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Mark Berry-Publisher, Arcadia Press

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ATG Interviews Mark Berry (Publisher) and Kate Everingham (Sales Manager)

Arcadia Publishers of Regional and Local Interest Books
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by Ileana Strauch (*Against the Grain*) <strauchk@earthlink.net>

We first encountered Arcadia Publishers in several local bookstores here in Charleston and were fascinated by the wealth of information and number of titles which they publish. When we learned that they had offices right here in downtown Charleston, we called immediately! —IS

ATG: Tell us about Arcadia Publishers. What are its beginnings? How long has it been in existence?

B&E: Arcadia Publishers is the American imprint of Tempus Publishing, with main offices in Stroud, England. It is the brain child of Alan Sutton, who began the company as Chalford Publishing, Inc., twenty-five years ago. The company published local history books in the UK and grew to have a significant photo archive. It has proved to be a successful formula. We now have offices in Charleston, Chicago, and Dover, New Hampshire, and in France, Germany, Belgium, and Italy. We are a niche publisher, our focus being on local and regional history.

ATG: You are a privately-owned company?

B&E: Yes, we are a privately-owned, first generation publisher of local history and archaeology and military history.

ATG: Some people think you are a vanity press.

B&E: We are not a vanity press. We exercise judgment over what books we publish and we have a strict editorial process. We are a full-service publisher; that is, we make, distribute, sell, market, and pay royalties to authors for all our books. We are trying to document a life that is disappearing.

ATG: Tell us more. How many books have you published? You sell largely through bookstores, I believe. Do you have any penetration into the library market?

B&E: We are close to 1,000 books strong in the U.S and we are planning a celebration. We sell through Amazon online and Barnes and Noble and other bookstores in cities. We have not been focused on the library market. Most of our writers and customers are people with an interest in local history. We sell books that are relevant to libraries in those communities, to public libraries, and to historical societies, though

our penetration in the library market is probably no greater than 5%. Some of the booksellers we use are Brodart, Baker & Taylor, and Ingram.

ATG: Tell us more about your upcoming celebration for your number of books published. And how many books have you published in other countries?

B&E: We are planning a big celebration when we publish our 1,000 book. We are producing a commemorative mini-series compiling images of our best titles in a particular city or state. We have about 980 books right now. We publish about 350 books in the US a year. In the UK, we published 180, France 140, Germany 120, Italy 5, Belgium 40 last year. We have high expectations. You can visit our Website at <www.arcadiaimages.com> to see a complete list of all our books.

ATG: Do you publish any journals?

B&E: No journals.

ATG: One thing that strikes us, in terms of your penetration in the library market, is your lack of indexing of your titles. Indexes are very valuable, especially for your material to be used as a reference source. The lack of an index is definitely a drawback.

B&E: We understand what you are saying. We leave the indexing to the author. If the author wants an index, the author must provide one. We are aiming for the general reader and the nostalgia market. We see our materials as a supplement, not a primary source. Our books are generally no longer than 128 pages and indexes may take up too much space.

ATG: What about your publication process. How do you get and print a book?

B&E: Our editors are always on the lookout for potential authors. Authors are asked to complete a formal proposal document. This proposal is then presented by an editor to our editorial board. If the proposal is accepted, a royalty rate and deadline date is set for photo captions and photos. Then the images are scanned in-house, the captions are edited, the manuscript is proofread and sent to the author for proofing. There is a consistency to our layout. We approve the cover in advance. The process is the same as it is with all publications in the industry; it's just gotten faster with all the technology.

ATG: Do you print your books in England?

B&E: Yes. We digitize the photos and book layout on a CD, send the books to our Stroud office, and then the books are printed in England. We ship the US titles to our warehouse and distribution facility in New Hampshire from England in special containers. The fact that we print so many copies of so many books means that we have great relations with our manufacturers, printers, and binders.

ATG: Do you obtain the copyright permission for your images?

B&E: No. The author is responsible for obtaining the photos and the permission to reprint the photos. Since most of our photos are historical, this is not usually a problem. We have very little trouble and, when we do, it's usually remedied by revising the credit line for the image.

ATG: How many copies of each book do you print and can you sell what you print?

B&E: We print approximately 1,000 to 2,000 copies of each title, and we are able to sell most of what we print because of our good relations with bookstores, historical societies, and the community.

ATG: Local publicity must play a huge role in your marketing plan?

B&E: Yes. We get local not national publicity because of the nature of the materials that we publish. We do book signings for our authors, get local newspaper coverage, talk to alumni groups when appropriate. We have had a lot of success. We are one of the great secrets of the American publishing industry.

One of our latest titles is *And I'm Glad: An Oral History of Edisto Island* by Nick Lindsay, son of the famous poet Vachel Lindsay. Nick is a carpenter, bricklayer, and scholar who lives on Edisto and has written a more text-heavy oral history of the Gullah culture on this classic Sea Island. He has commentary and interpretation by a Nigerian professor and, of course, the usual documentary photos.

Nick is the sort of person who enjoys telling about his work and will be speaking and presenting the book around the state. Black Culture is very hot right now, and we see a national audience for the book.

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From the Reference Desk
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chronology for McFarland. **Everett Jenkins Jr.** outlines this early development in precise, and telling detail. The first volume of a planned series, the *Muslim Diaspora* (1999, 0786404310; \$75) lives up to its subtitle by being *A Comprehensive Reference to the Spread of Islam in Asia, Africa, Europe and the Americas from the birth of Mohammed in 570 until 1500*. Arranged by date and then subcategorized geographically, the *Muslim Diaspora* offers the reader not only the dates and facts, but a sense of how Islam grew and spread. Nor is Jenkins' work Euro-centric. He pays equal attention to the historic development of Islam in Africa and the Indian Subcontinent, as well as in Asia. Jenkins also interweaves the relationship between Islam and the other great religions, Christianity and Judaism, as they influenced and were influenced by each other. A variety of appendices accompany the text, including definitions of the Five Pillars of Islam, a description of the Islamic calendar, a list of holy days, various movements and sects, and lists of Muslim rulers. But far more essential is the subject index. After each entry in the index there are two numbers, one referencing the date of the occurrence and the other, in parenthesis, the page on which the information appears. Therefore, it requires some awareness of the time in which one is interested in order to make efficient use of the index. Nonetheless, it is a very useful tool.

The Muslim Diaspora: A Comprehensive Reference to the Spread of Islam in Asia, Africa, Europe, and the Americas: 570-1500 is a unique resource that has relevance for students of Islamic Studies, as well as religious and world history. Serious scholars may even find this book a useful reference for their personal collections. Academic libraries could consider it suitable for either reference or circulation.

More informative than the *CIA World Fact Book* and less dense than the *Europa Yearbook*, H.W. Wilson's *Facts about the World's Nations* (1999, 0824209559; \$75) is a worthy mid-range alternative. Edited by **Michael O'Mara**, this book covers close to 250 countries, territories and dependencies. Each entry contains information on the history, economy, geography, climate, demographics, religion, language, government, foreign relations, communications, education and welfare of the nations covered. Arranged alphabetically, this is an information-rich volume that would be a natural for a ready reference collection. However there are a couple of negatives. While the pages are crammed with useful in-

formation, the accompanying maps lack detail and look like they have been excerpted from *Maps on File*. Also, although the publication date is 1999, it was first published in the UK as the *ITN Factbook* in a 1998 edition. In short, the information is somewhat dated. Nonetheless, this book would be a good choice for libraries needing a thorough, inclusive and easy-to-use reference on the nations of the world.

Tracing its publishing history back 230 years, *Debrett's Peerage and Baronetage 2000* (2000, 156159265X \$375) is an Anglophile's delight. In one volume, it provides biographical sketches for the Royal family, peers of the realm (those entitled by heredity to sit in the House of Lords) and baronets (a lower hereditary order of honor, made up of commoners). It also acts as a genealogical guide to their families and collateral branches, as well as providing the family coat of arms. In addition, *Debrett's* pro-

vides a guide to the wearing of Orders of Chivalry, Decorations, etc., a discussion of the institution of the Royal Family, explanations of the various ranks and titles, and a discussion of the Orders of Knighthood and Chivalry. What it is not, is a way to search your family tree, unless, of course, you are a member of the Royal Family, a peer, or a baronet. And, even then, it is not a complete family lineage. Oh! Neither **Sir Paul McCartney** nor **Sir Elton John** is listed. They are mere knights, not peers or baronets. However, what *Debrett's* does contain is a fascinating glimpse into the British aristocracy and its formal manners.

Debrett's Peerage and Baronetage 2000 is worthwhile addition to libraries where there is high interest in British biography and the Royal family. But, the question other librarians will have to ask is do we really need it? And, is it worth \$375. Admittedly, *Debrett's* is published every five years, so if you amortize the cost it sounds more reasonable. As always, the decision is based on need.

Berry & Everingham Interview
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ATG: What about the future? Do you have other plans? How about electronic books?

B&E: We want to continue publishing all across the U.S. and the South. We have books regarding 44 states, and we would like to make that 50. We are also diversifying.

As for other series, we are commissioning and producing visual histories that focus on colleges, sports teams, and small communities. We are also publishing books that contain oral histories of a specific town or county with photographs. We feel that these new series will be just as popular as our *Images of America* titles.

ATG: One final question. Tell us about yourselves.

MB: I graduated from Furman University in Greenville, SC, with an English degree and am a certified secondary English teacher. I worked as a part-time editor at my first job before joining Arcadia as a production editor. I currently serve as the publisher for the Southern office, coordinating the commissioning and production of all titles in this region. I find my job to be challenging and rewarding.

KE: I have worked in England, Australia, and South Africa and have been in publishing all my life. I, too, enjoy working for one of the great secrets of the American publishing industry—Arcadia.

Rumors
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Well, I've heard about "bad hair" days, but how about "bad mail" days (that's mail, not email)? Poor **Mary Beth Pappie** (Dinand Library, College of the Holy Cross) <MPAPPIE@holycross.edu> in Worcester, Massachusetts tried to send her renewal to *ATG* in to the right address and the postman stamped that there was no such address! Gulp! Maybe I'm living at a virtual address?! No one else has had a similar problem, have you? And thanks, Mary Beth, for your perseverance, patience, and subscription!

On Tuesday, December 14 at the **Tropicamar Beach Club** in Carolina, **Puerto Rico**, **Secretary of Education of Puerto Rico Victor Fajardo** presented **Project SABER (Electronic Libraries Network Automation Systems)**, Puerto Rico's island-wide centralized school and public library automa-

tion network. Fajardo also announced the selection of **SIRS Mandarin**, a Boca Raton, Florida-based library technology firm, to provide library automation initially to 120 libraries in Puerto Rico. Over 400 librarians, educators and administrators attended the event. **Project SABER**, developed and implemented by the Department of Education of Puerto Rico, is part of the Department's efforts to revolutionize the educational process in Puerto Rico. More than 640,000 students and 1,500 libraries are projected to benefit from Project SABER, which is supported by State and Federal funding provided by the **Library Services and Technology Act (LSTA)** and **Technology Literacy Challenge Funds**. With an initial funding of \$4.3 million, Project SABER aims to provide all Puerto Rico public schools and libraries with access to a centralized library automation system, new audiovisual and technology equipment and

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