

Resolution # 88-53
Sen. approval 12/6/88 / Refer to

6-13-90 Copies sent
to Richard Brown +
Mike Coston.

MAY 16 1990

Association of American Publishers, Inc.



220 East 23rd Street
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Telephone 212 689-8920
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May 15, 1990

Dear President of the Faculty Senate:

In the course of the past two years, you have received letters and other materials from me about the problems created by the resale of complimentary examination copies of textbooks. We appreciate your interest and response, and we have been guided by the many thoughtful suggestions we have received. One result has been our decision to create a special return mailer for unwanted textbooks.

I, therefore, wanted to share with you a development we find most encouraging, namely a resolution by the Board of Trustees of the National Association of College Stores in support of our opposition to the sale of comp copies.

Passed this February, the resolution is an important step in discouraging this practice which:

- costs professor/authors \$10 million a year in lost royalties,
- puts upward pressure on the price of textbooks, and
- denigrates intellectual property.

The attached press release describes the NACS resolution more fully, a resolution similar in spirit to those already in place on many campuses.

Overall, we feel that we are moving toward a positive conclusion with regard to this issue. And we hope that, if it has not already done so, your institution might consider a similar resolution.

Again, our sincere thanks for your interest.

Yours truly,

A handwritten signature in blue ink that reads 'Parker Ladd'.

Parker Ladd
Director,
Higher Education Division

Encl.

from: Jim Joyce

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FOR IMMEDIATE RELEASE

COLLEGE STORE TRUSTEES ENDORSE PUBLISHER OPPOSITION TO SALE OF
COMPLIMENTARY COPIES OF COLLEGE TEXTS

New York, NY -- Acting in response to a request from the college publishing community, the Board of Trustees of the National Association of College Stores (NACS) approved the following resolution at its February, 1990 meeting:

"NACS urges its membership to support the Association of American Publishers in its opposition to the sale of clearly-marked complimentary copies."

Stated Parker Ladd, Director of the Higher Education Division of the Association of American Publishers: "We are tremendously gratified by this resolution. Many bookstores have been leaders and allies with us in efforts to discourage the harmful practice of selling examination copies of textbooks sent free of charge to professors. Their good work and ours has now been formally endorsed by the NACS Board of Trustees. As publishers, we feel this is an important step forward in holding the line on textbook prices and in protecting royalties due authors."

Sending complimentary/exam copies to faculty in order to help them to choose the best material for their courses is a longstanding marketing practice of publishers. In recent years, however, many of these books have entered the used book marketplace and now cost professor/authors an estimated \$10 million a year in lost royalties, and cost publishers an estimated \$80 million in lost revenues.

"Bookstores and responsible professors have told us their concerns about this vexing issue," stated Kenneth Zeigler, Vice President, School and College Division of West Publishing Company. "As publishers, we have responded by creating a no-cost, easy-to-use, return mailer for unwanted books, and by clearly marking complimentary/exam copies on both covers, on the spine and frequently inside the book on the title page as well. This resolution from NACS," Mr. Zeigler added, "Should also provide encouragement and support to those professor/authors and students who have told us they view the selling of comp copies as unethical."

The Higher Education Division of the AAP has mounted a three-year public relations campaign to discourage the sale of complimentary/exam copies. Targets of this campaign have included presidents, faculty senates and student newspapers at all 3,300 accredited U.S. colleges and universities. "The sale of complimentary/exam copies is simply unfair to all concerned," stated Richard Greenberg, Associate Trustee (representing publishers) of the NACS board and President of Wadsworth Publishing Company. "It is time for those who are selling complimentary/exam copies to stop hiding behind the fig leaf of a 1970 postal code regulation. These books are not unsolicited gifts sent to the faculty as individuals. Rather they are sent for educational purposes to institutions and to professors in their capacity as instructors of America's college students. They are knowingly received as such," Greenberg continued, "And are often solicited as part of established academic protocol."

The Higher Education Division of AAP plans to continue the campaign to discourage the sale of comp copies with new initiatives scheduled in the coming months. The AAP is a non-profit organization of more than 250 American publishing firms which are located in every region of the United States.
