

AAUP THE Exchange

ASSOCIATION OF
AMERICAN UNIVERSITY
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The Value of University Presses: An Initiative from AAUP

University presses do things that wouldn't otherwise get done. They perform services that are of inestimable value to the scholarly establishment — researchers, teachers, librarians, and the rest of the university community — but also to the broader world of readers, and ultimately to society itself. People working at university presses know this, of course, but too infrequently say it. It's as if the worth of our work is commonsensical, and therefore doesn't need to be articulated.

But what if you did say it, clearly, in a couple of dozen bullet points that specified exactly what university presses — and university presses alone — are good at? Acting in response to a charge from AAUP President Willis Regier, a team composed of Douglas Armato, Steve Cohn, and Susan Schott has done just that. The three, all members of the AAUP Board of Directors, have assembled a document called *The Value of University Presses*. It consists of twenty-four simple, single-sentence statements under three headings, "University Presses and Society," "University Presses and Scholarship," and "University Presses in the University Community." The talking points range in scope from grand to modest. At the former end of the spectrum is the first declaration: "University Presses make available to the broader public the full range and value of research generated by university faculty"; at the latter, the twenty-first: "University Presses help connect the university to the surrounding community by publishing books of local interest and hosting events for local authors." (The full list follows this story.)

"When you look at university publishing as a totality, and consider that we publish 10,000 books a year, you realize that this is an impressive cultural entity," said Armato, who is Director at the University of Minnesota Press. The list of bullet points, he went on, is an attempt to make clear just how impressive — "to encompass everything we know about what university presses contribute."

According to Regier, the idea for the list was rooted in the frequent misunderstandings that arise between university presses and the wider university community. Recent episodes at the University of Arkansas and, particularly, Iowa State University, made it clear that university publishers need to spend more time delineating and conveying the value of their mission, Regier said.

Armato emphasized that the document's applications are not, however, limited to the university. Intellectual and cultural leaders, too, need to know

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Preliminary Annual Meeting Program Now Available

Planning is already well underway for the next annual meeting of AAUP, to be held June 16-19 at the Toronto Colony Hotel in Toronto, Ontario. The preliminary program is on pages 4 and 5. For fuller descriptions of conference sessions, as well as updates to the program, please see the AAUP website at aaupnet.org.

For a complete list of awards and prizes won by AAUP members, please see the AAUP website at aaupnet.org.

An Initiative from AAUP (continued from page 1)

about the increasingly dynamic role of university presses. In his words, scholarly publishers must dispel the notion that they are simply “fossilized recyclers of dissertations.” His point is driven home forcefully in the new talking points. While hardly discounting the importance of work published by younger scholars (see point fourteen, in particular), *The Value of University Presses* emphasizes the new roles that scholarly publishers have increasingly assumed in recent years. See, for example, the third point: “University Presses contribute to the variety and diversity of cultural expression at a time of global mergers and consolidation in the media industry.”

University presses are, of course, highly complex institutions. Any attempt to express every last one of their (often subtle) contributions will necessarily prove reductive. But Regier, Armato, Cohn, and Schott are justifiably enthusiastic about what their document makes possible. After all, in a world that sometimes seems to consist exclusively of meetings and presentations, a good set of talking points can be an enormously effective tool.

The Value of University Presses

University Presses and Society

- 1) University Presses make available to the broader public the full range and value of research generated by university faculty.
- 2) University Press books and journals present the basic research and analysis that is drawn upon by policymakers, opinion leaders, and authors of works for the general public.
- 3) University Presses contribute to the variety and diversity of cultural expression at a time of global mergers and consolidation in the media industry.
- 4) University Presses make common cause with libraries and other cultural institutions to promote engagement with ideas and sustain a literate culture.
- 5) University Presses help to preserve the distinctiveness of local cultures through publication of works on the states and regions where they are based.
- 6) University Presses give voice to minority cultures and perspectives through pioneering publication programs in ethnic, racial, and sexual studies.
- 7) University Presses bring the work of overseas scholars and writers to English-language audiences by commissioning and publishing works in translation.
- 8) University Presses rediscover and maintain the availability of works important to scholarship and culture through reprint programs.
- 9) University Presses encourage cultural expression by publishing works of fiction, poetry, and creative nonfiction and books on contemporary art and photography.

University Presses and Scholarship

- 10) University Presses sponsor work in specialized and emerging areas of scholarship that do not have the broad levels of readership needed to attract commercial publishers.

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- 11) University Presses, through the peer review process, test the validity and soundness of scholarship and thus maintain high standards for academic publication.
- 12) University Presses add value to scholarly work through rigorous editorial development; professional copyediting and design; and worldwide dissemination.
- 13) University Presses are based at a wide array of educational institutions and thus promote a diversity of scholarly perspectives.
- 14) University Presses encourage and refine the work of younger scholars through publication of the first books that establish credentials and develop authorial experience.
- 15) University Presses make the works of English-language scholars available worldwide by licensing translations to publishers in other languages.
- 16) University Presses commit resources to longterm scholarly editions and multivolume research projects, assuring publication for works with completion dates far in the future.
- 17) University Presses add to the richness of undergraduate and graduate education by publishing most of the non-textbook and supplementary material used by instructors.
- 18) University Presses collaborate with learned societies, scholarly associations, and librarians to explore how new technologies can benefit and advance scholarship.

University Presses in the University Community

- 19) University Presses extend the reach and influence of their parent institutions, making evident their commitment to knowledge and ideas.
- 20) University Presses demonstrate their parent institutions' support of research in areas such as the humanities and social sciences that rarely receive substantial Federal or corporate funding.
- 21) University Presses help connect the university to the surrounding community by publishing books of local interest and hosting events for local authors.
- 22) University Presses generate favorable publicity for their parent institutions through news coverage and book reviews, awards won, and exhibits at scholarly conferences.
- 23) University Press staff act as local experts for faculty and administrators, providing guidance on intellectual property, scholarly communication, and the publishing process.
- 24) University Presses provide advice and opportunities for students interested in pursuing careers in publishing.

Comments are welcome. Please contact Douglas Armato at armat001@tc.umn.edu, Susan Schott at sschott@newpress.upress.ukans.edu, or Steve Cohn at stevec@duke.edu.

New Subscription Procedure for AAUP-L

Please note that the procedure for subscribing to AAUP-L, AAUP's listserv, has changed. In order to join, visit <http://press-gopher.uchicago.edu/mailman/listinfo.cgi/aaup-l> and fill out the online form. Access to AAUP-L is, as always, restricted to employees of member presses.

AAUP Annual Meeting

Preliminary Program June 16-19, 2001

Toronto, Ontario

FOR A FULL DESCRIPTION OF CONFERENCE SESSIONS, PLEASE SEE THE ONLINE VERSION OF THIS PROGRAM AT AAUPNET.ORG

Saturday, June 16, 2001

11:00 am – 6:00 pm REGISTRATION

7:00-9:00 pm OPENING BANQUET

Sunday, June 17, 2001

9:00-10:15 **PLENARY 1**

The public and the presses: What the many American cultures read from and need from university presses today

10:45-12:00 **CONCURRENT SESSIONS**

The cloth-paper conundrum: The economics of simultaneous publication

Wherefore advertising?

Growing assistants into editors: Service industry or professional track?

Trends and trajectories in academic publishing disciplines

The book show judges speak

Paperless fulfillment

Digital archiving of manuscripts

Journals marketing – 101

12:00-1:30

LUNCH

1:45-3:00 **CONCURRENT SESSIONS**

Publicity 101: The basic rules every successful

publicist needs to know

Financial planning for editors

Copyright—headline news

Cooperative ventures—presses working together

Business models for e-publishing

Financial planning for journals

Students and masters: The design work of Rudolph Koch, Berthold Wolpe, and George Mackie

3:30-4:45 **CONCURRENT SESSIONS**

Anthologies and other doorstops

Fulfilling our mission while making ends meet

Technical aspects of production design

University press standards in design & production: What they are, why they are important

The evolving journal — what's new in fulfillment and customer service

5:00-6:00 **FOCUS SESSIONS**

Editorial and design/production

Selling advertising in journals

Successful communications with your sales reps

Cooking the books: How to best present your financial data

A look at the finances of in-house typesetting

Statistics project—otherwise known as the Mellon grant project

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Monday, June 18, 2001

9:00-10:15 **PLENARY 2**

Globalization and the changing publishing environment

10:45-12:00 **CONCURRENT SESSIONS**

Successful public relations for your press

Acquiring, developing, and marketing multi-media projects

Management strategies to achieve maximum efficiency and harmony

The tools of electronic publishing

Unbundling journals on the web

What's happening in the world of type design?

5 books 25 ways

12:00-1:30

LUNCH

1:45-3:00 **CONCURRENT SESSIONS**

Publicity on the home page

Under pressure to increase revenues? What kind of books are the best bet?

The major changes in the publishing environment, and the new stresses within university presses

Printing on demand: Who, what and where

Where are our future leaders? Recruiting and re-

taining staff and grooming managers

Electronic journal vendors (Catchword, MUSE, EBSCO, OCLC, etc.)

Understanding sub-rights

3:30-4:45 **CONCURRENT SESSIONS**

Marketing to the majority

Textbooks revisited

Revitalizing a press

Printing on demand: The publisher's perspective

Changes in the rights marketplace

How to launch a new journal

Launching a book

5:00-6:00 **FOCUS SESSIONS**

Publicity on the homepage follow-up

Book club sales

The range of new proofing technologies for electronic pre-press: Jacket/color proofing and text proofing

Intranets for academic publishing

Authors and manuscript preparation

Journals jeopardy

7:00-9:00 **CLOSING BANQUET**

Beautiful Books: New Book, Jacket, and Journal Show Winners Announced

The AAUP central office hosted the annual Book, Jacket, and Journal competition on January 11 and 12. Focusing on excellence in design, this year's panel of independent judges selected the outstanding books, jackets, and journals produced by AAUP member presses. From a field of over six hundred entries they chose forty-nine books, one journal, and twenty-six jackets as winners. The winning selections will be displayed at the AAUP Annual Meeting in Toronto June 16-19, and then embark on a tour. For details contact Rachel Weiss at rwaaup@aol.com. For a fuller list of winners, including authors, designers, and production coordinators for each title, consult the AAUP website at aaupnet.org.

TRADE TYPOGRAPHIC

Beacon, *Homecoming*
Beacon, *Nabokov's Butterflies*
Chicago, *The Difficulty of Being a Dog*
Massachusetts, *Josh White Society Blues*
Nebraska, *Animal Triste*
Nevada, *Gunning for Ho*
North Carolina, *This is Where We Live*
North Carolina, *The Secret Lives of Fisherman*
Utah, *Cidermaster of Rio Oscuro*

TRADE ILLUSTRATED

Alabama, *River Song*
Chicago, *Venus Inferred*
Duke, *Luchessi and the Whale*
Duke, *Solitaire of Love*
Getty, *My Museum*
Illinois, *The First Look*
North Carolina, *Not Afraid of Flavor*
Stanford, *Fictions of the Pose*
Texas, *Ezekiel's Horse*
Washington, *The Moonlight Garden*
Yale, *Hutterites of Montana*

POETRY AND LITERATURE

Alberta, *Apostrophes IV*
California, *Selected Poems*
Columbia, *A Thousand Moons on a Thousand Rivers*
Iowa, *Visiting Emily*
McGill-Queen's, *The Accidental Indies*
Nebraska, *On the Ceiling*

SCHOLARLY TYPOGRAPHIC

California, *Recording Conceptual*
California, *Natural Conflict Resolution*
Chicago, *Elizabeth I: Collected Works*
Chicago, *The Silence of Sodom*
Duke, *The Federal Appointments Process*
Duke, *Other Chinas*
Georgia, *American City, Southern Place: A Cultural History of Antebellum Richmond*
Massachusetts, *Elizabeth Murray*
Naval, *Trust but Verify*
Nebraska, *Willa Cather & the Politics of Criticism*
North Carolina, *From British Peasants to Colonial American Farmers*
Virginia, *Epistolary Histories*
Virginia, *Mad for God: Bartolome Sanchez the Secret Messiah of Cardenete*

SCHOLARLY ILLUSTRATED

Columbia, *Picturing New York*
MIT, *Tigersprung*
MIT, *Each Wild Idea*
National Gallery, *Art for the Nation: Collecting for a New Century*
National Gallery, *Gerrit Dou, 1613 - 1675*
National Gallery, *O'Keefe on Paper*
National Gallery, *The Patricia G. England Collection of Fine Presses and Artist's Books*
National Gallery, *Prints Abound: Paris in the 1890's*

REFERENCE

Columbia, *The Columbia Encyclopedia, 6th Edition*
Princeton, *Barrington Atlas of the Greek and Roman World*

JOURNALS

Metropolitan Museum, *The Arts of Japan: An International Symposium*

JACKETS AND COVERS

Beacon, *Christianity and the Making of the Modern Family*
Beacon, *The Edges of the Field*
California, *The Literature of California, Vol. 1*
Chicago, *Adventures in Africa*
Chicago, *The Difficulty of Being a Dog*
Chicago, *Elizabeth I: Collected Works*
Columbia, *Pain: The Science of Suffering*
Cornell, *Temps: The Many Faces of the Changing Workplace*
Duke, *Solitaire of Love*
Duke, *Margaret Mead Made Me Gay*
Harvard, *The Dramas of Everyday Life*
Harvard, *Promiscuity*
Harvard, *Teaching Sex: The Shaping of Adolescence in the 20th Century*
McGill-Queen's, *Between Literature and Science*
McGill-Queen's, *Learning to Look*
MIT, *Tigersprung*
Minnesota, *Aching for Beauty: Footbinding in China*
Minnesota, *Observing Complexity: Systems Theory and Postmodernity*
Minnesota, *Lulu in Hollywood*
Minnesota, *Infertilities: Exploring Fictions of Barren Bodies*
Nevada, *Ostrich*
New York University, *In Your Face*
Penn State, *The Building in the Text*
Penn State, *Fernando de Rojas and the Renaissance Vision*
Princeton, *Meetings of the Mind*
Yale, *Robert Indiana: Figures of Speech*

How Big is the Book Publishing Industry?

by Peter Givler

A famous paper in the history of modern mathematics begins by asking, how long is the coastline of England? The answer is that it depends on how you measure it—an answer that sounds harmless enough but opens the door into the mysterious world of fractal geometry, where shapes have a fixed area but an infinite border. You may get the same Through-the-Looking-Glass feeling after reading the latest Bowker report on the size of the U. S. book publishing industry, “Book Title Output and Average Prices: 1998 Final and 1999 Preliminary Figures,” by Gary Ink and Andrew Grabois, recently published in *The Bowker Annual 2000*.

The article reports book title production (cloth and paper combined) for 1997, 1998 and 1999. If you’re like me, you’re a faithful reader of PW’s annual report on the state of the industry and you’re anticipating that the figures will be on the order of 60,000-65,000. We’re wrong. The totals are, respectively, 119,262; 120,244; and 100,405. What accounts for this extraordinary change?

The old counts, the authors say, were based on the titles that went through the Library of Congress’s CIP program. The new counts are based on Bowker’s own Books in Print database. The difference, the authors explain, is that:

While CIP is a useful snapshot of general trade publishing from the largest houses, many books published in the United States in a given year do not fall within the scope of CIP. These include inexpensive editions, annuals, and much of the output of small presses and self publishers (each year more than 10,000 new ISBN publisher prefixes are assigned by the U.S. ISBN Agency).

By “inexpensive editions” the authors mean paperback reprints which aren’t submitted to the CIP program. Apparently there are a lot of them. Further in the article, the authors note that in the “restated” totals for 1997, the trade paperback output went up by 31,061 titles, and the mass market total increased by 2,813. If you also assume that the 10,000 new publishers who get prefixes each year publish at least one book each, all that adds up to a minimum of 44,000 book titles that weren’t counted by the CIP system in one year alone!

At one point, the authors speak of the new data as

“providing figures that are . . . representative of the current reality of the book industry.” To my way of thinking, one doesn’t ordinarily speak of a nose-counting operation as being “representative of” anything; it’s either accurate or it isn’t. But of course representation—and the credibility of that representation—is the real issue here. Books in Print has been around for a lot longer than the CIP program, and Bowker, which compiles and publishes the industry statistics as well as Books in Print, is a unit of Cahners, which publishes PW, so the difference in the totals was surely well known to all concerned. If the CIP data undercounted so dramatically, why was it used at all? And since it was used for so long, what triggered the decision to switch now?

Finally, what do the new numbers tell us that we didn’t know before? The quantity of paperback reprints uncounted under the old system seems to me shockingly large. Paperback publishing is a major segment of the industry, and surely the interests of understanding the industry as a whole were not well served by excluding them from the title output figures.

On the other hand, what does the inclusion of “self-published” books adds to our knowledge about the publishing industry? Granted, such books are literally part of the U. S. book title output, but the vast majority of them are still not published in any meaningful sense: they aren’t carried in bookstores, they aren’t bought by libraries, they aren’t reviewed, and they almost never reach a readership larger than the author’s immediate family and close friends. And if you believe the claims of companies like iUniverse and Xlibris who are yoking print-on-demand technology to vanity publishing, the number of such titles is going to grow exponentially.

So how big is the U. S. book publishing industry? The figures we were given based on the CIP data were dramatically understated; the new ones seem to me arguably overstated, and likely to become even more so. I understand through the grapevine that Bowker, which has been making all these decisions about what to count and how to count it, makes them for business reasons they don’t feel obliged to explain. I don’t know what conclusions to draw from all of this, except that we work in a mysterious business.

Peter Givler is Executive Director of AAUP.

Exhibits Program Poised for BookExpo 2001

Preparation for BookExpo America 2001 is well underway. AAUP will again have twenty-four booths, with twenty member presses renting space.

In an attempt to attract more people to our aisle, we are coordinating a book raffle. Presses exhibiting in the AAUP Section have been invited to submit books, which

will serve as prizes. All prizes will be listed in a two-page, color spread in the *BEA 2001 Directory & Buyer’s Guide*.

Anyone with questions or comments regarding the AAUP Section at BEA 2001 is invited to contact John DeSimon at 212-989-1010 x26 or jdsaaup@aol.com.

Fried Chicken and Critical Theory: Southern Presses Meet in Durham

The Southern Presses Meeting began, appropriately enough, with books — thousands of them, more than I'd ever before seen in one place. Stephen Cohn and Margie Clayton, both of Duke University Press (our host), opened the conference with a tour of DUP's warehouse. If you've never been to one, do make a point of going. As Cohn noted on the tour, there's a tendency among publishers to lose track of the book as a physical object. So much of the publishing process involves documents that describe books, whether readers reports or profit-and-loss projections or marketing copy — or which, like manuscripts, are a sort of proto-book. There is a certain blunt force that comes from being confronted with the finished product, and the warehouse tour provided a welcome sense of perspective for what followed.

Since we met in the Research Triangle — long home to a phalanx of sophisticated theorists — what followed was often considerably more abstract. As Duke University professor Janice Radway reminded conferees during the first plenary session, an inert stack of bound volumes on a warehouse shelf may seem straightforward, but “the book” is in fact a historically specific product made possible by a host of cultural, legal, and technological forces. Given our current anxiety about the advent of electronic publishing, I found Radway's talk comforting. Books and reading are always in flux, she suggested, and while current developments pose particular challenges, our field has a long history of change. Again, useful perspective.

Much of the remainder of the conference followed the same dynamic. Concurrent sessions

generally tackled quotidian but vitally important publishing matters. Highlights included an insider's glimpse at the vagaries of online book sales from Cass Johnson, of Borders.com; a panel on the secrets of effective grant seeking; and a workshop that challenged audience members to develop a five-year plan for an imaginary press. Plenary presentations stepped back to contemplate broader issues facing the profession, specifically globalization and new media.

In a few cases, the tendencies toward abstraction and practicality dovetailed elegantly. I'm thinking in particular of a session devoted to intellectual property. On my way to

Books and reading are always in flux, one panelist argued, and while electronic publishing poses particular challenges, our field has a long history of change.

the after-lunch panel I overheard two fellow conferees debating whether to go. One finally opted not to, summing up his decision with wonderfully Yiddish syntax: “Lawyers in the afternoon I can't take.” Fairly sound reasoning, to be sure, but he would have been pleasantly surprised. The discussion was playful, lively, and productive.

Arguing for an expansive interpretation of fair use, the panelists urged university presses to be aggressive in asserting their right to use excerpts from previously

published material. Susan Olive, a legal consultant to Duke University, emphasized the essentially narrative nature of any dispute over copyright. Parties engaged in such wrangling necessarily get divided into the “white hats” and “black hats”; the key is to present yourself as one of the good guys. Given university presses' not-for-profit status and their charge to serve the public good, they are well situated to do that, Olive claimed, and so shouldn't shy away from reprinting appropriate material. James Boyle, a professor of law at Duke, went further, arguing that university presses have an *obligation* to interpret fair use generously. Framing this aspect of intellectual property law as a freedom-of-speech issue, Boyle pointed out that because fair use is based on customary practices, an individual press's timidity threatens to establish weaker standards for the industry as a whole. Go ahead and use that Langston Hughes poem in your forthcoming monograph, he said; you'll be fulfilling a broader responsibility to the not-for-profit publishing community.

Through it all there was the American South. With the exception of the warehouse tour, and another of the main press office, all conference events took place in a single (somewhat isolated) hotel. But the traditional South got in anyway — by way of food (fried chicken, biscuits, and pie), music (the BBQ band), storytelling (Reynolds Price, a novelist based at Duke), and, of course, the accent. Needless to say there was charm, too, in abundance. A great weekend overall; thanks to everyone at Duke University Press for putting it together.

Calendar

Business Managers Meeting
March 1-3, 2001

Doubletree Inn, Tucson, Arizona
Organizer: Jackie Hurst, University
of Tennessee Press, hurstjs@utk.edu

Journals Managers Meeting
March 1-2, 2001

Berkeley, California
Contact: Rebecca Simon, University
of California Press,
rebecca.simon@ucpress.ucop.edu

Computer Managers Meeting
March 3-5, 2001

Doubletree Inn, Tucson, Arizona
Organizer: Pam Spaulding, Duke
University Press,
pspauld@dukeupress.edu

Production Managers Meeting
March 28-April 1, 2001

Gainesville, Florida
Contact: Lynn Werts, University
Press of Florida, lw@upf.com

Pre-Meeting Workshops:

The Business of Publishing
(Finances for Marketing and Produc-
tion Managers)
June 15 & 16, 2001

Setting up a Press-Wide Database
June 15 & 16, 2001

The Role of Managing Editors in
University Press Publishing
June 15, 2001

AAUP Press Directors' Meeting
June 16, 2001

2001 Annual Meeting
June 16-19, 2001

Toronto, Ontario
Registration information: Matthew
Brand, Susan Patton, AAUP,
mbaaup@aol.com, srpaaup@aol.com
Program Committee Chair: Seetha

Srinivasan, University Press of Mis-
sissippi, seetha@ihl.state.ms.us

2001 Midwest Presses Meeting
September 21-23, 2001

Madison, Wisconsin
Contact: Vivian Smith,
vcsmith@facstaff.wisc.edu

2002 Annual Meeting
June 27-30, 2002
St. Petersburg, Florida

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