



THE ASSOCIATION OF AMERICAN
UNIVERSITY PRESSES

The EXCHANGE

SUMMER 2006

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2006-07 AAUP PRESIDENT

Penelope Kaiserlian

At the Annual Meeting in New Orleans, Penelope Kaiserlian, Director, University of Virginia Press, took office as the 2006-07 President of the Association. Kaiserlian has worked in publishing since 1965, and in university press publishing since joining the University of Chicago Press in 1969 as Assistant Marketing Director, becoming Associate Director and Editorial Director there in 1983. In 2001, she took on the directorship of the Virginia Press. Under her leadership, the Press has developed the innovative Rotunda project, a collection of newly digitized critical and documentary editions and works of original digital scholarship in the humanities and social sciences. Kaiserlian takes over the office from Lynne Withey, Director, University of California Press, who spearheaded the Association's ongoing strategic planning process during her term. Withey continues to provide leadership on the strategic plan, and in the Executive Committee. The Executive Committee is also joined by President-Elect Sanford Thatcher, Director, Penn State University Press.

A HUNDRED YEARS, A HUNDRED PRESSES

by Penelope Kaiserlian

The following is an excerpt from Kaiserlian's 2006 President's Talk, delivered on June 17, 2006, to the Association's gathering in New Orleans. The full talk can be read at <http://aaupnet.org/programs/annualmeeting/2006/pres.html>.

... For those of you who may not be familiar with the history of the development of university presses in North America, I would like to offer a brief outline. Several American and Canadian presses are already well over a hundred years old. Seven major presses have celebrated their centennials in the last three decades, starting with Johns Hopkins University Press founded in 1878. Chicago, Columbia, California, Oxford's New York office, Toronto, and Princeton have all passed the one-hundred year mark. In the next few years others will celebrate centennials—Fordham in 2007; Yale in 2008; Washington in 2009; Harvard in 2014.

You will readily recognize that these oldest presses are some of the most successful in our membership. That speaks to their ability to change with the times, to be the kind of transformational publishers that we are discussing at this meeting. Some of these presses enjoy the continuing financial contribution of long-established journals, dating to the earliest years of the presses. The journals departments of university presses have been great innovators. They have led the way in introducing their organizations to the benefits and challenges of digital publishing. For example, the venerable *Astrophysical Journal* (now over a hundred years old) was one of the first university press journals to offer an electronic edition, including color photographs, video clips, and machine-readable tables. The older

SEEING NEW ORLEANS

by Brenna McLaughlin

The French Quarter looks almost untouched. Bars, restaurants, galleries, and shops are open; there are none of the tell-tale high-water marks that scar much of the rest of New Orleans. Some shops are shuttered, there are some signs promising that this or that local favorite will re-open soon. There is one major difference, though, in the French Quarter since Katrina—the people. There just aren't that many of them. Certainly, there were tourists, residents, and workers about in mid-June, but by numerous degrees fewer than years past. The Quarter seems oddly quiet (excepting the almost desperate boisterousness of Bourbon Street)—more like a shore town in the off season than the bustling year-round convention city that New Orleans had become. The city, home to close to half a million people before Katrina, is now estimated at a population of around 200,000.

The business-as-usual veneer on New Orleans' tourism center is almost enough to fool some first-time visitors who haven't yet gotten a glimpse of the city beyond the Quarter into

thinking that NOLA residents and officials are exaggerating the extent of the damage, underselling the extent of the recovery. As I waited for a table at Café Du Monde, for the de rigueur café au lait and beignets, two of these visitors stood behind me. Unhappy at the unexpected delay, one grouched, "And they say New Orleans is still struggling." "Doesn't look that way to me," the other agreed. To give them the benefit of the doubt, they may have arrived seconds too late to see why we were queuing. A large party, maybe 30 or more, had crowded in just before me. Not tourists—they wore t-shirts indicating a Presbyterian volunteer group and looked to be taking a deserved break from helping New Orleans in its, yes, continuing struggle to recover from the natural and man-made disasters of 2005.

Location is always an important part of the experience of an AAUP Annual Meeting, and it was, plainly, an extraordinary factor in 2006. When the meeting was originally scheduled to be held in New Orleans, reactions

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2006 AAUP CONSTITUENCY AWARD

Jennifer Crewe

The 2006 Constituency Award was presented to Jennifer Crewe, Associate Director and Editorial Director, Columbia University Press, at the AAUP Annual Meeting Opening Banquet on June 15. The AAUP Constituency Award was established in 1991 to honor staff at member presses who have demonstrated active leadership and service to the Association and the university press community.

Crewe has served on some variation of the Professional Development Committee (including it's years as the "Training Task Force") since 1994, chairing the committee from 1999-2003. She has overseen the creation of a regular series of pre-meeting workshops and has been instrumental in reviewing applications to the Whiting Week-in-Residence program. Crewe also served tirelessly on the AAUP Board of Directors from 2001-2004, often representing the association to publishing industry meetings, providing advice to the Central Office staff, and serving on the Mellon Grant Task Force.

To quote one of the nominating letters: "A list of committee appointments, however, does not reflect substantive contributions, imaginative commitment, or

indeed the practice of 'going the extra mile' that is what makes AAUP work as an organization. Jennifer's service to the Association is notable, I think, for consistently demonstrating all three."

Presenting the award, Doug Armato, Director, University of Minnesota Press, remembered that when he started his career at Columbia University Press in the early '80s he had been lucky to find "so many people within the AAUP who were willing to share their knowledge and experience with me; to answer questions I had about how to do things; to help me develop as a professional. But," he went on to say of his then-colleague, "this year's recipient of the AAUP Constituency Award has done more than anyone to take the luck out of finding such guidance and mentoring."

Nominations are now being accepted for the 2007 Constituency Award. Recent honorees have included Susan Schott, University Press of Kansas (2005), Patrick Carroll, Princeton University Press (2004), and William C. Ackermann, University of Illinois Press (2003). More information about the Award, nominating procedures, and past recipients is at <http://aaupnet.org/about/caward.html>.

AAUP 2.0: WELCOME TO THE WIKI

aaupwiki.princeton.edu

by Sarah Northmore

Since the **AAUPWiki** launched at the Electronic Publishing workshop this past June, its content has proliferated. Set up by Electronic Committee members Paul Murphy of RAND and Chuck Creesy and Mike Volk at Princeton—who also house and maintain it—the Wiki was established for AAUP members to record their written knowledge and recommendations on scholarly publishing issues.

Wikis are an evolving online media. At their simplest, they are Web sites that allow their readerships to edit and develop their content. Networks of links within and amongst their pages add to their octane. While there's no single dominant philosophy on the shape of these constellations of open-source authorship, particularly successful wikis such as Wikipedia foster what one might think of as "agencies" within their readership: from those who watchdog offensive language in entries to those who evaluate the erudition of submissions. Ultimately, wikis thrive on the diversity and collaboration of their writers and editors for their breadth of content and accuracy.

The goal of the **AAUPWiki** is to draw on this new media to provide an online encyclopedia of the best practices in scholarly publishing. What's exciting about this experiment is its potential, should it succeed, to centralize our expansive constituency's professional knowledge in one forum. Several of our member presses have already ventured into blogging and the results have been promising (see Colleen Lanick's *Blogs: A New Form of Good Old-Fashioned Word-of-Mouth Publicity*, Winter 2006 Exchange.) But where those blogs are predominantly news forums for individual press projects, the wiki provides a hub for scholarly presses at-large to aggregate information on industry practices. Moreover, a wiki's open-access nature welcomes staff of all levels to contribute their know-how.

Upon logging into the **AAUPWiki**, you'll find a table of contents—topics and subtopics—that you are encouraged to populate with tips, definitions, and links. These topics are not fixed permanently, although they serve as a good base from which to build. You'll find each subtopic, or article, has a set of tabs at the top of the page. Under the "edit" tab, logged-in users can edit the "article" page's content. The "history" tab of every page reveals a log of changes made and their respective authors. Click on the "discussion" tab, and you can converse with other users as if on a shared margin—either to explain or query edits that have been

made, or to thrash out disagreements over the best possible content for an article.

Already, 331 page edits have occurred on the 33 pages that were established on various topics that concern you, ranging from technical advice, to issues in design, to e-publishing, to marketing. Material from the 2006 Annual Meeting was posted, including both panelist presentations and notes from the Electronic Publishing Workshop and meeting sessions. We anticipate posting entries on open access and orphan works legislation, which will help to keep the wider community informed about the intricacies of those current debates, and produce some lively discussion pages, as well. A *Webliography of digital publishing projects*—from blogs, to press ventures, to news headlines—grows under the IT section and would greatly benefit from your contributions. Several technical additions to the Wiki are in the works, including an optional email notification function that will alert users of new posts.

Flex your curiosity and expertise—take part in the online experiment and help build the site. Edits need not be ambitious or lengthy; a simple definition or link added to a topic you are familiar with will go far to improve the resourcefulness of the entry. However, if you have significant content to offer under a topic—or a new topic—by all means post more than incrementally. The benefits are boundless: the wiki can serve to document and archive knowledge shared on listservs or at meetings, provide training materials for junior staff, and introduce new projects and tasks. The interface is user-friendly, and the "Users Guide" will help neophytes edit and post content.

The **AAUPWiki** is only available to the membership. To obtain login information, visit the member's section of AAUP's Web site: www.aaupnet.org/members/. Once you have logged into the **AAUPWiki**, be sure to create an account within the Wiki if you wish to edit or post items. The nickname you assign yourself will be used to identify your edits. You'll find a wiki User's Guide here: http://meta.wikimedia.org/wiki/MediaWiki_User's_Guide or through a link on the **AAUPWiki** main page.

Earlier this summer, in his introduction to the Wiki, Paul Murphy wrote: "Wikis are about sharing things we think we know—not about opinions. When you see something you can make better, do so." Let's further our shared mandate to disseminate knowledge, together.

New Orleans, continued

varied from chagrin over the summer bayou heat to reminisces of freewheeling New Orleans conventions past. After Hurricane Katrina hit the Gulf Coast, and destroyed the New Orleans that we had known and expected to visit, the board and program committee's reaction was unanimous: if the hotel was in a condition to host AAUP 2006, we would be there.

Attendance numbers at the meeting were surprisingly unaffected by the decision to stay in New Orleans, although on an individual level it was often a major factor. Some, worried about the city's strained services, decided to stay home this year; others made coming an unusual priority. And for those who came, the meeting's mood was uncharacteristically subdued—despite reported excitement about the program and appreciation of the good food and good service that the city is still proud to provide. New Orleans' reality was inescapable.

At the opening banquet, Jim Amoss, editor of the *New Orleans Times-Picayune*, shared his truly gripping story of the daily newspaper's experience in reporting their city's disaster. In addition to the recognition its breaking news reporting received, the *Times-Picayune* rightfully won a Pulitzer service award for its efforts to get news to city residents stranded without access to basic information about what was happening. A tiny detail, mentioned in passing as Amoss concluded his presentation, threw the massive scale of this civic disaster into sharp relief. His home phone service had been restored only the week before—more than nine months after the hurricane.

A small group of AAUP attendees were able to gain a more immediate sense of the disaster's scope and the significant human and cultural loss. Generously organized and led by Michael Mizell-Nelson, Assistant Professor of History at the University of New Orleans and content coordinator for the Hurricane Digital Memory Bank (<http://www.hurricanearchive.org/>), and Greta Gladney, a graduate student in the UNO history department, 4th-generation New Orleans resident, and post-Katrina activist, a small tour was driven through some of the most devastated neighborhoods in the city, including the Lower Ninth Ward. Scott McLemee, a writer for Inside Higher Ed who took part, later reported in his column, "It was overwhelming—too much to take in," (<http://insidehighered.com/views/2006/06/21/mclemee>). Another participant posted a shaky video from the trip on YouTube

(<http://www.youtube.com/watch?v=O50MQtd02Z4>), and even at this distant remove, McLemee's words ring true.

I was able to take a bus trip run by one of New Orleans' commercial tour companies; these are not yet permitted through the Lower Ninth Ward. Other areas of the city were equally, if differently, shocking. Neighborhoods such as Gentilly (which experienced the second highest death rate) and Lakeview show at first glance not the utter ruin of the Ninth Ward, but an eerie ghost-town appearance of normality. I found myself looking out to miles of still-standing densely-built low-rise residential blocks. They look, at a glance, just like the city neighborhoods a conference-goer such as myself would have no reason to ever visit, the neighborhoods where many of us live in cities across the country—where people live, work, pack their bags for travel, and expect to come home to.

Focusing my eyes on these streets, though, and looking closely at the houses, I saw the high-water marks, the evidence of rot, the empty windows, and, most frighteningly, the spray-paint markers of search-and-rescue teams. Few people are yet living in these homes, few working from them, and there are too many reminders of those who found they'd packed their bags for good in August 2005.

The tour bus driver, who was also the guide (the company no longer had enough staff to cover absences even with the minimal tour schedule presently running), quietly personalized the trip, pointing out along the way the home which he is slowly rebuilding, the house where he had grown up, the neighborhoods where family and friends no longer live. It was a shocked and sobered assortment of strangers—from California and Tennessee, from Florida and New York—whom he then asked to write a letter to our senators and representatives, to turn a trip of mourning into a kind of mission for recovery.

It is, in the end, a small gesture: to support, with what financial might we can muster, the city's brutalized tourism and convention economy, and to bear witness back to our own home regions of the conditions our fellow citizens are still living under. But the small gesture of one individual or organization can have real effect when multiplied by all of us—by 600 scholarly publishing representatives, by the 17,000 librarians who came to New Orleans the following week, by 30 Presbyterian volunteers, and even by two impatient, perhaps just not-yet-caffeinated, café patrons.

*The city's
reality is
inescapable.*

Hundred Years, continued

presses also have published many famous books that have remained in print for decades; some of these titles were included in various “books of the century” lists. A session yesterday on “Revenue Generators” revealed how much our presses still depend on sales of long-established backlist books to help finance the publication of new work. Other lesser-known but still valuable titles have been revived by online or on-demand republication programs.

Let me give you examples of best- and least-selling books from Chicago’s early days. These show the types of books that still frame our lists and determine the peculiar economy of university presses. The very first book published by the University of Chicago Press was by Robert Francis Harper (brother of William Rainey Harper, the man who founded both the university and its press). Robert Harper’s book was *Assyrian and Babylonian Letters belonging to the K. Collection of the British Museum, Part I*. That book sold only five copies in its first two years. It is no wonder that Chicago’s first press director wrote to William Rainey Harper in 1892, “You will readily see that the actual cash receipts of publishing the University publications are to be very small. I have no doubt that we shall put into the University work in the matter of energy far more than we shall get out of it in any direct financial way.”

A later Chicago director, Newman Miller, had better luck. In 1906 he asked his Press board to approve “a somewhat elaborate pamphlet” for publication. This small style book with instructions for copyeditors, proofreaders, and campus authors sold for 50 cents and became an immediate success. Now you know it in its 15th edition as *The Chicago Manual of Style*, weighing in at nearly 1000 pages. It has undergone constant evolution in its advice to scholars and editors. It is still Chicago’s best-selling book. There is a rumor that it is about to come out in an electronic edition.

After that initial period of the creation of presses at some of the major universities, new American presses were started at a steady rate up to the 1960s. Peter Givler in his short history of university press publishing in the United States writes that from 1920 to 1970 new university presses were being formed at a rate of about one a year, but that only five more were started between 1975 and 2000. It is now rare for a university to invest in the creation of a new university press—Trinity University Press being a shining recent exception.

Should we be concerned that new university presses are not being created, and that some of our number are having a tough time staying afloat? Isn’t it enough that we should run our own publishing companies as best we can without wishing for more competition? I think we do need

to be concerned not least because the current group of 100 university presses does not have enough publishing capacity to publish all the worthy work that is submitted to us. If we do not find ways to be responsive to the publication needs of the academy, other solutions will be found that may in the end undermine the support we enjoy from our universities.

...The whole system of scholarly communication is under scrutiny at the highest levels of our universities. As Paul Murphy, chair of AAUP’s Electronic Committee, says in his recent report, “Technology is at the point where universities and libraries are advocating that tools be made available for author-researchers to publish their peer-reviewed work themselves.” As discussions of the current system of delivering scholarly work to its audience move forward, we need to be sure that the entrepreneurial spirit, resourcefulness, and long experience of the university presses are not overlooked when new solutions are considered.

Some presses are already trying to address the question of how to continue publishing the most specialized books while meeting their financial obligations to the parent institutions. We may expect that some of this work, such as that first book from Chicago, will be published in a non-traditional way. Oxford University Press has pioneered the creation of subject collections of digital monographs from a single publisher in its Oxford Scholarship Online. Smaller presses (and we are all much smaller than Oxford) are experimenting with publishing specialized work directly as digital books with an on-demand printing option. We also expect to see imaginative collaborations of university press and university library, such as are underway at California, Penn State, Cornell, and MIT.

In closing, I would like to read you something that Joe Esposito, former CEO of *Encyclopedia Britannica*, said recently on a library listserv, where he is one of the few publishers participating in the discussions:

The great untapped resource in scholarly communications today is the 100-plus university presses...In my experience the university presses are filled with people with a passion for scholarship, people who work hard to strike a balance between the economic requirements (usually to run at break even) of their own organizations and the goals of the academic community, which they are a part of and serve. A concerted effort to alter the economics of scholarly communications should begin with these presses.

This posting did not receive much discussion at the time, but we should regard Joe Esposito’s words as a challenge to us to participate actively in the transformation of the system of scholarly communication as much as it is also a vote of confidence in our ability to do so.

MISCELLANY

2006-2007 AAUP Board & Committees

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Regional Meetings 2007

Registration is now open for **Southern Presses 2007**, hosted by the University Press of Florida in Jacksonville, FL, February 16-18. Go to: <http://www.upf.com/SUP07/>

Also, **Western and Midwest Presses** will be holding a joint meeting in 2007, hosted by Nebraska and Iowa in Omaha, NE, September 20-23.

2006 Annual Meeting Recordings

The complete recorded sessions of the 2006 AAUP Annual Meeting are available for purchase. The recordings can be ordered from <http://www.conferencemedia.net>. Program information: <http://aaupnet.org/annualmeeting/>.

Treatise on Responsible Paper Use

The Green Press Initiative has introduced a "Book Industry Treatise on Responsible Paper Use" and is currently soliciting endorsements from publishers, printers, booksellers, paper manufacturers, and associations. The treatise "defines measurable goals and important action steps for all stakeholders concerned with improving the ecological and social footprint of the book industry." Harvard University Press took a leadership role in the development of this treatise, and many other AAUP members have also signed on to the document's goals. With the recommendation of the AAUP Eco Task Force, the AAUP Board of Directors will take up the matter of AAUP's endorsement of the treatise at the Fall 2006 Board Meeting. More information: <http://greenpressinitiative.org/industrytreatise.htm>.

Books for Understanding News

The Future of Books for Understanding

The AAUP Marketing Committee organized a lively session at the New Orleans Annual Meeting to discuss the potential of *Books for Understanding* to increase the online profile of members' books. Issues such as "dailyness," press-based efforts to publicize the program, and potential sales functions were discussed.

Since the meeting, AAUP has held conversations with several organizations to explore possibilities that would expand the functionality of the program. Baker & Taylor is now working with the Association to set up an easy sales link for librarians and booksellers from the lists.

Books for Understanding: September 11, 2001

The original online resource, first published a week after the 9/11 terrorist attacks, was republished in early September. The updated bibliography includes a section, "After September 11," for the many works of research, analysis, and reflection that AAUP members have published in the past five years, expanding our understanding of what happened that day and how it has affected the world. The complete list now contains more than 800 titles.

Books for Understanding: Syria and Lebanon

The existing "Syria" list has been expanded and renamed to incorporate more scholarship on Lebanon. The bibliography also includes scholarly work on the history and ideology of Hezbollah.

<http://www.booksforunderstanding.org>

What's Happening at the NEH?

In early September, the NEH issued guidelines that seemed to impose a troubling new mandate for funded projects, less than two months before applications were due. Projects that included a free online access component would receive priority in the grantmaking decisions. Many in the humanities were dismayed by the sudden requirement of what in many cases would essentially be a major new project. Documentary editions seemed particularly at risk. Many of these scholarly editions have been in the works for decades—long before the onset of digital publishing and online access. The publishers and scholars who make the editions available are beginning to develop digital versions, but cost recovery models for both the print and digital editions are far from met by federal humanities funds.

The new language from the NEH is in line with the increasing calls for open access to federally funded research across the science and social sciences. The Federal Public Research Access Act (also known as the Cornyn/Lieberman bill) calls for mandated open access of most research that receives funding from federal agencies. While many groups in and out of academe are lining up in support of the concept of open access, it is causing concern for scholarly publishers, societies, centers, and foundations as a massive but yet un-funded federal mandate. The controversial bill seems unlikely to come to a vote this Congressional session.

A letter expressing the scholarly community's dismay at the new NEH requirement was drafted and sent by the Association for Documentary Editing. The ADE also expressed concern with the disappearance of an important specialist peer review step in the grant approval process. Seemingly in response to these concerns, the NEH has modified the guidelines to express that the "preference" for online versions is not a requirement. Response to criticisms of the review process has not been accommodating, however, as the NEH has vociferously defended the phasing out of review by outside experts in a project's field in favor of review by general panels of humanities scholars.

What's Happening with Google?

The Google Book Search project continues apace, having added two new partners to the library scanning side of Book Search. Most surprisingly, one of those library partners is the University of California. The UC system libraries are a founding member of the Open Content Alliance, a project that has emphasized copyright acknowledgment

by focusing on public domain and fully permissioned collections, and has also been a proponent of open access, non-proprietary digitization of books. California Digital Library Executive Director Dan Greenstein cited the scale and speed of Google's scanning capacity as a major factor in the UC-Google agreement. The corporation says they will be able to scan more than 3,000 titles per day when running at capacity.

The University Complutense of Madrid is Google's first non-English library partner, but a bid to work with the National Library of Singapore was rejected over the troubling copyright status of the project.

In other Google book news, people can now order POD copies of many public domain works from Google. Also, some AAUP members are creating additional value from the works put into the Google project, integrating a Google full-text search of the books into their own Web sites. Princeton and Cambridge are early adopters of this.

New Cornell Guidelines on E-reserves

AAUP welcomed the announcement by Cornell University and the Association of American Publishers of appropriate guidelines for the use of electronic reserves in classroom readings. Electronic reserves systems present particularly thorny copyright dilemmas to all parties: faculty selecting appropriate course materials, libraries whose systems are supporting e-reserves, and publishers and authors who produce educational and scholarly content.

The newly issued guidelines are a positive follow-up to the "Campus Copyright: Rights and Responsibilities" guide to policy considerations created in 2005 by AAU, ARL, AAP, and AAUP. The guide recognized the continuing difficulty of developing workable copyright guidelines for electronic reserves systems, which can differ in practice greatly from both traditional library print reserve systems and permissioned coursepacks.

"This is welcome news for all of us who try to navigate copyright issues on the twenty-first century campus," said AAUP president Penelope Kaiserlian, "As publishers working within and for universities, university presses welcome the clear and reasonable guidelines that Cornell University has offered as a result of its discussions with AAP. I hope these guidelines will become a model for other universities developing policies for the management of copyrighted materials in the digital age."

<http://www.copyright.cornell.edu/policy/>

CALENDAR

National Book Festival
September 30, 2006
Washington, DC

Frankfurt Book Fair
October 3-8, 2006
Frankfurt, Germany

Charleston Conference
November 8-11, 2006
Charleston, SC

AAP/PSP Medical Publishing Practicum
November 8, 2006
Philadelphia, PA

AAP/PSP Books Boot Camp
November 10, 2006
New York, NY

SSP Fall Educational Seminars
November 13-15, 2006
Washington, DC

Guadalajara International Book Fair
November 25-December 3, 2006
Guadalajara, Mexico

MLA
December 27-30, 2006
Philadelphia, PA

ISBN-13 Transition Deadline!
January 1, 2007

PSP 2007 Annual Conference
February 5-7, 2007
Washington, DC

2007 Southern Presses
February 16-18, 2007
Jacksonville, FL

AAUP Financial Managers' Meeting
March 8-10, 2007
San Antonio, TX

London Book Fair
April 16-18, 2007
Earls Court, London, UK

AAUP Production Managers' Meeting
May 17-19, 2007
Chapel Hill, NC

BookExpo America
June 1-3, 2007
New York, NY

2007 Annual Meeting
June 14-17, 2007
Minneapolis, MN

ALA Annual Conference
June 21-27, 2007
Washington, DC

Western & Midwest Presses 2007
September 20-23, 2007
Omaha, NE



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