

Program

Wednesday, May 3, 1995

8:30 a.m.-5:00 p.m. Registration

Doubletree Hotel

Tours available to area museums.
Pre-registration required. See
registration page in this brochure.
Sign up for optional dinners with
colleagues.

1:00-4:00 p.m. Transportation to Los Angeles
museums

SPECIAL ONE-DAY SESSION - HOW TO START A MUSEUM PUBLISHING PROGRAM

8:30-9:00 a.m. Registration

9:00-9:10 a.m. Welcome

Stephanie Medlock
Director
Publishing Program
University of Chicago

9:10-10:00 a.m. Developing a Publishing
Program on a Limited Budget

Richard Kinney
Director of Publication Services
The J. Paul Getty Trust
Susan Rossen
Executive Director of Publications
The Art Institute of Chicago

10:00-10:15 a.m. Coffee Break

10:15-11:15 a.m. How to Select the Right
Team: An Important Lesson in Getting Started

Julie Donaldson
Manager Print Media
and Powerhouse Publishing
Sydney, Australia
Susan Rossen
The Art Institute of Chicago

11:15 a.m.-12:15 p.m. A Particular Vision:
Mastering the Concepts of Good Design

Darcie Sanders
Design Instructor
Publishing Program
University of Chicago

12:15-1:30 p.m. Lunch

List of area restaurants available in
registration packet

1:30-5:45 p.m. Special Workshop on
Publishing Practicalities

The panelists listed represent
different areas of expertise in

museum publishing. Each will make a
short presentation, then solicit
questions from the audience.
Participants are asked to bring
specific questions or problems with
them and, preferably, to mail them to
the seminar sponsors in advance of
the session. Questions should be
mailed to: "Getting Started," 6th
Annual National Museum Publishing
Seminar, 5835 Kimbark Ave., Room
207, Chicago, IL 60637. No question
will be considered too basic or too
advanced.

1. Budgeting, Writing, and Editing

Mitch Tuchman
Editor in Chief
Los Angeles County Museum of Art

2. Design

Jim Drobka
Head Graphic Designer
Los Angeles County Museum of Art

3. Original Photography and Photographic
Acquisitions

Peter Brenner
Supervising Photographer
Los Angeles County Museum of Art

4. Rights and Reproductions

Fernando Lai
Rights and Reproductions Coordinator
Los Angeles County Museum of Art

3:00-3:15 p.m. Coffee Break

5. Typesetting and Printing

David Allen
Typecraft
Pasadena

6. Co-Publishing and Distribution

Eric Himmel
Harry N. Abrams, Inc.
New York

7:00 p.m. Optional Dinners with Colleagues

Sign up at the registration desk.

Thursday, May 4, 1995

Noon-3 p.m. Registration

Sign up for optional dinners with
colleagues.

3:00 p.m. Transportation to the Huntington
Library, Art Collections, and Botanical
Gardens

3:20-5:00 p.m. Free time at the Huntington



Harpist,
Cycladic,
ca. 2500 B.C.,
Island marble
The J. Paul Getty
Museum



Portrait of
Cosimo I de' Medici
Pontorno (Jacopo
Carucci), ca. 1537
The J. Paul Getty
Museum



Cult Statue of
Aphrodite,
Southern Italian or
Sicilian,
ca. 400 B.C.
The J. Paul Getty
Museum

5:00-5:15 p.m. Welcome

Peggy Park Bernal
Publications Director
Huntington Library, Art Collections,
and Botanical Gardens

Christopher Hudson
Publisher
The J. Paul Getty Museum
Stephanie Medlock
Director
Publishing Program
University of Chicago

**5:15-5:45 p.m. Opening Remarks: Cultural
Institutions in Transition**

Robert Skotheim
President
Huntington Library, Art Collections,
and Botanical Gardens

5:45-7:00 p.m. Reception

**7:00 p.m. Transportation to the Doubletree
Hotel**

7:30 p.m. Optional Dinners with Colleagues
Sign up at the registration desk.

Friday, May 5, 1995

8:00-9:15 a.m. Registration

Continental breakfast available in the
registration area.

9:15-9:30 a.m. Welcome

**9:30-10:30 a.m. Cultural Institutions in a Time
of Crisis**

Michael H. Robinson
Director
National Zoological Park
Washington, DC

10:45 a.m.-Noon CONCURRENT SESSIONS
Please choose one.

**A. The Design is King: How to Recognize
Good Design and How to Redesign a
Publication Whose Look May be Alienating
Your Audience**

Jeff Austin
Editor
Garden Talk
Chicago Botanical Gardens
Darcie Sanders
Design Instructor
Publishing Program
University of Chicago

**B. The Computer in Book Production: Its
Impact on the Designer and Editor**

Dana Levy
Designer
Perpetua Press
Los Angeles

Letitia Burns O'Connor
Editor and Production
Coordinator
Perpetua Press
Los Angeles

**Noon-2:00 p.m. Sponsored
Lunch**

**2:00-3:30 p.m. CONCURRENT
SESSIONS *Please choose
one.***

A. Connect with Kids!

Three panelists share experiences and
practical advice on how to produce
and market publications for children.

Candace Barrett
Associate Director
Los Angeles Children's Museum
Gerald Bishop
Editor

Ranger Rick
National Wildlife Federation
Vienna, VA

Georgianne Irvine,
Public Relations Manager
San Diego Zoological Society

**B. Hidden Meanings: The Finances of
Museum Books**

Given the public and institutional
uses books have for a museum, how
should you think about books and the
bottom line? Should all publications
pay for themselves?

Norman P. Bolotin
Laing Communications, Inc.
Redmond, WA

John Langellier
Publications Director
Gene Autry Western Heritage Museum
Los Angeles

Alison Sowden
Vice President, Financial Affairs
Huntington Library, Art Collections,
and Botanical Gardens

3:30-4:00 p.m. Coffee Break

4:00-5:15 p.m. CONCURRENT SESSIONS
Please choose one.

**A. Yes, Virginia, You Can Raise Money for
Books**

You can develop a fundraising strategy
for publications. Learn to track down
sometimes elusive funding sources, and
then write winning grant proposals.

Tom Andrews
Executive Director
Historical Society of Southern
California



Temple of Love,
Huntington Library

Charles J. Meyers
Program Officer
The Getty Grant Program
Santa Monica
Susan Rossen
Executive Director of Publications
Art Institute of Chicago

B. Dealing with New Audiences: How Publications Can Help a Museum Redefine Its Image and Deal with Potential Controversy

Debra Kerr Fassnacht
Public Relations and Marketing
Manager
John G. Shedd Aquarium
Chicago
Donna Livingstone
Director of Publications and Research
The Glenbow Museum
Calgary, Canada

7:00 p.m. Optional Dinners with Colleagues
Sign up at the registration desk.

Saturday, May 6, 1995

8:30-9:00 a.m. Continental Breakfast in the Registration Area

9:00-10:30 a.m. Multiculturalism and Museum Manuscripts

Insights into writing sensitively and developing culturally aware projects
Julia Henshaw
Director of Publications
Detroit Institute of Arts
Terry Schwadron
Deputy Managing Editor
Los Angeles Times

10:30-10:45 a.m. Coffee Break

10:45 a.m.-Noon CONCURRENT SESSIONS
Please choose one.

A. How to Succeed in Printing Overseas

Christopher Hudson
The J. Paul Getty Museum
Letitia Burns O'Connor
Perpetua Press
Veronica Seyd
Production Manager
University of Washington Press

B. Museum Magazines Go Public

How, why, where, and when a museum should start a magazine
Beverly Becker
Publisher
El Palacio
Museum of New Mexico
Santa Fe, NM
Leslie Croyder
Editor
Zoo View
Greater Los Angeles Zoo Association



Masai giraffe,
Los Angeles Zoo

Keith K. Howell
Editor
Pacific Discovery
California Academy of Sciences
San Francisco, CA

Noon-1:30 p.m. Lunch
On your own.

1:30-3:00 p.m. CONCURRENT SESSIONS
Please choose one.

A. Publications for Special Museums: Two Case Histories

The Japanese American National Museum, Los Angeles
Nancy K. Araki
Director
Community Affairs
Audrey T. Lee-Sung
Manager, Membership
Mary Worthington
Director of Communications and Marketing
The Scottish Museum, Edinburgh
Jennie Calder
Head of Publications

B. Legal and Business Issues in Electronic Media

Christine Steiner
General Counsel
The J. Paul Getty Trust
Caroline S. Newman
Director
New Media
Smithsonian Institution Press

3:00 p.m. Transportation to The J. Paul Getty Museum

4:00-5:30 p.m. The Realities of Multimedia

Museum representatives actually using this technology reveal how and where they implemented it, and the changes it has brought to their institutions.

Alex Morrison
Creator of the Micro Gallery for the National Gallery of Art
London

Jane Carr
British National Library
London

5:30-6:30 p.m. Free time at the Getty

6:30-8:30 p.m. Closing Dinner at the Getty

8:45 p.m. Transportation to the Doubletree Hotel



Main Peristyle Garden,
The J. Paul Getty
Museum
Photo by Alexander
Vertikoff