

# AAUP THE Exchange

ASSOCIATION OF  
AMERICAN UNIVERSITY  
PRESSES  
SUMMER 2000

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## AAUP Conference Wrap-Up

Approximately 650 people came to Denver for the annual meeting of the Association of American University Presses, held June 22-25, making it the largest such gathering in the organization's history. At once informative, spirited and provocative, the conference was marked by a strong sense of optimism. While most in attendance felt that the universe of scholarly publishing is changing rapidly, they emphasized the productive opportunities created by this transformation.

The typically eclectic program brought participants together for a broad array of papers, workshops and demonstrations detailing recent developments in every facet of academic publishing. In all, more than 150 panelists shared their expertise over the course of fifty conference sessions.

In spite of the diversity of the subject matter engaged, however, a few overarching themes emerged. The first, laid out forcefully in Mark Crispin Miller's plenary address, was the shifting nature of the publishing industry and the place of university presses within this changing landscape. Drawing attention to the dramatic consolidation of trade publishing over the last fifty years, Miller, a professor of media ecology at New York University and director of the Project on Media Ownership, argued that decision-making power within the field resides with an increasingly small number of people. He went on to claim that the result has been greater interference in the content of books, and a general constriction in the range of material published. University presses, he told listeners, are therefore "saddled with the crucial task of filling the void" created by consolidation in the realm of for-profit publishing.

Concerns about the impact of e-commerce, too, were woven into much of the program, and constituted another central focus of the meeting. Al Greco, a

*continued on page 3*

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## New AAUP Communications Policy

by Derek Krissoff

It's no secret that the methods we use to gather and convey information have changed dramatically over the past several years, and in all likelihood will continue to do so. In an effort to meet the challenges created by the growth of new media, I'm working with the staff and directors of the AAUP to revise our program of publications and outreach. That means shifting some of the association's resources from printed material – primarily the *Exchange* – to our website (aaupnet.org). In the coming months we will continue to develop the latter, which will soon include regularly updated news and announcements, as well as more information about a range of topics of interest to the scholarly publishing community. I'm confident that the overhauled website will make it easier for the AAUP to facilitate communication both between member presses and with the larger public, and I welcome your ideas about how best to do this.

What all of this means for the *Exchange* is unclear. Beginning with this issue, it will be available on the website. The AAUP may continue to publish a print edition of the *Exchange* in the future, or may move to an entirely online edition. Here too I encourage you to let me know what you think. Please feel free to send me ideas, questions, and concerns at [dkaaup@aol.com](mailto:dkaaup@aol.com).

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# Can Your Press Be Successful in the Future Without Diversity?

by Jeffrey Gainey

*“Genuine diversity in institutions, cultures, and technologies is an important resource.” Phil Agre, Professor of Information Studies, UCLA*

My six-year-old son, Patrick, was going off to bed. He appeared to be preoccupied. When I asked him if anything was wrong, he said, “Oh, no Dad. It’s just that at school I’m tired of us being the less and them being the more.” I was about to teach him a new word – minority – but instead, recalling a demographer’s prediction I had read in the paper, I just said, “Try to be patient, son; it won’t be like that your whole life.”

Are you enthusiastic about diversity? Do you look forward to working with people of different races, colors, faiths, and nationalities? Do you look forward to working with men if you are a woman and with women if you are a man? Do you value differences? If you value diversity in the workplace, then are you taking action to make your university press more diverse? Are you doing more than just following the standard Equal Employment Opportunity policies against discrimination? Are you taking authentic hiring initiatives to make your workplace more diverse?

Let’s pretend we’re answering one of those research surveys.

*Describe your level of agreement (strongly agree, agree, no opinion, disagree, strongly disagree) with the following statement:*

*To be truly successful during the coming decades, an enterprise will need to reflect the rapidly growing diversity of the marketplace.*

If none of the moral, political, or cultural reasons motivate you to hire for diversity, would you get motivated if you believed your press

would realize an economic benefit and a competitive edge from promoting diversity in hiring?

We have all read by now about the demographic realities of the coming years. Professional demographers tell us that over the next ten to fifteen years our country will rapidly grow more diverse as all minority group populations increase, some dramatically. The prediction then follows that in the not too distant future there will no longer be any numerical majority; that is, we’ll all be minorities.

Do you think that in order to succeed as a university press, your business will need to be similarly diverse?

The population of authors who write our books, of students who buy them for class, of librarians who acquire them for their collections, and of general readers who buy them is growing more diverse even as you read this article. Are you taking steps at your press to ensure that your workplace is equally diverse? Are you going beyond all the tired excuses for why you can’t hire a more diverse workforce? (“There aren’t many minorities around here. Minorities never apply for the jobs. We can’t find minorities who have the skills we need.”) It is time to move to the next level of action.

The mission statement of the AAUP requires members to “promote the hiring and advancement of minorities.” Keeping diversity at the “for discussion only” level, where it has been stalled for years, has become unacceptable. By joining AAUP we agreed to promote diversity in hiring and it is time for us to develop practical strategies to accomplish that.

The Adam’s Mark controversy forced us all to make a decision directly related to diversity. Everybody had an opinion about what our

response to the situation should be. Finally, though, the most important result of the Adam’s Mark debate should be an organization-wide examination of conscience by AAUP member presses of our own efforts to promote diversity.

Is it way too obvious to point out that the unwillingness of the Adam’s Mark management to accept the economic and business value of diversity has proven to be very costly indeed? It is not a perfect example for this article, since they were not being criticized for lack of diversity in hiring. It is nonetheless worth speculating whether or not they have sufficient diversity in their work force, especially among decision makers. Isn’t it likely that a company with diversity in management would have avoided the problems that the Adam’s Mark recently experienced? Isn’t it also likely that they would have enjoyed increased success if they had welcomed diversity rather than closing their doors and their minds on reality?

In the end, that is always the best guideline: face reality. Diversity is not a fad or a passing buzzword or just one more element of political correctness anxiety. It is a demographic fact. It is reality and we avoid it at our own risk. We can either choose to open up our workplace to the possibilities it offers, or not. Only time will tell which choice will lead more surely to success. Those who try to predict the future, like Nostradamus or Toffler, often come up short. I will avoid that pitfall and simply ask you: What steps are you taking to make diversity in hiring an integral part of strategic planning at your press?

*Jeffrey Gainey is Associate Director, University of Notre Dame Press*

## *AAUP Conference Wrap-Up (continued from page 1)*

professor of business administration at Fordham University and consultant to AAUP's Mellon-funded research project on scholarly publishing, presented data on recent trends in the field in order to evaluate the viability of the "e-book." In a paper entitled "Behind the Anecdotes: Changes in Scholarly Publishing," Greco conceded that the ultimate triumph of some form of electronic publishing is nearly inevitable, but took issue with the most widely-disseminated model describing the timing and nature of the e-book's rise. Arguing against the assumption that traditional publishing will simply be eclipsed in the next few years — as the Association of American Publishers and Microsoft have predicted — he maintained that the continued expansion of the new form would be gradual and incomplete.

Greco went on to discuss another aspect of e-commerce of central importance to academic publishers — the sale of conventional books through internet retailers. Taking Amazon.com as his case study, he raised doubts about the company's long-term prospects, and wondered what effect a downturn at Amazon might have on university publishing.

In one of several thoughtful responses to Mark Crispin Miller's plenary address, Chris Palma, sales director at Harvard University Press, surveyed the potential of e-commerce and came to more optimistic conclusions. Given the proliferation of websites devoted to disseminating books and ideas, he said, univer-

sity presses should see more consumer trust accrue to their "brands." Palma suggested that in an increasingly confusing electronic landscape, universities — which have the advantage of being strongly associated with learning — will inspire ever more confidence on the part of those seeking information.

More practical panels concentrated on what these broad changes in the industry will mean for the day-to-day business of publishing. Here conference attendees benefited from a new program feature which grouped back-to-back afternoon sessions by subject, allowing for a more sustained investigation of especially compelling issues. Topics covered in this fashion included content management, rights and intellectual property, and electronic marketing.

Sessions organized around the marketing uses of the internet drew large crowds. Workshop moderators walked participants through particularly strong university press websites in order to point out successful design, content, and web-based promotions. Indeed, interest in the promise of technological innovation permeated many of the more practical sessions. Panels considered the application of new technologies to everything from fulfillment to press-wide databases and on-screen editing. Overall, nearly half of the sessions on the program addressed new media and technology.

Presentations on more traditional subjects prompted animated responses as well. A roundtable

devoted to the question, "Can Acquisitions and Marketing Make Peace and Turn a Profit?" was notably lively, with staff members at university presses seeking to explain the reasons behind the often vastly different expectations that editorial and marketing departments bring to the same book. Another panel took up the issue of regional publishing, and arrived at the conclusion that books rooted in a particular sense of place have a bright future in spite of the increasing cultural and economic interconnectedness generated by globalization.

In his inaugural address, AAUP president Willis Regier echoed the optimism so prevalent in Denver. Hailing the accomplishments and potential of university publishing, he called on member presses to seize every opportunity to let the public know about their important role. Regier also praised outgoing president Marlie Wasserman for her leadership of the organization, especially through the difficult debate over whether to hold the annual meeting at the Adam's Mark.

Historian Elliott West, of the University of Arkansas, delivered remarks at the closing banquet. Drawing on anecdotes from the lives of three Westerners, he sought to rescue the actual experience of life on the frontier from the obscuring tendencies of mythology, but also to understand the complicated place that the American West occupies in our collective imagination. West, who has published his work almost exclusively with university presses, concluded by speaking powerfully about the continued significance of scholarly publishing.

Planning is already underway for the 2001 annual meeting, to be held in Toronto June 16-19. Information about the conference will be posted on the AAUP website ([aaupnet.org](http://aaupnet.org)) as it becomes available.

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### **Week-in-Residence Grants Awarded**

The Professional Development Committee of the AAUP has announced the recipients of this year's week-in-residence grants, funded by the Mrs. Giles Whiting Foundation. They are Margaret Harrelson (Duke) who will go to Chicago, Martin Johnson (Northern Illinois) who will work with the staff at North Carolina, Jane Kobres (Georgia) who will spend her week at Harvard, and Karyn McIntire (Michigan) and Janice Wheeler (Smithsonian) both of whom will go to California.

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## Kudos (Awards & Prizes)

**ARIZONA** *The Last Tortilla and Other Stories* by Sergio Troncoso has won the Premio Aztlán award for best book by a new Chicana/o writer.

**BROOKINGS** *Creating Peace in Sri Lanka: Civil War and Reconciliation* edited by Robert Rotberg was named a winner in the AAUP Book, Jacket, and Design competition.

**CAMBRIDGE** *A Dictionary of Alchemical Imagery* by Lyndy Abraham has won the Reference Reviews Outstanding Work of 1999 Award.

*Barcelona and its Rulers, 1096-1291* by Stephen P. Bensch has won the John Nicholas Brown Prize of the Medieval Academy of America.

*The Unveiling of the National Icons: A Plea for Patriotic Iconoclasm in a Nationalist Era* by Albert Boime has won the Gustavus Myers Center Outstanding Book Award.

David Bressoud's *Proofs and Confirmations: The Story of the Alternating Sign Matrix Conjecture* won the 2000 MAA Beckenback Book Prize.

*Reading the Holocaust* by Inga Clendinnen was named one of the 10 Best Books of 1999 from The New York Times Book Review and was also the winner of the 1999 National Jewish Book Award of the Jewish Book Council.

Olivia Remie's *Trade and Traders in Muslim Spain: The Commercial Realignment of the Iberian Peninsula, 900-1500* has won the John Nicholas Brown Prize of the Medieval Academy of America.

*Avoiding Politics: How Americans Produce Apathy in Everyday Life* by Nina Eliasoph has won both the 1999 Association for Humanist Sociology Book Award and the Diamond Anniversary Prize for Most Outstanding Book from the National Communication Association.

Jaroslav Folda's *The Art of the Crusaders in the Holy Land, 1098-1187* has won the Haskins Medal of the Medieval Academy of America.

*The Damascus Affair: "Ritual Murder," Politics, and the Jews in 1840* by Jonathan Frankel has won the Arnold Wiznitzer Prize for Jewish History.

*The Paleolithic Societies of Europe* by Clive Gamble has won the 2000 Society

for American Archaeology Book Award.

Jonathan M. Hall's *Ethnic Identity in Greek Antiquity* has won the Charles J. Goodwin Award of Merit from the American Philosophical Association.

Steven Nadler's *Spinoza: A Life* has won the Koret Jewish Book Award of the National Foundation for Jewish Culture.

*The Politics of Oligarchy: Institutional Choice in Imperial Japan* by Mark Ramseyer and Frances M. Rosenbluth has won the Luebbert Prize for the Best Book in Comparative Politics of the American Political Science Association.

Robert M. Ryan's *The Romantic Reformation: Religious Politics in English Literature 1789-1824* has won the British Council Award in the Humanities.

*Dominion of the Eye: Urbanism, Art and Power in Early Modern Florence* by Marvin Trachtenberg has won the 1999 Alice Davis Hitchcock Award of the Society of Architectural Historians.

Don Wilmeth and Christopher Bigsby have won the Bernard Hewitt Award for Outstanding Research in Theatre History and Honorable Mention for the George Freedly Memorial Award of the Theatre Library Association for *The Cambridge History of American Theatre: Volume 1: Beginnings to 1870*.

*Beardsley, Japonisme, and the Perversion of the Victorian Ideal* by Linda Gertner Zatlín has won the College Art Association's Historians of British Art Book Award.

**COLUMBIA** *Food: A Culinary History*, edited by Albert Sonnenfeld, won the Silver Award in ForeWord Magazine's Book of the Year Awards, history category.

*The Contemporary Religion Series*, including titles by Chester Gillis, Richard Hughes Seager, and Jane I. Smith won the Silver Award in ForeWord Magazine's Book of the Year Award, religion category.

*Against the Tide* by Cornelia Dean was voted one of the Notable Books of 1999 by the New York Times.

*Dictionary of Languages* by Andrew Dalby was selected as an Outstanding Reference Source by the Reference and User Services Association of the

American Library Association.

*Columbia Earthscape* won the Best New Internet-Based Electronic Product Award, mathematics/science category in the 1999/2000 Professional/Scholarly Publishing Division of the Association of American Publishers Awards.

*Community Under Anarchy* by Bruce Cronin won the Chadwick Alger Prize, sponsored by the International Organization Section of the International Studies Association.

*Notes of a Desolate Man* by Chu T'ien-wen was voted one of the Notable Books of 1999 by the New York Times.

*Pre-Code-Hollywood: Sex, Immorality, and Insurrection in American Cinema, 1930-1934* by Thomas Doherty was selected as one of the Notable Books of 1999 by the New York Times.

**DUKE** *Negotiating National Identity* by Jeffrey Lesser has been awarded the Best Book Award from the Brazil in Comparative Perspective section of the Latin American Studies Association.

*Experimental Ethnography* by Catherine Russell has received the Prix AQEC-Olivieri, which is an annual award presented to the best film studies book by a Quebec author.

*Diva* by Rafael Campo received a silver award in the poetry category from ForeWord Magazine in their annual Book of the Year awards.

**INDIANA** *The Hebrew Folktale: History, Genre, Meaning* by Eli Yassif won the National Jewish Book Award in the Reference Category.

*Film/Genre* by Rick Altman won the Katherine Singer Kovacs Award.

**IOWA** *The Oval Hour* by Kathleen Peirce received the 1999 William Carlos Williams Award from the Poetry Society of America.

The Agricultural History Society honored *Of Cabbages and Kings County: Agriculture and the Formation of Modern Brooklyn* by Marc Linder and Lawrence Zacharias with the Theodore Saloutos Memorial Award for the best book published in American agricultural history.

**KANSAS** *Warmaking and American Democracy: The Struggle over Military*

*Strategy* by Michael Pearlman received the Henry Adams Prize given by the Society for History in the Federal Government.

*The GI Offensive in Europe: The Triumph of American Infantry Divisions, 1941-1945* by Peter Mansoor received the Society for Military History's Distinguished Book Award.

*Reporting Vietnam: Media and Military at War* by William M. Hammond received the Organization of American Historians' Richard W. Leopold Prize, which is given every two years for the best book written by a historian connected with federal, state, or municipal government.

**KENTUCKY** *Seeing America: Women Photographers Between the Wars* by Melissa McEuen was awarded the Emily Toth Award for 1999, given by the Women's Caucus of the Popular Culture Association for the best feminist study of popular culture.

*Baseball's Pivotal Era, 1945-1951* by William Marshall was named the winner of the 1999 Seymour Medal given by the Society of American Baseball Researchers.

**LOUISIANA** *Transmission Impossible: American Journalism as Cultural Diplomacy in Postwar Germany, 1945-1955* by Jessica C. E. Gienow-Hecht was awarded the Stuart Bernath Prize by the Society of Historians of American Foreign Relations for the best book in diplomatic history in 1999.

*The Louisiana Houses of A. Hays Town*, text by Cyril E. Vetter and photographs by Philip Gould, won ForeWord magazine's 1999 Book of the Year Award in the fine art & photography category.

*Louisiana in the Age of Jackson: A Clash of Cultures and Personalities* by Joseph G. Tregle, Jr., received the Louisiana Library Association's 1999 Louisiana Literary Award.

**MASSACHUSETTS** Hilary Lapsley's *Margaret Mead and Ruth Benedict: The Kinship of Women* was selected by the Publishing Triangle as the recipient of the Judy Grahn Award for the best book of the year in the category of lesbian nonfiction.

**MIT** *The Architecture of Red Vienna, 1919-1934* by Eve Blau was given the 2000 Spiro Kostof Award by the Society of Architectural Historians.

*Mapping Boston* by Alex Krieger, David Cobb and Amy Turner was named Best Book of Show in the 43<sup>rd</sup> Annual New England Book Show.

*The Radiance of France: Nuclear Power and National Identity after WWII* by Gabrielle Hecht was awarded the 1999 Herbert Baxter Adams Prize for Best Book in European History.

MIT was given the Diana Award for its contribution to the field of user documentation by ACM SIGDOC.

**MICHIGAN** *Sightlines: Race, Gender, and Nation in Contemporary Australian Theatre* by Helen Gilbert was awarded the 1999 Walter Macrae Russell Prize by the Association for Studies in Australian Literature.

The American Risk and Insurance Association honored *Health Benefits at Work: An Economic and Political Analysis of Employment-Based Health Insurance* by Mark V. Pauly with the Kulp-Wright Prize for the best book on insurance.

**MICHIGAN STATE** *Trying to Catch the Horses* by Dan Gerber was named ForeWord's Book of the Year, poetry category.

**NEBRASKA** The National Endowment of the Arts will award the press \$45,000 in fiscal year 2000 to support publication of international fiction and literary nonfiction.

Titles from Nebraska captured two awards from the Historical Society of New Mexico. *Death Comes for the Archbishop* by Willa Cather won the Ralph Emerson Twitchell Award for significant contribution to the field of history in the areas of fine arts, and *Engendered Encounters: Feminism and Pueblo Cultures, 1879-1934* by Margaret D. Jacobs won the Gasper Perez de Villagra Award for outstanding publication by an individual.

*Cherokee Women: Gender and Culture Change 1700-1835* by Theda Perdue won the James Mooney Award of the Southern Anthropological Society for recognizing and encouraging distinguished anthropological scholarship on

the South and Southerners and the Julia Cherry Spruill Prize for best book on southern women, sponsored by the Southern Association for Women Historians.

*Natives and Academics: Researching and Writing About American Indians* by Devon Mihesuah was honored with a Critics' Choice Award at the American Educational Studies Association's 1999 National Conference.

**NEW ENGLAND** *The Adventures of Allegra Fullerton: Or, A Memoir of Startling and Amusing Episodes from Itinerant Life—A Novel* by Robert Begiebing is winner in the General Trade category for jacket design at the 43<sup>rd</sup> annual New England Book Show.

*The Great Warpath* by David Starbuck is winner in the Professional Illustrated category at the 43<sup>rd</sup> annual New England Book Show.

**NEW MEXICO** *Salt Dreams: Land and Water in Low-Down California* by William deBuys, photographs by Joan Myers, has won the 1999 Western States Book Award for Creative Nonfiction.

*King David's Harp: Autobiographical Essays by Jewish Latin American Writers* edited by Stephen A. Sadow was selected winner of the 1999 National Jewish Book Award for Autobiography/Memoir from the Jewish Book Council.

Two UNM Press titles won 1999 Southwest Book Awards from the Border Regional Library Association: *Chimayo Weaving: The Transformation of a Tradition* by Helen R. Lucero and Suzanne Baizerman, and *Windows on the Past: Historic Lodgings of New Mexico* by Sandra D. Lynn.

**NORTH CAROLINA** Woody Holton's *Forced Founders: Indians, Debtors, Slaves, and the Making of the American Revolution in Virginia* has won the 2000 Merle Curti Award in American Social History from the Organization of American Historians.

Karen Miller's *The Voice of Business: Hill & Knowlton and Postwar Public Relations* has won the 1999 Pride Award from the National Communication Association, Public Relations Divisions.

Rebecca Sharpless's *Fertile Ground*,

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## Kudos (Awards & Prizes)

*Narrow Choices: Women on Texas Cotton Farms, 1900-1940* has won the 1999 Liz Carpenter Award for Research in the History of Women and the 1999 Coral Horton Tullis Memorial Prize for the best book on Texas from the Texas State Historical Association.

Tim Tyson's *Radio Free Dixie: Robert F. Williams and the Roots of Black Power* has won the 2000 James A. Rawley Prize for the best book on the history of race relations in the United States, and is co-winner of the 2000 Frederick Jackson Turner Award for the best book on American History from the Organization of American Historians.

Tim Tyson and David Cecelski's *Democracy Betrayed: The Wilmington Race Riot of 1898 and Its Legacy* has won a 1999 Outstanding Book Award from the Gustavus Myers Center for the Study of Bigotry and Human Rights in North America.

Jeffrey R. Young's *Domesticating Slavery: The Master Class in Georgia and South Carolina, 1670-1837* has won the George C. Rogers Jr. Award for the Best Book in South Carolina History from the South Carolina Historical Society.

**PENN STATE** The journal *Book History* edited by Jonathan Rose and Ezra Greenspan was named Best New Journal in the 1999 Council of Editors of Learned Journals International Awards Competition.

*Politics and Transcendent Wisdom: The Scripture for Humane Kings in the Creation of Chinese Buddhism* by Charles Orzech received the 1999 Best First Book in the History of Religion award from the American Academy of Religion.

*Schools of Asceticism: Ideology and Organization in Medieval Religious Communities* by Lutz F. Kaelber received the 1999 Book of the Year award from the Sociology of Religion section of the American Sociological Association.

*Nationalism and the International Labor Movement: The Idea of the Nation in Socialist and Anarchist Theory* by Michael Forman received the 1999 Michael Harrington Award from the Caucus for a New Political Science.

**RUTGERS** *The Poetics of Natural History: From John Bartram to William*

*James* by Christoph Irmscher won the Professional/Scholarly Publishing Division's 1999 Literature and Language Award.

**SMITHSONIAN** Designer Janice Wheeler won an Award of Merit in the Southeastern Library Association's Southern Book Competition for the design of *Makuna: Portrait of an Amazonian People* by Kaj Arhem and Diego Samper.

*Rethinking Hopi Ethnography* by Peter M. Whitely won a 1998-99 Southwest Book Award from the Border Regional Library Association, which recognizes outstanding books about the Southwest.

**SOUTH CAROLINA** *Sir John Fisher's Naval Revolution* by Nicholas Lambert was awarded the Society for Military History's 2000 Distinguished Book Award.

**SYRACUSE** *Perfectionist Politics: Abolitionism and the Religious Tensions of American Democracy* by Douglas M. Strong won the Smith/Wynkoop Book Award.

**TEMPLE** George Lipsitz's *The Possessive Investment in Whiteness: How White People Profit from Identity Politics* and *The Puerto Rican Movement: Voices from the Diaspora*, edited by Andrés Torres and José E. Velasquez have won 1999 Outstanding Book Awards from the Gustavus Myers Center for the Study of Bigotry and Human Rights in North America.

Timothy Fong's *The First Suburban Chinatown: The Remaking of Monterey Park, California* is one of three books to receive the Historical Society of Southern California's Donald H. Pflueger Local History Award.

*Swingin' At the Savoy: The Memoir of a Jazz Dancer* by Norma Miller was honored with the Best Seller award in the category of Jazz Dance by Amazon.com.

**TENNESSEE** *Party Activists in Southern Politics: Mirrors and Makers of Change* edited by Charles D. Hadley and Lewis Bowman has won the V.O. Key award from the Southern Political Science

Association.

*King Cotton's Advocate: Oscar G. Johnston and the New Deal* by Lawrence J. Nelson has won the Mississippi Historical Society's 2000 McLemore Prize for the best book on a subject related to Mississippi history published during the previous year.

**TEXAS CHRISTIAN** The Border Regional Library Association in El Paso named C.W. Smith's *Understanding Women* an outstanding book on the Southwest.

**TEXAS TECH** The National Cowboy Hall of Fame has selected *Whatever the Wind Delivers: Celebrating West Texas and the Near Southwest* by Walt McDonald and Janet Neugebauer to receive its Western Heritage Award (the "Wrangler") for outstanding poetry book of 1999.

**WISCONSIN** *Wisconsin's Past and Present* by the Wisconsin Cartographers' Guild has won the 1999 State Historical Society of Wisconsin Book Award of Merit.

*Pathways of Memory and Power* by Thomas Abercrombie has won the 1999 Erminie Wheeler-Boegelin Prize in Ethnohistory. This award is granted by the American Society for Ethnohistory.

**YALE** *Fairfield Porter* by Justin Spring and *Georgia O'Keeffe* by Elizabeth Hutton Turner are both winners in the 14<sup>th</sup> Annual New York Book Show.

*Playing Indian* by Philip Deloria has been chosen as an Outstanding Book on the subject of human rights in the United States for 1999 by the Gustavus Myers Center for the Study of Human Rights in North America.

*The Ambonese Curiosity Cabinet* by Georgius Everhardus Rumphius and E.M. Beekman and *A Descriptive Catalogue of the Music of Charles Ives* by James B. Sinclair have won the 1999 Professional/Scholarly Publishing Awards, in the biological sciences and arts categories respectively, sponsored by the Association of American Publishers.

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# AAUP and Publishing Standards

by Peter Givler

Most of the time when we talk about standards we mean editorial standards: books and journals published by university presses should embody the standards of knowledge and judgment appropriate to major research institutions. But there are other kinds of standards as well. One might think of them as the kind of standards that make it easier to do business; often enough, business would be un-doable without them.

The mundane ISBN, a relatively recent invention, is a simple example. Computers were first used in publishing to record sales, generate invoices, and keep track of inventory. In the days when such records were kept manually by people, books were identified by title and author because that's the way we remember them. We still do, but machines don't have to; to a computer, it's all zeroes and ones anyway, and the advantage of a number is that it can be unambiguous. With an International Standard Book Number you could order *Sun Also Rises* by Hemingway or *The Sun Also Rises* by E. Hemingway, and as long as the right ISBN was specified, you'd get *The Sun Also Rises* by Ernest Hemingway. Today, ISBNs are universally used and so much taken for granted that we barely think of them, but they're utterly fundamental to our automated sales and inventory record-keeping systems.

If the potential of electronic publishing and Web-based commerce is to be fulfilled, some new standards have to be invented and some old ones overhauled. ONIX (ON-line Information eXchange) is a terrific example of a new standard. The Web offers publishers the capability for transmitting information about new titles to booksellers quickly and easily. Not just title, author, price, edition and other bibliographic data, but also market-

ing information: jacket thumbnails, quotes from reviews, audio and video clips, and so forth. The problem, of course, is that although vendors are eager to get this information, they have also wanted it in the format that best suited their own system, leaving publishers to cope with the problem of putting the same data into a dozen or more different formats. Enter ONIX, a single, standard format that can be only publication, part of a

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*If the potential of electronic publishing and Web-based commerce is to be fulfilled, some new standards have to be invented and old ones overhauled.*

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used by all publishers and all booksellers. Mike Leonard and Chuck Creesy joined representatives from publishers, jobbers, and both brick-and-mortar and internet booksellers to oversee ONIX's development, and thanks to their efforts, AAUP now has a permanent seat on the ONIX International Steering Committee. By the way, the XML version of ONIX, ONIX 1.1, has been tested and is due to be released on July 27. You can download the *Overview and Guidelines for Publishers* at <http://www.editeur.org>. (The DTD is also posted if you're curious, but it's for use by vendors to interpret the ONIX files.)

One familiar standard that needs to be overhauled is, in fact, our old friend, the ISBN. The ISBN system works for print, but it doesn't look as though it's going to work very well in a world where the original work can be morphed into so many different forms: traditional print, print-on-demand, electronic facsimile, database element, electronic-

coursepack . . . and the list keeps growing. We need a metadata coding system that can both identify the manifestation before us and also point back to the original form. The Digital Object Identifier of a couple of years ago was one attempt to create such a standard, but it does not appear to be gaining wide acceptance. (Unlike Europe, in the United States compliance with standards is voluntary). A new project to develop such a system is underway, the International Standard Textual Work Code. The first report on the project is due out this fall.

The standard for long-term archiving is also due for a major overhaul. We have a pretty good idea of the practical steps necessary to preserve paper objects, and general agreement on what publishers should do to help, like printing books and journals on a neutral pH sheet. Our knowledge of what electronic archiving will require, though, is almost entirely theoretical. Good theory it may be, but it is virtually untested, and what publishers can do to facilitate electronic archiving is largely unknown. When so much of the work university presses publish is based on the examination of records from the past, our ability to preserve current work for future generations is a serious concern.

AAUP has an important role to play in making sure that the interests of scholarly publishers are represented while new standards are developed and old ones overhauled. Standards development work tends to be fairly technical and its successes usually don't get written up in the *New York Times*, but it benefits all of us. If you're interested in getting involved, drop me a note: [pgivler@att.net](mailto:pgivler@att.net).

*Peter Givler is executive director of the AAUP*

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## Calendar

### **Midwest Presses Meeting**

September 14-16, 2000

Allerton Park, Monticello, Illinois

Contacts: Ann Lowry, Susie Warren,

University of Illinois Press,

alowry@uiuc.edu,

s-warren@uillinois.edu

### **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

### **Book Expo America**

May 30-June 3, 2001

Chicago, Illinois

### **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: Lisa

Novick, Susan Patton, AAUP,

Lnaaup@aol.com, srpaaup@aol.com

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## ***University Presses Take Center Stage at ALA***

The AAUP sponsored an open program entitled "The Best of the Best from the University Presses: Books You Should Know About" at the summer meeting of the American Library Association, held July 6-12 in Chicago. Nearly sixty conferees attended the session, in which panelists presented forty books published by AAUP member presses. Titles were among those reviewed for the yearly AAUP publication, *University Press Books Selected for Public and Secondary School Libraries, tenth edition*. Tapes of the event are available from the Teach 'Em Company (800/225-3775 – program number ALA 051).

Preparations for a similar program at the 2001 meeting – and also for the eleventh edition of the AAUP Bibliography – are currently underway. Watch the AAUP website (aaupnet.org) for more information.

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