Welcome to the 2011 Book Design and Effectiveness Awards Event



Wednesday, June 8, 2011



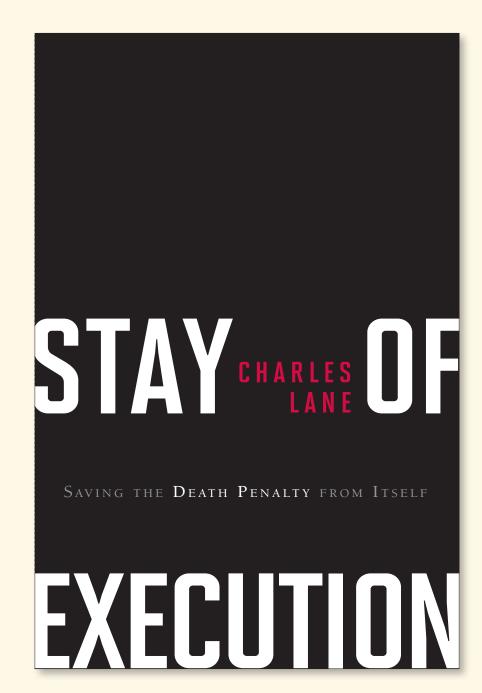
Commercial Publishers

Typographic Cover

2011 \(\text{wards} \)

Rowman & Littlefield Publishers in Cooperation with the Hoover Institution Stay of Execution: Saving the Death Penalty from Itself

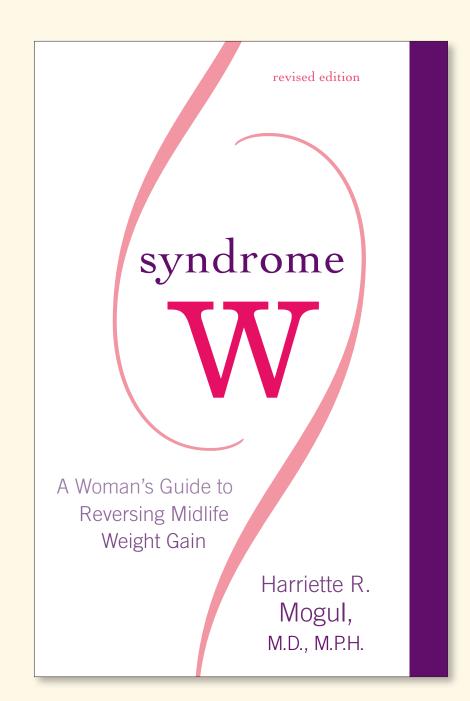
First Place



M. Evans

Syndrome W: A Woman's Guide to Reversing Midlife Weight Gain

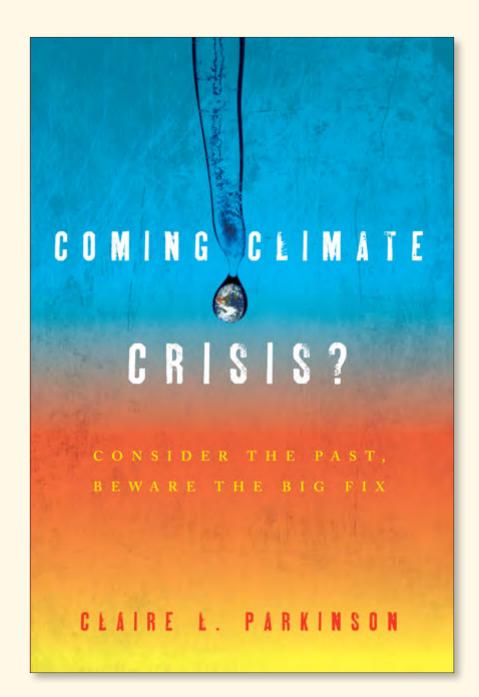
Second Place



Rowman & Littlefield Publishers, Inc.

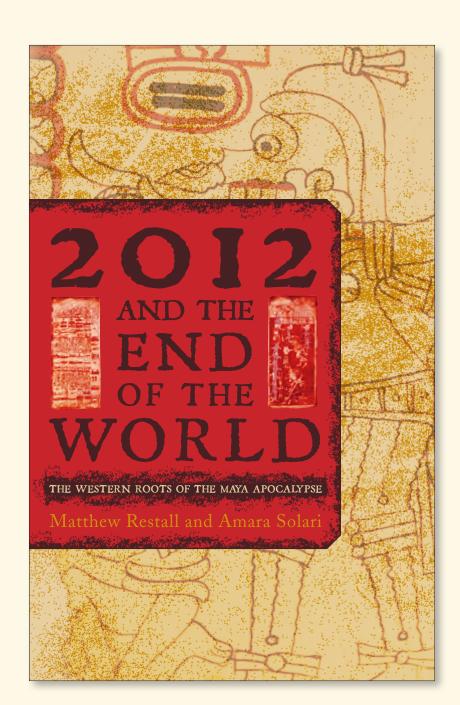
Coming Climate Crisis? Consider the Past, Beware the Big Fix

Third Place



Rowman & Littlefield Publishers, Inc. 2012 and the End of the World: The Western Roots of the Maya Apocalypse

Honorable Mention





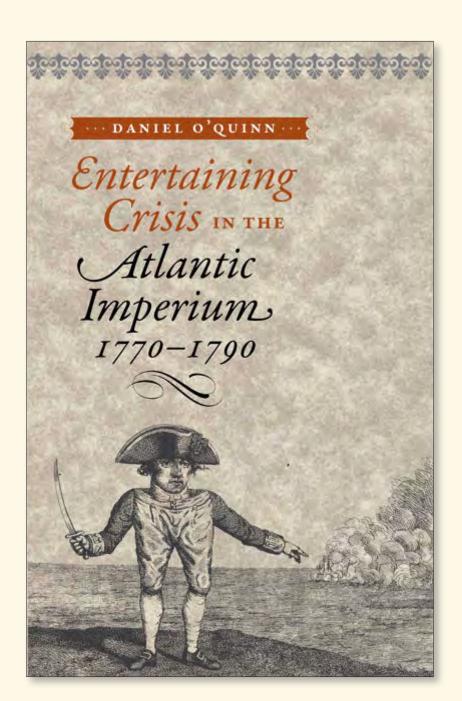
Large Nonprofit Publishers

Typographic Cover

Johns Hopkins University Press

Entertaining Crisis in the Atlantic Imperium, 1770–1790

First Place



Second Place

Reason Fulfilled by Revelation Debates France Edited and translated by Gregory B. Sadler



Small- To Medium-Size Nonprofit Publishers

Typographic Cover

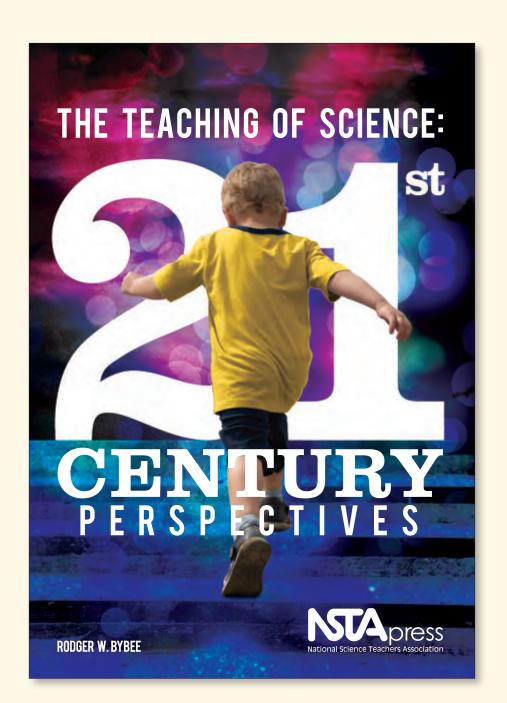
American Psychiatric Publishing

The Language of Mental Health: A Glossary of Psychiatric Terms

First Place

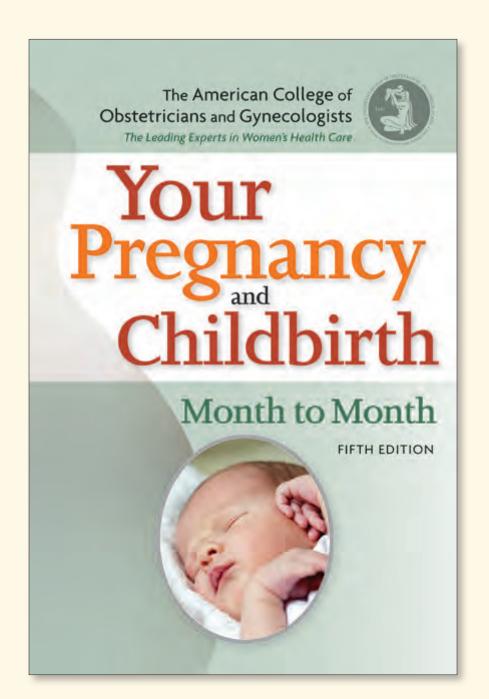
THE Language OF **Mental Health** A Glossary of **Psychiatric Terms** Narriman C. Shahrokh Robert E. Hales, M.D., M.B.A. PERSONALITY Katharine A. Phillips, M.D. OPIOID TREMOR Stuart C. Yudofsky, M.D. PHARMACODYNAMICS $\stackrel{\sim}{\checkmark}\stackrel{\simeq}{\cong}$ World psychiatric association (WPA) **NSTA Press, National Science Teachers Association** *The Teaching of Science: 21st Century Perspectives*

Second Place



The American College of Obstetricians and Gynecologists Your Pregnancy and Childbirth: Month to Month, Fifth Edition

Third Place





Commercial Publishers

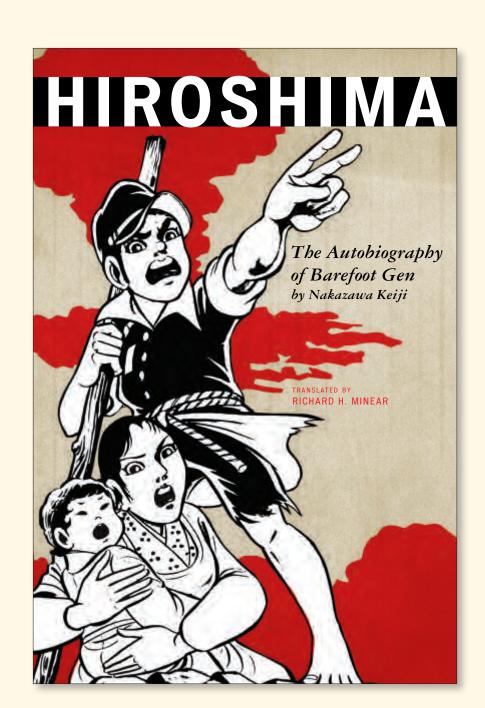
Illustrated Cover

2011 Wards

Rowman & Littlefield Publishers, Inc.

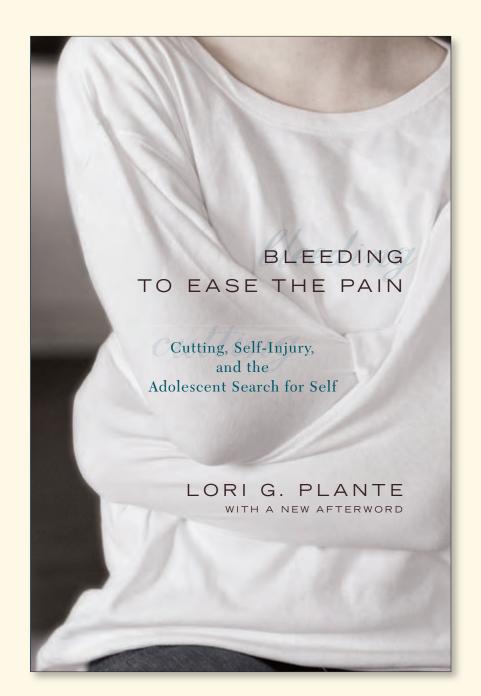
Hiroshima: The Autobiography of Barefoot Gen

First Place



Rowman & Littlefield Publishers, Inc.

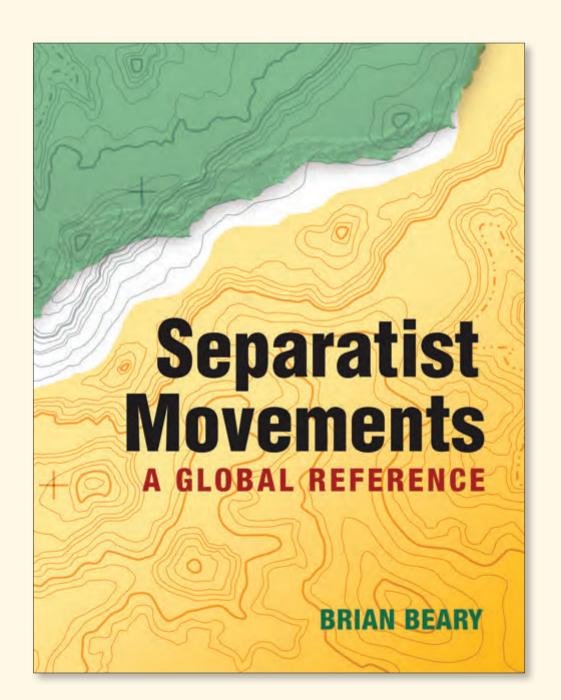
Bleeding to Ease the Pain: Cutting, Self-Injury, and the Adolescent Search for Self
First Place



CQ Press

Separatist Movements: A Global Reference

Second Place



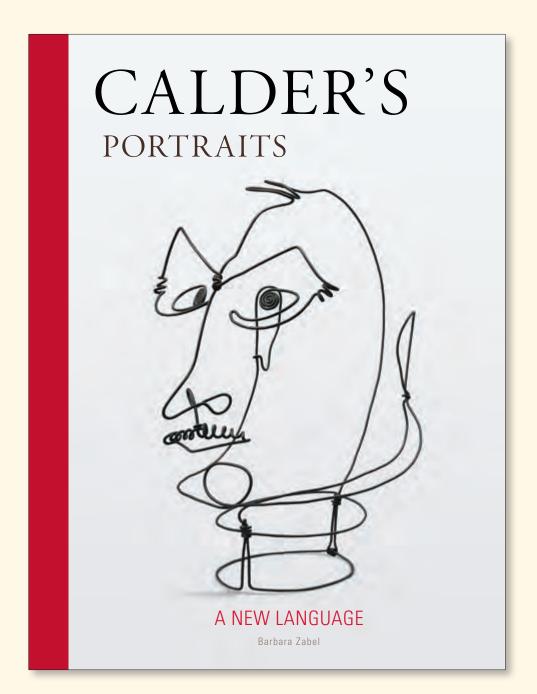
Rowman & Littlefield Publishers, Inc. *Witchcraft in Early North America*

Third Place



Rowman & Littlefield Publishers, Inc. Calder's Portraits: "A New Language"

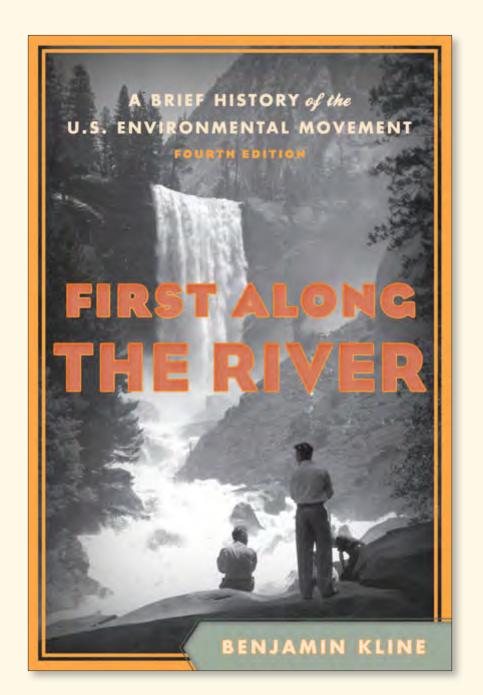
Third Place



Rowman & Littlefield Publishers, Inc.

First Along the River: A Brief History of the U.S. Environmental Movement

Third Place





Large Nonprofit Publishers

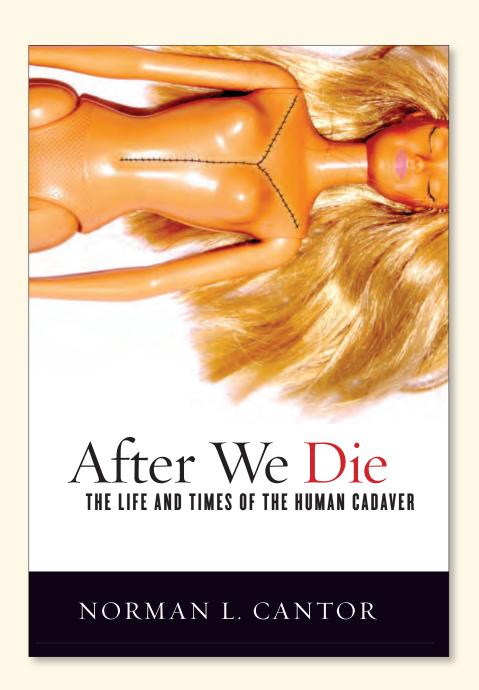
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2011 Wards

Georgetown University Press

After We Die: The Life and Times of the Human Cadaver

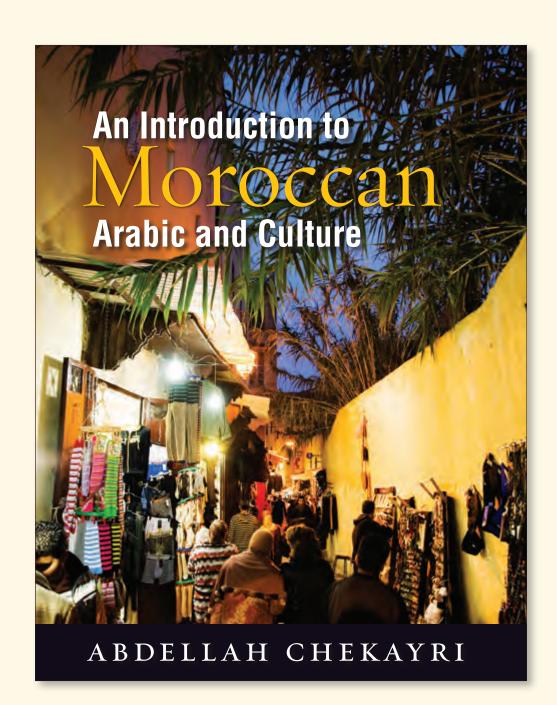
First Place



Georgetown University Press

An Introduction to Moroccan Arabic and Culture

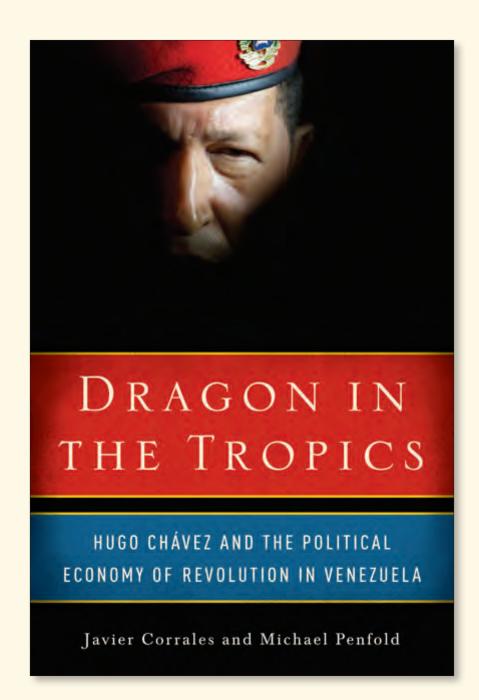
Second Place



Brookings Institution Press

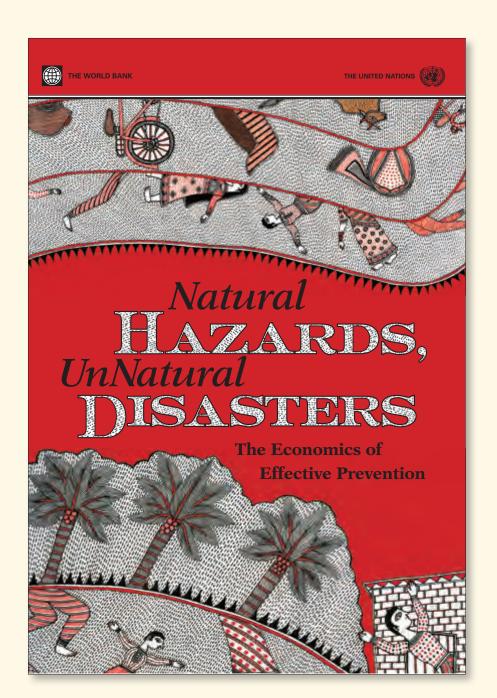
Dragon in the Tropics: Hugo Chavez and the Political Economy of Revolution in Venezuela

Third Place



The World Bank
Natural Hazards, Unnatural Disasters: The Economics of Effective Prevention

Honorable Mention





Small- To Medium-Size Nonprofit Publishers

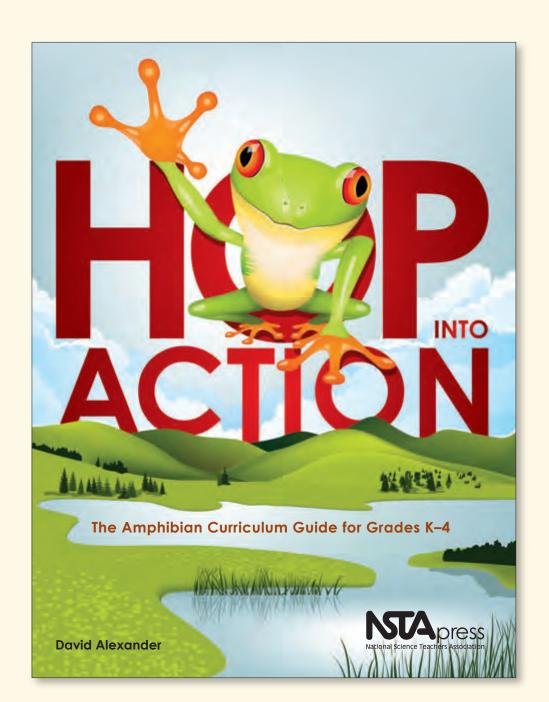
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2011 Wards

NSTA Press, National Science Teachers Association

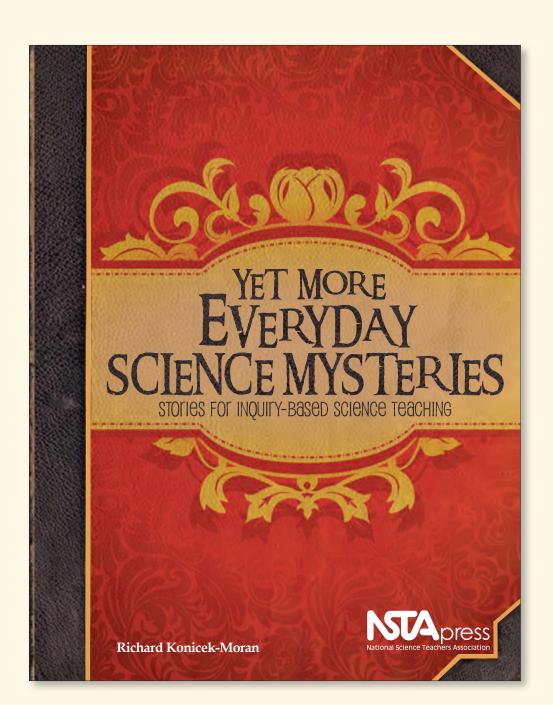
Hop Into Action: The Amphibian Curriculum Guide for Grades K-4

First Place

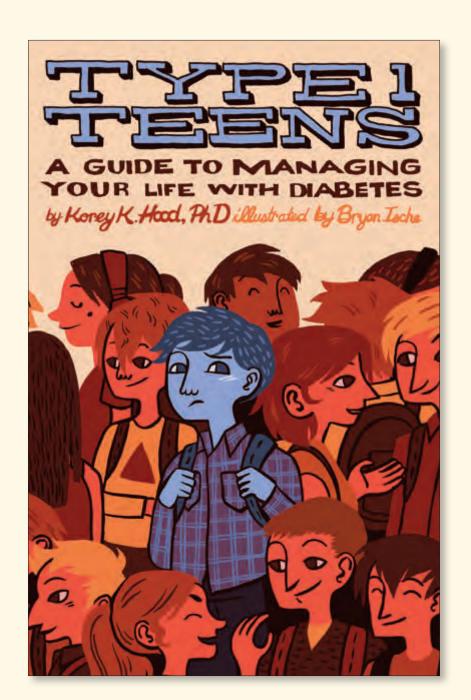


NSTA Press, National Science Teachers Association *Yet More Everyday Science Mysteries*

Second Place



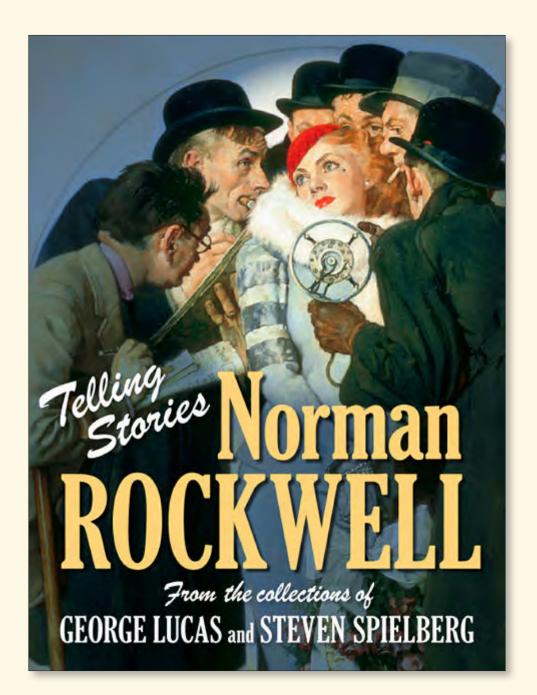
Magination Press/American Psychological Association *Type 1 Teens: A Guide to Managing Your Diabetes*Third Place



Smithsonian American Art Museum

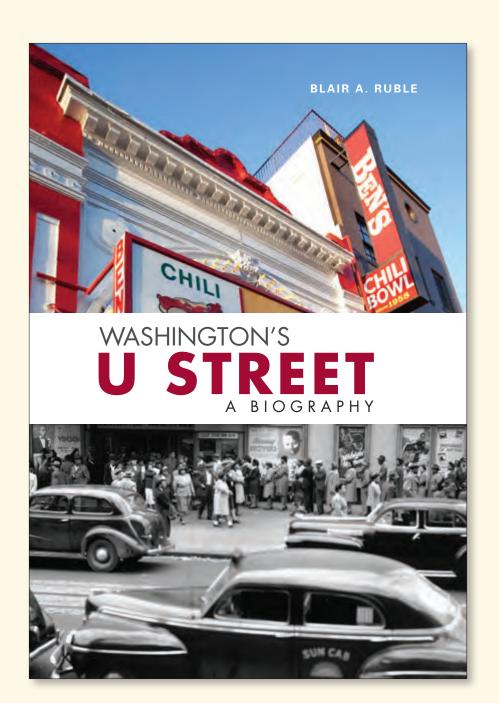
Telling Stories: Norman Rockwell from the Collections of George Lucas and Steven Spielberg

Honorable Mention



Woodrow Wilson Center Press Washington's U Street: A Biography

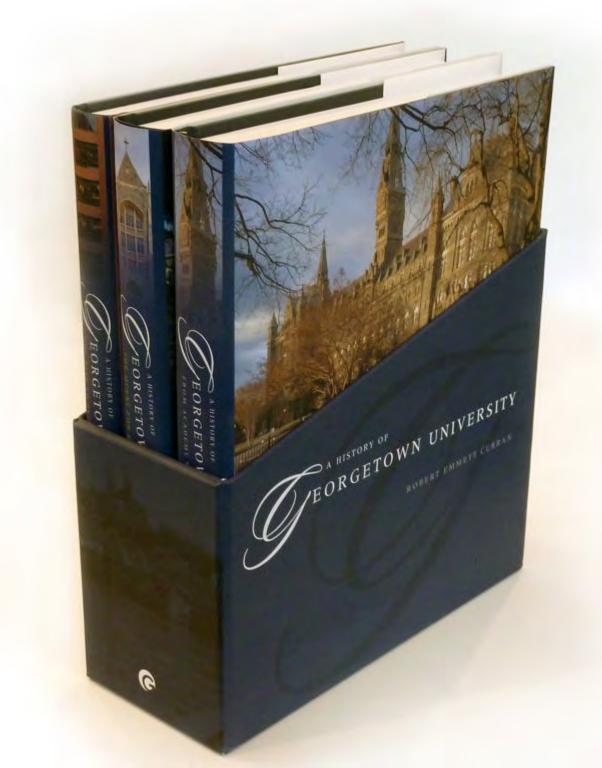
Honorable Mention



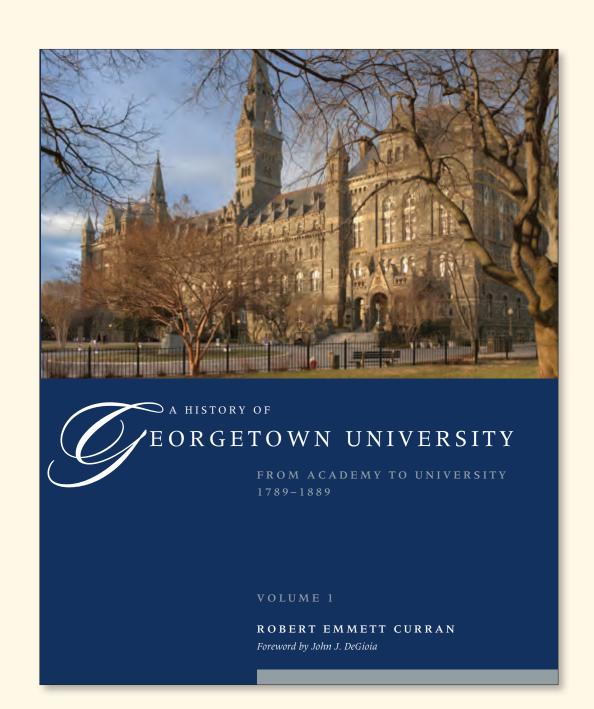


Washington Book Publishers

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CHAPTER 4

"Instead of a Constellation . . . a Few Unfledged Bodys . . ."

The college has not ten boarders, the ablest & best professors they have had among them have abandoned them year after year and they have not at this time a single member distinguished for literary or scientific attainments—there must be fault somewhere.

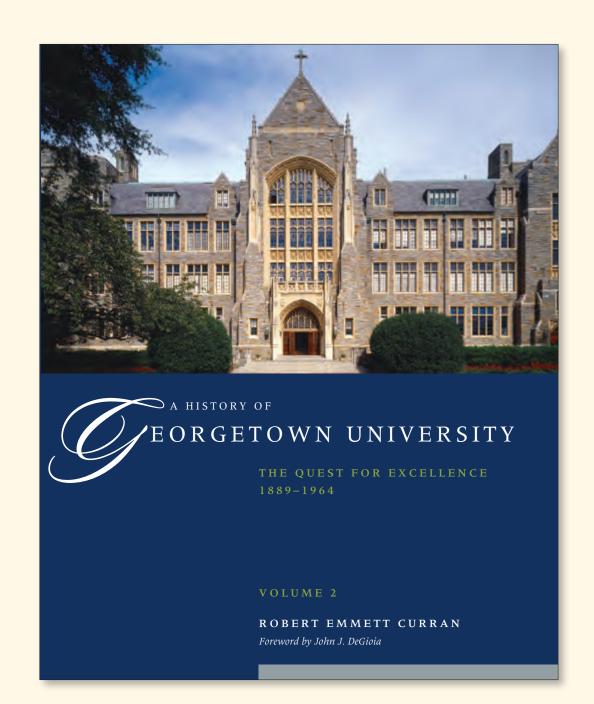
RICHARD McSHERRY to WILLIAM McSHERRY to George Town from Martinsburg, November 27, 1828

Natives versus Continentals

If the decades of an institution's history were reckoned like the seasons of an athletic team, the 1820s would be counted a lost one for Georgetown. In 1817, everything—rising enrollment, growing reputation, brilliant faculty, a federal charter, financial stability—seemed to point clearly to a coming of age for the college. Yet, before the end of the next decade the institution was barely surviving. "The college has not ten boarders," an alumnus wrote in a pessimistic summary in 1828, "the ablest & best professors they have had among them have abandoned them year after year and they have not at this time a single member distinguished for literary or scientific attainments—there must be fault somewhere."

Precisely where the fault lay was a matter of sharply divided opinion. The economic depression that followed the War of 1812 was one obvious factor.

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TOWARD A GREATER GEORGETOWN, 1889-1928

GEORGETOWN IN THE EARLY TWENTIETH CENTURY

-e- 57

Fagan's report brought no pressure from Rome to change the provincial attitude toward Georgetown and to begin treating it as the special Jesuit institution in which public opinion held it. Gradually there was a downscaling of the graduate program at Georgetown. The number of students doing graduate work unsurprisingly plummeted with Richards's departure, from 41 in 1897 to 14 in 1901. In 1905, David Buel dropped all graduate scholarships. By 1906 seven students registered for courses. The following year the president's advisors recommended that the program be limited to a few courses supplementing "Senior work in the College."57 That same year a new superior general, Franz Wernz, advised that they simply discontinue graduate studies.58 Wernz had a vision of establishing one great Jesuit university in the United States, to rank with Jesuit institutions in Rome and Louvain, Unfortunately for Georgetown, Wernz thought that this major university should be, not in its political but its intellectual center, which meant New York-thus not Georgetown but Fordham. Wernz wanted Fordham to become "a great center of studies and publications," housing the Society's periodicals in the United States as well as a full range of graduate faculties, including the theologate.59 Fordham, which had been struggling to survive as a college since the late nineteenth century, had only incorporated itself as a university a few years earlier when it had begun law and medical schools. Under Wernz's prodding, steps were taken to

Francis Tondorf, SJ, at the Observatory. (Georgetown University Archives)



fulfill his vision. The Messenger of the Sacred Heart was relocated to Fordham in 1907; America, the weekly journal of opinion that the Society began in 1909, had its offices in New York. The Society purchased land to bring the theologate from Maryland to Yonkers. Wernz's death in 1914 prevented all the steps he had envisioned from being taken, but from 1905 on, resources began to be concentrated slowly but surely at Fordham rather than at Georgetown, a trend that would continue for decades, to the great detriment of Georgetown's development of higher studies.

From 1907 to 1914, there was no graduate education at Georgetown. When a fire in the North Building in 1909 destroyed the postgraduate library, it seemed to seal the fate of graduate education. There was a tacit recognition, even by Georgetown administrators, that the Catholic University was indeed a reality. In 1910 President Himmel, at the urging of Thomas Conaty, petitioned Jesuit authorities in Rome to send a German Jesuit biologist to teach at the Catholic University. In 1914, however, the graduate program at Georgetown was revived but attracted only a handful of students over the next several years.

Georgetown's locus of scientific research, the observatory, also declined during this period. John Hagen continued to do original work, train other astronomers, and

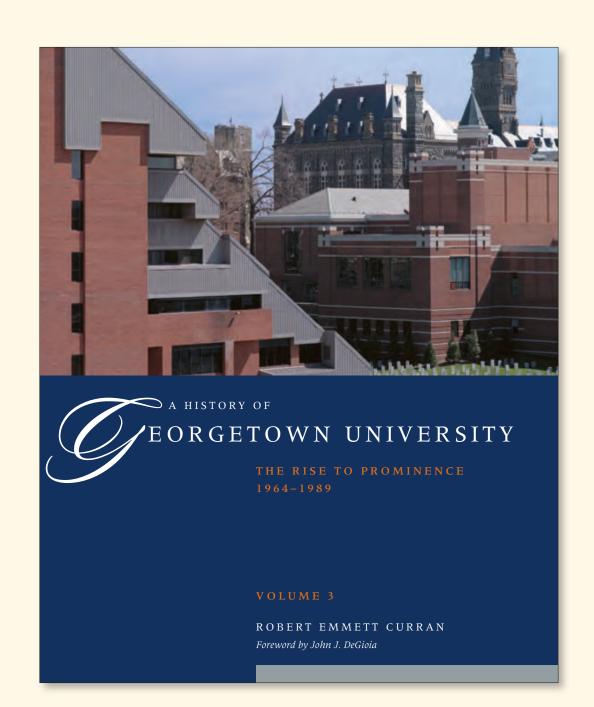


publish the series on the observations of variable stars. In 1906, Hagen was called to Rome to assume the directorship of the Vatican Observatory. In his place at Georgetown the provincial superior appointed a Maryland Jesuit astronomer, John Hedrick. Hedrick proved a disappointment, failing to keep up the publishing that Hagen had established and refusing to train other astronomers. Officials continued to seek in vain for the endowment for the observatory that Richards had first tried to establish a generation earlier.

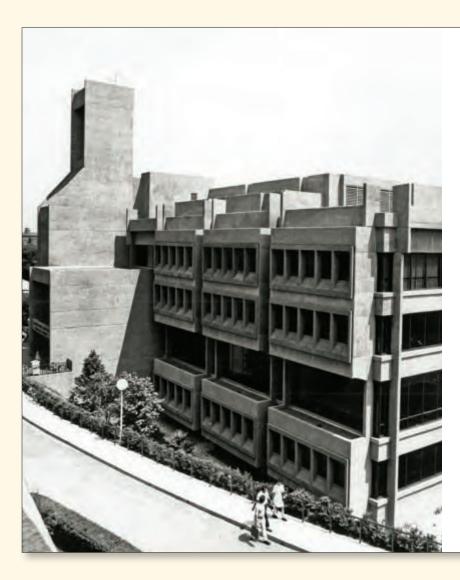
Through the grant of an alumnus, Patrick H. O'Donnell (C 1892), the university in 1909 established a seismological station on campus, initially in the south end of the Healy Building, then under the quadrangle. The station was part of an effort of a midwestern Jesuit, Frederick L. Odenbach of John Carroll University in Cleveland, to create a network of seismographic stations at Jesuits institutions throughout North America. Of Directed by Francis Tondorf, SJ, the Georgetown station, with its two astatic horizontal seismographs and two Bosch-Omori pendulums as well as two conical pendulums, registered motions of earthquakes around the world. Over the next fifteen years it became the most active in the country in reporting observations of quakes on land and at sea and made Tondorf a leading figure within the seismological community. In 1918, at the request of the government of Honduras, Georgetown established a seismographic substation in that country.

Seismological station under the quadrangle. (Georgetown University Archives. Photo by Harris and Ewing)

Best of Show



Best of Show





CHAPTER 1

Into the Groves of Modernity

Tradition, however glorious, is useless, even detrimental, if it serves as an anchor; it is of inestimable value as a rudder. And the first to rise up and condemn us, should we keep our gaze anywhere but forward, would be those very forebears whom we would dishonor by resting on *their* laurels. For if we are heirs of the past, we are no less the trustees and brokers of the future. . . . She has to adapt, to examine, to restate, to alter her methods and her machinery, while holding fast to fundamental principle and purpose.

GERARD CAMPBELL, SJ, APRIL 9, 1967

"A New Breed of Jesuit Priest"

In many ways the Bunn presidency laid the groundwork for the extraordinary rise of the university during the next generation. But in some ways, by its 175th anniversary in 1964, the university had outgrown itself while still exhibiting the strong strains of paternalism and familialism that, as one critical observer—Andrew Greeley—thought, were not disappearing nearly fast enough as Jesuit schools became more professional and collegial. Indeed, Georgetown was not above Greeley's charges of lay faculty that were valued as auxiliaries rather than colleagues, of a theology department that was cause for embarrassment, and of students who were heavily censured and controlled in their social and religious lives.\(^1\)

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Washington Book Publishers



Until next time...

Thank You

For a Great Year!