

Text and Academic Authors

ONLINE INFORMATION FOR TAA MEMBERS

UNIVERSITY PRESS

Minnesota Press under fire for child sex book

Christine Maziar, University of Minnesota vice president: "As a public university, we are accountable and responsive to the public. When citizens are confused and concerned about what we publish, we have an obligation to assure them that our academic review process meets the highest standards. We also have a deep commitment to academic freedom and open discourse and want to assure those who support our right to publish freely that we share that value."

MINNEAPOLIS, Minnesota, April 8, 2002 -- The University of Minnesota promised to review the procedures that its press uses to evaluate books for publication after criticism erupted over a new a book about childhood sexuality. Christine Maziar, vice president for research, said that the university feels a need to respond to concerns in a way that protects and promotes academic freedom. The book, "Harmful to Minors: The Perils of Protecting Children from Sex" by Judith Levine, has been subject to "misleading and inaccurate reports," said Doug Armato, director of the University Press. The book, he said, does not advocate pedophilia. Rather, he said, Levine attempts to make a case for open and honest discussion about adolescent and children's sexuality. Maziar said that the review, to begin immediately, will be conducted by experts from other academic and university presses. It will look at the academic review and book selection process, including how external experts are chosen to review manuscripts.

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U.S. publishers donate medical works to

News Briefs

Early April
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SAN DIEGO

[2002 TAA NATIONAL CONVENTION](#)

JUNE 21-22

DEATH

Afghanistan

WASHINGTON, April 8, 2002 -- The U.S. publishing industry has responded to a call for humanitarian aid and will donate medical books, textbooks, journals and professional books to Taliban-ravaged schools and hospitals, the Association of American Publishers announced. The focus will be on medical materials, the association said.

Background: [Bush: U.S. sending 10 million books](#)

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Thomson buys Arnold social science house

TORONTO, April 8, 2002 -- The Canadian elementary history and geography publisher Arnold has been acquired by Thomson International's Nelson division. Terms were not announced, but the companies said that Arnold's founder, Phyllis Arnold, will remain. One current project is social science series for Alberta schools. Arnold is located in Alberta.

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NEWS ALERT: APRIL 8

From John Vivian, TAA editor

Here is the latest news from TAA:

2002 MCGUFFEYS: Authors of seven venerable titles have won TAA McGuffey prizes. [Details](#)

The winners: Antony C. Wilbraham, Dennis D. Staley and Michael S. Matta: *Addison Wesley Chemistry*; C.W. Fetter: *Applied Hydrogeology*; Marilyn T. Fordney: *Insurance Handbook for*

PRIZE DETAILS:

TAA's recognition awards are moving toward the end of their first decade.

[All about the McGuffeys](#)
[All about the Textys](#)

CONGRATS: The McGuffeys and Textys will be presented at the

Pierre Balliett, retired Houghton Mifflin international vice president, died at home in San Diego, California, at age 67. Balliett was with Houghton from 1973 to 1991. Later he was director of Publications for Radio Free Europe. Earlier he was with Holt, Rinehart & Winston, McGraw-Hill and CBS Publishing. He chaired the International Division of the Association of American Publishers.

Compiled by
[JOHN VIVIAN](#)

[TAA News Archives](#)

the Medical Office; Michael Mescon, Courtland Bovée and John Thill: *Business Today*; William Stallings: *Computer Organization and Architecture*; Thomas L. Tedford and Dale A. Herbeck: *Freedom of Speech in the United States*; Jean-Paul and Rebecca Valette: *Langue et Culture Françaises*.

2002 TEXTYS: Authors of seven titles have won TAA Texty prizes for excellence. [Details](#)

The winners: Frederic Martini: *Fundamentals of Anatomy and Physiology*; Scott G. Pasewark, William R. Pasewark Jr., William R. Pasewark Sr., Carolyn Pasewark Denny, Frank M. Stogner, Jan Pasewark Stogner and Beth Pasewark Wadsworth: *Microsoft Office XP, Introductory Course*; Paul Siegel: *Communication Law in America*; William Stallings: *Operating Systems*; Michael Sullivan: *Sullivan's College Algebra*; Andrew S. Tanenbaum: *Modern Operating Systems*; Antony C. Wilbraham, Dennis D. Staley, Michael S. Matta and Edward L. Waterman: *Addison Wesley Chemistry 2002*.

TAA national convention in San Diego. [Convention program](#)

REGISTER NOW: Now is the time to plug the TAA convention into your plans: June 21-22, a Friday and Saturday, in San Diego. Your online registration form: [Do it now](#)

NOTABLE AUTHOR: The TAA profile series on significant authors continues with self-publishing guru Dan Poynter. And why does he call it Para Publishing anyhow? [Dan Poynter bio](#)

VIVENDI UPDATE: The French company that owns text publisher Houghton Mifflin wants to redefine itself to attract more investor interest. How's Houghton fit in? [Details](#)

WHITHER HARCOURT: Reed Elsevier and Thomson International are making hay with Harcourt titles. [Details](#)

Extracted from the latest e-mail News Alert to TAA members

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Holt goes for artificial-intelligence science tutorials

BOSTON, April 6, 2002 -- School book publisher Holt Rinehart & Winston announced a new move toward creating electronic curriculums in a cooperative agreement with Quantum Solutions. Tutorials built on artificial intelligence data will be offered in the sciences from middle-school to college students, said Ellen Standfer, a Holt vice president. Tutorials are the supplemental item that teachers most request, Standfer said. Holt, part of Reed Elsevier's Harcourt subsidiary, is the first textbook publisher to move into artificial intelligence technology, according to Standfer. The tutorials, in chemistry and integrated and physical science, will be designed to help students with core concepts for standardized testing. They will be available by subscription.

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TAA announces seven Texty Award winners

ST. PETERSBURG, Florida, April 5, 2002 -- Seven current textbooks have been recognized for excellence with 2002 Text and Academic Authors awards -- the Texty. The books, all with 2001 or 2002 copyrights, were judged by seasoned authors on qualities that included "learnabiity" and currency. Presentations will be made at the TAA national convention in June. The winners:

Frederic Martini: *Fundamentals of Anatomy and Physiology*, fifth edition (Prentice Hall).

Scott G. Pasewark, William R. Pasewark Jr., William R. Pasewark Sr., Carolyn Pasewark Denny, Frank M. Stogner, Jan Pasewark Stogner and Beth Pasewark Wadsworth: *Microsoft Office XP, Introductory Course*, first edition (Course Technology).

Paul Siegel: *Communication Law in America*, first edition (Allyn & Bacon).

William Stallings: *Operating Systems*, fourth edition (Prentice Hall).

Michael Sullivan: *Sullivan's College Algebra*, sixth edition (Prentice Hall).

Andrew S. Tanenbaum : *Modern Operating Systems*, second edition (Prentice Hall).

Antony C. Wilbraham, Dennis D. Staley, Michael S. Matta and Edward L. Waterman: *Addison Wesley Chemistry 2002*, fifth edition revised (Prentice Hall).

Details: [The Texty awards](#)

Background: [McGuffey winners](#)

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On-site book machine taking off slowly

TORONTO, April 4, 2002 -- The first bookstore to have an Instabook machine, which produces books on-the-spot for customers, hasn't had exactly a land-office rush. The store reported selling fewer than 50 books since December, when the print-on-demand machine was installed. The store's experience is being closely watched because POD equipment is coming for textbooks eventually. Enthusiasts caution against reading too much into the Toronto experience, noting that only 650 books are available, most of them classics. Instabook, manufacturer of the machine, said printing costs 75 cents a book. Its machine costs

about \$30,000.

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Seven venerable texts win TAA McGuffey prize

ST. PETERSBURG, Florida, April 3, 2002 -- Seven textbooks of enduring excellence, one in its 10th edition, have been chosen for the prestigious McGuffey Award sponsored by Text and Academic Authors. Judges selected the books from among entries for books that have been in print at least 15 years and thereby have demonstrated their excellence by continuing marketplace acceptance. The award bears the name of William Holmes McGuffey, whose pioneer primers in the 1830s taught generations of American children how to read. The winners:

Antony C. Wilbraham, Dennis D. Staley and Michael S. Matta: *Addison Wesley Chemistry*, fifth edition (Prentice Hall).

C.W. Fetter: *Applied Hydrogeology*, fourth edition (Prentice Hall).

Marilyn T. Fordney: *Insurance Handbook for the Medical Office*, seventh edition (W.B. Saunders).

Michael Mescon, Courtland Bovee and John Thill: *Business Today*, 10th edition (Prentice Hall).

William Stallings: *Computer Organization and Architecture*, fifth edition (Prentice Hall).

Thomas L. Tedford and Dale A. Herbeck: *Freedom of Speech in the United States*, fourth edition (Strata Publishing).

Jean-Paul and Rebecca Valette: *Langue et Culture Françaises*, seventh edition (Houghton Mifflin).

Details: [The McGuffey awards](#)

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WELCOME

NEW TAA MEMBERS: Lawrence Alexander, Bill Anderson, Cynthia Belis, Arthur T. Benjamin, David Bovée, Thomas James Brennan, Anita C. Burris, Patricia R. Cabral, Jean B. Chan, Barry M. Cherkas, Charles A. Coppin, Casimer M. Decusatis Jr., Shirley Dembo, Matthew Douglas, Silas B. Edet, Martin E. Flashman, Katherine Gavin, Kris H. Green, Blanche Haning, Edward R. Johnson, Donald Jugenheimer, Fran Kellog-Smith, Debra King, John King, Paul Krieger, Emily Lites, Michael D. Lyman, Julia LoBur, David H. Loshin, Marilyn Myerson, Terry Muller, Donald Rasmussen, Nathan P. Ritchey, Don Sokol, Robert O. Stein, Laura Taalman

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Reed rosy about its 2002 prospects

LONDON, April 2, 2002 -- In a report to investors, publisher Reed Elsevier said it is spending \$20 million on e-learning initiatives related to its education products this year. Reed said the funds are coming from savings realized by integrating its Harcourt and Ridgely acquisitions into its existing structure. For the year, the company said it anticipates "satisfactory" growth in an otherwise "somewhat dull market."

Background: [Reed, Thomson make hay with Harcourt titles](#)

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Vivendi Universal reshaping as media company



NEW YORK, April 2, 2002 -- The chair of France-based Vivendi Universal, Jean-Marie Messier, has told investment analysts that he plans to untangle the finances of unrelated Vivendi enterprises to give a truer picture of the company's prospects, the *Wall Street Journal* reported. It was unclear whether textbook publisher Houghton Mifflin, which became part of the Vivendi empire last year, is a major component of a restructured company. Vivendi stocks have been lagging because analysts can't get a clear picture of the performance of the company's motley subsidiaries. According to the *Journal*, Messier plans to break out the utility subsidiary Vivendi Environment from the media subsidiary Vivendi Universal. Messier, reportedly, is also looking to increase Vivendi Universal's stake in the profitable French wireless company Cegetel. Vivendi will become "a full media and communications player," Messier told the analysts.

Background: [Vivendi under magnifying glass](#)

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THANK YOU

TAA BENEFACTORS: Warren G. Bovée, Robert Christopherson, Darrell Ebbing, Joseph J. Ferrandino, Gail Gross, Phil Halloran, Fran Kellog Anderson, Paul Krieger, Charles F. Lytle, Karen Morris, Belverd Needles Jr., James Rubenstein, Walter J. Savitch, Gerald C. Stone, Terry Wohlers.

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Thomson's Dialog, Gale in joint online venture

CARY, North Carolina, April 1, 2002 -- Two business units of

the global media company Thomson, Dialog and Gale, have created a strategic alliance to build new online products and services for the academic and public library markets worldwide. The first products and services, for public libraries, are expected to be available by mid-2002. The new alliance seeks to capitalize on Dialog's depth and breadth of content, brand power and technology platforms in combination with Gale's market leading position, expertise and sales support infrastructure for its worldwide markets, executives said in a statement. "This alliance is an important step for both companies," said Allen Paschal, chief executive at Gale. "It demonstrates the virtually unlimited opportunities for new product development and service enhancements made possible when two Thomson businesses work together.

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