

AAUP THE Exchange

THE ASSOCIATION OF AMERICAN
UNIVERSITY PRESSES

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Booksellers Speak of Selling Nature Writing

by Ann Wendland

Regional publishing, a proud tradition for university presses, provides an opportunity for presses to build strong trade publishing programs and fulfill a stated mission of many AAUP members—to publish for and about the communities that surround and support them. Some regional titles have met widespread acclaim and maintained strong sales; many of these are books of creative nonfiction emphasizing nature and environment.

In this series of four articles, Ann Wendland, Publicity Manager at the University of Arizona Press and *Exchange* Contributing Editor, focuses on aspects of publishing in this genre. The first article shared the views of several editors and publishers, our second focuses on the market through the eyes of booksellers, and the remaining two articles will highlight critics' perspectives and case studies in book promotion.

This article focuses on the market for these books, sharing the insights of eight booksellers with more than 150 years of collective experience selling in this genre. Wendland asked each bookseller four questions. Their answers are compiled here.

Sharon Bosley is the national nature buyer for **Barnes & Noble**. **Krista Hunter** is book buyer for **Village Books** in Bellingham, Washington. University press buyer **Cathy Langer** and Rocky Mountain Land Series event coordinator **Jeff Lee** hail from Denver's venerable **Tattered Cover**. **Karl Pohrt** owns **Shaman Drum Bookshop** in Ann Arbor, Michigan. **Linda Ramsdell** owns **Galaxy Books** in rural Hardwick, Vermont. **Melissa Sanders** manages Salt Lake City's **Ken Sanders Rare Books**, which specializes in new and antiquarian editions in this genre. **Phil Wikelund** owns **Great Northwest Books** in Portland, Oregon.

Can you characterize readers in the genre of personal essays with environmental themes?

Barnes & Noble's Sharon Bosley sees broad interest in this genre, with no significant demographic trends. Krista Hunter, too, finds a broad spectrum of outdoor enthusiasts and conservationists poring over the nature-writing shelves. She points out that many of them have been at this a while: "a lot of the active hikers are in their sixties." Karl Pohrt of Shaman Drum agrees that there is a diversity of age within this market. He also feels that this genre has the same audience that university presses reach in general—well educated, socially and politically active. These readers, he finds, also buy in poetry and in religion. Jeff Lee characterizes the people who attend Rocky Mountain Land Series events as "naturally curious about things—their education didn't stop at college."

Many readers are looking to explore issues. Bosley notes: "Of course, there are the die-hard nature people who will read everything in the field, but others have specific interests, like birders or people who want to save wolves." Cathy Langer adds: "Something on water issues that's kind of personal is going to do nicely, because that's big right now." Phil Wikelund sees a steady stream of issue-driven readers from Portland's environmental movement, but he also hand-sells books in

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Hot Demand for Cool Digital Content: Results from the National Academies Press Online Pricing Study

by Barbara Kline Pope

The National Academies Press (NAP) has been a leader in the electronic book publishing industry since launching its web site (www.nap.edu) in 1994. With annual sales revenue from all distribution channels of more than \$7 million, NAP is one of the larger mid-size publishers within the university press community. NAP is the publisher for the National Academies: National Academy of Sciences, National Academy of Engineering, Institute of Medicine, and National Research Council. The Press's dual mission is to *disseminate the works of the National Academies to the greatest possible extent while fully supporting the cost of its own operation without subsidy from its parent institution.*

NAP posts the text of all of its titles on the web in page-by-page image format free for anyone to browse, search, and read. A couple of years ago, it became clear that many within the leadership of the National Academies felt that NAP should begin giving away PDF versions of their books in order to enhance the dissemination mission. The bulk of this group hypothesized that NAP would not suffer financially from this action. However, others worried about the fiscal viability of this new model, postulating that posting free PDFs might erode a significant amount of revenue from print sales. Neither side had any data to support their views.

It was at this juncture that NAP decided that measuring customer behavior toward electronic content was of utmost importance to the future. The Press also felt that a serious study of these issues might help other scholarly publishers more efficiently find their way through the maze of options for presenting books to their readers. So, NAP, in conjunction with the University of Maryland's Smith School of Business, set forth a successful

proposal for a study of potential digital publishing business models to the Andrew W. Mellon Foundation.

The study focused on four research objectives: (1) to compare NAP's offline and online customers on attitudes and behavior toward electronic content, (2) to measure the effectiveness of free online browsing and its impact on the purchase of printed and electronic formats, (3) to determine the optimal design and pricing of NAP's e-content (specifically the PDF format), and (4) to study the demand for unbundled e-content (delivering electronic chapters of books). The study used a mix of survey-based descriptive research and experiment-based causal research in order to answer the research questions.

A unique online experiment that allowed NAP to measure actual purchase *behavior* rather than only gather purchase *intentions* via surveys formed the core of the research undertaken. During two months of intensive data gathering, customers were given experimental treatments as they interacted with NAP's web site. For example, if a customer came to the site and placed a printed book in their shopping cart, they were presented with a pop-up box that explained that the particular book in question was available in PDF format. They then had the choice of sticking with their printed book, exchanging it for a PDF, or taking both versions. The prices of PDFs were randomized across the entire 500 books in the experiment from 0%-110% of the printed price. In our example, let's say that the price of the printed book was \$40.00 and the PDF was randomly assigned a zero price. If the customer jettisoned their printed book for a PDF, it was logged as a \$40.00 loss.

In another segment of the experiment, NAP measured potential market expansion. If a customer was only browsing through the free content and then decided to purchase a PDF, that was logged as additional

revenue. After the customers completed the experimental section of their Web experience, they were asked to complete a survey designed to get at why they did or did not purchase a PDF, about their perceptions of quality of the PDF vs. print, and demographics.

The study illuminated the continued strength of demand for printed books. Even when customers were offered a PDF for free, more than half opted to pay for the printed book instead. On the other hand, slightly less than half took the free PDF rather than purchasing a book—behavior that could mean great losses in print revenue.

Comparing customers who order online with those who purchase books offline, the study revealed, not surprisingly, that NAP's online customers are much more enthusiastic about e-content than customers who typically order via offline methods. Offline customers generally have poorer perceptions of the quality of e-content and most likely will need more experience with high-quality online content to change their perceptions.

Among online customers, the study showed that there exist specific segments of customers, some with strong preferences for print and some with equally strong predilection for PDF format. Surprisingly, the research showed that there is a segment of customers who are willing to pay a premium for access to downloadable and printable digital content.

In general, however, the NAP results indicate that customers are less willing to pay for e-content than for print—and they believe that PDFs should be cheaper than print. The study also illustrates that, as customers interact with e-content more—in terms of browsing and downloading content, and sampling

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Writing of Place, continued

the genre to cowboys from Oregon's east side. "You have to know exactly who you're talking to," Phil says.

The readers can't all be grouped as environmentalists. According to Bosley, "There are people who read these books because they're for the environment, but there are also books in this genre that are against the environment, and there are readers interested in that too." Linda Ramsdell finds Vermont hunters and anglers dipping into the environmental nonfiction shelves: "That kind of writing blends with more reflective writing about fishing or hunting." Like other booksellers, she identifies the primary customers simply as people who care about the environment and spend a lot of time outdoors. Melissa Sanders sees readership crossing battle-lines in Salt Lake City. "...One of our best customers in this genre is a muckety-muck at Chevron. Most people here are interested in books that present an issue completely. This place has such a strong history of being one-sided, and there's such a deep resentment here about that. ...People work very proactively to read books that include a variety of ideas and perspectives."

Over all, Tattered Cover's Langer finds a "really solid, if not always huge market for that kind of book. ...People who live here really understand the importance of a sense of place, and people who are new here are trying to get to know the place." Krista Hunter, Melissa Sanders, and Linda Ramsdell also find that newcomers to their regions turn to personal essays. According to Hunter, "They choose the personal essays because nature for a lot of people is personal." Phil Wikelund agrees that readers look for great writers to explore with: "The beauty of the prose characterizes the beauty of nature...[readers] feel as if 'somebody has said what I feel about nature better than I could.'"

What trends do you see in readers' interests?

Interest in the entire genre is up, says Sharon Bosley, particularly in trade paper. Linda Ramsdell of Galaxy Books celebrates new generations and readers coming to the literature. "I wouldn't say that their interests change, but some of the writing is more scientific now, whereas before the more scientific writing might have been separate or had a separate readership—that readership has joined with the personal essay readers. People are just going deeper into this subject." Karl Pohrt agrees that his Ann Arbor readers increasingly eschew "general feel-good work that's less grounded—they want to read something...where they're going to learn some hard information and enjoy an excellent narrative."

This is a genre where university presses have led the pack.

Melissa Sanders feels that a recent generation of writers marked a sea change for this genre—writers who reflect on humanity such as Wallace Stegner, Edward Abbey, or, currently, Scott Carrier or Andrea Peacock. "For a lot of people involved in activism and environmental work, it's a lot easier to relate to their work than to the work of earlier naturalists," she believes.

Jeff Lee comments, "Place-based writing seems to appeal to people...whereas before I was more aware of the straight natural history books. There seems to be more of a desire for reflective writing." Great Northwest Books' Wikelund adds, "There's an increased sense of the pressure of population on the places that people love—while I wouldn't say there's a chronology that goes from soft-spoken to desperation, there is

more and more firmness, more polemic and stronger prose." Krista Hunter sees readers searching for connection with nature as it becomes more politicized. "Barry Lopez, David James Duncan, Wendell Berry and Terry Tempest Williams have spoken out in a very personal way. We have a real core of great writers out there who don't see a separation between humans and nature." And that, she feels, encourages readers.

Cathy Langer observes that "there's more being published in this area. It's something that people care about. This is a heavily browsed and searched out kind of area, and obscure books sell more quickly than in other areas."

How do readers in this genre learn about new books—how do you promote them?

Readers can expect hand-selling of these books. "A lot of staff members here read in this area and recommend books to customers, coming from different angles from gardening and farming to hiking and kayaking," says Krista Hunter. Phil Wikelund leads readers from their cherished authors to similar writers, and steers issue-driven readers to related issues. Cathy Langer admits a helpful bias: "A lot of us [at Tattered Cover] really like that kind of book, so we tend to nurture them a little more."

One thing Hunter hasn't seen much is adoption into the Book Sense program. "If you're really hot on a book, press kits and cardboard posters for the books are helpful...reader's copies might be a good consideration for a particular book that you want mainstream attention for." Karl Pohrt also notes the absence and suggests sending galleys and talking with individual booksellers who might particularly like an important book. He encourages presses to consider devoting special attention to the 50 or 100 bookshops with the strongest

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Writing of Place, continued

markets for a particular book in order to break into Book Sense.

Partly because of their beauty, books in this genre can get great placement. At Galaxy Books, Linda Ramsdell keeps them prominent. "These books are really core to what we have here to sell, they're up front and center. Vermont books are right there by the door...nature essays are on the way to the cash register." Village Books devotes extensive primary floor space to nature writing, and offers publications that frequently review this genre—*Bloomsbury*, *High Country News*, and its own *Chuckanut Reader*.

"Not that looks are everything," says Krista Hunter, "but I think that academic presses understand the trade market now, and produce books that have the look and the feel that people expect." Karl Pohrt agrees that "this is a really visually oriented culture. Even for academic and scholarly people to whom this shouldn't matter, a good cover design is really critical."

While intriguing cover art or timely topics help carry the books, Sharon Bosley believes they really need media reviews and coverage to get attention. "You get someone like Janisse Ray, who's out there talking about her book, and if she has a strong personal presence that really sells the book. A nonfiction book that has a strong, well-written narrative is the likeliest candidate for breakout to a wider audience."

Author events shine a spotlight on these books. Tattered Cover draws attention to the genre with a special event series developed in partnership with the nonprofit Rocky Mountain

Land Library and organized by Jeff Lee. The series attracts frequent C-Span coverage. "The event series embeds the store further in its community, which is what an independent really wants to do," Lee says. "There's a nice mix of new faces—each author or subject brings in a fresh batch—with regulars."

Melissa Sanders notes, "Events are critical...We don't make money on events or on keeping our doors open late, but it's the only way for us to be a living, breathing bookstore. We want to attract people who haven't been to the store, and also to maintain our involvement with long-time customers." Village Books has a tremendously successful reading series, and place-based writers are particular hits. "When Barry Lopez comes it's like sardines in here," Hunter laughs. "People like Mary Oliver have been a tremendous boost—people who aren't necessarily hikers and campers enjoy her thoughtfulness."

Do you see a special niche for university presses in this area of publishing?

All of the booksellers agree that university presses do have a special niche in this genre. Linda Ramsdell sums up the consensus: "University presses are so good at finding the books and keeping them in print. UPNE [University Press of New England] books are really core to what we sell here, and I can't picture anybody else publishing them. I also think of Nebraska keeping Loren Eiseley's books in print. And when books come

from university presses, I implicitly trust the scholarship and seriousness. A book from a trade house I'd scrutinize more." Sharon Bosley confirms, "It's the university presses that lend authority to this subject."

Melissa Sanders feels that university presses will continue to succeed by "getting in on the ground level with a writer who's very talented, like Rick Bass [*The Deer Pasture*, Texas A&M University Press]. The list of naturalist authors who were first published by university presses is endless—it's definitely an area where university presses have led the pack. They are very in-tune with their area and with what's happening in it...university presses add regional significance to what would otherwise be a very bland national market."

Editor's Note: AAUP has chosen Writing of Place as the theme for our participation in the 2003 National Book Festival. The selection was in great part inspired by this series of articles, and the evidence it has presented of both the excellence of AAUP members' work in this genre, and the hunger of audiences for well-written, well-published books of place-based nonfiction. The Festival takes place in Washington, DC, on October 4, and AAUP has once again been invited to host a table in the Let's Read America Pavilion.

AAUP will also present an online Books for Understanding bibliography of books in this genre in tandem with our presence at the Festival.

Please contact Brenna McLaughlin, bmclaughlin@aaupnet.org or 212-989-1010 x24, with any questions about either the Festival or Books for Understanding.

Professional Education Opportunity for Senior Publishing Staff

The Graham School of General Studies is offering a new Certificate in the Economics of Small Press Publishing. The program is designed for mid- and senior-level staff and was specifically developed with the concerns of many university press directors in mind.

The core course of the certificate program is a three day Financial Overview which will present an in-depth analysis of a publishing balance sheet and P&L statement, discussing each line item on an operating budget in terms of the day-to-day decisions it

represents and its effect on the bottom line. The core course is scheduled for October 16-18 at the University of Chicago's Gleacher Center.

More information, including registration materials, can be found via: www.grahamschool.uchicago.edu/business.

Diversity Scholarships to the Annual Meeting

by Cope Cumpston

In St. Louis, the Diversity Task Force was pleased to welcome the first recipients of minority grants to attend the AAUP Annual Meeting. Thanks to Whiting Funds provided by the Professional Development Committee, seven grants were awarded to recipients from around the country: Ramon Lanier Smith, University of Pennsylvania Press; Emily Park, New York University Press; Cindy Chun, University of Hawaii Press; Francisco Aguirre, University of Pennsylvania Press; Jeff Walters, Texas Tech University Press; David Hines, University of North Carolina Press; and Parneshia Jones, Northwestern University Press.

The grantees touched base during the course of the meeting with members of the board of directors and the diversity task force for answers to their questions about sessions and general networking.

While we well know that access to networking and mentoring contacts is often a missing link in career options for underrepresented groups, it's not easy to bring those opportunities to AAUP, because presses are so far apart and the costs of attending meetings too high for many junior staff. It was a major accomplishment of the Diversity Task Force to arrange these scholarships.

Some comments from the grant recipients follow.

"The AAUP annual meeting surprised me in many ways. Before the meeting, I had no real sense of what took place or how many people from other university presses would attend. But I was finally able to put faces to numerous names on the listserv and make some valuable contacts to help answer the endless number of questions that pop-up from day to day. I returned to my press with several ideas that can be implemented here, and I was even able to share a number of my ideas and experiences with others in attendance."

"The diversity grant is a great opportunity for minorities within the field to meet and share their publishing experiences, and consider steps to further diversify the academic publishing community."

"Attending the conference was an opportunity for me to confirm long held impressions I have had about scholarly publishing. Some of the session panelists shared similar viewpoints to mine; and this was a very positive experience. I truly believe that pinpointing weaknesses and focusing resources to correct these is an important part of advancement—this seemed to be the focus of the conference."

"The 2003 AAUP Annual Meeting was one of the most vital experiences to date in my publishing career. The

conference was a stepping stone for me to join and meet with people in my field from all over the country who seriously value publishing. The meeting has made a great impact for me in the early stages of my publishing career and has reassured me that I have chosen the right profession.

The workshops gave me insight on the plans and procedures of other presses as well as common concerns and solutions to problems that we all face. I was able to grasp the special sales concept and learned more about budgeting advertisements and exhibits. I exchanged ideas about direct mail, book promotion and regional sales conferences. AAUP showed me that from a university press standpoint, we are all in this together."

As the 2003 task force finished up its two-year stint, we provided a draft of a diversity handbook that will help individual presses find specific ways to increase diversity in hiring and retention, and with a renewed commitment as an organization to make this a priority.

The 2003-2004 committee has been renamed the Diversity Handbook Task Force, to underline its focus on finalizing the handbook. Sylvia Hecimovich and Jill Shimabukuro of the University of Chicago Press serve as co-chairs of the new task force.

Online Pricing Study, continued

PDFs—they are more likely to improve their perceptions of PDF and might be more likely to buy e-content.

The findings also indicate that unbundling content (selling books by the chapter) can result in higher market expansion than offering only the entire book. But, a strategy of bundling the PDF with print can fill demand for customers who view PDF and print as complements rather than direct substitutes. Capitalizing on these groups with attractive pricing

strategies can help to mitigate losses. NAP's customers tend to be quite price inelastic in regard to chapter prices as compared to full PDF prices in the ranges of prices studied. In the case of the full PDF, once the assigned price was higher than zero, the study showed that demand did not change dramatically with price variations. NAP's study also demonstrated that Internet speed has an impact on the purchase of the PDF format, but only in the case of the full PDF.

Overall, results suggested that the time is ripe for NAP and perhaps other scholarly book publishers to begin selling PDF format e-content to take advantage of customers' demand for digital books. The National Academies Press has already begun.

Barbara Kline Pope is Director, National Academies Press, and P.K. Kannan Safeway Fellow and Associate Professor of Marketing at the Robert H. Smith School of Business, University of Maryland

Serial Publications: Guidelines for good practice in publishing printed and electronic journals

Reviewed by William Breichner

Serial Publications: Guideline for good practice in publishing printed and electronic journals, the second edition of the handbook first published in 1994, is sponsored by the Association of Learned and Professional Society Publishers (ALPSP), The Association of Subscription Agents and Intermediaries, the Serial Publishers Executive of the Publishers Association and the United Kingdom Serials Group. The steering committee responsible for publishing this version states in the foreword that their goal was “providing guidelines...for good practice where this is appropriate in order to maximize the usability and usefulness of journals for those who handle and read them,” as opposed to creating a “‘how to’ textbook of journal publishing.” The book, despite its mostly British perspective, certainly achieves this objective.

The most obvious change from the first edition is the inclusion of information on electronic publishing. Indeed, a small section on electronic journals leads off this edition. Electronic publishing without question ranks with the invention of the printing press in terms of its impact on scholarly communication and publishers. The *Guidelines’* treatment of e-journals in this section is a bit cursory although there are many electronic publishing related guidelines sprinkled throughout the publication. For instance, there are references to electronic publication of conference proceedings, scheduling electronic versions of journals and a quite useful summary on access control

for electronic publications.

I found the explanation of issue, article and item identifiers that included a definition, history and uses of DOIs very informative and handy. Missing from the e-journal discussion was any mention of consortia purchasing by libraries, usage statistics, accepted file formats or licenses for institutional subscribers.

The Editorial Procedures, Titles, Articles, and Issues chapters are quite strong. These sections provide very hands on, common sense advice. For instance, the publication recommends avoiding “catchy, clever and obscure” titles. In another instance under Editorial Procedures, the authors note that those journals that publish less than 100 papers per year should consider devising a simple manuscript tracking system, even if it is paper based, as opposed to investing in expensive, difficult to manage editorial tracking systems.

Journal publishing staffs with limited experience and few titles might gain some insights from the Format and Presentation section but I found these guidelines a bit too obvious for veterans. I think it would be useful to rework this section in future editions to include more relevant and timely production related information such as paper considerations, guidelines for choosing a printer, or evaluating services received from outside vendors. Guidelines for selecting and paying freelance copyeditors also would be a great help to small- and medium-sized operations.

One example of how the *Guidelines’* British perspective limits its effectiveness for U.S. publishers is

the too brief section concerning U.S. Second Class mailing regulations. Anyone who has tried to comprehend and manage the maze of postal regulations as they apply to periodicals mailing knows that a whole chapter—if not a small book—could be devoted to their understanding. The terminology is also incorrect. Since postal reclassification occurred 6 years ago, Second class is now called Periodicals Postage and bulk mail (not mentioned in the guidelines) is Standard A. As I stated earlier, the authors did not intend to create a handbook but rather a collection of best practices. Unfortunately, the section on second class is neither. Another instance of how future editions of *Guidelines* might better serve serials publishers outside of the UK and EU would be information on the European V.A.T.

The Appendices serve a useful purpose—especially the examples of a copyright transfer agreement and grant of license. The selected bibliography adds significant value to the publication as do the various checklists on starting, ending or obtaining a new title. A glossary of relevant terms and definitions would have been welcome.

All told, this handbook is a helpful tool, although its usefulness will be greatest for smaller or less experienced journal offices. Though obtaining valuable nuggets will require some mining, the publication will serve established staffs as good reference.

William M. Breichner is Journals Manager at The Johns Hopkins University Press.

2003 Week-in-Residence Grants Awarded

The AAUP Professional Development Committee has awarded five Week-in-Residence grants to successful applicants Manjit Kaur, Journals Manager, Nebraska; Yoko Kojima, Publications Coordinator, United Nations; Clydette Wantland, Journals Editor, Illinois; Kristin Lawrence, Managing Editor, Wayne State; and Shelley Ortiz, Promotions Coordinator, Louisiana State. The program is supported by funds from the Mrs. Giles Whiting Foundation.

Susan Abrams, 1945-2003

Susan Abrams, a legendary editor who nurtured dozens of authors and hundreds of books as she built the University of Chicago Press's prestigious science list from scratch, died June 29 at Mercy Hospital in Chicago of lung cancer. She was 57 years old.

Abrams, the editor for history, philosophy, and social studies of science, was described as an editor of uncommon vision and devotion who attracted good writers and helped them produce outstanding work. As some measure of her success, under her tenure the University of Chicago Press won the History of Science Society's Pfizer Awards, the field's highest honor, for seven of its books. Six were edited by Abrams.

Born July 27, 1945, in St. Louis, MO, Abrams attended Washington University, where her commitment and ability to bond with authors was already in evidence. As a student, she once phoned Norman Mailer in the middle of the night, having written more than 300 pages for a short paper on his symbolism. He responded supportively, and they stayed in touch.

New Online Resources for AAUP Members

The end of summer sees the launch of a new section of AAUP's web site, www.aaupnet.org. Through a password-protected portal, AAUP members will now have quick access to both new and existing Association resources.

Among the new resources available is a Director's Reference Shelf, and a growing list of sources for publication grants.

Through this new web section, members can sign up for email discussion lists, subscribe to the *AAUP bulletin*, and use a quick link to post jobs to AAUP's public job list.

The valuable Business and Marketing Handbooks, previously reserved for members through the

Dividing her time between her studies and community activism, Abrams took 11 years to graduate. She worked for the CV Mosby publishing house in St. Louis before joining the University Press staff in 1979. Director of the University of Notre Dame Press Barbara Hanrahan, who was working at Chicago as a senior editorial assistant when Abrams arrived, and who maintained a friendship with her, said Abrams was "a truly spectacular editor of the kind you just don't see anymore—in terms of her intelligence, in terms of her ability, and in terms of the way in which she worked with each and every author and each and every book to make it the best possible book."

In celebration of a life's commitment to exceptional books, the Press has established the **Susan Elizabeth Abrams Prize in the History of Science**. The first Abrams prize will be awarded at the annual meeting of the History of Science Society in November 2003. The Press welcomes donations to the Prize, which may be sent care of the Director's Office, University of Chicago Press, 1427 E. 60th Street, Chicago, IL 60637.

use of private URLs, are now available through live links on aaupnet.org.

Login IDs and passwords were assigned and distributed to staff at member presses in late August. Members may log in to these resources at www.aaupnet.org/membersonly.html.

If a member has not been notified of log in information, there is a password request form at the above URL, or an email can be sent to webmaster@aaupnet.org.

**[www.aaupnet.org/
membersonly.html](http://www.aaupnet.org/membersonly.html)**

AAUP in Europe

If copyright is a thorny issue in the United States, it's a briar patch in Europe. Nations seek to harmonize national laws with European Union guidelines and legislatures struggle with drafting exemptions to the moral rights of authors. Into this maelstrom of debate (and metaphor) flies Peter Givler, Executive Director of AAUP, for a series of talks on Copyright's Public Good

The U.S. Embassy in Berlin and Consulates in Leipzig, Warsaw, Kraków, and Hamburg have arranged a lecture and discussion series for Peter.

- September 29, he is scheduled to talk with students and librarians at the University Library Leipzig.

- September 30, a lecture and discussion with the German American Lawyers Association will be held in the Berlin Embassy, followed by an evening talk at Humboldt University.

- October 2, Peter will meet in Warsaw with members of the Polish Ministry of Culture, Polish Chamber of Books, and Polish Association of Book Publishers at Warsaw University.

- October 4, Peter will address faculty and students at Jagiellonian University, Kraków.

- October 6, a lecture is scheduled at Hamburg's University of Applied Science, School of Library and Information Management.

From Hamburg, Peter will travel to Frankfurt for the Frankfurt Book Fair where he'll be representing AAUP (Hall 8, booth N 962). He has been invited to speak to the International Publishers Association General Assembly on Friday, October 10.

The invitation to speak to European audiences was sparked by Peter's earlier talk and *Chronicle Review* article entitled "Copyright: It's for the public good." The article can be read online at www.aaupnet.org/aboutup/copyright.html.

Calendar

Midwest Presses Meeting

September 7-8, 2003
Iowa Memorial Union, Iowa City, IA
Contact: holly-carver@uiowa.edu

AAP/PSP Journals Boot Camp

September 10-13, 2003
Philadelphia, PA
Contact: sbrandwein@publishers.org

National Book Festival

October 4, 2003
Washington, DC

Frankfurt Book Fair

October 8-13, 2003
Frankfurt, Germany

Publishing Latino Voices

November 7, 2003
New York, NY
Contact: Anne Garinger, agaringer@publishers.org

2004 Production Managers Meeting

May 5-8, 2004
Montreal, Quebec
McGill-Queens University Press
Contact: Susanne McAdam, susannem@mqup.ca

2004 AAUP Annual Meeting

June 26-29, 2004
Vancouver, British Columbia
Contact: annualmeeting@aaupnet.org



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