hosted by

Penn State Press for the book *Nikita Khrushchev and the Creation of a Superpower* by Sergei Khrushchev. Other presses hosting booksigning events included University of Iowa Press (Gemin/Sergi: *Boomer Girls: Poems By Women for the Baby Boom Generation*), University of Alabama Press, Teachers College Press (Mitchie: *Holler If You Hear Me: The Education of a Teacher and His Students* and Ayers/Klonsky/Lyon: *A Simple Justice: The Challenge of Small Schools*), and Ohio University Press (Gaus: *Broken English: An Ohio Amish Mystery*). Penn State Press also hosted a food tasting to promote their new title *Seasons of Central Pennsylvania* by Anne Quinn Corr. As they did last year, the Modern Language Association provided BEA attendees a generous coffee and pastry spread each day.

BEA will return to Chicago for 2001 (June 1-3). The AAUP section will remain at 24 booths, with 20 presses occupying the space in addition to the AAUP combined exhibit.

Suggestions for how to better organize and manage the AAUP Press Center are welcome. Contact John W. DeSimon at 212-989-1010 x26 or jdsaaup@aol.com. ⊕

University Presses are Publishing in Electronic Formats, According to Survey

University presses are undertaking electronic projects in substantial, although not overwhelming, numbers, according to a survey conducted by Jennifer M. Siler, Director of the University of Tennessee Press. Designed as part of a thesis in information sciences, Siler's study elicited responses from fifty-seven university presses, of which forty percent said that they had published some form of electronic product. These tended largely to be in CD-ROM format — whether sold independently or in conjunction with a printed book — and were most often reference works.

Respondents generally deemed e-projects only moderately successful from the vantage point of sales, and many presses claimed that they would be more likely to publish in electronic formats if there were a greater,

and clearer, consumer demand. In spite of some reservations, however, there appeared to be broad agreement that new media has the potential to help presses disseminate information more effectively. The majority of presses replying to the survey predicted that their efforts in this realm would remain constant or increase in the future.

"This is the first time in a number of years that information about electronic projects and the status of electronic publishing at university presses has been gathered," said Siler. "This type of compiled information will help university presses make decisions about electronic projects as they relate to their publishing programs, and, if a similar survey is conducted on a regular basis, establish electronic publishing trends and patterns among university presses." ⊕

Experiencing Midwest Presses 2000

by Tim Muench

It all started with a walk through the garden. Down the corridor created by a high hedge the statue of a man towered, his eight foot pedestal exposing him to the big, brilliant-blue sky. By his posture he reminded me of the Grecian discus thrower sans discus, but his head was askew, turned back and down, as if he were hiding behind his left shoulder. Seeing no marker, I called him "Don't Be Shy" and then "Whoops I Dropped My Discus." I later learned that he is Adam—you know, THE Adam—and I realized from Whom he was hiding.

It was right at that intersection in the hedge (it opened to the left and right at Adam before continuing on for another 50 yards) that I met my first press people at what would prove to be a wonderful introduction to the world of university presses. The University of Illinois Press created, edited, designed, marketed, and produced the event at Allerton Park (a beautiful natural landmark with forests, gardens, and statues) in Monticello, Illinois, and it was a phenomenal bestseller.

Pennies From Heaven. Did you know that two books based on Bobby Knight-led championship seasons provided seed money for the journals program at Indiana University Press? The Plenary Session, moderated by Ann Lowry of Illinois, demonstrated that, with some imagination, an unanticipated bestseller can help lay the foundation for new programs at scholarly presses. At Ohio State University Press, a passionate editor and serendipity turned a 2,500-page manuscript from an 87-year old woman, Helen Hooven Santmyer, into the very successful *And Ladies of the Club*. Its proceeds funded Press development expenses for several years and the establishment of a literary award program. At the University of Minnesota Press, the Minnesota Multiphasic Personality Inventory has a secure position in psychological testing, and a portion of its income underwrites programs at the Press year after year.

The next morning I went to the session **Wowie Zowie Jackets** (how could I resist?). A local expert on Photoshop showed how to design sophisticated jackets with a step-by-step computer demo projected onto a movie screen. I don't know diddly squat about design, but the pros in the room were clearly thrilled with what they were seeing. The concurrent sessions were "In the Editorial/Production Emergency Room: Establishing Priorities and Avoiding Catastrophes" (I avoided it), and "Fine Arts: Publishing/Marketing Fiction/Poetry."

E-Projects Are Not EZ. We can definitely talk "wowie zowie" for these e-projects from Chicago, Illinois, Indiana, and Wisconsin, demo'd courtesy of Illinois technical adept Paul Arroyo. University presses are opening up new ways of learning and disseminating learning, but these projects are tagged with a cautionary rule of thumb: they take longer and cost more than

expected. The concurrent session tackled "Overcoming Provincialism: Gaining Attention from Media Contacts Who May Not Know Ohio from Iowa." (I'm not touching that with a 600-mile pole.)

The next session dealt with the art of sitting. Maureen Banks, the assistant director for environmental health & safety at the University of Illinois, gave an engaging and very practical presentation on how to sit. Laugh if you must, but if your knees and elbows don't anchor 90-degree angles and you aren't facing your monitor straight on (18-30 inches away) at approximately eye-level (the center of the screen 2 inches below the eyes) with firm back support, don't complain to me. The concurrent session promised "Meaningful Meetings and Messages." (I avoid meetings on meetings just like I avoid committees on committees.)

A Bouquet of Data, Neatly Arranged. Wowie-zowie again! Leslie DeLucia of Illinois presented IRIS (Integrated Relational Information System), a database tool that Illinois staff press-wide use to process, organize, store, and report all the information relating to publishing a book. Leslie developed IRIS on a Filemaker Pro platform, breaking down functions by departments (which are color coded), and making everyone's job easier (at least everyone else's). The concurrent session gave tips on "Mining Your Backlist for Hidden Treasures and Developing New Local/Regional Titles."

Hard-scrabbled. Neil Litt of Princeton and I, arrogant Yankees that we are, challenged an Iowan ("Jo") and an Illinoisan ("The Rub") to Scrabble during the Friday night party serenaded by WaffleHoss (Waffle House?). Jo is sweet on the scrabble dictionary, but be prepared to eat gravel if you challenge her to Scrabble. I'm not saying what "The Rub" is, but she sure rubbed out the competition. Midwest 2, East 0.

Techies Talk Back. The final morning Ben Scott of Illinois provided real insight on how techies feel as they go about shooting troubles. Ben didn't just talk back, however; he invited backtalk back and got it. The session touched a nerve, revealing a need to clear up misperceptions and get people talking and I think we'll be seeing more "talking back" at future AAUP meetings. The concurrent session discussed online booksellers. The closing plenary featured late-breaking news on short runs and print on demand. Emmy Ezzell of Indiana led the session, and Don Collins and Sylvia Hecimovich of Chicago detailed efforts at their Press.

It wasn't exactly like expulsion from Eden, but I was sorry that the meeting was over. Special thanks to Ann Lowry and Susie Warren for their hospitality, and to Bill Regier, who made me feel very welcome throughout Midwest Presses 2000. ☉

Tim Muench is Assistant Director and Controller of AAUP

UPs Excel in *Lingua Franca's* Best of the 'Nineties Poll

Titles published by university presses dominated *Lingua Franca's* list of the ten best academic books of the 1990s. The ranking, determined by a poll of the magazine's readers and published in the October edition, named six books from university presses, including the top-ranked volume, Camille Paglia's *Sexual Personae*, published by Yale in 1990. California, Chicago, Harvard, Massachusetts, and Pennsylvania also had books deemed among the very best of the decade.

New Books in Print Feature

R.R. Bowker has announced the launch of a new service that allows publishers to view, add, and update their Books in Print records. The free online access system is available at www.bowkerlink.com.

Calendar

International Association of Scholarly Publishers Meeting

"Publishing in a Borderless World"
Kuala Lumpur, Malaysia
November 17-21, 2000
Michael Huter, IASP,
huter@wuv.co.at

Southern Presses Meeting

February 1-4, 2001
Washington Duke Inn, Durham,
North Carolina
Contact: Susan Ryman, Duke
University Press, ryman@duke.edu

Production Managers Meeting

Gainesville, Florida
March 28-April 1, 2001
Contact: Lynn Werts, University
Press of Florida, LW@upf.com,
Dave Graham, DG@upf.com

AAUP Annual Meeting

June 16-19, 2001
Toronto, Ontario, Canada
Program Committee Chair: Seetha
Srinivasan, University Press of
Mississippi, seetha@ihl.state.ms.us
Registration information: Susan
Patton, AAUP, srpaaup@aol.com

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