

# SEMINAR INFORMATION

*As repositories of the nation's cultural, historic and scientific resources, museums are in a unique position to develop specialized publications that reflect their educational missions and collections. Museum publication programs serve many purposes: scholarly, documentary and informational. Yet with the current pressures for "bottom line" financial accountability, it can be irresponsible to produce expensive books that few people will actually read or buy. At the same time, a book that can make an important contribution to our knowledge should not be avoided simply because it might not be a commercial success.*

*How does a museum set priorities for a publishing program that draws upon the strengths of its holdings and staff and avoids the vanity publication? How can our publications meet the museum's mission and still be commercially viable?*

*Participants are encouraged to bring their publications to the networking session to stimulate a discussion of shared concerns, special challenges, problems and successes.*

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## PROGRAM

### WEDNESDAY, SEPTEMBER 27

- 3:30 - 5:30 p.m. Registration at the Astor Hotel
- 6:00 - 8:00 p.m. Welcome Reception - Milwaukee Public Museum
- Meet your colleagues for a cocktail reception and tour the award-winning permanent exhibit, *Rain Forest: Exploring Life on Earth*. This 12,000 square foot exhibit includes a waterfall, five video theaters, and a walk-through tropical atmosphere.

### THURSDAY, SEPTEMBER 28

- 8:30 a.m. Registration desk opens
- 9:00 - 9:30 a.m. Introduction  
MARY GARITY, Head of Publications, Milwaukee Public Museum
- 9:30 - 10:30 a.m. **DESKTOP PUBLISHING & TYPESETTING: A REVIEW OF THE OPTIONS**  
BILL KASDORF, President, Impressions, Inc.
- 10:30 - 10:45 a.m. Coffee Break
- 10:45 - 11:45 a.m. **BOOK PRODUCTION METHODS**  
NED THOMSON, President, Thomson-Shore
- 11:45 - Noon Questions & Answers
- Noon - 1:00 p.m. Lunch at the Astor Hotel
- 1:00 - 3:00 p.m. **MAGAZINE MANAGEMENT**  
Chair: ROBERT GANGEWERE, Editor, *Carnegie Magazine*, Carnegie  
ROBIN SIMPSON, Editor, *Terra*, Natural History Museum of Los Angeles County  
SUSAN WICHMANN, Editor, *Encounters*, The Science Museum of Minnesota
- 3:00 - 3:15 p.m. Questions and Answers
- 3:15 - 3:30 p.m. Break

3:30 - 4:30 p.m.      **Open Session**

Do you have a special challenge, problem or success you would like to share with your colleagues? Do you wonder how another museum produced a particular poster, brochure or annual report? Bring your samples to this session and share the challenges you lived through in producing that printed piece on a limited budget with impossible deadlines.

## FRIDAY, SEPTEMBER 29

9:00 - 10:00 a.m.      **MUSEUM PUBLISHING PROGRAMS**

SUSAN F. ROSSEN, Director of Publications, The Art Institute of Chicago

10:00 - 10:15 a.m.      **Questions and Answers**

10:15 - 10:30 a.m.      **Coffee Break**

10:30 - 11:30 a.m.      **WORKING WITH WRITERS**

LLOYD R. BOSTIAN, Professor/Editor, University of Wisconsin-Madison

11:30 - Noon              **Questions and Answers**

Noon - 1:00 p.m.        **Lunch at the Astor Hotel**

1:00 - 3:00 p.m.        **MARKETING MUSEUM PUBLICATIONS**

"Managing and Effective Marketing Operation," ROBERT BAENSCH,  
Director of Publications, American Institute of Physics

"Targeted Marketing: A Case Study," MARY GARITY, Head of Publications,  
Milwaukee Public Museum

3:00 - 3:15 p.m.        **Questions and Answers**

3:15 - 3:30                **Break**

3:30 - 4:30 p.m.        **OUTSIDE DISTRIBUTION CONTRACTS & CO-PUBLISHING**

KATHRYN GROVER, Head of Publications, The Strong Museum

4:30 p.m.                **Adjourn**

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## HOTEL ACCOMMODATIONS

The seminar will be held in the historic Astor Hotel, located in a quiet, urban neighborhood overlooking Lake Michigan. The Astor provides easy access to Milwaukee's numerous museums, galleries, ethnic restaurants, and attractions. Shuttle service is available to the airport and parking is available.

A block of rooms has been reserved for meeting participants. Special room rates of \$53 (single) to \$82 (double) have been arranged. **Reservations must be received by August 31, 1989.** Registrants are responsible for their own hotel arrangements. Call toll free: (800) 558-0200. Or write: The Astor Hotel, 924 E. Juneau Ave., Milwaukee, WI 53202.