

AUTHORS GUILD

Fall 2010/Winter 2011 **BULLETIN**

Today's Lesson: HOW TO TILT THE TABLE

"The Help," by Kathryn Stockett

Author: \$3.75 HC \$2.28 E-Book → E-Loss = -39%

Publisher: \$5.25 HC \$6.31 E-Book → E-Gain = +20%

"Hell's Corner," by David Baldacci

Author: \$4.20 HC \$2.28 E-Book → E-Loss = -45%

Publisher: \$6.00 HC \$6.31 E-Book → E-Gain = +5%

"Unbroken," by Laura Hillenbrand

Author: \$4.05 HC \$3.38 E-Book → E-Loss = -39%

Publisher: \$6.00 HC \$9.62 E-Book → E-Gain = +20%

Q.E.D.

Authors' Royalties vs. Publishers' Gross Profit
Hardcover vs. E-Book

E-BOOK ROYALTY MATH

Part 1. The House Always Wins • Part 2. An Interim Fix

Scott Turow: One Year After Amazon's Blackout of Macmillan

Did Apple Save Barnes & Noble?

Donating Literary Papers: Paul Brodeur's Cautionary Tale

LETTERS TO THE EDITOR

I LOVE the Authors Guild Bulletin, and now I even love your typos. I nominate this one for the all-time-best typo award: the change of Justin Swingle's name to "Swindle" starting in the second graph on p. 16 of the new Bulletin.

—Betsy Robinson
New York, NY

The Guild encourages members to write to the *Bulletin*. Letters should be sent to "Letters to the Editor," The Authors Guild, 31 East 32nd Street, 7th Floor, New York, NY 10016. They can also be faxed to (212) 564-5363, or sent via e-mail to staff@authorsguild.org (type "Letters to the Editor" in the subject line). Letters may be edited for length, grammar and clarity.

Thanks for the good humored alert. Amusing typos are always easier to acknowledge than just plain stupid ones, and we agree, this is one of our best.

—Ed.

ALONG PUBLISHERS ROW

BY CAMPBELL GEESLIN

HOAX HISTORY: **Melissa Katsoulis** is the author of *Literary Hoaxes: An Eye-Opening History of Famous Frauds*. The British journalist begins her account in the early 1730s with **William Lauder**, "a bitter and resentful" Scotsman whose hoax, if it had succeeded, could have "ruined the reputation of poet **John Milton**."

The book devotes several pages each to such notable hoaxers as **H. L. Mencken**, **Jean Shepherd** and **Romain Gary** and to notorious recent cases such as **J. T. Leroy** and **James Frey**, who created faux memoirs.

The author concludes: "Books—whatever form they take—will always ask us to enter into a contract of trust with them. For as long as there are publishers to bestow upon an author the incredible power of seeing their work in print, there will be writers who abuse, pervert and willfully misconstrue the printed word. But . . . the world would be a much duller place without them."

NEW TRICKS: E-books for children are becoming interactive. **David Kirk's** *Miss Spider's Tea Party* has an iPad version. A child clicks to find hidden surprises, work a jigsaw puzzle or color an illustration. *Alice* for the iPad tells the story of Wonderland in 50 color prints. The child interacts by tilting or shaking the screen to move a character.

In **Dr. Seuss's** *ABC* and *The Cat in the Hat*, a child can swipe through the pictures and make the words zoom out of the text and land on the pictures.

Would you trust a small child with your iPad?

SHOW & TELL: **Clive Young** lives in Rockville Center, N.Y. He is the author of *Crank It Up* and *Homemade Hollywood*. He often speaks at schools and libraries,

but in a recent appearance he neither read from his books nor did much talking.

Most writers are reluctant to discuss what they are working on, but Young told an audience at the White Plains, N.Y., library that his next book "was going to be a history of movie stunts and special effects." His program used video and PowerPoint. He showed illustrative clips from silent films, scenes from antique outer space films and several wild car chases. He said that the program he presented was research for the book he was writing.

But after the program, he did what authors are expected to do: He signed copies of his previous books for purchasers from the audience.

UPSTART: In recent months, *The Los Angeles Times*, *The Washington Post*, *The Chicago Tribune* and *The Boston Globe* have all folded their sections devoted to books. The trend has been to consolidate book reviews into other sections. In September, *The New York Times* revealed that *The Wall Street Journal* was going to have a book review section insert in its weekend edition.

The Times said, "The paper's book reviews are among the more popular features with readers. And there are signs that the advertising market for the book publishing business is picking up."

HEAVY: **Jeannie Vanasco**, on the staff at *Lapham's Quarterly*, began a review in *The New York Times Book Review* with the following: "**Paul Valery** said that a poet is like a man who carries huge weights up to a roof and drops them all at once on the head of a passer-by."

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