

# aap MONTHLY REPORT

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## 2005 ANNUAL MEETING HIGHLIGHTS

### New York Proves a Big Draw

Just days before the event, organizers of AAP's General Annual Meeting were scurrying to find larger meeting rooms to accommodate a last-minute registration rush that brought attendance close to 300. By holding a joint meeting in New York, with Publishers Weekly as a co-sponsor, AAP was apparently able to tap into a reserve of interested publishers who missed out on previous meetings because of travel time but were happy to taxi across town for this year's event. The intensely focused, business-oriented program seemed to generate a good deal of interest.

Opening a program built on the theme "Know Thy Customer," Pulitzer Prize-winning author James Stewart stressed the author's need to know his customers—his readers. That knowledge starts with an assumption that "no one is interested in what I'm writing about," Stewart said, so he comes up with a dramatic take on whatever subject he's writing about and uses it to give readers some insight into human nature. Citing his new book *DisneyWar*, which spotlights Michael Eisner's last decade as head of the Walt Disney Company, Stewart maintained that it captures readers not because of any interest in Eisner per se but as a cautionary tale of a corporate CEO unable to separate his ego from the interests of the company he heads.

Maintaining that "size is often detrimental to innovation," corporate strategy guru Peter Skarzynski said that 85-95 percent of acquisitions destroy wealth. Stressing the need to "think like an outsider," Skarzynski led a panel of innovators in a discussion that included the power of "buzz" marketing (David Balter), changes in wholesale distribution driven by changing customer expectations and a renewed interest in the backlist (Jim Chandler), seeking sustainable long-term growth in K-12 publishing and the need not to remain a zero-sum game (Pat Tierney), the need to provide children's content in a range of formats (Deborah Dugan), the need for retailers and publishers to communicate on a level beyond their normal economic relationships (Greg Josefowicz) and the opportunities for creating online content-based businesses for offline brands and content owners (Ben Wolin).

One of the meeting's high points was presentation of the AAP Honors to USA Today. In a graceful acceptance, Book Critic Bob Minzesheimer spoke of meeting AAP President Pat Schroeder at BookExpo in 1997 on her first day on the job, recalling her determination to "uncouple the words 'publishing industry' from 'beleaguered.'" Minzesheimer said that his USA Today colleagues had elected to donate the \$5,000 Honors check to a public library in the nation's poorest county, which turned out to be Buffalo County, South Dakota, which doesn't even have a public library. The money

will go to buy books for the school library at Crow Creek Tribal High School and represents a five-fold increase in the library's annual book budget.

Calling K-12 education the nation's most pressing issue, New York City Schools Chancellor Joel Klein agreed with Bill Gates that America's high schools are obsolete. In his luncheon speech Klein pointed out that fewer than 1 in 5 students receive New York State Regents-endorsed diplomas, dropping to 1 in 10 among Black and Latino students. He had high praise for New York Mayor Michael Bloomberg, who has taken personal responsibility for reforming the city's schools and ending the practice of social promotion. With a \$90 million grant from the Gates Foundation, Klein said, the city is transforming its high schools, abandoning massive, unwieldy "holding pens" in favor of small, academically rigorous schools. Referring to his days as head of the Justice Department's Antitrust Division, Klein quipped: "Think how much more we could have gotten if I hadn't sued him."

Back to business for the afternoon session, PW editor-in-chief Sara Nelson guided a panel discussing areas of the book business that are booming. Latino bookseller and entrepreneur Rueben Martinez stressed the need to meeting all of a community's needs, saying that among the services his store provides are maps to local public libraries to get people reading. Au-

dible Inc.'s CEO Donald Katz remarked on the vast potential market for downloadable ebooks that includes 97 million people who drive to work alone, according to CEO. Author/artists Art Spiegelman and Neil Gaiman, while obviously delighted by the popularity of "graphic novels" and their growing acceptance by librarians and retailers, warned that in the current boom very little regard is being given to content. Unless publishers demand excellence, the market for graphic novels will inevitably collapse. Gaiman also cited the amazing promotional power of the Internet, noting that his web site and blog have insured that his books are "not at the mercy of an advertising budget, and that some 600,000 people are eagerly awaiting his new novel due out in September. Manga maven John Parker chided those you would dismiss the importance of comics as a powerful tool in getting kids to read.

#### **Peter Jovanovich Receives Mary McNulty Award**

The meeting's most affecting moment came with the surprise presentation to Peter Jovanovich of a special Mary McNulty Award, the AAP School Division's highest honor, for lifetime service to educational publishing (the first time in its 22-year history that the award has been given twice in the same year—see separate School Division story). Jovanovich, who served as AAP Chairman from 1998 to 2000, stepped down earlier this year as CEO of Pearson Education due to health concerns. In clos-

ing remarks, during which he received two standing ovations, Jovanovich touched on moments from his early years and from his 32-year publishing career which began as a college traveler at SUNY Buffalo. He closed by saying that none of his professional achievements were on his mind during a night vigil awaiting a double lung transplant. The important things in his life—his wife and sons—came into sharp focus and not once did he think about the book business, "not even about Len Riggio," he added wryly.

#### **Publishers Elect Lucki, Sarnoff, Sargent to Head AAP Board**

Anthony Lucki (Houghton Mifflin Company), Richard Sarnoff (Random House) and John Sargent (Holtzbrinck Publishers) were elected as AAP officers for fiscal year 2005/2006, which began April 1, 2005. Lucki will serve a two-year term as Chairman of the AAP Board of Directors, succeeding Jane Friedman, with Sarnoff as Vice-Chair and Sargent as Treasurer.

Anthony Lucki is President and CEO of Houghton Mifflin Company, where he returned in 2003 after serving as President and CEO of Harcourt, Inc. Lucki, who holds a Master of Arts in Teaching from the University of Louisville, began his publishing career in 1975 as an assistant editor at Allyn & Bacon. He joined Houghton Mifflin in 1977 moving up through the corporate ranks and then moving on, first to

Macmillan and then to Harcourt.

#### **The Business Meeting: FY 2005/2006 Budget Approved**

The membership approved an operating budget of \$ 7,294,580 for fiscal year 2005/2006, with \$ 4,269,280 allocated to Core (including the two committees serving the Trade, and International constituencies) \$700,000 to Higher Education committee and \$ 2,325,300 to the two divisions (\$ 1,509,800 for School Division and \$ 815,500 PSP).

#### **Lawrence Ferlinghetti Gets Curtis Benjamin Award**

The final official act of the AAP 2005 Annual Meeting was presentation by AAP Chairman Anthony Lucki of the Curtis Benjamin Award for Creative Publishing to Lawrence Ferlinghetti. The octogenarian poet, publisher and bookseller was unable to make the trip from San Francisco, but sent a hand-written note expressing his surprise and gratitude at getting "this prestigious publishers award," saying that he takes the award "as recognition for the accomplishments of the independent presses and the bookstores that support them..." Peggy Fox, president and publisher of New Directions, which has published Ferlinghetti's poetry for half a century, accepted the award on his behalf. The inscription on the plaque reads: For Lawrence Ferlinghetti:

Courageous publisher and independent spirit, who has challenged complacency and celebrated the right to dissent for half a century.

## NEWS FROM WASHINGTON

### Freedom to Read Protection Act Reintroduced in the House

At a press conference on Capitol Hill on March 9, Rep. Bernie Sanders (I-VT) announced the reintroduction of the Freedom to Read Protection Act (H.R. 1157) to exempt library and bookstore records from government searches under Section 215 of the Patriot Act unless the government is able to show probable cause to believe that the individual whose records are being sought is involved in espionage or terrorism-related activities.

Section 215 significantly expanded the government's power, using an order from a secret foreign intelligence court, to seize business records, even the records of individuals not suspected of terrorism or any other crimes. Not only is there no way for libraries or bookstores to challenge such orders, they are prevented by a gag order from informing anyone that the records have been searched. Four of the 109 co-sponsors of the bill joined Rep. Sanders at the press conference, along with AAP President Pat Schroeder, and representatives from the American Library Association, the American Booksellers Association, and PEN American Center. Mrs. Schroeder said that "Americans understand the need for accurate intelligence to prevent acts of terror. But we are not one whit safer by allowing the government to snoop into the reading habits of ordinary Americans.

Unless we protect ourselves without sacrificing our freedom, any 'security' we achieve is meaningless."

Last summer Rep. Sanders' amendment to the Justice Department appropriations bill denying funds to carry out Section 215 searches of libraries and bookstores was narrowly defeated on the floor of the House, pointing to what one newspaper termed "the growing consensus on Capitol Hill that too much liberty and privacy was given up under the Patriot Act."

Similar legislation is expected to be introduced in the Senate in early April.

### Federal Reporters' Shield Laws Introduced in the House and Senate

Legislation that would provide journalists with a degree of protection against compelled testimony in federal court has been introduced in the House by Representatives Mike Pence (R-IN) and Rick Boucher (D-VA) and in the Senate by Senator Richard Lugar (R-IN). H.R. 581 and S. 340, the "Free Flow of Information Act," would codify Department of Justice guidelines that have been in place for more than 30 years, requiring federal prosecutors and judges to meet strict standards and exhaust other remedies before they could subpoena reporters.

Although journalists have fairly strong protection against compelled disclosure in state courts (31 states and the District of Columbia have

reporter's shield laws on the books, and another 18 recognize some degree of common law privilege) this protection has never been codified for federal proceedings. A number of recent high-profile federal cases involving compelled disclosure of confidential sources, particularly the outstanding contempt citations against Judith Miller of *The New York Times* and Matt Cooper of *Time* magazine in connection with the Valerie Plame leak, have pointed up the need for federal legislation. The legislation would prohibit, under any circumstances, the compelled disclosure of the identity of confidential sources or information that could lead to the discovery of their identity. The legislation would specifically cover book publishers and authors

### Senate Committee Approves Bill to Facilitate FOIA Requests

On March 15 the Senate Judiciary Committee held hearings, and on March 17 approved for consideration by the full Senate, a bill to help reduce delays in processing requests for information submitted to federal agencies under the Freedom of Information Act (FOIA). The Faster FOIA Act of 2005 (S.589), introduced March 10 by Senators John Cornyn (R-TX) and Patrick Leahy (D-VT), would establish a 16-member Commission on Freedom of Information Act Processing Delays to study ways of reducing delays in processing FOIA requests.

At the same hearing, the Judiciary Committee considered S. 394, also co-sponsored by Cornyn and Leahy, which would force agencies to pay legal costs in more court cases challenging improper withholding of records and put in place other measures to hold agencies more accountable for fulfilling FOIA requests.

## COPYRIGHT

### AAP Files Joint Comments on “Orphan Works”

In response to a Notice of Inquiry published by the U.S. Copyright Office, seeking public comments on ways to handle the problem of “orphan works,” (works whose copyright owners cannot be located by third parties seeking permission to use them), AAP joined with the Association of American University Presses (AAUP) and the Software and Information Industry Association (SIIA) in filing comments on March 24.

Reflecting the interests of the three groups as both users and owners of copyrighted works, the comments recommend “fine tuning” current U.S. copyright law to limit the liability of the user of an orphan work if, after a “reasonably diligent” search fails to reveal the identity or location of the owner, the owner comes forward after the use has begun. Under such circumstances, the owner would be entitled to a “reasonable licensing fee or royalty” (as determined by market practices), but not to statutory damages, the user’s profits, or injunctive relief.

The complete text of the joint comments can be found on the AAP web site at:

<http://www.publishers.org/govt/govtarticle.cfm?GovtArticleID=46>

### RPAC to Revisit the TEACH and NCLF Acts at Boston Seminar

Following up on its well-received seminar on the implications for rights and permissions professionals of the TEACH and No Child Left Behind Acts, presented last year in New York, the AAP Rights and Permissions Advisory Committee will offer a new look at the legislation and its implications for publishers and the academic and library communities. The seminar will be held in Boston on Tuesday, April 26 from 8:45 to 12:15 p.m. at the Houghton Mifflin offices at 222 Berkeley Street. Featured speakers include Stephanie Gertz (Riverside Publishing) on changes made to NCLB over the past year as well as modifications being considered; Allan Adler (AAP) will present an overview of the TEACH Act and its implications for publishers; and Tracey Armstrong (Copyright Clearance Center) will discuss the TEACH Act from a copyright industry perspective.

For additional information: Sarah Williams, AAP New York ([swilliams@publishers.org](mailto:swilliams@publishers.org)) or visit the AAP web site ([www.publishers.org](http://www.publishers.org)).

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## PROFESSIONAL & SCHOLARLY PUBLISHING

### NIH Revised “Open Access” Policy Responds to Some Publisher Concerns

After a series of meetings with publishers, patient advocacy, and consumer groups during the summer and fall of 2004, and public speculation over when Dr. Elias Zerhouni, Director of the National Institutes of Health, would officially issue his policy on “public access,” NIH scheduled a stakeholders telephone briefing with the Director on February 3 announcing that after 30 minutes of questions and answers, the final policy would be posted that day in the NIH Guide for Grants and Contracts and two weeks later in the Federal Register.

Speaking on February 8 at the AAP PSP Annual Conference in Washington, Dr. Zerhouni gave examples, both in favor and opposed to the policy, of the more than 6,000 public comments NIH received during the feedback period. Many learned society publishers, among them several AAP/PSP members, had vehemently objected to the plan on the ground that journal subscription revenues, which pay the costs of scientific associations, might be lost as a result. In response to these and other concerns, Dr. Zerhouni said that revisions had been made to the draft plan to address the ‘one-size-fits all’ issue by “allowing maximum flexibility to encourage maximum participation.” The revised policy now requests (rather than requires) “au-

thors” (as opposed to journal publishers) “to specify the time of posting for public accessibility as soon as possible and within 12 months” (as opposed to the original 6 months) “of the publisher’s official date of final publication.” The final policy, Zerhouni noted, also emphasizes the voluntary nature of authors’ submissions to PubMed Central (though authors are “strongly encouraged to post as soon as possible”) and clarifies “NIH-funded investigators” to mean researchers supported with direct costs from NIH. The agency director assured the audience that NIH decisions about grant making will be independent of whether an applicant has participated in the PubMed Central public archive.

With guidance from its PSP members, AAP had lobbied strongly for the changes now offered in the new policy. On March 7 the Professional & Scholarly Publishing Division issued a statement noting that if the new public access initiative is to add real value for researchers and patients, “it must complement rather than compete with or duplicate the significant advancements and substantial investments that publishers have already made.” The statement calls upon NIH to work closely with publishers in rolling out the public access policy. The complete text of the AAP/PSP Statement can be found at [www.pspcentral.org](http://www.pspcentral.org).

## ANTI-PIRACY

### **Publishers Join in Outlining International Trade Priorities to USTR**

AAP joined with other members of the International Intellectual Property Alliance (IIPA) in submitting a report to the U.S. Trade Representative on February 11, outlining the global priorities of the U.S. copyright industries for 2005, and identifying the most serious copyright piracy and market access problems around the world.

IIPA’s review and recommendations covering 67 countries and territories worldwide are undertaken to aid USTR in carrying out its mandate under the “Special 301” provision of the Trade Act to identify foreign countries where abuses of U.S. intellectual property rights are particularly egregious. Through IIPA, AAP provides data on copyright piracy affecting American books and journals, and on market access problems faced by U.S. publishers around the world. In this year’s review, IIPA makes ranking recommendations on 42 countries while including 23 more in a “special mention” section calling for attention by the U.S. government. Finally, the report designates two countries—Jordan and Singapore—for which dispute resolution under bilateral free trade agreements might be appropriate if outstanding issues are not corrected soon.

The IIPA report calls for designation of three countries—Pakistan, Russia and Ukraine— as “Priority Foreign Countries,” indicating the most flagrant violations of U.S. intellectual property rights. These recommendations are due, in

part, to rampant print piracy and illegal photocopying of books with little effort on the part of these governments to enforce copyright laws.

The report suggests placement of 15 countries on the Priority Watch List, including the People’s Republic of China, Brazil, Colombia, Egypt, India, Indonesia, the Philippines, South Korea and Thailand, all of which are of special concern for U.S. publishers. Furthermore, the IIPA called for immediate request for consultations in the World Trade Organization (WTO) regarding China’s failure to properly address piracy, as well as an out-of-cycle review to be concluded in the summer, leading to consideration of further appropriate multilateral and bilateral action, including the possible establishment of a dispute settlement panel.

Among the 23 countries recommended for the Watch List are Malaysia, Mexico, Saudi Arabia, Taiwan and Turkey—particularly troublesome areas for publishers.

In addition to the summer 2005 review suggested for China, IIPA recommended that the U.S. government undertake two other out-of-cycle reviews—for Malaysia and the Philippines. These reviews will give the U.S. government an opportunity to follow up on recommendations made during the regular Special 301 cycle and ensure progress and/or continuing compliance. All of these reviews will take into consideration enforcement against book piracy and illegal photocopying.

AAP President Pat Schroeder said that “The U.S. publishing industry estimates losses in 2004 of over \$600 million dollars in these territories alone. It’s important to understand that book piracy and illegal photocopying have a severe negative impact, not only on American businesses but on local scholars, writers, publishers, printers and distributors, and on local economies in general. We hope that the countries designated in this report see these suggestions will benefit them as well as U.S. companies doing business abroad.” She added that “The U.S. government has been a consistent ally in protecting overseas markets for American companies generally and the book publishing industry in particular. We applaud the efforts of USTR and the other agencies in working to dismantle the barriers created by piracy and market access restrictions.”

### **Anti-Piracy Program Update**

AAP’s anti-piracy activities in Asia continued unabated through the fall and winter with a series of raids in Taiwan, Malaysia and Hong Kong. AAP’s director of International Copyright Enforcement was on the road again in January visiting China, Singapore and Malaysia in ongoing efforts to advance AAP members’ copyright interests.

Two raids were conducted in Taiwan in October, netting 249 illegal copies of works published by Houghton Mifflin, Elsevier Science, John Wiley & Sons, Thomson Learning, Pearson Education and

Oxford University Press.

In October and November, Hong Kong Customs officers raided 25 copy shops, seizing 1,672 infringing photocopies of textbooks and 27 photocopy machines. In early December, Hong Kong Customs & Excise raided two copyshops, netting approximately 200 infringing copies, with the arrest of three individuals and confiscation of two copying machines. In a large-scale raid on January 21, Hong Kong Customs officials found infringing copies at seven copy shops, resulting in the arrest of seven individuals, seizure of 540 infringing copies and seven photocopy machines.

In December the Malaysian Ministry of Domestic Trade and Consumer Affairs, in collaboration with AAP, organized two raids which netted 141 infringing copies (the majority of which were McGraw-Hill, Pearson, Wiley, Thomson, Elsevier and Addison-Wesley titles). Six photocopy machines were seized in the raids.

On a three-week swing through Asia in January, International Copyright Protection director Patricia Judd visited China, Singapore and Malaysia. The primary purpose of her visit to China was to participate in the third annual Ambassador’s Roundtable on Intellectual Property Rights hosted by the U.S. Embassy in Beijing. AAP’s International Copyright Protection Committee is now looking into the possibility of organizing a similar event specific to book publishing that might be held in con-

Intellectual Property Office to educate owners of retail establishments about newly enacted provisions of the copyright law, many of which resulted from implementation of the U.S.-Singapore Free Trade Agreement. One of the sessions dealt specifically with book piracy. In addition to meeting with the AAP Regional Directors group in Singapore, Judd met with AAP’s local counsel to discuss ongoing court cases, with Singapore government officials to discuss educational efforts regarding book piracy and photocopying, and with the director of Singapore’s fledgling reproduction rights organization—the Copyright Licensing and Administration Society of Singapore.

In Malaysia Judd had extensive meetings with local counsel and representatives as well enforcement actions and judicial cases as high-ranking Malaysian government officials for discussions about upcoming, educational campaigns and other initiatives to discourage illegal photocopying. In all three countries, Judd also met with U.S. Embassy officials to update them on AAP activities and solicit their assistance in engagement on piracy issues.

AAP activities continue into the spring and summer. See upcoming issues of the Monthly Report for updates on ongoing enforcement actions—including, among other things, a series of raids in Korea, Taiwan, and Hong Kong just undertaken in March!

For additional information on

nection with the Beijing International Book Fair in September.

Judd's visit to Singapore included a seminar, sponsored by AAP and other copyright-based industries and conducted by the Singapore AAP's anti-piracy program: Patricia Judd, AAP Washington (pjudd@publishers.org).

## TRADE PUBLISHING

### Publishers Designate May 2005 as Second Annual "Latino Books Month"

In ongoing efforts to promote books by and for Latinos, AAP has designated May 2005 as the second annual "Latino Books Month." During the month-long celebration, booksellers, librarians, and others in the book industry will encourage people in their communities to read books by and for Latinos, in both English and Spanish.

As part of the initiative, AAP member publishers will hold special author events, and the AAP Task Force on Publishing Latino Voices for America has created a Latino Books Month Resource Kit, which will include:

- A Latino Books Summer Reading List with recommended books for adults and children, in English and Spanish
- A Publishing Latino Voices Brochure, which includes a sampling of titles by and for Latinos published by AAP member publishing companies.
- Get Caught Reading/¡Ajá, leyendo! posters featuring

celebrities including Gloria Estefan, Maya and Miguel, Jorge Ramos, Dora the Explorer, and others.

- "Libros en Español" window clings to let everyone know that books are available in Spanish.
- A fact sheet on the Latino community, the fastest growing demographic in the U.S.
- A "how-to" sheet on starting a Spanish-language reading group within a community.
- Contact information for booking Latino authors for May appearances.

The resource kits will be available to booksellers, librarians, educators, and others who wish to promote a love of reading among Latinos in their communities.

"The opportunity to highlight the breadth of talent within the Latino literary community is cause for celebration," said Rene Alegria, Publisher of Rayo/HarperCollins. "This second annual month-long event will encourage reading throughout the Hispanic community and help non-Latinos find books they will enjoy. With all components of the literary community involved, Latino Books Month is destined for a spot on everyone's reading calendar."

## GET CAUGHT READING

### Famous Faces Kick off 7<sup>th</sup> Year of GCR Campaign

Ten new faces have been added to the growing list of celebrity supporters of Get Caught Reading, AAP's campaign to promote the joy of

reading, now beginning its seventh year. The new celebrity supporters include:

- NBA players Grant Hill reading *It's Not About the Bike* by Lance Armstrong; Tim Duncan reading *The Rule of Four* by Ian Caldwell; and the full Miami Heat team including Shaquille O'Neal, reading assorted books;
- Singer Alicia Keys reading *The Secret Life of Bees* by Sue Monk Kidd;
- AnnaSophia Robb, star of the upcoming movie *Because of Winn-Dixie*, reading the Kate de Camillo book on which the film is based;
- Opera diva Renée Fleming, reading *Misty of Chincoteague* by Marguerite Henry;
- New York Yankee outfielder Gary Sheffield, photographed with his son on the Little League field in Tampa where he first began to play the game, reading *My Baseball Book* by Gail Gibbons;
- The director and cast of *Friday Night Lights*, reading H.G. Bissinger's book of the same name;
- WNBA players Swin Cash reading *The Five People You Meet in Heaven* by Mitch Albom; and Sue Bird reading *London Bridges* by James Patterson;
- Boxing impresario Don King, reading *The Mind of Frederick Douglass* by Waldo E. Martin.

All of the celebrity images can be viewed on the Get Caught Reading website: [www.getcaughtreading.org](http://www.getcaughtreading.org).

On May 11, AAP will host another of its popular "Get Caught Reading on Capitol Hill" events at which Members of Congress are photo-

graphed “caught reading” their favorite books. More than 200 members have been photographed at previous events. Following the events, AAP provides Representatives and Senators with press materials and photographs that can be used to promote reading in their home districts.

## DIVERSITY

### **Publishers Reach Out to Colleges in Effort to Diversify Industry**

AAP’s Diversity/Recruit and Retain Task Force and College Outreach Subcommittee have stepped up efforts to spread the word about book publishing as a career choice to diverse college students across the United States. The committee launched the Book Yourself a Career campaign in 2003, the centerpiece of which is the Bookjobs.com website providing information about the industry, listings of jobs and internship opportunities, and suggestions about matching college majors and particular departments in a publishing house.

The current effort has a dual objective: to remind book publishers that posting jobs on the website is free, easy to accomplish, and an excellent way to attract candidates; and to get the word out to job-seekers that book publishing offers a variety of exciting career choices.

Nearly 300 U.S. book publishing companies are signed up to post jobs on the site, and AAP has

asked publishing organizations across the country to invite their members to post jobs as well. Many associations, including the Association of American University Presses, Publishers Group West, the Small Press Center, and others have provided information on the website to their members, and the number of publishers participating continues to grow.

The College Outreach Subcommittee was created to coordinate efforts to attract diverse, qualified candidates to the industry and has identified a long list of colleges with diverse student populations and rigorous academic standards. Subcommittee members are calling career centers of these campuses, mailing them materials on the campaign, contacting select student organizations, advertising in campus magazines and online, participating in career fairs, and presenting to various student groups.

All publishers are encouraged to visit the website and to post jobs and internships there. For more information: Kathryn Blough at [kblough@publishers.org](mailto:kblough@publishers.org) or 212/255-0200, ext. 263.

## INTERNATIONAL FREEDOM TO PUBLISH

### **AAP Protests Free Expression Violations in Turkey**

AAP has expressed its concern over the ongoing legal harassment of Turkish publisher Ragıp Zarakolu

and other publishers and journalists who are facing trial for practicing their right to free expression. In a letter on March 7 to the Turkish Prime Minister and Minister of Justice, AAP President Pat Schroeder pointed out that Mr. Zarakolu, whose March 2 trial has been postponed until May, also faces legal proceedings on another publishing matter. “Both of these trials, in our view, are infringements of Mr. Zarakolu’s right to publish freely in Turkey.” The letter notes that the postponement, which came at a time when a group of foreign observers had come to Turkey to attend the trial and express solidarity, is “typical of such procedures in Turkey.” The constant postponements and long drawn-out process “not only thwart the intentions of human rights observers but also can be seen as a way of harassing the person standing trial,” the letter said.

The letter went on to note that some 60 writers, publishers and journalists are facing trial in Turkey for the exercise of free expression. “Given the EU accession process in which Turkey is now involved, it seems especially important that such restrictions on freedom of expression be removed,” the letter states.

### **IFTP Mission Visits Turkey**

Members of AAP’s International Freedom to Publish Committee undertake (at their own expense) missions to meet with writers, publishers, human rights activists and others in areas where freedom of expression is seriously threatened.

Committee chairman Hal Fessenden (Penguin Group USA) and IFTP member Wendy Wolfe (Penguin Group USA) undertook such a mission to Turkey in late 2004. Accompanied by historian Joshua Brown and journalist Dawn Drzal, they spent five days in Istanbul meeting with a wide variety of book publishers, journalists, NGOs, and human rights activists. According to Wendy Wolfe they “found the mood to be generally optimistic but wary.”

In general, they reported, the situation is better than when the Committee visited Turkey three years ago, probably as a result of Turkey’s desire to conform to European Union guidelines as a pre-condition to joining the EU. However, underlying principles of freedom of expression may still not be fully reinforced by the Turkish constitution, as illustrated by the fact that publisher Ragip Zarakolu has been called to trial again and will undoubtedly be subject to further harassment as a result of his plans to publish the memoirs of a doctor who survived the Armenian massacre by the Turks (see story above).

While it is no longer illegal to broadcast in the Kurdish language, there are Kurdish publishers active, and the subject in general is less “off-limits” than it was, publishers, especially those who deal with Kurdish issues, are still being detained, fined, and harassed, Ms. Wolfe reported.

### **IFTP Mission Visits Egypt**

IFTP Chairman Hal Fessenden (Penguin) and Committee member Peternelle van Arsdale (Hyperion) visited Egypt February 5-12, meeting with publishers, writers, journalists, academics and human rights activists, and attending the final day of the Cairo Book Fair.

In their report, Fessenden and van Arsdale noted that although there is no “official” censorship of books published in Egypt, the actuality is more complex. Islamist suppression of contrary religious opinion, political suppression of opposition voices, and economic and bureaucratic pressures as well as societal pressure to conform all combine to create “an atmosphere in which expression is neither valued nor free.” While publishers, journalists and human rights activists do fight back, often with a measure of success, it is an uphill fight. The mission also found that high rates of illiteracy, poverty, and the lack of a healthy, vital cultural environment restrict the number of potential book readers to a discouragingly small group. The mission urged the U.S. publishing community to support in any way possible those Egyptian publishers working against formidable odds. The Committee was encouraged to actively assist Egyptian publishers in developing contacts with the U.S. publishing community and cultural organizations, and to find ways to support licensing and translation of books in both Egypt and the U.S., and to maintain close contact with free expression and human rights activists in Egypt.

## **SCHOOL DIVISION**

### **Retired Harcourt Exec James Wilder Honored by School Division**

Among the high points of the School Division’s 2005 Annual Conference in San Francisco in February was presentation of the Division’s highest honor, the Mary McNulty Award for Lifetime Service to Educational Publishing, to James B. Wilder. Although officially retired as Chief Operating Officer of Harcourt School Publishers, Wilder continues to serve as a senior consultant for Harcourt.

Beginning as a classroom teacher in the Chicago public schools, Wilder’s publishing career included service at Follett Educational Corporation, Ginn & Company, Silver Burdett and Open Court, before joining Harcourt. He served as vice chairman of the AAP School Division and chairman of the Division’s Florida Committee, and much of the industry’s lobbying success in that state can be traced to Wilder’s efforts.

The Mary McNulty Award was created in 1983 in memory of AAP staff member Mary McNulty, and is given by the School Division to acknowledge distinguished service to the industry and to the cause of educational publishing. The award carries a \$5,000 charity donation, which Wilder elected to give to the Marcy-Newberry Association, a mission organization affiliated with the United Methodist Church, which helps children around the world.