



THE ASSOCIATION OF AMERICAN
UNIVERSITY PRESSES

The EXCHANGE

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GOOGLE PRINT FOR WHOM?

AAUP Seeks Answers on Search Giant's Book Scanning Project

by Brenna McLaughlin

On May 23, what can only be counted in AAUP's relatively sheltered history as a media firestorm erupted. A letter from Executive Director Peter Givler to Google's intellectual property counsel had been leaked to *Business Week* and published online. Peter spent several days fielding media inquiries and giving interviews to the BBC, NPR shows, and newspapers across North America. The AAUP Central Office staff were treated to the hitherto-unknown experience of hate email, labeling us "selfish bastards" and "paranoid money-grubbing bibliocrats" standing in the way of "human evolution." ("Bibliocrats"—we all kind of liked that one!)

At the base of all the interest (both positive and negative) lay sixteen questions posed by Peter about the recently announced Google Print for Libraries. This project aims to scan, digitize, and make available for full-text searching (and possibly full-text reading) the contents of five world-class research libraries: Oxford's Bodleian, the New York Public Library, and the libraries of Harvard University, the University of Michigan, and Stanford University. In the case of the Bodleian and NYPL, only public domain holdings will be scanned.

AAUP's letter to Google seeks to initiate a conversation with the Internet company about this project, and to elicit answers to the specific questions that have been raised in the scholarly publishing community. The entire letter can be read online at www.aaupnet.org/aboutup/issues/0865_001.pdf.

Google representatives have responded informally to two of Peter's questions that they feel stemmed from misunderstandings of Google statements. According to Google, the company is not treating publishers' agreements within the Google Print for Publishers program as automatic assent to the Library project; and Google also says that they do not intend to assert copyright claims over the digital files that will be made from scanning libraries' holdings (questions 5 and 6 in the letter.)

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2005 AAUP ANNUAL MEETING
Philadelphia, Pennsylvania
June 16-19 2005
Wyndham Philadelphia at Franklin Plaza

For more information and updates after the meeting
visit www.aaupnet.org/programs/annualmeeting

INDIANA TEXTNET

A New Strategy for the Course-Adoption Market

by Jennifer Stuart

Indiana TextNet is a Web site created in 2002 in an effort to be able to do more with less; as the budget for text promotions has grown increasingly smaller, the need for very active promotion in the course-adoption market has grown larger. The site offers free electronic examination copies of a growing number of textbooks and journals to instructors. We currently offer approximately ninety titles for review. The rationale behind the site is threefold: the Web site provides potential to reach many professors electronically at a fraction of the cost of brochure and free exam copy mailings; we can provide more efficient customer service through the immediacy of the site; and we can perpetually promote the books we post—as long as a book is on the site, it can be discovered and adopted for course use.

For most books, we posted the table of contents, one to three chapters, and the index. The goal is to provide enough of the book for a professor to be able to either make an adoption decision immediately or decide if he or she needs to request a hard copy of the book for further evaluation. Access to the site is free, and professors can look at as many books as they like. Each book page contains a link to an evaluation form, which asks the professor to evaluate the book as well as the site. When we receive the evaluation, we send the professor a discount coupon good for the purchase of any one of our books.

The cost for developing the site can be better measured in hours than in dollars. When the project was proposed, we knew there would be no money to fund it. We used PDF and OEB files we already had from printers and all the talent we needed to create the site was already on staff. It took approximately six months for a small team to select the books to be posted, design the site, and post the books. No one was able to focus exclusively on TextNet, all the work was done in addition to regular duties.

The text promotions department had been collecting professors' emails for years on exam copy requests and desk and exam copy evaluations. We used those emails to create subject area listservs. When TextNet was ready to go live, we announced it to those lists. We received very enthusiastic responses from faculty, ranging from those who really appreciated the immediacy of the site to

those who liked how environmentally-friendly paperless exam copies and evaluations are. The only criticism we receive is the occasional request for more of the book to be posted. As new books become available on the site, we send announcements to the appropriate lists. At last count, we had over 1000 professors on our TextNet listservs. We promote the site by including information about TextNet in all the text brochures, flyers, and letters that we send out, and collect emails to add to our listservs from desk and exam copy evaluations and requests.

Security for the site is an ongoing discussion. TextNet is not accessible from our main site, so the general public cannot browse and evaluate the books. Instructors must enter the URL they receive in promotional pieces in their browser to visit the site. Our webmaster monitors hits on the pages, and if any book receives an unusual number of hits, it is removed. We send paper discount coupons in the mail rather than sending a discount code electronically so that we can monitor how many evaluations any one professor submits. We are always looking for ways to make TextNet more secure without making it cumbersome for users, and we will make changes and updates as the site evolves.

After a really terrific beginning, we unfortunately lost some of our IT staff, and no longer had the resources to develop TextNet. We have only just recently reached a point where we can once again begin working on the site. We plan to add some new features, including evaluation forms for paper desk and exam copies, and an exam copy request page. We do not yet envision TextNet as a complete replacement for traditional paper promotions, but are integrating it into what we are doing. For example, rather than sending a free exam copy to a professor, we will send the URL to the book on TextNet and invite the professor to evaluate it there. There are numerous possibilities for the site, and we will pursue them as our resources allow.

We are pleased with the success of TextNet so far, and feel optimistic about the future of the site.

Jennifer Stuart is the Text Promotions Manager at Indiana University Press. If an AAUP member would like to explore the TextNet web site, email Jennifer at jjstuart@indiana.edu for the URL.

*As long as a book
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and adopted for
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GOOD FORM

Reports from the 2004 Week-in-Residence Program

The Whiting Week-in-Residence program has been one of AAUP's most successful professional development programs in recent years. Funded by the Mrs. Giles Whiting Foundation, the program is designed to give middle- and upper-level staff at member presses the opportunity to refine or learn new skills from colleagues who are expert in a particular area. Offering an intensive, hands-on week spent in residence at another press, the program seeks to foster a professional exchange that will contribute intellectual stimulation and problem-solving ideas to both the host and the home press. Grants are awarded to approximately five member press staff each year.

There is usually some thread of common experience in each year's cohort of Week-in-Residence grantees, something that jumps out of all the reports that come in. These common threads can be more or less telling. Several years ago there was the ultimately meaningless situation in which all the grantees traveled from northern presses to suspiciously sunnier climes. Last year, almost every grantee apprenticed themselves to a press where they could learn about electronic publishing procedures—from digital production technology to electronic marketing and sales issues, reflecting a common area of growth throughout the industry.

In 2004, the common experience was forms: the examination, admiration, and adaptation of. And when you think about it, a really good form is as essential to efficient publishing as it is to, say, a golf or tennis game.

2004 Whiting Week-in-Residence grants were awarded to Stephanie George (Assistant Managing Editor, Texas A&M University Press); Jennifer Norton (Design & Production Manager, Penn State University Press); Julie Tyson (Distribution Manager, Duke University Press); Allison Webster (Exhibits & Direct Mail Manager, University Press of Kentucky); and Kara Zavada (Direct Mail & Exhibits Coordinator, University of Wisconsin Press). At the time of writing, only three grantee reports were available. Despite the differences of departmental tasks, home presses, and host presses reflected in those three reports, the sharing and refining of procedural forms played a large role in each experience.

Stephanie George traveled from College Station north to the University of Nebraska Press, to work with Managing Editor Beth Ina and the rest of the manuscript editorial staff there. The data-form that Ina uses to document each

new book project's essential elements (suggested price and print run; designation as trade/scholarly/etc.; illustrations; potential problems) from the very beginning was particularly impressive as a master checklist available to all departments throughout a project's life.

Nebraska staff also shared their many other forms and job handbooks. George reports: "To receive concrete examples of such documents, forms, and procedures that work at UNP and that I feel I can adapt in part to some of our less streamlined forms and procedures that work for TAMU Press was like discovering a goldmine." In an example of the reciprocity that makes the Whiting program a valuable resource for host presses as well as grantees, George also "brought along a full set of sample letters, procedures, and templates that we use at TAMU and that Beth and I reviewed with an eye to comparing what works."

Jennifer Norton visited University of California Press Design and Production Manager Tony Crouch and his staff in Berkeley with two specific goals in mind: on the technical side of things, to learn more about reviewing color and duotone proofs; and on the managerial side, to observe California's procedures for handling museum co-publications. Norton was able to spend a day with UCP's John Cronin using the press's "outstanding" color-proofing equipment and discussing the special challenges of heavily-illustrated books.

She also reports, "Tony timed my visit so that I was able to sit in on both a production department meeting and a launch meeting. Both meetings ran very efficiently and it was interesting to watch the varied amount of input from acquisitions, marketing, design, production, and even finance at the launch meeting. Tony shared with me the various forms from the meeting, one of which is a design form from acquisitions and marketing that we are planning to adapt at PSP."

Norton was also able to take advantage of her week's residence in Berkeley to make use of professional resources more "readily available" there than in State College. A seminar put on by a major Singapore-based manufacturer, Tien Wah Press; a Book Builders West event that offered networking opportunities within the profession; and the opportunity to browse multiple independent bookstores for hours were all lagniappes to Norton's core Week-in-Residence.

Kara Zavada had a somewhat less traditional Week-in-Residence experience. Due to the pressures of scheduling

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DEVILS AND DIGITS IN THE BOOKSELLING WORLD

by Brenna McLaughlin

On April 7, the Book Industry Study Group held the second annual Making Information Pay conference for a sold-out crowd. The message that was taken away from the day by more than 300 publishing folk:

Get correct and complete information to all your sales channels and vendors. Horrible things happen when your data is incorrect. All together now: get the correct data to all sales channels and vendors.

Simple, but effective. Unlike, as was pointed out by Joseph Gonnella, the vast majority of data that supports bookselling. Gonnella, Vice president of Inventory Management and Vendor Relations for Barnes & Noble, kicked off the conference with what became a recurring metaphor in all the presentations: “if the devil is in the details, then there is room for the hordes of Satan in the collective databases of our industry.”

As always, the glimpse Gonnella provided into the numbers collected by Barnes & Noble and BN.com were fascinating and sobering. The Barnes & Noble database contains more than 5.6 million ISBNs. Of these, 3.5 million are active, but there are only approximately 1.5 million ISBNs present in the supply chain. So where are all of those missing ISBNs?

Many of the missing are “Out of Stock No Due Date,” or OSN. At the time Gonnella gathered data for the BISG seminar, there was nearly \$6.5 million in open purchase orders on 10,744 OSN titles. Another large category of missing titles are those that have missed their announce publication date. There was more than \$5 million in open purchase orders on 9,100 titles that had missed publication dates.

Gonnella feels that titles missing assigned pub dates is becoming a much larger problem because of the changing marketplace. With internet sales, there are more pre-orders placed than ever before—pre-orders that must be canceled and/or refunded if a book is more than 30 days late. This can cost money, through both lost sales and the additional transaction costs; as well as opening anyone who sells via the Web (including many UPs) to legal liabilities; and generally creates inefficiencies and chaos in the system.

The presentation also reinforced how information can pay in the online retailing segment. Thirty-six percent of the titles present in the Barnes & Noble supply chain lack any commentary. Unsurprisingly, these commentary-less titles make up under 10% of the top 100,000 sellers on BN.com. Gonnella hammered home the point that a customer is increasingly likely to make a purchase the more

information he or she has about the book. Cover images are a particularly useful selling tool online. In an study of 19,222 books, BN.com found that adding covers resulted in a 60.5% increase in sales on those titles.

Jean Srnecz, Vice President of Merchandising for Baker & Taylor, also had a number of tidbits and recommendations for attendees. Her wake-up call to the room was that if a publisher’s sales rep comes into B&T and their titles are not on file, the rep will be sent away from the sales call. Sent away—a potentially heavy loss just on the waste of travel dollars and time.

Srnecz labeled data “your investment’s résumé”—and advised against the creation of this résumé being an entry level job. She believes this is not just data-entry, but an interpretive art. She also enumerated the top data mistakes that B&T finds. These include: missing BISAC codes or the use of the code “general” only; late data or data that is changed without notification; missing titles or other required information; inconsistent author names; and “delusional” comparison titles.

Presenters Dean Karrel, Vice President of Trade Sales for Wiley, and Susan Harwood, Vice President of Information Technology, Book-a-Million, each shared their own horror stories and recommendations. Karrel told of the printing of 80,000 customized copies of the wrong Christmas book because of a data error. He urged the publishers present to make ONIX a key initiative in their companies. Harwood related that because of improper bar coding, the book *All Creatures Great and Small* was being restocked in huge numbers across the country—before they realized POS sales data from many books was being resolved to that title merely as a default. Harwood reminded the conference of the ISBN-13 standards transition and the Sunrise 2005 initiative. BISG provides guidelines on implementing these standards.

Chicago Distribution Services President Don Collins rounded out the presenters with his well-known dash of cold water in the form of data pulled from his warehouse of 30,000+ ISBNs. Collins pointed to other forms of information that can be made to pay for publishers throughout the publishing process. While your “investment’s résumé” goes out into the world to help sellers and customers evaluate it, the data that the warehouse can provide is your investment’s progress report. These numbers can be used in reprint decisions, as well as to help manage sales accounts. If what Joe Gonnella told us holds true, the better the résumé, the brighter the progress reports.

Google Print, continued

The most important questions, however, remain to be answered. These include:

- * What is the basis of any claim to be able to make copies of every copyrighted work held in three major libraries? Courts have never recognized such a sweeping fair use exception.
- * What safeguards does Google intend to put in place against misuse of the files made from digitally scanning copyrighted works?
- * How would Google's plan to give digital copies of scanned copyrighted works to the participating libraries not be an infringement of the basic right to distribution? How would it not be in direct market competition to the existing electronic publication projects at many university and scholarly publishers?

For more details and the complete set of questions, please do read the association's letter to Google on our web site. AAUP will continue to keep our members and the wider community apprised of any progress in our conversation with Google about these concerns. Also of interest is the newly launched Google Print beta site at print.google.com—a first glimpse at the digitization project as it is currently constituted.

This project has an immense and seductive potential: to make the vast amount of knowledge contained in the holdings of these libraries fully searchable to anyone anywhere anytime (with a computer and internet access, of course.) The nonprofit mission-based scholarly publisher members of AAUP can only support such an end goal. But the process by which Google, a commercial entity, plans to get there is worryingly opaque.

Week-in-Residence reports, continued

at both Wisconsin and her host, the University of Chicago Press, Zavada actually spent only three jam-packed days in the Windy City. As direct mail and exhibits coordinator for a Chicago Distribution Services client press, she was able to work directly on her press's own procedures while visiting Chicago.

Zavada spent a good deal of her time in discussions with the Chicago direct mail team: Manager Joe Weintraub, Stuart Kisilinsky, and Anne Osterman. In addition to sitting in on a meeting with a printer going over a catalog proof and discussing digital printing developments, she met with each Chicago staffer to discuss strategies for direct mail schedules, mailing lists, formats, cost control, tracking and analysis; and going over samples of direct mail pieces, Excel reports, and various forms and handouts used by Chicago.

In Zavada's meetings with UCP Exhibits Associate Jennifer Johnson, she was helped by similarities in exhibits procedure between Wisconsin and the host press. They focused on ways to better organize time and information. Once again, a grantee raved about a tangible idea that could be taken home: a form that the Chicago exhibits staff

circulates among other departments to gather input on which titles should be sent to any meeting.

A trip to the Chicago Distribution Center (CDC) rounded out Zavada's Chicago apprenticeship. Distribution Services Coordinator Sue Tranchita gave Zavada a tour, and Zavada was able to sit down with various CDC staff to go over key information about working with the warehouse and taking advantage of the services available. For example, Customer Service Manager Karen Hyzy discussed the CDC's new standard for direct mail source codes, and provided a handout on providing information for upload into the CDC system that has since proved useful at Wisconsin. Mark Vander Veen answered technical questions about logging into the CDC system; and Gail Szwet offered pointers on submitting exhibits information to the CDC.

All three reporting grantees articulated the gratitude they felt towards the host press staff who generously shared their time and talents, as well as to the AAUP Professional Development Committee and the Whiting Foundation. In Norton's words, "it couldn't have been more productive or beneficial. I certainly took away more than I expected."

MISCELLANY

Books *for* Understanding

New URL and Newest List

Now it is even easier to find AAUP's current events bibliographies. The URL www.booksforunderstanding.org now points to the Books for Understanding home page. The simplified URL will help the public find this valuable resource more quickly—rather than navigating through the Association's web site. We also hope it will provide a more streamlined link from press web sites to the program.

Earlier this spring, AAUP quickly created a targeted list of relevant books on the Catholic Pope. Subject categories included: The Lives and Teachings of the Popes; Papal Elections and Transitions; Vatican Politics; and The Pope's Role in World History and Politics. The list was available on April 15, several days before the conclave elected Cardinal Ratzinger, now Benedict XVI.

The list is available at aaupnet.org/news/bfu/pope/list.html, and currently contains titles from twelve member presses.

AAUP Library Bibliography

The fifteenth edition of *University Press Books Selected for Public and Secondary School Libraries* is in distribution, and will be available online June 4, 2005, at www.aaupnet.org/librarybooks. This library collection development tool is the product of a longstanding and successful collaboration between AAUP, the Association of School Librarians (ASL), and the Public Library Association (PLA). Distributed in print to nearly 14,000 librarians in the United States, the recent expansion into an online format will increase the number of libraries around the world that can make use of this free resource.

The promotional program "The Best of the Best from the University Presses," featuring librarians from the selection committees presenting their favorite books from the 2005 bibliography, is again scheduled for the American Library Association's Summer Meeting, June 23-29, in Chicago.

If you have any questions about the bibliography or the ALA session, please contact AAUP Marketing Manager Rachel Weiss at rweiss@aaupnet.org, or 212-989-1010 x27.

Cliff Becker, NEA Literature Director

Cliff Becker, 40, died unexpectedly of a heart attack on May 17, 2005. He had served as Acting Director and then Director of Literature for the National Endowment for the Arts since 1997. Previously, Becker had been the poetry, publishing, and professional development program specialist at the Arts Endowment.

Throughout his service at the NEA, he was a good friend to independent literary publishing, and was in recent years particularly enthusiastic about supporting literature in translation. On May 16, the NEA had announced a new Literature Translation Initiative, awarding a first grant to assist with the translation of two Greek works. Becker was quoted as saying, "Translation is the medium through which American readers gain greater access to the world."

Cliff Becker will be very much missed by the entire literary community, including his many friends in non-profit publishing.

Princeton's Changing of the Guard

Princeton University Press Director Walter Lippincott will retire on June 30, 2005. Lippincott has served as PUP director since 1986, steering the Press into the celebration of its centenary this year.

In late March, Peter Dougherty was announced as the new director, a position he will be taking up July 1. Dougherty has been with the Princeton University Press since 1992, coming on as senior economics editor and later being named Group Publisher, Social Sciences. He has been responsible for acquiring some of PUP's best known titles in recent years, including Robert Schiller's famous 2000 work *Irrational Exuberance*.

Cornell UP's Kendler Retires

Bernhard Kendler, Humanities Executive Editor at Cornell University Press, retired in April 2005 after a 40-year career devoted to university press publishing. One of the most senior acquisitions editors in the university press environment, Kendler developed core lists in comparative literature, classics, and Egyptology at Cornell. Bernie Kendler is celebrated by his colleagues for "a remarkable career that endows us with a rich legacy, not just of books but of civility, loyalty, and dedication, that is ours to continue."

MISC., CONTINUED

Report from the Financial Officers Meeting

by Tim Muench

Sixty-five financial officers and other business and accounting staff met in beautiful Santa Fe, NM, March 3-5, 2005, for the AAUP annual financial officers meeting, hosted by Richard Schuetz of the University of New Mexico Press.

Program Chairs Craig Wilkie of the University Press of Kentucky and Diane Cotts of the University of Oklahoma Press had set a wide-ranging agenda for the gathering, and they led the sessions ably and amiably. Sessions providing tools for financial analysis addressed the impact of returns on bottom line, inventory valuation and write-down methods, and critical management reports used by presses. Nuts-and-bolts topics included getting the best deal on inbound freight, statistical tools for managing inventory, cultivating strong relationships with trading partners, and the pros and cons of outsourcing order fulfillment. A roundtable discussion covered current issues in electronic commerce such as ISBN-13 and data synchronization.

The big picture was supplied by AAUP Consultant Harry Van Iersel, who summarized results from his annual survey of university press statistics. The meeting concluded with discussion of any revisions to make the survey a more useful tool.

AAUPNET.ORG Reminders

People and Prizes News

AAUP is proud to announce awards and staff news from our members on our Web site at www.aaupnet.org/news/prizes.html and www.aaupnet.org/membership/people.html. Please send listings for these web pages to Sarah Northmore at snorthmore@aaupnet.org

Job List

The AAUP Job List remains our most popular Web resource, and many people in the scholarly publishing world have it bookmarked. Browse new listings at www.aaupnet.org/jobfix/jobsmain.html. Only jobs at member presses are listed on the site. For information on listing a job, go to www.aaupnet.org/jobfix/info.html.

Issues Index

The AAUPNET.ORG Issues Index tracks a number of areas of importance to the university press community, from the future of scholarly publishing to copyright and First Amendment. Recently, the transition to the ISBN-13 standard has been added to the Index.

www.aaupnet.org/aboutup/issues

Sales & Returns Survey

The AAUP Quarterly Sales & Returns Survey released third quarter figures for the nine months ended March 31, 2005. With 54 reporting presses, representing total sales of \$182 million, the survey reflects an average 3% increase in sales. This compares to an average increase of 4% at the same point last fiscal year. Returns were down to an average 17% across all press groups, which is down from 18% last year, and 20% the previous year.

The Sales & Returns Survey is available to all AAUP members, via the Members Only Web site. To access the site, members can request a press ID and password at www.aaupnet.org/pwrequest.html.

To participate in the survey, or learn more about it, contact Susan Patton at spatton@aaupnet.org or 212-989-1010 x25.

NEH Funding

It looks possible that the budget for the National Endowment for the Humanities may be increased for FY 2006 by \$5 million. On May 19, the U.S. House of Representatives passed by voice vote an amendment to the Interior Appropriations bill earmarking the additional monies for the NEH "We the People" initiative.

The original appropriations bill would have left the NEH funding static at FY 2005 levels: \$138.1 million. The Bush administration had not requested any additions or cuts to NEH funding.

The amendment was co-sponsored by the founders and co-chairs of the new Congressional Humanities Caucus, James Leach (R-IA) and David Price (D-NC). They were joined by Representatives Norm Dicks (D-WA), Christopher Shays (R-CT), and Louise Slaughter (D-NY).

The National Humanities Alliance sees some room for confidence that the small increase will be included in the Senate appropriations package. A Senate Cultural Caucus has recently been launched, after a number of years of discussion and planning. Senators Norm Coleman (R-MN), Mike Enzi (R-WY), James Jeffords (I-VT), and Ted Kennedy (D-MA) sent a letter to colleagues on April 14, 2005, urging them to join the caucus.

CALENDAR

AAUP Production Managers' Meeting

June 15-16, 2005

Philadelphia, PA

AAUP Annual Meeting & Pre-Meeting Workshops

June 15-19, 2005

Philadelphia, PA

Fundraising Roundtable

June 15, 2005

Web Marketing Workshop

June 15, 2005

www.aaupnet.org/programs/annualmeeting

American Library Association 2005

June 23-29, 2005

Chicago, IL

The Third International Conference on the Book

September 11-13, 2005

Oxford Brookes University, UK

Frankfurt Book Fair

October 19-23, 2005

Frankfurt, Germany

2006 AAUP Annual Meeting

June 15-18, 2006

New Orleans, LA



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