

18 November 1987

To: Members of the Breeding Bird Atlas Steering Committee

From: Jim Dinsmore

Re: Publication of the atlas results

I met yesterday, first with Bob Schultz, Acquisitions Editor for the ISU Press and later with both Schultz and Richard Kinney, Director of the ISU Press to discuss the possibility of them publishing the results of the Iowa atlas project. I took with me a copy of the Vermont atlas book to show them an example of a previously published product. Their response was that they certainly would be interested in publishing the project. I heard no real negative comments from them although I assume any manuscript would have to be reviewed, just as virtually all books they receive are. However, I believe that they sincerely are interested in books related to Iowa and this would fit in that category. I raised the issue that this would probably not be a big money maker but that did not seem to be a big concern. I did mention that we had talked about raising money for publication but fortunately did not mention an amount. When talking about finances, Schultz suggested that if we could raise some money to help with publication, that would help. The amount he suggested was in the \$5000-10,000 range. He also suggested that if there were no royalties for authors, that could help cut the cost (and increase sales?). In any event, I think that this is an option open to the group to consider. I emphasized to them that although the project was underway, it would be at least several years before it could be completed. Finally, although I showed them the Vermont book, I indicated that it was a bit more grandiose than what we planned and that the species accounts could probably be cut to a page each.

Hope all of this sounds positive to you. Comments?