## TAA COUNCIL MEETS

By Bill Masterton, President

The TAA Council held a special meeting at Orlando, Florida, on October 26, 1991. Council members attending included: Mike Keedy (Executive Director); Bill Masterton (President); Doug Chute (Vice President); Karen Hess (Secretary); Mark Asman (Treasurer); Karen Arms, Ron Pynn, Dick Spangler, John Vivian (Members); Kathy Heilenman, Mike Lennie, Bill Pasewark, Mike Sullivan (Advisors).

The principal business of the meeting was to accept, with regret, the resignation of Mike Keedy as Executive Director. Mike founded the organization in April of 1987 and has supplied effective and enthusiastic leadership ever since. Now he wants to move on to other challenges. However, he will continue as newsletter editor and probably as consultant to the TAA's headquarters and Council.

To take Mike's place (he only seems irreplacable), the Council appointed Norma Hood to be Acting Executive Director, effective January 1, 1992. Norma has worked with Mike since the creation (of TAA, that is). She has a great many admirable qualities: experience, intelligence, devotion to the

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outcome of the landmark decision (TAA Report, July, 1991).

In that case the court rejected the copyshop chain's claim that photocopying of course materials was necessary for educational use and should be permitted as "fair use." Spokesmen for Kinko's now say that its business will not be harmed by the court ruling and that copyright protection is not only not harmful to education, but "in the long run essential to it." They also said that a faster system of granting copyright permissions is needed and that Kinko's plans to work with publishers toward that end.

organization, and willingness to work for a small salary. Norma will be running TAA headquarters from a mobile home near Orange Springs, Florida. The mailing address remains the same (P. O. Box 535, Orange Springs, Florida 32182). The telephone number will change but you can still reach TAA for a while by calling Mike's office at 904-546-1000.

In other action, the Council

- established a long-range planning committee (Bill Masterton, Mike Keedy, Doug Chute) to plan the future of TAA. Among other things, this committee will establish a job description for Executive Director, recommend a budget for 1992-3, and draw up a plan for a five-year dues structure.
- authorized Karen Arms, chair of the membership committee, to purchase mailing lists containing the names of prospective TAA members and see that these people get appropriate promotional literature.
- asked Kathy Heilenman and Doug Chute to prepare a press release expressing TAA's horror at attempts by universities to take portions (up to 100%) of author's royalties.

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therefore not surprising that most reviews of texts, such as those published in TTL, are devastatingly negative. That is not to say that "real" authors never crank out junk, but there would be much less junk in texts if real authors really wrote them.

What can be done? Plenty! A publisher's greatest fear is that of losing adoptions. The bottom line is virtually everything to publishers today, so they will respond readily to threats of lost adoptions. To get what we want in texts and curriculum we should consider withholding adoptions. (Texas is an example in point).

## VIDEO POCKET READER READY

Students will be able to "carry a library under their arms," when they use VPR, the Video Pocket Reader, according to Rita Canney, who is vice president of sales and marketing for VPR Systems, Ltd. The new invention is a system for selling, distributing and reading books and will be used by a number of college bookstores in the fall, according to Canney.

Here's how the system works. A self-service kiosk, holding access to thousands of books, is installed. Customers select books by picking up information cards, which are handed to store cashiers. The cards are then activated so that book contents can be downloaded onto the Pocket Reader. The "reader" part of the system comes in two sizes – the pocket reader and a video page reader.

The initial cost of the unit will be about \$300.

What should users demand on the question of authorship? I have the following suggestions:

- 1. Insist that texts be written by persons with excellent credentials in
  - i) academic background
  - ii) teaching experience, and
  - iii) membership in professional organizations such as NCTE for english, NSTA for science, etc., and member ship in Textbook Authors Association.
- 2. Ask for an affidavit disclosing the extent to which a book and its ancillaries were actually written by the authors.
- 3. Insist on a statement of approval of subject content by appropriate professional organizations.

These three items, if pursued with vigor, would shore up the eroding position of text authors and more firmly place control of content and curriculum where it belongs -- in the hands of educators.

Mike Keedy