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Date: July 7, 1999
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Pages sent: 2

Dear Stuart,

The following page of publishing options and questions regarding the publication of *Of Birds and Texas* should be used as a guideline of what to ask and consider when you're with Audubon in New York.

The questions, however, are the same ones that should be asked of UT Press, Texas Audubon, TCU Press--any publisher who wants in on the project.

I'm going to try to get this to you so that you can call with any questions before you go. Have a great time, and remember:

Try to come away having some idea of:

1. What they want to do for the book
2. What they want you to do for the book
3. What the next step is

This, I think, was not made clear at the meeting with UT Press and was not clarified by Joanna's letter, which was long on enthusiasm but short on specifics.

The goal is not to have everyone dance around the hard questions but to frankly discuss what you want, what they can offer, and what you can do in return.

Stuart-Catrina will know better than I what Texas Audubon's role is here.

When I say UT Press, it could just as easily be TCU Press.

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PUBLISHING OPTIONS:

1. The National Audubon Society publishes the book through a New York trade house. (Knopf has been their publisher in the past.)

- Nat'l Audubon foots the bill unless they indicate what kind of a subsidy they need/want
- both Knopf and Nat'l Audubon have their name on the book
- Knopf sells (distributes) the book to the trade (that is, to the bookstores)
- Knopf and Nat'l Audubon get the profits/you get a royalty from Knopf or Audubon

2. The National Audubon Society publishes the book (itself or through Texas Audubon) but lets UT Press distribute it.

- Nat'l Audubon foots the bill (with or without a subsidy)
- Nat'l Audubon has their name on the book
- UT Press sells the book to the trade for a commission
- Nat'l Audubon gets the leftover profits/you get a royalty from Audubon

3. The National Audubon Society co-publishes the book with UT Press

- Nat'l Audubon Society pays for half the cost of the book
- both Nat'l Audubon and UT Press have their name on the book
- UT Press sells the book to the trade (that is, to the bookstores)
- UT Press and Audubon get the profits/you get a royalty from one of them

4. The National Audubon Society subsidizes the book (either straight out or through Texas Audubon)

- UT Press is publisher, they foot most of the bill, and their name will go on the book
- Nat'l Audubon gives money to help pay for the book (less than half the cost)
- Nat'l Audubon receives prominent recognition for their contribution in the front matter of the book
- UT Press gets the profits (unless other arrangements are negotiated)/you get a royalty from UT Press

QUESTIONS:

(Stuart, I would see what their level of interest is before you offer to provide a subsidy.)

1. Does Audubon want to publish the book, or do they need a publishing partner?
2. Is funding available to publish the book?
3. If Audubon needs a subsidy, how much do they need?
4. Will the subsidy be a gift or will it be repaid?
5. How will any profits be used? Will there be an author's royalty?
6. Who will be responsible for the editing and design?
7. How much participation will you have in the editing and design?
7. Who will oversee production of the book?
8. Does Audubon have an idea of how many copies they would print and what kind of a price they would put on the book?
9. What is the anticipated timeline?
10. Will Audubon please write you when they have considered these matters? (At this point you don't require a formal contract, but you would like to know in writing what Audubon will provide for the book and what Audubon needs from you.)