

to wish to investigate
museum field.

for Continuing
and the Editors
wish to thank the fol-
lowing for their
contributions to the

museums

historic Georgetown neighborhood and within walk-
ing distance of many museums. The University of
Chicago has reserved a block of rooms at a discount-
ed rate of \$110 per person, single occupancy. To
make a reservation, call the hotel directly at 1-800-
848-0016 and identify yourself as a registrant of the
5th Annual National Museum Publishing Seminar.

Tuition: Tuition for the program is \$285. This
includes admission to all seminar activities, materials,
a reception Thursday evening, and luncheon on
Friday and Saturday.

Cancellation: Each cancellation is subject to a \$50
service fee. Notification of cancellation must be
received five or more business days prior to the open-
ing date of the seminar. A cancellation received less
than five days prior to the start of the program is sub-
ject to forfeiture of the full tuition fee.

Transportation: Travel Service Corporation is the
official travel agency for the seminar. Their profes-
sional staff is trained to find the best airfares for meet-
ings and conferences and will guarantee the lowest
applicable rate available on any airline at time of
booking and ticketing. Pre-reserved seating, boarding
passes, and travel insurance in the amount of
\$100,000 are provided at no extra charge. Call Travel
Service Corporation at 800-634-2153 (in Illinois,
312-726-3290). Reservation lines are open Monday
through Friday from 8:30 a.m. to 5:00 p.m. (CST).
Registrants outside of the United States may send
travel reservation requests by fax to 312-726-1189.

Please identify yourself as an attendee of the *5th
Annual National Museum Publishing Seminar*. Have
your dates, time of travel, and credit card available.

**The University of Chicago is not responsible for
any airline or other type of travel arrangement
made through Travel Service Corporation or
any individual airline.** Furthermore, in the event of
a course cancellation, the university is not liable for
non-refundable airline tickets or any other expense
incurred by the registrant.

Ground Transportation: Participants arriving at
National Airport may take low-cost Metro subway
service directly from the airport to the Foggy Bottom
stop in Washington, D.C., which is near the Grand
Hotel. Taxi fare from National Airport to the city is
about \$10 one way. From Dulles International
Airport, taxi fare is approximately \$45 for the one-
way trip. A bus from Dulles Airport to 1517 K Street
NW may be taken for \$16, and from there courtesy
shuttles provide transportation to the hotel.

PROGRAM

Thursday, May 5

12:00-3:00 P.M. REGISTRATION

12:00-2:00 P.M.

Hospitality Suite. Meet your colleagues for
conversation and refreshment.

2:00 P.M.

Transportation to the National Gallery of Art

2:20-3:30 P.M.

Free time at the Gallery

3:30 P.M. WELCOME AND OPENING ADDRESS

National Gallery of Art

Welcome: Frances Smyth, editor-in-chief,

National Gallery of Art, and Stephanie Medlock,

director, Publishing Program, University of

Chicago

Speaker: **W. Richard West, Jr.**

Director, National Museum of the

American Indian, Smithsonian Institution

4:30-6:00 P.M. RECEPTION

National Gallery of Art

6:00 P.M.

Buses depart for hotel

Dinner on your own

A list of restaurants will be provided, and
seminar staff will escort groups.

Museum Publishing

noon, May 5

Because of the pro-
gram and speakers, partici-
pation in Washington until
the city's museums

Holocaust Museum

morning, May 8.

ated and must be

ate your desire to

n this program.

first-come basis.

place at the Grand

Washington, D.C. The

ury hotel close to the

Friday, May 6

8:00-9:00 A.M. REGISTRATION AND COFFEE

9:00-10:15 A.M. GENERAL SESSION

- ☞ *Who Has the Last Word? Three Perspectives on the Museum Publishing Process*

Fannia Weingartner, panel chair, freelance editor, Pittsburgh, Pennsylvania

Neal Benezra, chief curator, Hirshhorn Museum and Sculpture Garden, Smithsonian Institution

Barbara Charles, Staples and Charles Design, Washington, D.C.

10:15-10:30 A.M. COFFEE BREAK

10:30-NOON CONCURRENT SESSIONS

- ☞ *From Art to Zoo: Editing for Different Disciplines*

Susan Allan, managing editor, *American Journal of Sociology*, University of Chicago

Ruth Spiegel, editor-in-chief, University Press, Smithsonian Institution Press

Carol Eron, editor, National Gallery of Art

- ☞ *Whatever Happened to Galleys? The Electronic Design Process*

Robert Wiser, Meadows & Wiser Graphic Design, Washington, D.C.

- ☞ *Is It Publishable?*

The Importance of Editorial Review

Frances Smyth, editor-in-chief, National Gallery of Art

Judy Metro, art editor, Yale University Press

NOON-2:00 P.M. LUNCHEON ADDRESS

- ☞ *Have Pun Will Travel—*

Reflections of a Writer on Museums

Philip Kopper

2:00-3:00 P.M. GENERAL SESSION

- ☞ *Museum Design: Trends and Case Histories*

Stephen Kraft, adjunct professor of graphic design, The American University and Corcoran School of Art

Judy Kirpich, Grafik Communications, Inc., Washington, D.C.

3:00-4:30 P.M. CONCURRENT SESSIONS

- ☞ *Stretching Your Production Dollar*

Ken Sabol, production manager, University Press, Smithsonian Institution Press

Rich Hendle, production manager, University of North Carolina Press

- ☞ *The Vital Link: Publications and the Museum Store*

Lucy Lowenthal, vice president for external affairs, The National Building Museum

Dene Garbow, store manager, The National Building Museum

Sandy Borchetta, store manager, The Textile Museum

Keith Webb, manager, Publication Sales, National Gallery of Art

Susan Bates, director of Museum Sales, Thomas Jefferson Memorial Foundation

- ☞ *Get It in Writing: Contracts with Freelancers*

Susan Rossen, director of publications, The Art Institute of Chicago

2:45 P.M.

- ☞ *Trip to the National Demonstration Laboratory for Interactive Information Technology, at the Library of Congress*

A look at innovative technological advances in electronic information storage, transmission, and presentation. Please sign up on the registration form. Space is limited to 30 (program repeated Saturday).

4:30-5:20 P.M. FILM

Screening of *The Disorganized Manager*, starring John Cleese. A humorous film with serious intent, for the manager who never seems to have enough time—or for anybody who knows one.

Dinner on your own. Sign up in the morning if you wish to dine with colleagues.

Saturday, May 7

9:00-10:15 A.M. GENERAL SESSION

- ☞ *Publishing with Partners: Theory and Practice*

Daniel Goodwin, director, University Press, Smithsonian Institution Press

Paul Gottlieb, editor-in-chief, Harry N. Abrams, Inc.

Christopher Hudson, director, Museum Publications, The J. Paul Getty Museum

10:15-11:45 A.M. CONCURRENT SESSIONS

- ☞ *Direct Marketing Forum: Developing a Strategy for Your Publications*

Stephanie Medlock, director, Publishing Program, University of Chicago

Lucy Lowenthal, vice president for external affairs, The National Building Museum

Hilary Reeves, marketing manager, Smithsonian Institution Press

Participants with specific marketing issues are invited to submit their questions (by April 1) to: Lucy Lowenthal,

The National Building Museum,

401 F Street NW, Washington, D.C. 20001

- ☞ *Reaching Out: Bringing a Broader Audience to the Museum*

Gwendolyn Everett, collections research coordinator, National Museum of American Art, Smithsonian Institution, and author of *L'il Sis and Uncle Willie*

Lucia Pierce, head of education, Freer Gallery of Art/Arthur M. Sackler Gallery, Smithsonian Institution


Caroline Brackman, chairman, education department, Field Museum, Chicago

- ☞ *Trip to the National Demonstration Laboratory* (details above)


NOON-2:00 P.M. LUNCHEON ADDRESS

Speaker: **Katharine Lee**, director, Virginia Museum of Fine Arts

2:00-3:30 P.M. CONCURRENT SESSIONS


 *The Balancing Act: How Does the Small Publications Office Cope?*

Peggy Fosdick, advertising and communications manager, National Aquarium in Baltimore
Bob Selim, director of publications, National Museum of American History, Smithsonian Institution
Janet Griffin, director of publishing, Folger Shakespeare Library

 *Permissions and Licensing: Current Issues and Specific How-to's*

Christine Steiner, assistant general counsel, Smithsonian Institution
Jon Baumgarten, partner, Proskauer Rose Goetz & Mendelsohn, Washington, D.C.
Carol Risher, vice president for copyright and new technology, Association of American Publishers, Washington, D.C.


3:30-5:00 P.M. CLOSING SESSION

 *Communicating about Difficult Issues in the Museum Environment*

Raye Farr, director, permanent exhibition, United States Holocaust Memorial Museum
Robert Sullivan, associate director for public programs, National Museum of Natural History, Smithsonian Institution



Registration

 Please read this section carefully

To register, please complete the form below and mail it with your remittance of \$285, payable to the University of Chicago in U.S. currency, to:
5th Annual National Museum Publishing Seminar, University of Chicago, Center for Continuing Studies, 5835 Kimbark Avenue, Chicago, Illinois 60637. If you wish to pay by credit card, or your organization will pay your tuition, you may send your registration form by fax to the University of Chicago at 312-702-6814. Payment must be received prior to the start of the conference. Space is limited. Please register early.

Cancellation: Each cancellation is subject to a \$50 service fee. Cancellations received less than five business days prior to the opening day of the seminar will forfeit the full tuition fee.

Nonpayment of tuition does not constitute a cancellation. All cancellations must be confirmed in writing. Substitution of another admissible participant may be made at no additional charge prior to the start of the seminar.

For further information, contact:

Stephanie Medlock, director,
Publishing Program
University of Chicago
312-702-1682 or fax: 312-702-6814, or
Frances Smyth, editor-in-chief,
National Gallery of Art
202-842-6200 or fax 202-408-8530

Registration Form

Name of first registrant

Name of second registrant

Organization

Address

City

State

Zip

Telephone(s) first registrant

second registrant

Fax

I wish to visit the National Computer Demonstration Laboratory, Library of Congress. Choose Friday, May 6 or Saturday, May 7

Name

May 6 May 7

I wish to visit the Holocaust Memorial Museum on Sunday, May 8 at 10:30 a.m.

Name

Total amount enclosed \$

Method of Payment

() Check () Money Order () Mastercard () VISA

Card Number

Expiration date

Signature

Bill my organization* and send invoice to the attention of:

***If for any reason your organization should fail to furnish payment in full, you will be responsible for paying the outstanding tuition.**

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