



## THE ASSOCIATION OF AMERICAN UNIVERSITY PRESSES

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## ***AAUP ANNOUNCES APPOINTMENT OF NEW PRESIDENT***

***Seetha Srinivasan, Director of the University Press of Mississippi,  
Assumes Leadership of International Organization***

**New York, NY** (June 2003) – The Association of American University Presses has announced the inauguration of the 2003-2004 Association president, Seetha Srinivasan, Director, University Press of Mississippi. She succeeds R. Peter Milroy, 2002-2003 AAUP President and Director, University of British Columbia Press, and will officially take on her new duties at the Association’s annual meeting June 22-25, in St. Louis, MO.

The Association of American University Presses is an international organization of 124 nonprofit scholarly presses located in 42 states, Canada, Europe, Africa, and Asia. The president of AAUP works with the executive director and the board of directors on all matters in relation to the administration of AAUP and serves as a spokesperson for and an advocate of university presses in all matters relating to publishing issues.

One issue that Srinivasan intends to make central to her presidential term is increased cooperation and communication between university presses and the retail outlets. “My hope is to work with the AAUP membership to begin a productive conversation with retail outlets, particularly the chains, to achieve greater sell-through of university press books. How can the flip sides of this coin work together to get our books on their shelves and into the hands of readers?” Srinivasan said. “We need to carry on the wonderful work the Association is doing in so many areas, but establishing a conversation with these outlets will be a major thrust in the coming year.”

The AAUP presidential succession is a distinctive system ensuring continuity and effective long-range planning for the Association. Those elected serve a total of three years, one as President-elect, one as President, and one as Past-President—what Milroy terms an “avuncular role.” Milroy reflected on his position in this succession as he completes the second year of service: “I have had the incomparable Bill Sisler [Director, Harvard University Press] as my uncle and I have had the opportunity of getting to know the remarkable Seetha Srinivasan who will follow me as President in June. Their different but equally outstanding leadership qualities are grounded in the verve and strength of character that allows university press publishers to survive financially and thrive intellectually in the face of overwhelming odds.”

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The University Press of Mississippi is the publishing arm of the eight state universities of Mississippi. Located in Jackson, its eighteen employees produce sixty-five books per year and maintain annual sales of two million dollars. When Srinivasan came to the Press in 1979 as an editorial and promotion assistant, the Jackson-based publisher was ten years old and had only just begun to distinguish itself nationally. Two decades later, Srinivasan, age 59, is director of a press that has produced more than one thousand titles.

The Press's former director, Richard Abel, believes that a great deal of the Press's rise in productivity and prestige can be attributed to Srinivasan's efforts. "Seetha was the editorial genius of this remarkably talented group," commented Abel, who is now the director of University Press of New England. "She was more responsible than anyone for the acquisitions program that brought University Press of Mississippi to a level of international recognition."

Peter Givler, AAUP's Executive Director, added: "Seetha's outstanding track record as a first-rate publisher at the University of Press of Mississippi is what earned her the wide respect of her peers and led to her election as President. She is one of those rare and blessed people whose wisdom and reasonableness command respect and admiration and make them born leaders."

Before University Press publishing, Srinivasan was an assistant professor of English at Tougaloo College and taught freshman composition at the University of Florida. She holds masters degrees in public relations and journalism from the University of Florida, English literature from Mills College, and English language and literature from the University of Poona, India.