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Publisher, Author, and Consultant, Atlantic Path Publishing

Established an independent publishing house in 2003 and published *Writing and Developing Your College Textbook* (0-9728164-0-2), *Self-Publishing Textbooks and Instructional Materials* by Frank Silverman (0-9728164-3-7), and *Writing and Developing College Textbook Supplements* (0-9728164-1-0). I conduct workshops and consultations in textbook development and higher education publishing.

Senior Development Editor, Pearson Education (75 Arlington St., Boston, 02116)

1997-2003. Worked with authors to develop textbooks in higher education, including many first editions, and created prototypes for new products, such as *Flash Review*. Developed content for online supersites and text-specific companion web sites, managed upgrades, and wrote print support. Also developed interactive editions of textbooks and print and nonprint supplements, including digital media, videotapes, interactive maps, and electronic transparency sets. Scripted and researched 10 videos. Developed, prepared, and presented marketing materials. These products have served diverse markets in teacher education, developmental and educational psychology, sociology and social problems, physical anthropology and archaeology, criminal justice and criminology, and communication and public speaking.

Developmental Editor, Allyn and Bacon

1991-1997. Responsible for developing textbooks and supplements in teacher education, special education, and educational psychology, including instructor's annotated editions, instructor's manuals, test banks, study guides, companion readers, magazines, user's guides, transparency sets, videotapes, and web sites. Managed textbook photo and art programs, wrote specs and captions, created marketing materials.

Freelance Editor and Project Manager

1984-1991. For Allyn and Bacon; Houghton Mifflin College; D.C. Heath; Prentice-Hall School; Glencoe; Scribner/MacMillan; Merrill; Holt, Rinehart, & Winston; Putnam; Addison Wesley; and others.

College Instructor, Salem State College, Salem, MA

1989-1991. Taught World History and U. S. History and Constitutional Government.

Associate Editor, Houghton Mifflin Company, School Division

1986-1988. Responsible for fact checking; developing pedagogical text features; specified figures, photos, tables, and maps; edited and revised test items; created bibliographies; and charted supplements correlations for high school textbooks in U.S. and world history.

Freelance Writer, Stock Photographer, and Publicist

1982-1986. For Ginn; Pitman; Appalachian Mountain Club; Little, Brown; Allyn and Bacon; Editorial Inc., Essex County Newspapers, Sigo Press, f-Stop Inc., Rockport Art Association, and others.

Teacher, Salem High School and Reading Memorial High School (Massachusetts)
1979-1984. Taught grades 9-12 in world cultures, social studies, geography, economics, political science, human behavior and development, English composition.

College Instructor and Social Science Researcher

1964-1979. Student of sociology, anthropology, and secondary education at Boston University (M.A.), University of British Columbia (ABD), Salem State College (Mass. teacher certifications in English and social studies). Researcher for Harvard University, Boston University, Tufts University, and others. Fieldwork in Botswana and Saudi Arabia. Taught courses in anthropology and sociology at Boston University, Northeastern University, Lasell Jr. College, Vancouver City College, North Shore Community College.

PROJECT DEVELOPMENT IN INSTRUCTIONAL TECHNOLOGY

Web Sites and Distance Learning

Public Speaking Unbound (2005); the *Allyn and Bacon Social Work Mentoring Supersite* (2002); and *Sociology Live for Renzetti and Curran Living Sociology 2e*: Developed these new product models for interactive web-delivered instruction.

(http://cwabacon.pearsoned.com/bookbind/pubbooks/mentor_ab/;

http://cwabacon.pearsoned.com/bookbind/pubbooks/renzetti2_ab/chapter0/deluxe.html)

Criminal Justice, Albanese Brief Edition (2001) and 2nd edition (2002): Developed and created content for the text-specific pin-coded companion web sites, managed their upgrades, and wrote their print support, including *Teaching Tools* (using the web site in instruction).

Developed the *Criminal Justice Supersite*. (<http://www.abacon.com/criminaljustice/>;

http://cwabacon.pearsoned.com/bookbind/pubbooks/albanese5_ab/;

http://cwabacon.pearsoned.com/bookbind/pubbooks/albanese3_ab/)

Social Problems (2000); *Anthropology Supersite* (2000): Proposed these sites, developed and created content for them, and managed their upgrades. Sites include animations, audio, video, images, links, text, interactive pedagogy, chats, and an instructor's area.

(http://cwabacon.pearsoned.com/bookbind/pubbooks/social_ab/chapter15/objectives/deluxe-content.html;

http://cwabacon.pearsoned.com/bookbind/pubbooks/social_ab/medialib/text.html;

<http://www.ablongman.com/html/anthro/>)

Developed plans for Allyn and Bacon's earliest web sites, for *Woolfolk Educational Psychology* 5e, Parkay, *Becoming a Teacher*; McNergney/ Herbert, *Foundations of Education*; and Slavin, *Educational Psychology*.

Production Support and Synergies for New Electronic Products

Developed new product models, such as the prototype for the *Flash Review* shadow text series used by diverse Pearson units. Also helped develop guidelines, schedules, and navigation and design standards for the Media Production Department at Allyn and Bacon. Proposed text-web hybrid products and recommended products for web edition and e-book applications. Helped develop products integrating electronic resources from other Pearson units and outside product lines, such as EBSCO, Custom Solutions, and Course Compass.

Interactive Editions and CD-ROMs

Henslin, *Down-to-Earth Sociology* 4e (1999); Renzetti/Curran, *Living Sociology* 2e (2000).

Developed correlative text-specific features and provided content for student CD-ROMs, including print support for students and instructors. Created the original Allyn and Bacon *digital media archive* for sociology; developed, commissioned, and provided content and pedagogy for

50 *interactive electronic maps* in sociology. Also developed course- and text-specific *electronic transparencies* for instructors and *tutorials* for students in cultural anthropology, physical anthropology, and criminal justice.

Interactive Videos

Allyn and Bacon Cultural Anthropology I (2000) and II (2001); *Sociology* I (1998), II (1999), III (2000), IV (2001); *Social Problems* I (1999), II (2000); *Criminal Justice* I (2001), II (2002): Requested, viewed, and chose clips; supervised film crew; wrote scripts; approved masters; wrote user's guides and student pedagogy; worked with video suppliers and production house.

SUMMARY OF KNOWLEDGE AND SKILLS

Project Management

Commission, track, and coordinate the work of authors, editors, marketers, consultants, freelance writers, supplement providers, packagers, copyeditors, proofreaders, artists, book designers, indexers, programmers, cartographers, photographers, photo researchers, permissions researchers, media producers, web designers, software providers, production coordinators, and composers. Provide high-quality competitive products at length and on time.

Research

Scout author talent. Commission and analyze market surveys and product peer reviews. Conduct phone surveys and focus groups. Perform competition analyses. Attend professional meetings and trace project-related professional trends. Evaluate primary sources; biographical, historical, demographic, and statistical information; and source citations. Evaluate web links and media assets.

Manuscript Development

Present product development plans, pedagogy plans, revision plans, and competition analyses. Manage the reviewing process and write review analyses. Develop schedules, length estimates, and author or vendor models, samples, style sheets, and guidelines. Develop TOCs, contents, outlines, learning objectives, pedagogical features, cases, captions, annotations, chapter reviews, summaries, questions, marginalia, activities, applications, glossaries, other front and end matter, and supplement correlations. Perform developmental editing and writing.

Photos, Art, and Production

Prepare specs for and edit photos, figures, tables, maps, graphics, and illustrations. Propose visual representations of information. Spec art for media applications such as animation. Prepare manuscript for release to design, camera, or composition. Review copyediting, indexing, art finishes, photo selections, page proof, masters, and covers.

Print and Nonprint Supplements

Develop and manage supplements for users, students, educators, researchers, and librarians, such as instructor's resource manuals, user's guides, Internet guides, transparencies, student workbooks, study guides, magazines, and test banks. Develop and write for videotapes, audiotapes, animations, simulations, PowerPoint presentations, web sites, and other multimedia. Develop materials for digital archiving and databasing, custom publishing, and distance learning.

Package Presentation

Spec demos and samplers. Develop and present product information and materials for marketing, advertising, promotion, and sales. Travel to sales meetings, professional meetings, and customers.