Program

Wednesday, May 3, 1995

8:30 a.m.-5:00 p.m. Registration
Doubltree Hotel
Tours available to area museums. Pre-registration required. See registration page in this brochure. Sign up for optional dinners with colleagues.

1:00-4:30 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 Rosser
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 Rosser
The Art Institute of Chicago

11:15 a.m.-12:15 p.m. A Particular Vision: Mastering the Concepts of Good Design
Darci Sanders
Design Instructor
Publishing Program
University of Chicago

12:15-1:30 p.m. Lunch
List of area restaurants available in registration packet

1:30-5:05 p.m. Special Workshop on Publishing Practicabilities
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 Lei
Rights and Reproductions Coordinator
Los Angeles County Museum of Art

3:30-3:45 p.m. Coffee Break

5. Typesetting and Printing
David Allen
Typecraft
Pasadena

6. Co-Publishing and Distribution
Eric Himel
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
**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
Darci 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

**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
Georgeanne 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 Howden
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
Charles J. Meyers
Program Officer
The Getty Grant Program
Santa Monica
Susan Rosser
Executive Director of Publications
Art Institute of Chicago

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

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 Caider
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