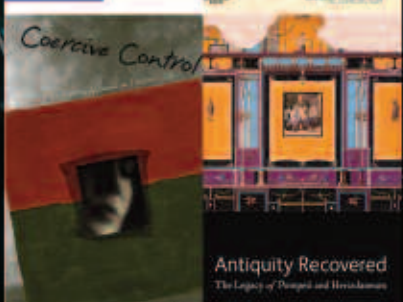
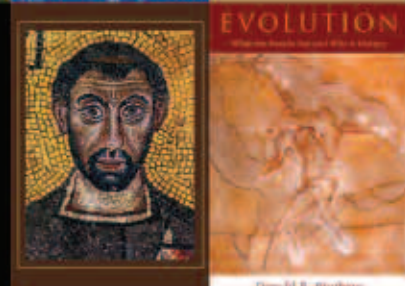
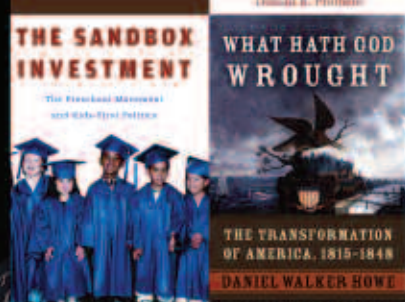




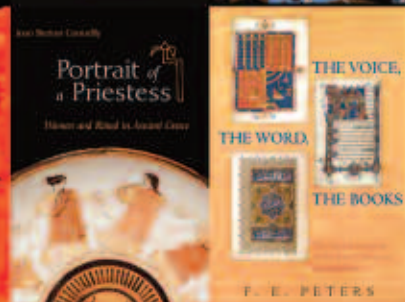
**aap/PSP**  
**PROFESSIONAL/SCHOLARLY**  
**PUBLISHING DIVISION**  
 OF THE  
**ASSOCIATION OF**  
**AMERICAN PUBLISHERS**



**AMERICAN PUBLISHERS**  
**AWARDS FOR PROFESSIONAL**  
**AND SCHOLARLY EXCELLENCE**  
**THE PROSE AWARDS**



**2008**  
**CALL FOR ENTRIES**



# R.R. HAWKINS AWARD

This prestigious award is given annually for an outstanding professional, reference or scholarly work published by a PSP or AAUP member.

The R.R. Hawkins Award is named after the distinguished former head of the Science and Technology Division of the New York Public Library, who served in that post for more than forty years. Reginald Robert Hawkins was also the author of the bibliography, *Scientific, Medical, and Technical Books Published in the U.S. 1930-1944*, which was published in 1946 with the support of the U.S. Department of State and an advisory committee of major publishers. Developed to aid in the rehabilitation of European libraries following World War II, the bibliography's success contributed to library rehabilitation abroad and to the acceptance of American science and scholarship, formerly considered to be secondary to their European counterparts.

The R. R. Hawkins Award was created in 1976 to recognize outstanding scholarly works in all disciplines of the arts and sciences. Awarded more than 30 times since its inception, the Hawkins Award has recognized landmark publishing projects as diverse as Steven Mintz's history of American childhood, *Huck's Raft* (Harvard University Press), and the *Atlas of Clinical Gross Anatomy* (Elsevier).



# 2008 AMERICAN PUBLISHERS AWARDS FOR PROFESSIONAL AND SCHOLARLY EXCELLENCE (THE PROSE AWARDS)

SUBMIT YOUR ENTRY BY MONDAY, NOVEMBER 3, 2008

*"The American Publishers Awards for Professional and Scholarly Excellence celebrate what is arguably the central professional goal of publishing—to widen the circle of knowledge. Not only do we recognize the many people who publish these works of special distinction, we remind ourselves of our collective obligation to seek out and publish important ideas for their own sake. For if we don't, who will?"*

*James D. Jordan, President and Director, Columbia University Press  
Past Chairman, PSP Awards Program*

Dear PSP Member,

Once again that time of year is upon us—when publishers from across the country compete for the distinguished R. R. Hawkins Award and top prizes in over 35 categories presented by the Professional and Scholarly Publishing (PSP) Division of the AAP. As a member of the PSP Executive Council and the new Chairman of the PSP Awards Program, I invite you to submit your outstanding professional, reference, text, or scholarly work for the 2008 Awards.

As the program enters its 33rd year, the Awards Committee is instituting key changes to increase the visibility, recognition, and prestige of the Awards. The 2008 Awards will relaunch as the American Publishers Awards for Professional and Scholarly Excellence (PROSE), which is just one step in a rebranding effort that will make ours the premier awards for professional and scholarly publishing in the United States. Increased online presence, expanded eligibility requirements, and overall improvement of the Awards Luncheon will further enhance the program.

The new PROSE Awards also offer publishers an increased chance of winning a prize. The 2008 Awards Committee has set no limit on the number of submissions per publisher, allowed for more flexibility in the judging prerogative, including permitting judges to consider both print and electronic products in certain categories, and encouraged publishers to provide more supplementary materials with their submissions, such as published reviews; reader reports; and/or editor, publisher, or writer endorsements.

Further details on Awards criteria and eligibility, as well as the entry form, can be found in this booklet and on the PSP website: [www.pspcentral.org](http://www.pspcentral.org). Please contact the PSP Division at 212.255.0200 ext. 226 with any questions.

I sincerely hope that you will answer the call by submitting your most exceptional works for consideration for the 2008 PROSE Awards.

Best regards,



John A. Jenkins

President and Publisher, CQ Press

Co-Chairman, PSP Books Committee

---

## ABOUT THE PROSE AWARDS

The PROSE Awards recognize the very best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content, published annually in over 35 disciplines. Judged by peer publishers, librarians, and medical professionals since 1976, the PROSE Awards are extraordinary for their breadth and depth.

Each year, publishers and authors are recognized at the PSP Annual Conference in Washington, D.C., for their commitment to pioneering works of research and for contributing to the conception, production, and design of landmark works in their fields. The R. R. Hawkins Award, presented to the most outstanding work among the publications selected, has been given to more than 30 works since its inception. Indeed, winners represent a broad range of disciplines: they have included *Three Thousand Years of Chinese Painting* (Yale University Press), and *Atlas of Clinical Gross Anatomy* (Elsevier). Last year, Princeton University Press was the recipient of the R.R. Hawkins Award for *The Dream of the Poem* by Peter Cole.

This year's awards planning committee has undertaken a number of changes to strengthen the level of participation among member publishers and the representation of published projects, especially journals and electronic publications.

---

## HIGHLIGHTS OF 2008 AWARDS:

- New name – American Publishers Awards for Professional and Scholarly Excellence (PROSE)
- Rebranding as the preeminent awards for professional and scholarly publishing in the United States
- Three electronic publishing awards
- Three journals publishing awards
- Five “best of” book awards will be chosen from 32 subject book award categories
- No maximum limit to submissions per publisher in any category
- Expanded eligibility requirements
- Publishers encouraged to submit products that offer both a print and electronic version
- Expanded publicity and marketing campaign for award winners
- Award stickers for book/journal/electronic products available for winners
- Winners’ profiles on PSP website and increased online presence
- Dynamic awards ceremony with multimedia component
- PSP Electronic Information Committee and Journals Committee will be collaborating throughout the planning and judging periods

AND

- AAUP members eligible for submission

Previously limited to PSP members only, the 2008 PROSE Awards are now open to members of the Association of American University Presses. In recognition of the quality of the work AAUP members produce, PSP is pleased to include the AAUP in this program that honors excellence in professional and scholarly publishing.

---

On Thursday, February 5, 2009, the Professional/Scholarly Publishing Division of the Association of American Publishers will present the R.R. Hawkins and other category award winners at the awards ceremony luncheon during the PSP Annual Conference in Washington, D.C.

To register for the Awards Luncheon contact [kkolendo@publishers.org](mailto:kkolendo@publishers.org).

All titles will be displayed during the three day PSP Annual Conference.



save THE DATE

2009 PSP annual CONFERENCE

February 4–6, 2009

Renaissance Mayflower Hotel, Washington, D.C.

Visit [www.pspcentral.org](http://www.pspcentral.org) for more details

---

## BOOK SUBJECT CATEGORIES

### HUMANITIES

- Art and Art History
- Classics and Ancient History
- Media and Cultural Studies
- Music and the Performing Arts
- U.S. History and Biography/Autobiography
- World History and Biography/Autobiography
- Literature, Language, and Linguistics
- Philosophy
- Theology and Religious Studies

### SOCIAL SCIENCES

- Archeology and Anthropology
- Education
- Government and Politics
- Law and Legal Studies
- Architecture and Urban Planning
- Sociology and Social Work
- Psychology
- Economics
- Business, Finance, and Management

### PHYSICAL SCIENCES & MATHEMATICS

- Mathematics
- Chemistry and Physics
- Computer and Information Sciences
- Cosmology and Astronomy
- Engineering and Technology
- Earth Sciences

### BIOLOGICAL AND LIFE SCIENCES

- Clinical Medicine
- Nursing and Allied Health
- Biological Sciences
- Biomedicine and Neuroscience

### REFERENCE WORKS

- Multivolume Reference/Humanities & Social Sciences
- Multivolume Reference/Science
- Single Volume Reference/ Humanities & Social Sciences
- Single Volume Reference/Science

## “BEST OF” BOOK AWARDS

Five “best of” awards will be chosen from among the winners of the book award categories listed above. Judges will recognize one book in each of the categories listed below.

- **Award for Excellence in Humanities**
- **Award for Excellence in Social Sciences**
- **Award for Excellence in Physical Sciences and Mathematics**
- **Award for Excellence in Biology and Life Sciences**
- **Award for Excellence in Reference Works**

## JOURNALS CATEGORIES

This year both print and/or electronic journals will be eligible for one of the three categories noted below.

- **Best New Journal - Science, Technology & Medicine**
- **Best New Journal - Social Sciences & Humanities**
- **Best Design in Print**

---

## ELECTRONIC PUBLICATION CATEGORIES:

### NOTE FROM ELECTRONIC INFORMATION COMMITTEE

With the advent of the Internet era the collaborative efforts of authors, artists, and publishing professionals have taken new turns that in some cases have changed the very definition of publishing. The need to recognize these outstanding efforts and innovations in the electronic delivery of content has led to the creation of three new awards categories dedicated to electronic products and services.

#### ■ **Best Publication or Product**

*What should be submitted:* An electronic product focused on a specific subject area or discipline, for example

- journal
- e-book
- stand alone content
- website focusing on one subject area

#### ■ **Innovation in Electronic Publishing**

*What should be submitted:* Tools, features, functionality or services that help users interact with the content, or a novel application of technology within a platform

An example might be a novel Web 2.0 application or taxonomy

#### ■ **Best Website or Platform**

*What should be submitted:* To be given to a broad service that covers a range of content; This category would be judged on how user friendly it is, and on its performance, design, search engine capabilities, content and more

## RULES FOR ELIGIBILITY

The PROSE Awards recognize books, journals, and electronic products that best exemplify a sound contribution to professional and scholarly publishing, maintaining both the highest editorial standards and the highest standards of design and production consistent with the objectives of the project.

### TO BE ELIGIBLE YOU MUST:

- Be a PSP Division or AAUP Member – if you have questions about your company’s PSP Division or AAUP membership status, please check the PSP website at [www.pspcentral.org](http://www.pspcentral.org) or the AAUP website at [www.aaup-net.org](http://www.aaup-net.org)
- Complete and submit an entry form for each book, journal, and electronic product you wish to enter. This includes additional materials such as reviews, background information of project, cover images, etc.
- Include payment of the entry fee of \$85.00, payable by check or credit card, for each title you wish to submit
- Send two copies of each title – please note: only books with a 2008 copyright are eligible to receive awards. Best Design in Print – Journal entries must have been published in 2008. Best New Journal entries must have been published after 2006. Electronic products must have been launched in 2008 or changed significantly

### THE FOLLOWING ARE NOT ELIGIBLE FOR THIS COMPETITION:

- Revised editions are not eligible unless the content has been fundamentally changed from the prior edition
- Publications previously published by another company
- Translations of a publication (outstanding English language translations of important works of foreign literature (fiction, poetry, drama), however, will be considered)
- Test or pre-launch journal issues

# GUIDELINES

## BOOK ENTRIES

- One title and one category per form
- Fill out author contact information legibly. Plaques and certificates are based on this. Please make sure spelling and address is correct
- You must indicate the category in which you are submitting or the entry will be disqualified
- All entries must have a 2008 copyright date
- Two copies of the work must accompany each entry
- Your company must be an AAP/PSP Division or AAUP Member to enter this competition
- Include 250-word entry description and any supplementary materials
- Photocopy all completed entry forms for your records

## JOURNAL ENTRIES: PRINT AND/OR ELECTRONIC

- One title and one category per form
- Best Design in Print entries must have been published in 2008. (To be eligible for the Journal Awards, the product must be published a minimum of two times per year)
- Best New Journal entries must have been published after 2006. "New" is defined as under 3 years
- You must indicate the category in which you are submitting or the entry will be disqualified
- Two copies of the journal must accompany each entry
- Your company must be an AAP/PSP Division or AAUP Member to enter this competition
- Photocopy all completed entry forms for your records

## E- PUBLICATION ENTRIES

- Include URL and if applicable, username/password to access site
- One title and one category per form
- All entries must have been launched in 2008, or changed significantly
- You must indicate the category in which you are submitting or the entry will be disqualified
- Your company must be an AAP/PSP Division or AAUP Member to enter this competition
- Photocopy all completed entry forms for your records

# entry form

## REQUIRED INFORMATION

To ensure that your entry receives complete attention by our judges, please take the time to provide instructive and thorough information.

**Part I.** In 250 words or less, please tell us, on a separate page for each entry:

1. What makes the entry distinctive and innovative
2. What contribution the entry makes to a field or body of knowledge
3. Why the entry deserves a PROSE Award

**Part II.** Please provide supplementary and explanatory information in the form of published reviews, reader reports and/or editor, publisher or writer endorsements.

If you would like to provide us with a cover image, author/editor photo and/or any other material for award publicity purposes please email it to [kkolendo@publishers.org](mailto:kkolendo@publishers.org).

# 2008 AMERICAN PUBLISHERS AWARDS FOR PROFESSIONAL AND SCHOLARLY EXCELLENCE (PROSE) ENTRY FORM

*(Please Type or Print Legibly)*

Book       Journal       E-Product       Reference Work

Category \_\_\_\_\_  
*(Please designate category from the list of subject categories)*

Title: \_\_\_\_\_  
*(As you wish it to appear on plaque or certificate)*

Author(s): \_\_\_\_\_

Author Address: \_\_\_\_\_

Editor(s): \_\_\_\_\_

Editor Address: \_\_\_\_\_

Publishing Company/ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

URL for E-Product Submissions (Please include user name & password if applicable):  
\_\_\_\_\_

**My preferred method of payment for the \$85.00 entry fee per title is:**

Check enclosed for all entries  
*(Please make check payable to Association of American Publishers, Inc.)*

Credit card:     Am Ex     Visa     MasterCard

Card Number \_\_\_\_\_ Exp: \_\_\_\_\_

Signature as it appears on card \_\_\_\_\_

**Send forms, publications, and payments to:**  
Association of American Publishers, Inc.  
71 Fifth Avenue, 2nd floor  
New York, NY 10003  
Attn: Kate Kolendo/2008 PROSE Awards

- A panel of independent judges will review all entries and select the award winners. As a general rule, awards will be limited to one winner. Depending on the circumstances of individual categories the judges may elect to award an honorable mention
- Receipt of your publication, forms and entry fees will be acknowledged by e-mail. If your entries have not been acknowledged within four weeks of your mailing, please call AAP/PSP at (212) 255-0200, ext. 226
- AAP cannot bill you for the entry fee. Please make checks payable to Association of American Publishers, Inc. Visa, MasterCard and American Express are accepted
- Each title can be submitted for multiple categories; however, a separate entry form must be submitted for each category and the entry fee must be paid proportionately
- All publications submitted will be displayed at the PSP Annual Conference. They are then donated to libraries around the country
- Winners will be notified in early January. Please do not disclose this information until February 5, 2009, when it will be announced at the PSP Annual Conference Awards Luncheon

## HOW TO INCREASE YOUR CHANCE OF WINNING AN AWARD

### ■ Sell us on your entry

We want to hear from the individual who has worked directly on the book, journal, or digital product being submitted. Tell us why this is the winning entry in your own words.

### ■ Provide as much supplementary material as possible

Including published reviews, reader reports and endorsements from writers, publishers and/or editors is vital for the judging process.

### ■ Read the rules

Submissions that do not meet the criteria will be disqualified. Entry fees and publications will NOT be returned.

### ■ Take your time

Make sure your entry forms are completely filled out, including appropriate contact information and category designation. Entries will be processed for judging only when the complete forms and fees are received.

## CHECKLIST:

- COMPLETED REGISTRATION FORM
- PAYMENT
- PROMOTIONAL AND EXPLANATORY MATERIALS
- 2 COPIES OF PRODUCT (BOOKS, JOURNAL, REFERENCE WORKS)
- COVER/JACKET IMAGE, AUTHOR/EDITOR PHOTO (OPTIONAL)

Email [kkolendo@publishers.org](mailto:kkolendo@publishers.org) if you would like to be added to the PROSE Awards Mailing List

# 2007 winners

## R. R. HAWKINS AWARD

**Princeton University Press**  
THE DREAM OF THE POEM

## BEST OF THE PHYSICAL SCIENCES AND MATHEMATICS

**John Wiley & Sons**  
MOLECULES AND MEDICINE

## BEST OF THE SOCIAL SCIENCES

**Johns Hopkins University Press**  
CONSTITUTIONAL DEMOCRACY: CREATING AND MAINTAINING A JUST POLITICAL ORDER

## BEST OF THE HUMANITIES

**Princeton University Press**  
THE DREAM OF THE POEM

## BEST OF BIOLOGY AND LIFE SCIENCES

**The University Of Chicago Press**  
NATURE'S PALETTE: THE SCIENCE OF PLANT COLOR

## BEST OF REFERENCE

**Columbia University Press**  
THE COLUMBIA ENCYCLOPEDIA OF MODERN DRAMA

## BEST NEW JOURNAL – SCIENCE, TECHNOLOGY AND MEDICINE

**Cell Press**  
CELL STEM CELL

## BEST NEW JOURNAL – SOCIAL SCIENCES AND HUMANITIES

**Wiley-Blackwell**  
MIND, BRAIN AND EDUCATION

## BEST JOURNAL DESIGN, IN PRINT

**The American School Of Classical Studies At Athens**  
HESPERIA

## BEST ELECTRONIC PUBLICATION OR PRODUCT

**McGraw-Hill Inc.**  
MCGRAW-HILL'S ACCESS PHARMACY

## BEST WEBSITE OR PLATFORM

**Sage**  
SAGE JOURNALS ONLINE

## ART AND ART HISTORY

**Penn State University Press**  
DYNAMIC SPLENDOR

## CLASSICS AND ANCIENT HISTORY

**Princeton University Press**  
PORTRAIT OF A PRIESTESS

## MEDIA AND CULTURAL STUDIES

**The MIT Press**  
THE SECOND LIFE HERALD

## MUSIC AND THE PERFORMING ARTS

**The MIT Press**  
DIGITAL PERFORMANCE

## U.S. HISTORY AND BIOGRAPHY/AUTOBIOGRAPHY

**Oxford University Press**  
WHAT HATH GOD WROUGHT

## WORLD HISTORY & BIOGRAPHY/AUTOBIOGRAPHY

**Johns Hopkins University Press**  
THE TREASURE OF THE SAN JOSE: DEATH AT SEA IN THE WAR OF THE SPANISH SUCCESSION

## LITERATURE, LANGUAGE AND LINGUISTICS

**Princeton University Press**  
THE DREAM OF THE POEM

## PHILOSOPHY

**Princeton University Press**  
ONLY A PROMISE OF HAPPINESS

## THEOLOGY AND RELIGIOUS STUDIES

**Princeton University Press**  
THE VOICE, THE WORD, THE BOOKS

## ARCHEOLOGY AND ANTHROPOLOGY

**Getty Publications**  
ANTIQUITY RECOVERED: THE LEGEND OF POMPEII AND HERCULANEUM

## EDUCATION

**Harvard University Press**  
THE SANDBOX INVESTMENT

## GOVERNMENT AND POLITICS

**Johns Hopkins University Press**  
CONSTITUTIONAL DEMOCRACY: CREATING AND MAINTAINING A JUST POLITICAL ORDER

## LAW AND LEGAL STUDIES

**Oxford University Press**  
ARBITRARY JUSTICE

## ARCHITECTURE AND URBAN PLANNING

**Yale University Press**  
RUSSIAN ARCHITECTURE AND THE WEST

## SOCIOLOGY AND SOCIAL WORK

**Oxford University Press**  
COERCIVE CONTROL: HOW MEN ENTRAP WOMEN IN PERSONAL LIFE

## PSYCHOLOGY

**Oxford University Press**  
THE LOSS OF SADNESS

## ECONOMICS

**Oxford University Press**  
THE BOTTOM BILLION

## BUSINESS, FINANCE AND MANAGEMENT

**Princeton University Press**  
FROM HIGHER AIMS TO HIRED HANDS

## MATHEMATICS

**Princeton University Press**  
A CERTAIN AMBIGUITY

## CHEMISTRY AND PHYSICS

**John Wiley & Sons**  
MOLECULES AND MEDICINE

## COMPUTER AND INFORMATION SCIENCES

**The MIT Press**  
PRESS ON

## COSMOLOGY AND ASTRONOMY

**Princeton University Press**  
THE SUN KINGS

## ENGINEERING AND TECHNOLOGY

**McGraw-Hill Inc**  
WATER REUSE

## EARTH SCIENCES

**Columbia University Press**  
EVOLUTION

## CLINICAL MEDICINE

**Thieme Medical Publishers**  
SURGICAL TREATMENT OF ORTHOPEDIC TRAUMA

## NURSING AND ALLIED HEALTH

**Saunders (Elsevier)**  
VIRTUAL MEDICAL OFFICE

## BIOLOGICAL SCIENCES

**The University Of Chicago Press**  
NATURE'S PALETTE: THE SCIENCE OF PLANT COLOR

## BIOMEDICINE AND NEUROSCIENCE

**Oxford University Press**  
HIPPOCAMPUS BOOK

## MULTIVOLUME REFERENCE/HUMANITIES AND SOCIAL SCIENCES

**Columbia University Press**  
THE COLUMBIA ENCYCLOPEDIA OF MODERN DRAMA

## MULTIVOLUME REFERENCE/SCIENCE

**John Wiley & Sons**  
WILEY SERIES IN ENVIRONMENTALLY CONSCIOUS ENGINEERING

## SINGLE VOLUME REFERENCE/SCIENCE

**The University Of Chicago Press**  
THE ECOLOGY AND BEHAVIOR OF AMPHIBIANS

