

# Program Archive: 2010-2011

**President: Julian Graubart**, American Pharmacists Association

**Vice President: Jack Bruggeman**, American Society of Health-System Pharmacists

## EVENT SUMMARY: June 8, 2011

### **Georgetown University Press Title Awarded “Best of Show” at 2011 Book Design Ceremony**

*A History of Georgetown University*, published by Georgetown University Press, received Best of Show at Washington Book Publishers’ 2011 Book Design and Effectiveness Competition ceremony on June 8. Debra Naylor designed the three-volume work, Richard Brown was the editor, Deborah Weiner was the art director, and R.R. Donnelley was the printer. The book also received first place in the category of illustrated text for large nonprofit publishers.

Forty-five Washington-area publishers entered books in this year’s design competition, with a total of 171 entries spread across five categories: illustrated text, technical text, typographic text, typographic cover, and illustrated cover. Fifty-three certificates for first place, second place, third place, or honorable mention were presented to the winners, whose entries represented either commercial, large nonprofit, or small- to medium-size nonprofit publishers.

This year’s judges were Gerard Cataldo, Chestertown Old Book Company & Charles River Press; Richard Muringer, American Pharmacists Association; Christopher O’Brien, CQ Press; and Claire Reinburg, National Science Teachers Association.

Approximately 85 members and guests were able to view all entries both before and after the 2011 ceremony. Among WBP’s special guests was Elissa Miller, Director of Collections for the DC Public Library. As in past years, WBP donated to the DC library all books entered in the competition.

During the lead-up to the award presentations, incoming 2011–12 WBP president Jack Bruggeman received the ceremonial corkscrew from Julian Graubart, outgoing 2010–11 president.

—Julian I. Graubart

## EVENT SUMMARY: May 16, 2011

### **e-Books 101 (Part 2): How to Publish Books in a Digital World**

On May 16, 2011, a panel consisting of Betsy Kulamer, Director of Books at the American Society of Civil Engineers; Laura Leichum, Intellectual Property Manager at Georgetown University Press; and Lisa Post, e-Publishing Specialist at ASCD, provided information and advice about e-books within the publishing industry and about how important it is to keep up to date with this quickly growing, increasingly popular field.

At the beginning of the discussion, each speaker detailed her personal experiences with e-books. All three speakers stressed how useful digital asset managers are in this new world of e-publishing. Laura Leichum and Betsy Kulamer had particular experience with CodeMantra, which is a web-based service that collects a publisher’s book files, converts them to e-book format, and distributes them to third-party vendors. It also collects metadata and keeps track of what those vendors are seeking so you, the publisher, know what type of files and metadata to send to them.

Each speaker also spoke about various distribution methods that are available through e-publishing. Lisa Post discussed ASCD's online membership, which allows users access to all member content on the ASCD site as long as the users maintain a paid membership. Betsy Kulamer provided some interesting information about a new system that libraries are using called "patron-driven access." Through this system, some libraries will purchase only electronic copies of certain books and will keep track of how many pages are read. Once a certain number of pages are read, proving that the book is popular, they will purchase a physical copy to keep on their shelves.

Various other distribution issues were brought up as well. Lisa Post mentioned that certain distributors apply their own DRM (digital rights management) technologies to e-books, which takes away some control of user access from the publisher. Betsy Kulamer cautioned that some distributors will offer horrible royalty deals to publishers, such as 10 percent in some cases.

Laura Leichum commented on the importance of developing e-content alongside e-books. She specifically mentioned mobile apps, direct links to web materials, and audio content as being potential complementary items to e-books that can increase sales.

One topic brought up toward the end of the presentation is the fear that the popularity of e-books gives authors the power to develop and distribute their works independently through the Internet, which could potentially drive authors away from publishers. However, Laura Leichum pointed out that publishers have a very definite brand name power that helps to draw authors who want that power to boost sales of their books. She also brought up the fact that, particularly in academic circles, there is a tendency for up-and-coming authors to want to associate themselves with established, influential authors in their field, which results in newer authors wanting to work with organizations that have published works by those established authors.

As a whole, the evening's discussion was incredibly enlightening and entertaining, with more information than could possibly be contained in a brief summary. But the main takeaway from the night was that becoming involved in e-publishing is a must for any publisher who wants continued success in the industry.

—David Becker

## **EVENT SUMMARY: March 21, 2011**

### **"Copyright 101"**

On a crisp, airy March night, Washington Book Publishers' members and guests gathered to hear Michele Ayers and Edward Collieran, both of whom work for the Copyright Clearance Center, present "Copyright 101"—a primer on the basics of copyright law with a special focus on the publishing industry.

First, the WBP guest speakers explained the mission of Copyright Clearance Center. Established in 1978, CCC is a not-for-profit organization that offers domestic and international licensing solutions for publishers of print and online text. Michele manages outreach and education for the organization while Ed works on international issues.

Michele provided some statistics regarding consumers' views of copyright, including the surprising figure that 23 percent of the users surveyed ignored rights holders' restrictions when sharing information. Moreover, 51 percent believed information should be shared at no charge while 48 percent admitted to embedding cut-and-pasted content into e-mails and other places. Fortunately, 99 percent agreed that copyright laws are important.

At this time, as Michele pointed out, the term *copyrighted works* covers a creator's original works, both published and unpublished. Copyrighted works include materials created after 1923 as well as content published on or before 1978 that was properly registered. Currently, works are copyrighted for the life of the author plus 70 years. Anonymous or pseudonymous works are covered for 95 years from publication or 120 from creation—whichever is shorter. Not covered by copyright are works in the public domain.

Michele continued with the five exclusive rights that are granted by copyright and that remain solely with the rights holder. These are the rights to reproduce, distribute, create derivative works (includes translations), perform publicly, and display publicly. Registration and the copyright symbol (©) are not required but are recommended. Even if a work does not have the copyright symbol, it might still be protected by copyright.

As for fair use, Michele explained that what constitutes such usage is not cut and dry. To justify fair use, four factors must be analyzed: (a) the purpose and characterization of the use, (b) the nature of copyrighted work (e.g., creative or factual), (c) the amount and substantiality of the use, and (d) the effect of the use on the market. She cited the case of *The Nation* magazine, which published an excerpt that was from President Gerald Ford's biography and that was about his pardoning of President Richard Nixon. Despite the small amount used in the article, the courts considered this usage infringement because the passage represented the heart of the book.

Next, Ed gave a brief overview of the international situation of copyright. So far, there is really no defined body of international laws concerning copyright. However, acceptance of copyright is gaining traction at the governmental level in China as well as in Eastern Europe. He also stressed that—despite some erroneous assumptions—translations are considered derivative works and require permission.

Finally, Michele and Ed concluded their overview of copyright by showcasing how users' can access CCC's portals to manage licensing of content, one of the services the organization offers. Both speakers invited members of the group to check out the CCC website at [www.copyright.com](http://www.copyright.com).

--Rebecca Stauffer

## **EVENT SUMMARY: January 25, 2011**

### **Making a Career in Book Publishing**

"Making a Career in Washington Book Publishing," held on January 25 at the International City/County Management Association, was well attended by approximately 60 people. Attending members and guests included people who work in book publishing (40%), freelancers (20%), students (10%), and others.

The panelists, who were drawn from a cross-section of book publishing in the national capital area, began by describing their careers.

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#### ***Panelists' Entry into the Field***

**Debra Weiner**, editorial and production manager at Georgetown University Press, has worked at the university press for 12 years out of a total of 36 years in publishing in general. She got her first publications job in the District of Columbia by marching into the office of a music education journal and announcing that she would like to work there.

**Patricia Shyne**, director of publications and marketing at the World Watch Institute, enrolled in the George Washington University course in editing and was recommended for her first job in publishing by one of her professors. She worked her way up the ladder from copywriter to managerial positions in production, marketing, and acquisitions before being downsized. She has been at World Watch Institute for 7 years.

**Laura Lawson**, acquisitions editor for the ASCD, turned down a job offer in publishing at the dawn of her career for a secretarial job because the secretarial position paid better. After finding secretarial work boring, she switched to publishing and has since worked in journals and magazines as well as in book acquisitions.

**Cathy Frye**, owner of The Fresh Eye, a sole proprietorship, is "freelance by choice." She writes and edits for a wide variety of clients. Unlike most of the other panelists, she has a degree in writing.

**Jessica Kemp**, acquisitions editor at the International City/County Management Association, turned to publishing after becoming disillusioned with public relations. She spent 1 year at a magazine and 3 years working on journals before moving to ICMA.

**Jack Bruggeman**, vice president of Washington Book Publishers and moderator of the panel, has worked in book publishing for 30 years and began his Washington book publishing career in a job at Aspen Publishers. When he was downsized (along with the rest of his office), he moved to the American Society of Civil Engineers. He is now director of Special Publishing at the American Society of Health-System Pharmacists.

## Q & A

Responding to the moderator's questions, panelists discussed various aspects of publishing careers in the national capital area. All panelists agreed that the biggest change in publishing in recent years was the huge increase in electronic publication, which requires whole new techniques for marketing and distribution. "I used to tell people we published books," said Debra Weiner. "Now I tell them I convert content."

Several panelists noted that the opportunities for electronic publishing, digital distribution, and social media are so abundant that few publishers have the time, money, and labor to exploit those resources as much as they would like. Not surprisingly, financial constraints on distributing digital media are as strict as those that apply to traditional book publishing. "We can't do projects we'd like to," said Jessica Kemp, "because the return isn't sufficient."

Panelists described some of the ways they found jobs, often after lengthy searches. Most had gotten jobs when friends or co-workers had told them about available positions. Jessica Kemp took a job for which she was overqualified to get a foot in the door. Debra Weiner started a quarterly journal; the resulting experience, listed on her resume, helped her get her next job.

Laura Lawson volunteered to edit a nonprofit's newsletter to get editing credits for her résumé. A friend told Jack Bruggeman that she was leaving a desirable job; he called the employer before the position was advertised and was promptly hired. None of the panelists had gotten a job through LinkedIn, though several used the service to keep up with friends and colleagues.

Panelists' employers have used free media to advertise for new positions. Other attendees have sought new employees and freelancers through the *Washington Post*, *Publishers Weekly*, Mediabistro.com, Idealist.org, Craig's List, and the Washington Book Publishers' website. Networking and word of mouth remain the most popular recruiting tools.

## Resources

Panel members recommended that anyone who wants a career in book publishing should stay current on developments in publishing in general, should continue to acquire new skills, and should network. All six participants mentioned resources they used to keep well informed, including *Publishers Weekly*, Publishers Lunch, O'Reilly Media, *Library Journal*, and three e-mail lists (DCPubs, DCWebwomen, and PublishingDC).

The consensus among all panelists was that they were happy with their choice of a career in book publishing in the national capital area, in spite of the difficulty in getting into the profession and the somewhat precarious state of the current job market.

—Constance Warner

## EVENT SUMMARY: December 15, 2010

### WBP Holiday Party

**Books for Kids:** How many books did WBP members donate to The Reading Connection? The Arlington literacy organization recently thanked WBP for donating 81 children's books, which members and guests brought to the December 15 WBP holiday party.

The books will go to support the organization's "literacy programs for children living in housing crisis," wrote Kay Plitt, an administrative assistant with The Reading Connection. "[The books] will be greatly appreciated by those children our program serves, and your support is most welcome."

**Book Exchange:** We asked everyone who attended to bring a new book for another attendee. The books exchanged were an eclectic mix with many pleasant surprises.

A good time was had by one and all!

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## EVENT SUMMARY: November 4, 2010

### Social Media "Marketing"

#### WBP Examines Social Media

#### Moderator:

**Ann Merchant**, Deputy Executive Director for the Office of Communications, National Academies

#### Panelists:

**Jackie Beilhart**, Publicist, Georgetown University Press  
**Jeanne Crotty**, Marketing Manager, Regnery Publishing  
**Lorin Hancock**, Direct Marketing Specialist, National Academies Press

*Do I really need to incorporate social media into my marketing?*

*How do I get started?*

*How do I monetize Facebook and Twitter?*

These are the questions facing publishers today, as social media become an integral part of people's lives and businesses. On Thursday, November 4, Jackie Beilhart, Lorin Hancock, and Jeanne Crotty sat down with Ann Merchant to address the questions above and to talk about their various approaches to using social media, as well as their failures and successes.

#### **I just don't "get" this whole "social media" thing. Do I really need to be on Facebook and Twitter?**

Yes, you do. That is where your customers are and, perhaps more important, that is where they're talking about you and your books. Currently, 1 in every 14 people has a Facebook account, and Twitter has approximately 145 million registered users.

Yet, as Lorin pointed out, you have to do your research. *"Look at Facebook, Twitter, Foursquare, blogs, etc., and figure out what social media network works best for your company."*

*"For us, a blog made the most sense and has been pretty successful," says Jackie. "We were on Facebook, but it didn't take at first. We did get back on though about a week ago and are looking into Twitter."*

The Takeaway: you can't afford to not be using some sort of social media network to brand your company, create buzz about your product, and sell books.

#### **How do I monetize social media?**

Ah, the million dollar question.

*"It's not easy," says Jeanne. "Social media represent more of an indirect marketing tool. I would love to say that I've traced back thousands of book sales to our Twitter or Facebook accounts, but I can't. I have managed to monetize social media on a small scale though. For example, we did a Facebook ad campaign for a book and sold a handful of books and collected a couple of hundred addresses for our e-mail list. I've posted and tweeted an author interview and had fans and followers say, 'I just ordered the book' or 'I'm going to get it!' However, I've yet to see 100 books sold from one tweet or post—but I'm working on it!"*

*"I find social media help us monetize other marketing tools, such as our e-mail blasts," says Lorin. "I see social media as a back-up to the email program. Using e-mail we tell people about our books. Using social media, we explore certain aspects of books, pull out engaging facts, invite discussion, etc. The buy button may be in our emails, but social media conversations get people to care and love our products.... So when customers do see that buy button, they are that much more likely to click it."*

The Takeaway: you can monetize Facebook, but there's not necessarily a formula you can follow to do so. You have to think creatively and figure out what your community not only wants, but also responds to. And as Lorin said, it might be that social media will help you monetize another marketing effort.

### **So if it's difficult to monetize, what value is there to social media?**

*We have much better customer service now, thanks to our Facebook and Twitter accounts, says both Lorin and Jeanne.*

*"And our blog has given me even better connections with authors," says Jackie. "Whether it be a guest blog post, a Q&A with the author, or a video interview, our authors are always giving me extremely positive feedback about how special they feel to have these kinds of marketing efforts directed at their book. We also have a much better sense of demographics," says Jackie, Lorin, and Jeanne. "Really knowing who we're marketing to and what they want helps us craft better marketing campaigns."*

The Takeaway: social media might not directly yield a financial windfall, but they do help you communicate with your customers better and more efficiently. By communicating with your customers and really listening to them, you can target your marketing to them—and eventually sell more books.

Social media also allow you to stay on top of complaints, problems, etc. Thus, if one angry customer complains online, you can see it and address it quickly, so that one customer doesn't influence other customers' perceptions of your company.

### **What do you wish you had known then that you know now?**

**Jackie:** *Research is your friend. Research what social media network makes the most sense for you. Also, one piece of technical advice: Facebook does not load RSS feeds easily. I wasted 4 hours trying to figure this out, only to discover that this has been a problem for over a year now with no moves on Facebook's part to solve the problem. The solution? Use an application (RSS Graffiti). I've definitely learned you have to think creatively while using social media software.*

**Lorin:** *I've learned to ask myself a very simple question before I send out an email, a tweet, or a Facebook post—is this worth re-telling? Would you, or someone in your audience, have any reason to share this content with their friends? If not, then don't bother posting it. If so, go ahead. It sounds absurdly simple, but it's easy to forget when your goal is sell, sell, sell. Does anyone care that I have this book for sale? Probably not, because there are lots of books for sale in the world. Does anyone care about this unique and interesting factoid that I pulled from the book I'm selling? Yes!*

**Jeanne:** *I wish I had started sooner and that I had known you have to build a community first, then market the product to the community. Not the other way around.*

--Jeanne Crotty

## **EVENT SUMMARY: September 21, 2010**

### **Ten Thought Balloons That Might Loom over Your Publishing Program**

**Location:** McCrea Auditorium at George Washington University  
Funger Hall, 2201 G Street, NW

**Presenters:** Dan Doody, Doody Enterprises, Inc. and Rich Lampert, Doody Enterprises, Inc.

[Event summary](#) | [Event slideshow](#) (PowerPoint, 1.2 MB)

WBP wishes to thank Arnold Grossblatt, PhD, director of the university's MPS Program in Publishing, for arranging for the space.

## **EVENT SUMMARY: July 27, 2010**

### **Take Me Out to the Ballgame!**

**Location:** Nationals Park, Washington, DC

On an absolutely perfect summer night in late July, about two dozen WBPers and guests turned up at Nationals Park for the second annual summer baseball outing. WBP Past President Chris Kelaher organized the event and used his renowned forecasting skills to select a night four weeks hence when Stephen Strasburg was scheduled to pitch. (Then, oddly, Chris opted to go on vacation with his family rather than attend the game. What's with that?)

New WBP President Julian Graubart calmly stepped up to the plate, picking up our block of tickets and distributing them as we all ambled up before the game between the Washington Nationals and Atlanta Braves. Our seats were in the outfield reserved section, under the giant scoreboard. The stadium was packed, the excitement was palpable, and then... Miguel Batista took the mound. Say, what? (Chris must have seen this in his crystal ball...)

We learned later that Strasburg had warmed up but not loosened up, so he was pulled at the last minute. Batista turned out a good performance, the Braves went scoreless, and the evening ended happily with the Nats winning, 3-0.