

# InPress

SPRING 2008

THE JOHNS HOPKINS UNIVERSITY PRESS • VOL. 6, NO.1

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## Q&A

### Mary Rose Muccie

After a year on the job, the director of Project MUSE considers what's next for the extraordinarily successful online journals collection.

*After a year as director, has your impression of Project MUSE changed in any way?*

I knew MUSE was successful, but one wonderful surprise has been seeing first hand the tremendous support we receive from our subscriber community. The renewal rate for Project MUSE is unbelievably high, and that reflects the fact that MUSE is a unique and valued product. But it also reflects this feeling of high regard for MUSE, and a strong sense of ownership within the library community. We have a business model that has great support from institutional libraries. Our staff has earned enormous respect among our customers. Customers know that every year we will add important new titles that scholars have been waiting to access online. The level of enthusiasm and support for a venture like this is unique in my professional experience—and I am so pleased to be part of it.

*Has the mission of MUSE changed since its launch in 1995?*

In the early 1990s, a few visionaries at Hopkins saw the potential the World Wide Web had to change the way we approach scholarship. The mission then and now was to bring the highest-quality information to interested users at a low cost. But another mission emerged for MUSE in those early years that has turned out to be increasingly important: helping independent, not-for-profit publishers transition to and thrive in the world of online content delivery. Supporting these publishers has become key to our mission.

While we're extremely fortunate to work with many highly respected university presses, the vast majority of MUSE publishers are small organizations with between one and three journals in the collection. Many are university humanities or




social science departments or small societies, and the migration from print to electronic delivery of their journal content is complicated both financially and technically. MUSE makes a real contribution by handling all the technical issues involved in presenting content online, and by paying an extremely competitive royalty to these publishers. We never lose sight of the fact that all the MUSE publishers trust us with their most valuable asset, their intellectual property. We respect that and work hard to ensure that they get what they need from our relationship so they can stay in business and keep publishing these terrific scholarly journals.

*How do you and your staff keep MUSE ready for new trends in scholarship and new developments in technology?*

It's about networking. It's about making sure that looking ahead is part of our strategic planning. We watch what peer publishers are doing and pay very close attention to what our customers and users are doing and saying. For example, our switch to 100% XML coding will allow for very granular use of MUSE content and, more importantly for scholars and users, expanded and enhanced functionality. Watch for features such as the ability to download an article citation, to email a link to a MUSE article to a colleague, and to take advantage of social bookmarking sites. In June we'll add a "related articles" feature, using the powerful controlled vocabulary provided by our contextual subject indexing. A "more by this author" feature is also planned. And later in the year we will begin reference linking, starting with links to other MUSE articles and expanding with links to other online resources. Reference links enhance the research experience by broadening the amount of content a scholar can find, and we're excited to add them to MUSE articles.

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## InPress

THE JOHNS HOPKINS UNIVERSITY PRESS   
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# From the Director



Dear Friends,

As usual, the Press is at the center of exciting and significant publishing activities, and I hope you find much of interest in this issue of *InPress*.

Below you can see the recently redesigned Press logo, accompanied by the previous designs the Press has used since 1878. These changing symbols recall the scholars, editors, and professionals whose work established and advanced scholarly publishing at Johns Hopkins. It is an effort our current staff now takes into its 130<sup>th</sup> consecutive year.

We are the temporary stewards, of course, of a great mission and idea, to disseminate knowledge far and wide in the name of a great research university. At a time of significant success for the Press, we welcome the historic opportunity to advance that mission in new and innovative ways, to secure the future by building the Press Endowments, and to strengthen our position as one of the world's great scholarly publishers.

As always, I invite your continued interest and involvement in the exciting work of the JHU Press.

Sincerely,

Kathleen Keane  
Director



## New Design for Press Logo

By long tradition, a publisher uses an emblem, sometimes called a colophon or publisher's mark, to identify the imprint of the house. (At JHUP, we call this emblem our logo to distinguish it from the other meaning of colophon, the inscription placed at the end of a book regarding the details of publication, type, etc.) The Johns Hopkins University Press has used four such emblems, and this most recent revision of the shield represents the fifth. The first, derived from the shield of the University, appeared on the Press's publications from 1878 through the 1960s. In 1968, on its 90th anniversary, the Press adopted a new emblem, combining the ancient symbol for man with the image of a book. For its centennial year in 1978, the Press created a monogrammatic logo using the letters JHUP. In 1981, the Press returned to the shape of the original shield, this time with a stylized JH on a solid field. The shield would serve as the Press's logo for the next quarter century. In 2007, Press designer Glen Burris and art director Martha Sewell updated the shield with new type, creating another fresh look for America's oldest university press.

## April 29

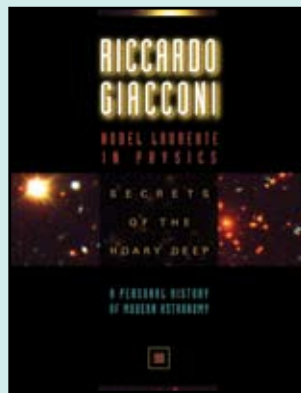
### JHU Press Annual Sale of Hurt and Gently-Used Books

Glass Pavilion, JHU Homewood Campus

The Press's popular discounted book sale returns to the Glass Pavilion on Homewood Campus on April 29 from 10:00 a.m. until 9:00 p.m. The sale benefits the Staff Development Fund at the Press. Free and open to the public.

# Press Events

## Spring 2008



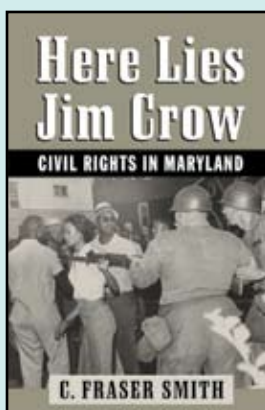
May 15

### Secrets of the Hoary Deep Riccardo Giacconi

Bloomberg Physics and Astronomy  
Building, JHU's Homewood Campus

Nobel Prize-winning astronomer and founding director of the Space Telescope Science Institute Riccardo Giacconi will discuss his new book at a celebration

hosted by the Press and JHU's Department of Physics and Astronomy. A reception and book signing will begin at 6:00 p.m. in the lobby of the Bloomberg Center for Physics and Astronomy, followed by a talk at 7:00 p.m. in the adjacent auditorium. By special arrangement, the observatory on the roof of the building will be open to guests before and after the talk. Flat shoes are recommended for access to the observatory. By invitation.



June 12

### Here Lies Jim Crow

C. Fraser Smith  
The Enoch Pratt Free Library  
Main Branch, Baltimore

Baltimore *Sun* columnist and WYPR commentator Fraser Smith will discuss his history of the struggle for civil rights in the state of Maryland. A private reception and book signing for friends of the Press and the Pratt

will take place in the reading room of the Eddie and Sylvia Brown African American History Collection at 6:00 p.m. A talk by the author will follow at 7:00 p.m. Reception by invitation; the talk is free and open to the public.

For more information about upcoming Press events or the Friends of the Press program, contact Jack Holmes at 410-516-6928 or [jmh@jhu.edu](mailto:jmh@jhu.edu).

## Johns Hopkins Club Lunch and Lecture Series With JHU Press Authors

April 16

### Robots in Space

Roger Launius and Howard McCurdy

May 20

### Managing the President's Message

Martha Joint Kumar

June 3

### Hiking, Cycling, and Biking in Maryland

Bryan MacKay

Hopkins Club Members: Contact the Club to make reservations. Non-Members: Friends of the Press who are not Club members may arrange to attend by contacting Jack Holmes at 410-516-6928.



## Hopkins Review Celebration

On October 2, the Press and the Krieger School of Arts and Sciences at Johns Hopkins hosted an event celebrating the return of *The Hopkins Review*. The event was attended by nearly 300 people, including Writing Seminars graduates and other JHU alumni, current students, friends of the Press, and many others. This enthusiastic audience enjoyed readings by John Barth, Mary Jo Salter, and Max Apple, who are among the contributors to the literary journal's inaugural

## New Journals

The Johns Hopkins University Press Journals welcomes three new journals in 2008: *NWSA Journal*, *Journal of the History of Childhood and Youth*, and *The Journal of Late Antiquity*. *NWSA Journal* is an official publication of the National Women's Studies Association; it publishes the most up-to-date, interdisciplinary, multicultural feminist scholarship linking feminist theory with teaching and activism. An international, scholarly, peer-reviewed journal, *The Journal of the History of Childhood and Youth* explores the development of childhood and youth cultures and the experiences of young people across diverse times and places. *The Journal of Late Antiquity* (JLA) is the first international English-language journal dedicated to the study of Late Antiquity writ large. The journal provides a venue for multidisciplinary coverage of all the methodological, geographical, and chronological facets of Late Antiquity, from AD 250 to 750.

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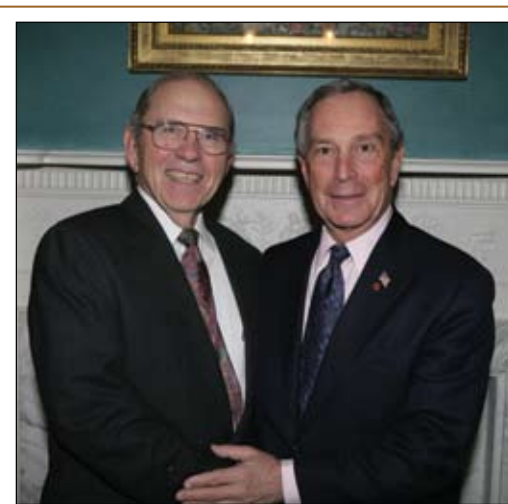
## The Former Director Recalls Help from the Future Mayor

The Press's Director Emeritus, Jack Goellner, writes an occasional column on Press history and here recalls Michael R. Bloomberg's important help in the early days of Project MUSE.

Elsewhere in this issue of *InPress* is a selection of photos from the reception at Gracie Mansion hosted by Michael Bloomberg to help launch publication of the Press's splendid new book, *Field Guide to the Natural World of New York City*. As I shook hands with him at that event, I



1. John Barth, Joann Leedom Ackerman, and John Irwin.  
2. Eileen Dickey, center, with Judy and Mel Sykes.  
3. The subscription table was busy throughout the evening.



J. G. Goellner and Michael R. Bloomberg at the Press's event at Gracie Mansion on November 7. See page 8 for more photographs.

issue. Close to 100 subscriptions were sold at the event, getting *The Hopkins Review* off to a wonderful start! The original *Hopkins Review* was a literary quarterly published by the Johns Hopkins Writing Seminars from 1947 to 1953. The Writing Seminars and the Johns Hopkins University Press in a joint venture brought the magazine back into existence in the fall of 2007.



was reminded of an earlier, even greater service Michael Bloomberg did for the Press. It was one that helped give birth to a new venture in publishing that the scholarly world now knows as Project MUSE.

The year was 1994. The Press and the Eisenhower Library had committed to a project undertaken

*Continued on page 6*

## New Partnership with the Maryland Historical Society

With the start of 2008, the Johns Hopkins University Press will provide promotion, marketing, warehousing, and order fulfillment services for books published by the Maryland Historical Society (MdHS). The MdHS Press will retain editorial autonomy and production control.

"There is a natural affinity between America's oldest university press and Maryland's oldest continuously operating cultural institution," said JHUP director Kathleen Keane. "In many ways our lists complement each other, she said. Both presses are committed to scholarship and substance, and both presses publish in history and the Chesapeake Bay region."

In welcoming the agreement, MdHS director Robert W. Rogers said, "While the MdHS Press has consistently produced books that have made significant scholarly and cultural contributions to the study of Maryland history, we have lacked the ability to market our books as widely as they deserve. This agreement will put the powerful marketing expertise of JHUP behind our publications, thereby bringing them to the attention of a much wider audience." MdHS publications will continue to be sold on site through the museum shop, but all other orders will be handled by JHUP.



The Maryland Historical Society, located in the Mount Vernon area of downtown Baltimore, houses the most extensive collection of fine and decorative arts, prints, photographs, maps, books, documents, manuscripts, and other artifacts relating to Maryland history in the world. Since its founding in 1844, the Society has been committed to publishing new scholarship on the state's history and culture. MdHS publications provide a forum for Maryland topics of scholarly and general interest. Recently published MdHS Press titles include *A Maryland Sampling: Girlhood Embroidery 1738-1860* by premier textile scholar Gloria Seaman Allen; and *Challenging Slavery in the Chesapeake: Black and White Resistance to Human Bondage, 1775-1865* by T. Stephen Whitman. Both books provided the intellectual underpinning for major exhibitions at MdHS in 2006. For more information on the Society's collections and programs, visit [www.mdhs.org](http://www.mdhs.org). MdHS books may be ordered at [www.press.jhu.edu](http://www.press.jhu.edu).



# Notable Reviews and Praise



## **A Contract with the Earth** *Newt Gingrich and Terry L. Maple* foreword by E. O. Wilson

"The fact that a Republican politician and a zoo executive have coauthored a book extolling the virtues of 'mainstream environmentalism' . . . underscores how much the green debate has shifted . . . *A Contract with the Earth* is an earnest call to deal with worldwide environmental problems, from disappearing species to ever-expanding roadside landfills."  
—*Washington Post Book World*

"Those who follow Gingrich's techno-optimism will have an easier time than those who put on Gore's hair shirt."  
—*Newsday*

"Give Newt a chance."  
—*Salon*

## **Bipolar Disorder in Later Life** edited by *Martha Sajatovic, M.D., and Frederic C. Blow, Ph.D.*

"This excellent book is so timely and relevant."  
—*New England Journal of Medicine*

"A comprehensive and useful text on the various aspects of bipolar disorders in older patients . . . a useful addition for clinicians in medicine and psychiatry who care for geriatric patients and for psychiatrists with a keen interest in bipolar disorders in general."  
—*Journal of the American Medical Association*

## **Feeling Like a Kid** *Jerry Griswold*

"What is striking at first sight . . . is the beautiful production of the book as an artifact."  
—Karin Lesnik-Oberstein, *American Book Review*

"This is one of the most beautifully produced books on children's literature I have ever seen . . . It certainly raises a number of provocative issues in a delightful way."  
—David Rudd, International Research Society for Children's Literature

## **Field Guide to the Natural World of New York City**

*Leslie Day*  
illustrated by *Mark A. Klingler*  
foreword by *Michael R. Bloomberg*

"This little gem fills you in on everything finned, furred, feathered, or leafed, and how to find it, in all five boroughs."  
—*House and Garden*

"This book should be in every New Yorker's library as both reference and inspiration for low-carbon-impact journeys to places of unexpected beauty and tranquility."  
—*Crawford-Doyle Booksellers Newsletter*

"Dr. Day . . . [is] a sort of Julia Child of nature."  
—Ellen Pall, *New York Times*

## **My Office Is Killing Me!** *Jeffrey C. May*

"A non-alarmist, extremely current, review of many now recognized sources of inevitable and not-so-inevitable air quality impairment . . . This book belongs in your reference library."  
—*M.D. News*

"May's new book on sick buildings offers practical cures for both individuals and those in charge of such properties."  
—*Boston Herald*

## **Take Your Pediatrician with You** *Dr. Christopher S. Ryder*

"Practical, sensible and easy for parents to understand."  
—*Pediatric Infectious Disease Journal*

"A handy resource for home or on the road."  
—*Family*

"The well-indexed, accessibly written little handbook covers ailments from traveler's diarrhea to malaria. . . His first-aid tips are just as rich."  
—*Washington Post*

## **The Jew of Home Depot and Other Stories** *Max Apple*

"This is Apple's art."  
—Paul Maliszewski, *Bookforum*

"Apple's stories move easily from the funny to the heartbreaking—always with a strain of wisdom lurking just behind the bushes."  
—Sanford Pinsker, *Philadelphia Inquirer*

"Apple is still capable of dialing into emotions that ring of truth."  
—Tod Goldberg, *Los Angeles Times*

"One of the pleasures of this book is that Apple makes you feel he knows everything about everything. . . Many of Apple's stories are heartbreaking, but there's hardly a page that doesn't yield a smile at one line or another."  
—*New York Times Book Review*

## **Venetians in Constantinople** *Eric R. Dursteler*

"This is a boundary-busting book . . . Dursteler is to be commended for this insightful and gracefully-written work that delivers a powerful message in brief compass."  
—Margaret L. King, *Renaissance Quarterly*

"A subtle and successful book."  
—*Bibliothèque d'Humanisme et Renaissance*

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## On the Horizon New Books of Note

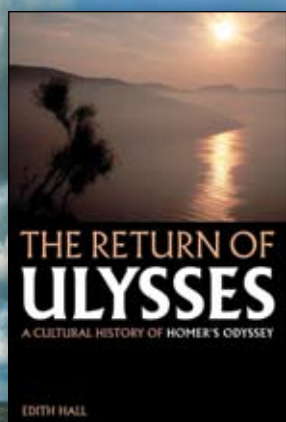
### MARCH

*Love and Limits In and Out of Child Care: What Your Child Care Provider and Your Pediatrician Want You to Know*, by Margaret Thomas, Richard Thomas, and Lisa Dobbertein, M.D. A roadmap for parenting happy, healthy children—with advice on everything from TV watching to toilet training.



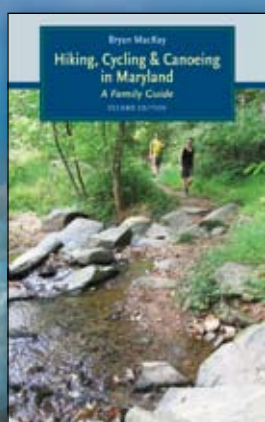
### APRIL

*The Return of Ulysses: A Cultural History of Homer's Odyssey*, by Edith Hall. Positions the *Odyssey* as the founding text of Western Civilization and offers an enlightening look at the poem's impact on social and political ideas, institutions, and mores from the ancient world to the present day.



### MAY

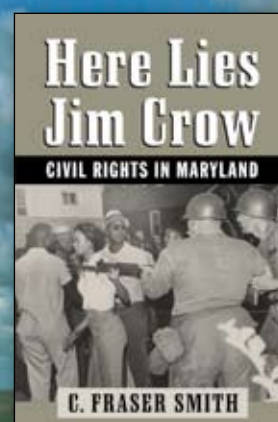
*Hiking, Cycling, and Canoeing in Maryland: A Family Guide*, second edition, by Bryan MacKay. An updated edition of Bryan MacKay's essential guide to outdoor recreation in the state's parks, preserves, and waterways—from Assateague to Swallow Falls, from the Susquehanna River Trail to Rock Creek Park.



*The Long Baby Boom: An Optimistic Vision for a Graying Generation*, by Jeff Goldsmith. The author considers factors such as health status, resources, work plans, cultural values, and political attitudes, and challenges the commonly accepted view that entitlement spending for the Boomers will bankrupt the economy.



*Here Lies Jim Crow: Civil Rights in Maryland*, by C. Fraser Smith. This lively history by the Baltimore *Sun* columnist includes grand themes and the state's major players in the movement—Frederick Douglass, Harriet Tubman, Thurgood Marshall, and Lillie May Jackson, among many others.





## We Are the Champions!

Or, “We will rock you!” Or, “No time for losers!” (But probably not, “Scaramouch, Scaramouch, will you do the fandango?”) One thing is certain, there will be no shortage of options for rock-related promotional headlines when the Press publishes *Bang! The Complete History of the Universe*, by Brian May, Patrick Moore, and Chris Lintott.

May, the founding guitarist of rock group Queen, recently received his Ph.D. in astrophysics from the University of London. The book, which considers the history of the universe “from the Big Bang to Heat Death,” will be available in April.

Excerpt from the Financial Times, October 2007

## How to Judge a Book by its Cover

by Mary Cregan

*History of My Life*  
by Giacomo Casanova  
Johns Hopkins University Press, 1997  
Cover design: Glen Burriss  
Illustration: “Ruhende Venus” (“Resting Venus”)  
by Dirk de Quade van Ravesteyn

The book cover originated in the 19th century as a simple paper wrapper whose job was to protect the binding of the book. It has since become an essential marketing tool, and the designer’s task has been to transform the cover—and by extension the book—into an irresistible object.

In his book *Front Cover*, Alan Powers put it bluntly: the best covers possess a “hidden eroticism.” You want to take them home, make them yours. But once the book finds its place on your bookshelf, it’s the spine, and not that seductive cover, that you’ll be staring at for the next 30 years.

Some of the most beautiful spines I have ever seen appear collectively on the six-volume edition of Casanova’s *History of My Life*. Fittingly for the autobiography of the Venetian-born connoisseur of sexual experience, the image across the spines is that of Venus herself, in an enlarged version of a 17th-century painting that appears in a cartouche on the front of each volume. Venus’s body is divided horizontally across the six volumes. If you want all of her—not just her feet, head, or lovely parts between—you must buy the entire set.

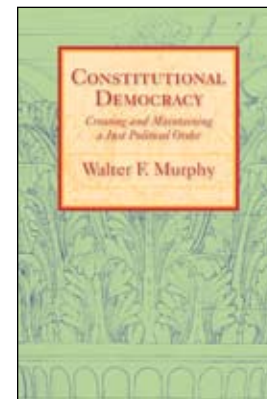
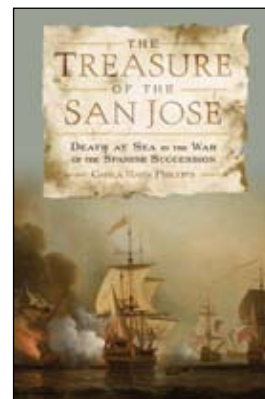
Mary Cregan, a former book designer, teaches literature at Barnard College, New York. Read the full article on FT.com, the website of the Financial Times of London.



# Recent Book Awards

## 2007 AAP/PSP Awards for Excellence

JHU Press received several top awards in the annual Association of American Publishers Professional and Scholarly Publishing Awards for Excellence, including one of the five “best of” book awards that are new to the competition this year. In the Humanities category, the Press received the top award in World History for *The Treasure of the San José: Death at Sea in the War of the Spanish Succession*, by Carla Rahn Phillips. In the Social Sciences category, the Press received the top award in Government and Politics for *Constitutional Democracy: Creating and Maintaining a Just Political Order*, by Walter F. Murphy. Prof. Murphy’s book was also selected as the “Best of the Social Sciences” for 2007. The Association of American Publishers is the national trade association of the U.S. book publishing industry, with more than 300 members, including major commercial publishers, university presses, nonprofit publishers, and scholarly societies.



**American Society for Church History, Frank S. and Elizabeth D. Brewer Prize:** *Faith in the Great Physician: Suffering and Divine Healing in American Culture, 1860–1900*, by Heather Curtis.

**ASID Foundation, Inc., Joel Polsky Prize:** *Designing a Better Day, Guidelines for Adult and Dementia Day Services Centers*, by Keith Diaz Moore, Lyn Dally Geboy, and Gerald D. Weisman

**Association for Asian American Studies, Book Award in History:** *Coolies and Cane: Race, Labor, and Sugar in the Age of Emancipation*, by Moon-Ho Jung

**Foundation for the Scientific Study of Sexuality, Bonnie and Vern L Bullough Book Award:** *The Science of Orgasm*, by Barry R. Komisaruk, Carlos Beyer-Flores, and Beverly Whipple

**Organization of American Historians, Lawrence W. Levine Award:** *Tribes, Race, History: Native Americans in Southern New England, 1780–1880*, by Daniel R. Mandell

**The Hudson Institute, Delba Winthrop Mansfield Award for Excellence in Political Science:** *Plato and the Virtue of Courage*, by Linda Rabieh

## Choice magazine’s selection of Outstanding Academic Titles for 2007 included these distinguished books published by the JHU Press:

*Same Time, Same Station*, by James L. Baughman

*Turtles of the World*, by Franck Bonin, Bernard Devaux, and Alain Dupré, translated by Peter C. H. Pritchard

*Journalists under Fire*, by Anthony Feinstein

*Dragonfly Genera of the New World*, by Rosser W. Garrison, Natalia von Ellenrieder, and Jerry A. Louton

*Feeling Like a Kid*, by Jerry Griswold

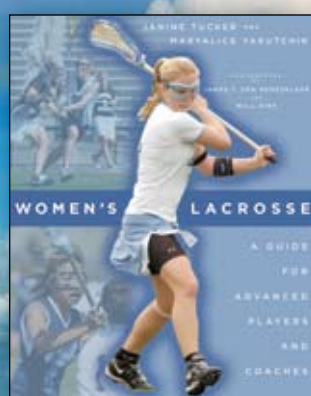
*When Illness Goes Public*, by Barron H. Lerner

*Democracy and Elections in Africa*, by Staffan I. Lindberg

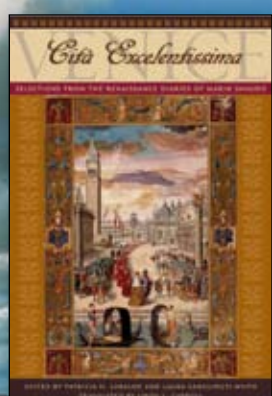
*Breeding Bin Ladens*, by Zachary Shore

## JUNE

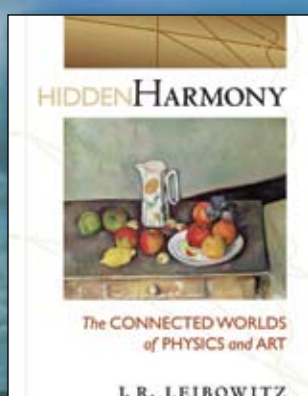
*Women’s Lacrosse: A Guide for Advanced Players and Coaches*, by Janine Tucker and Maryalice Yakutchik. Written for players, parents, and coaches, here is a reliable resource to guide them through the increasingly complicated game, including the worlds of college recruiting and club play.



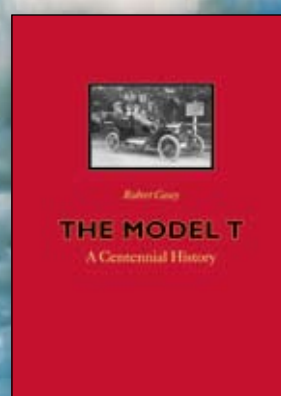
*Venice, Città Excelentissima: Selections from the Renaissance Diaries of Marin Sanudo*, edited by Patricia H. Labalme and Laura Sanguineti White, translated by Linda L. Carroll. Sanudo was the finest diarist of his time, and this beautifully translated volume captures Renaissance Venice at its spectacular height.



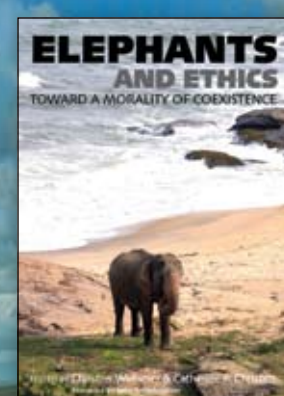
*Hidden Harmony: The Connected Worlds of Physics and Art*, by J. R. Leibowitz. Musing broadly on the creative processes common to both fields, this contemplative work examines factors such as symmetry, color, and optics to find surprising and significant common ground between physics and art.



*The Model T: A Centennial History*, by Robert Casey. Just in time for the centennial celebration of the Model T, Robert Casey captures the remarkable story of the history, development, and long-lasting impact of America’s first affordable mass-produced, and versatile automobile.



*Elephants and Ethics: Toward a Morality of Coexistence*, edited by Christen Wemmer and Catherine A. Christen, with a foreword by John Seidensticker. International experts review the history of human–elephant relations, discuss current issues affecting elephant welfare, and assess prospects for ethical coexistence.



*Q&A: Mary Rose Muccie*  
Continued from page 1

*How does MUSE take advantage of the enhancements that are taking place in web search engine development?*

We recognize that search engines such as Google and Microsoft Live Academic are remarkable tools for scholars and students. These initiatives are about discoverability, about improving how users find the content they need. We have the responsibility, and the mission, to make sure our content is discoverable through whatever the latest technical means happen to be. So, in addition to constantly refining the MUSE search engine, our staff works with the major web search engines to ensure that our content is discoverable quickly and accurately using their interfaces. We are also focused on making sure that MUSE is offering the very best scholarship, and that is a matter of collection development and management. However search capabilities advance and improve, there will always be a place for a well-managed collection like MUSE offering excellent, peer-reviewed scholarship from nonprofit publishers.

*Is there a "next big thing" around the corner, or has the electronic publishing revolution already happened?*

In many ways the serials revolution has happened, and the books revolution is underway. What's next, and what users want, is the ongoing development of platforms that don't differentiate by content type. Whether scholarship is in the form of a journal article or a book chapter doesn't matter very much in the online world. What matters is that it is vetted, peer-reviewed, excellent content. Figuring out the right way to deliver book and monographic content online has the potential to be a very exciting next chapter for Project MUSE.

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*Journals*  
Continued from page 3

## New and Improved

The *Encyclopedia of American Studies*, which features contemporary coverage of aspects of 20th-century American culture, art, music, film, architecture, the media, and political science, has added enhancements including more than 600 fresh images! The Journals Division has also created a new CD catalog. To request your CD version of the 2008 Johns Hopkins University Press Journals Division Catalog, email [journalsmarketing@press.jhu.edu](mailto:journalsmarketing@press.jhu.edu)

—Ashley Patton

## InPress Spring 2008

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## JHU Alumni Association Programs with JHU Press Authors

April 8

### East Asian Multilateralism:

*Prospects for Regional Stability*  
Kent E. Calder and Francis Fukuyama  
JHU/SAIS, Washington, DC

June 12

### Here Lies Jim Crow:

*Civil Rights in Maryland*  
C. Fraser Smith  
The Enoch Pratt Free Library, Main Branch,  
Baltimore

For more information about JHU Alumni Association programs, visit <http://alumni.jhu.edu>

## Holiday Book Signing at Homewood

The Press and Homewood Museum hosted their annual holiday book sale and wine tasting on December 7, 2007. Hosted by Wendy Brody, the event attracted an appreciative crowd in spite of the inconvenient but decorative effect of Baltimore's first snowstorm of the season.



1. Jacques Kelly signs a copy of *Trackside Maryland*. 2. Charley Mitchell signed many copies of *Maryland Voices of the Civil War*. 3. A variety of gift books were available.

*Project MUSE*  
Continued from page 3

on their own by Susan Lewis in the Press's Journals Division and Todd Kelley at the Library. Their aim was to make the complete content of scholarly journals available online as well as in print, and their initial work was so promising that the Press and the Library joined in partnership to support and develop it. None of us doubted the tremendous potential value of such an enterprise—if it could be brought into being. We had faith in its cutting-edge technology and in the acceptance it would find among libraries, scholars, and students. We lacked only one essential—money. We estimated that we needed about one million dollars to get us through start-up and the first year's operations. Scott Bennett, JHU's director of libraries, had drafted a proposal we sent to prospective funding sources. We called our project MUSE, and we could make it look good on paper; but we knew that clinching grant funds would depend on our being able actually to demonstrate Project MUSE, not merely describe it in a prospectus.

Enter Michael Bloomberg, founder of the financial information company that bears his name and at that time a Johns Hopkins trustee. He offered us the use of Bloomberg L.P.'s New York offices as a site to demonstrate our prototype, and he saw to the invitation of persons who could be instrumental in funding our venture. So in April 1994 six of us from Johns Hopkins went to New York, taking with us the computer server we would use in our demonstration. Assembled in a conference room at Bloomberg L.P. were the fifteen persons who had accepted Michael Bloomberg's invitation. He introduced us, then left. Among them were project managers for the Andrew W. Mellon Foundation and the National Endowment for the Humanities.

The rest, it can be said, is history. The Mellon Foundation gave us a grant of \$400,000 and an invitation to request additional funds if we needed them. The NEH added \$320,000. Although short of the million we had targeted, these two grants proved adequate. Project MUSE "went live" in 1995, offering the Press's own journals in digital format to university and college libraries. Predictably, the response was tentative at first, but acceptance became enthusiastic. Project MUSE has grown and prospered since that beginning, soon coming to include scholarly journals published by other university presses as well as by Johns Hopkins. In 2008 it will make 375 journals available on line. Truly, the bigger Project MUSE gets, the more useful it becomes in the global scope of scholarly communication.

In the short history of Project MUSE, from glimmering idea to present stature, many persons contributed to its success. Among these was the former chairman of the Johns Hopkins board of trustees, now mayor of New York City.

—Jack Goellner

## More MUSE News

Current and archival issues of the MUSE newsletter are available in PDF format on the MUSE Web site at <http://muse.jhu.edu/about/muse/news/>

# Friends of the Press



This John Singer Sargent portrait of Mary Elizabeth Garret will appear on the cover of the Director's Circle Book for 2008.

## Friends Gift Books for 2008

Press donors in FY 2008 will be acknowledged with a copy of one of these interesting and important new books published by the Johns Hopkins University Press.

**DIRECTOR'S CIRCLE—\$1,000 and above**

MARY ELIZABETH GARRETT  
Society and Philanthropy in the Gilded Age  
*Kathleen Waters Sander*

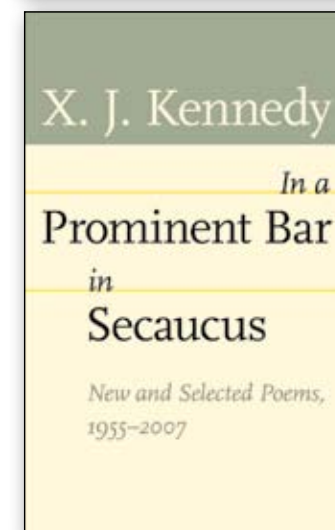
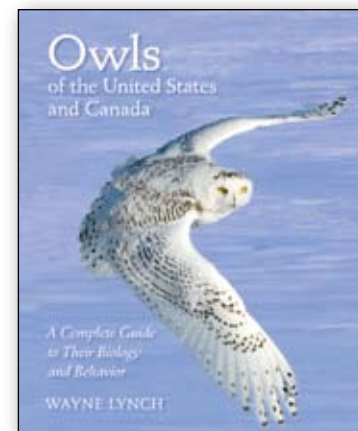
Members of the 2008 Director's Circle will be acknowledged by name on a special page in the front of the book. Gifts must be received by July 1 for inclusion in this year's selection.

**PATRON—\$300 to \$999**

OWLS OF THE UNITED STATES AND CANADA  
A Complete Guide to Their Biology and Behavior  
*Wayne Lynch*

**FRIEND—\$100 to \$299**

IN A PROMINENT BAR IN SECAUCUS  
New and Selected Poems, 1955–2007  
*X. J. Kennedy*



## Support the Press

Join the Friends of the Johns Hopkins University Press and support the publication of distinguished books and journals for a worldwide audience of readers. We offer a variety of opportunities for donors and volunteers to support the Press and learn more about the work of scholarly publishing:

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- Sponsor a book that requires subsidy with your gift to cover special costs associated with publication
- Sponsor the return of an out-of-print book with a gift that makes it available through print-on-demand digital technology
- Underwrite a book series, journal launch, or new publishing initiative
- Establish your own named endowment to support one of the Press's distinguished publishing programs
- Help to build the Press Endowments by naming the Press as the beneficiary of a planned gift, through either a life income gift or a bequest. Gift annuities in particular offer donors a creative way to fulfill their philanthropic intentions and meet their financial needs.

For more information about supporting the Press or ordering books at your donor's discount, contact Jack Holmes, Director of Development, at [jmh@jhu.edu](mailto:jmh@jhu.edu) or 410-516-6928. Read more about the benefits of becoming a Friend of the Press at [www.press.jhu.edu](http://www.press.jhu.edu).

# TAX BENEFITS ARE JUST THE TIP OF THE ICEBERG

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[giftplanning@jhu.edu](mailto:giftplanning@jhu.edu)  
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# Press Events



## Field Guide to the Natural World of New York City

Gracie Mansion, New York  
November 7, 2007

Mayor Michael R. Bloomberg hosted a reception and book signing at Gracie Mansion for the *Field Guide to the Natural World of New York City*, for which he wrote the foreword. Hosted by the mayor on behalf of the Press and the JHU Alumni Association, the event was attended by JHU president William R. Brody, members of the Press Advisory Board, JHU trustees and alumni in New York, a variety of city officials, and other guests.

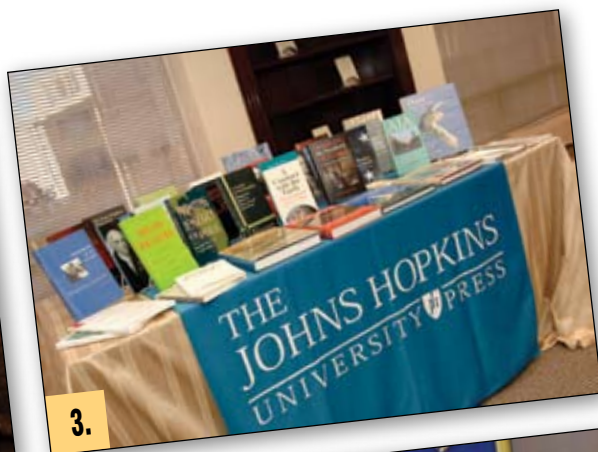
1. Bill and Wendy Brody arrive at Gracie Mansion.
2. Cathy Millar, Kathleen Keane, Peter Nalle, and Ellie Nalle.
3. Leslie Day and Mayor Bloomberg.
4. Champ and Debbie Sheridan.
5. Scott Rembold, Dr. Brody, and Alfred R. Berkeley.
6. Betsy Hughes, right, with her granddaughter, Sara DeCamps.
7. Mayor Bloomberg addresses a capacity crowd in the ballroom.
8. Murray and Janet Steinberg.
9. Vince Burke, the book's editor, left, with author Leslie Day and illustrator Mark Klingler.



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## A Contract with the Earth

JHU/SAIS, Washington DC  
October 29, 2007

The Press and JHU's Paul Nitze School of Advanced International Studies hosted a private reception and public talk to celebrate the publication of *A Contract with the Earth*, by former Speaker of the House Newt Gingrich and environmentalist Terry Maple.

1. Kathleen Keane and Newt Gingrich.
2. Speaker Gingrich signs a book for Murray Steinberg.
3. The Press's book display featured a variety of titles on politics and Washington.
4. SAIS's Scott Bennett and Speaker Gingrich.
5. Speaker Gingrich addresses a full house in the Kenney Auditorium.