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## The Scholarly Publishing Scene – The RR Hawkins Prize

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# The Scholarly Publishing Scene — The RR Hawkins Prize

Column Editor: **Myer Kutz** (President, Myer Kutz Associates, Inc.) <myerkutz@aol.com>

The RR Hawkins Award is the top prize at the PROSE Awards competition, which is run by the Professional Scholarly Division (PSP) of the Association of American Publishers (AAP), in conjunction with AAP Communications director **Susanna Hinds** and other AAP staff. The award is named after **Reginald Robert Hawkins**, who was chief of the New York Public Library's Science and Technology Division from 1942 to 1957. The PROSE Awards Web page tells us that **Hawkins** was a member of the National Research Council, the American Library Association, the New York Library Association and the American Association for the Advancement of Science. He hosted an exhibit on Technical Books and the War in 1943, edited the library's monthly review publication, *New Technical Books*, and authored 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, who probably got to know him then. The bibliography contributed to European libraries' rehabilitation following World War II and to the acceptance of American science and scholarship in Europe, which must have further endeared him to American publishers who were seeking to augment their international outreach. (**Hawkins** also co-authored numerous books about home mechanics covering topics from arbors and trellises to outdoor fireplaces and swimming pools. He called his intended audience "capable and fortunate — the home mechanics — who build things for the fun of it, and (sometimes) because their bank accounts will not stand the burden of having them built by professionals.")

The **Hawkins Award** dates back to 1976, when the winner was *Cleft Craft. The Evolution of its Surgery, vol. 1: The Unilateral Deformity*, published by **Lippincott Williams and Wilkins** (the publisher wins the **Hawkins**; recently authors and editors have received cash awards), and written by a well-known facial plastic surgeon named **D. Ralph Millard**, who died in 2011 at the age of 92. I've tried in the past to compile a list of **Hawkins** winners, and while the list is complete from 1990 to the present, some information from 1977 to 1989 has eluded me. (Lists on the Internet go back no further than 1991.) This lack of information is testament to **PSP's** not adequately publicizing **Hawkins** winners in the distant past — a situation that **PSP** has been working to correct.

University presses, including **Harvard, Chicago, Oxford, Princeton, Yale, Johns Hopkins, and California** — the first five of them multiple times — have dominated **Hawkins Awards** through the years, mostly with humanities titles (some large university presses also submit STM titles). For-profit winners, besides **Lippincott Williams and Wilkins**,

have been **Macmillan, Scribner's, Mosby, McGraw-Hill, Elsevier, and Bloomsbury**, in business only since 1986, this year's winner. (More about that award in a moment.) There has been one for-profit / not-for-profit tie — in 2005 — between **Mosby's** *Atlas of Clinical Gross Anatomy* and the *Oxford History of Western Music*. Single-author, gray monographs have won the **Hawkins**, as have single-volume works filled with color illustrations. (See, for example, the 2010 winner, *Atlas of the Transatlantic Slave Trade*, by **David Eltis** and **David Brion Davis**, from **Yale University Press**.) Encyclopedias used to win, but not lately. I can remember the 1987 win for *Encyclopedia of Religion* by the late **Charlie Smith**, who ran the encyclopedia department at **Macmillan**. **Charlie** gave a rollicking acceptance speech in which he recounted the **Macmillan** accountants' often expressed dismay at the charges he racked up before he deigned to release the 16-volume encyclopedia *in toto*.

Few medical books and only one architecture book have ever won the **Hawkins**.

No technology book won until 2011, with **McGraw-Hill's** *The Diffusion Handbook: Applied Solutions for Engineers*, a stupendous, useful work by a **Schlumberger** engineer (**Schlumberger** is the world's largest oilfield services and equipment company), **R.K. Michael Thambynayagam**, a lovely man, who came to the awards luncheon with his striking daughter, a performance artist, and without his son, a professional poker player. Another meaningful technology book, *Alan Turing: His Work and Impact*, edited by **S. Barry Cooper** and **Jan van Leeuwen**, from **Elsevier**, won just two years later. No journal has ever won the **Hawkins**.

The **Hawkins Award**, as well as the many discipline-specific awards and awards for journals and electronic products, are announced at a luncheon that takes place during the **PSP Annual Conference**, held in early February. This year, **Nigel Fletcher-Jones**, head of the **American University at Cairo Press**, who now co-chairs the **PROSE Awards**, presided over a ceremony that differed in one key aspect from all preceding awards ceremonies: for the first time, a publication other than a print-on-paper book or multi-volume reference work (albeit accompanied in recent years by an online component) won the **Hawkins**. The winner was *Arcadian Library Online*, which makes available to institutions worldwide perpetual access to the 10,000 or so volumes in a private family library located somewhere in Europe, possibly in London. (Perhaps fearing a

Gardner Museum-type heist, the library's exact physical location isn't discoverable, nor is the family's name, at least not by me.)

Beginning in the 1980s, the library was established to show the historic influences of the Levant upon Europe. The books come from a very wide geographical area and were collected originally over a 500-year period. Some of them come from nineteenth and twentieth century British collections (country-house and travelers' libraries), while others come from continental Europe, including German monastic libraries. Bibliophiles located in Germany, Russia, Poland, Switzerland, Scandinavia, Italy and Spain, both men and women,



collected these books. So did royalty, courtiers, churchmen, warriors, politicians, and merchants — anyone apparently who could afford to indulge a deep interest in Western observations of, and cogitations about, the Levant. This information can be found in a survey, *The Arcadian Library: Western Appreciation of Arab and Islamic Civilization* (2011), which tells us, for example, that many of the books come

from the private library of **Şefik E. Atabey**, a merchant from Istanbul who collected mainly while living in Paris and London. (He also had one of the largest libraries on the Ottoman Empire. **Sotheby's** auctioned off 49 lots of **Atabey's** sumptuously illustrated travel books five years ago. As of this writing, you can still find **Sotheby's** three-volume catalogue on both **Amazon** and **Ebay**. It can be pricey.)

There's a picture of a library on **Bloomsbury's** website. The library appears to be located in a large townhouse or a stately private home. Whether it's the real **Arcadian Library** is anyone's guess. I haven't asked **Bloomsbury** to confirm whether it is or isn't. No matter. **Bloomsbury** describes the Library's contents as "book after book full of travelers' observations and artists' images, scientists' and physicians' knowledge, literary, scholarly and historical influences. This written heritage reminds us how our different yet dependent cultures have met, related and learnt from each other for hundreds of years. In addition to rare printed books, the **Arcadian Library** also possesses manuscript and documentary material of very great importance and rarity."

At the **PROSE Awards** luncheon, **Nigel Fletcher-Jones** praised *Arcadian Library Online* as "superbly designed to fulfill the deeply worthy and opportune mission of the library." **PROSE** co-chair **Steven Heffner**, VP of product strategy, **Wolters Kluwer Health**, said he was impressed with **Bloomsbury's** ability to

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# Little Red Herrings — #DeleteFacebook [?]

by **Mark Y. Herring** (Dean of Library Services, Dacus Library, Winthrop University) <herringm@winthrop.edu>

Like Neanderthals discovering fire, suddenly everyone is concerned about Facebook and its manhandling of our privacy. The #deleteFacebook movement is now a thing, or, in the more common vernacular, trending. As the kids might say, “Seriously?”

Where have all these people been for the last twenty years? Suddenly everyone who is anyone is now all atwitter since they discovered that Facebook (FB) sold data to **Cambridge Analytica** — let me rephrase that more accurately — since **Cambridge Analytica** “acquired” data on 90 million Facebook users. Now famous people everywhere, like **Elon Musk**, are storming the barricades as if only now their privacy has been shorn and left in tatters.

**Musk** is so unhappy that he immediately deleted all Tesla and SpaceX Facebook pages. Although we have been repeatedly reminded how smart and on the edge **Musk** is, I find it a bit disingenuous that he’s shocked — shocked, I tell you — that Facebook would monetize its data on you and me and the other billion or so users. Did they think that data was never going to be mined by anyone?

**Musk** is not alone. **Brian Acton**, once owner of WhatsApp that Facebook bought for a mere \$16 BILLION, has told all his users to delete their FB accounts, ostensibly laughing all the way to the bank. The list goes on and on: **Sonos** took a more temporary stand, taking down its accounts for one week (a more weak-kneed approach?) **Cher**, **Jim Carrey**, **Mozilla**, and many others are all in high dungeon over FB’s cavalier use of their data. Wait. How did this happen? Wasn’t Facebook an altruistic company from the beginning?

Riii-ghhhh-tttt.

Apart from many anti-**Trump** folks who are angry over the use the **Trump** campaign may or

may not have made of **Cambridge Analytica** data, Facebook’s data use in campaigns is not news. The **Obama** campaign made use of it, and about one million Facebook users gave the campaign access. Furthermore, FB and Google sought out **Obama’s** campaign, essentially asking to be mined for his benefit. There was not then, and hasn’t been since, any hue and cry. While Obamites are claiming purity in this matter, it’s a distinction without a difference. **Obama** valorized the use of social media and most politicians after him have followed suit.

Politics notwithstanding, the point is, as **Scott McNealy** famously (or infamously) said in 1999, consumer privacy is a “red herring” and that “you have no privacy anyway. Get over it.” Although **Zuckerberg** was mute on the issue for days, he finally came forward with his mea culpa: “We have a responsibility to protect your data, and if we can’t, then we don’t deserve to serve you.” There’s an understatement if ever there was one. The fact remains that if FB had done what it promised, and the FCC had done what it is legally supposed to do, none of this would have happened. But FB has always required an opt-out clause for anything that involves your real privacy. Ditto that for every other social media online. Now, **Zuckerberg** faces testifying before Congress why this happened. It should be obvious.

If I had a nickel every time an online personality said that it “values your privacy and it’s very important to us,” I would almost be as rich as **Zuckerberg**. FB, Twitter, Google, and so on, have all made such protestations.

**Sheryl Sandberg** has waxed as elegant as a harp, and as earnest as a nun over how much our privacy means to her and how she and FB do not take it lightly. Did anyone seriously believe this? Even if they did mean it (and it is possible they did), how could they keep that promise when everything ... everything can be hacked and exposed?

We have always told our patrons that the web, whatever its manifestations or modality, is like a postcard sent through the mail. The only difference is that they are sending it through a *global* post office for all the world to see. I have been writing about the web’s privacy problems since the early 2000s and claim, as others have, that social media’s privacy controls are like Swiss cheese. FB and all the rest only magnified those problems.

I know I’m preaching to the choir here. I doubt anyone in our profession is unaware of these problems. But #deletefacebook strikes me as a hilarious response (assuming, of course, that the movement isn’t really more angst over the **Trump** presidency and an overweening desire to find a way to deny this presidency). The decision to be on FB or *any* social media is to make a decision you have your work, your friends, your whole self, exposed and monetized for the benefit of that social media. While it may not be a dollar for data exchange, it is certainly a data quid pro quo of some kind.

So, let’s dispense with the #deletefacebook and admit that we all should have known better. It’s not as if we weren’t forewarned. 🐘

It’s not as if we weren’t forewarned. 🐘



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balance “digital function and convenience” with “some sense of the physical interaction with the artifacts.” These comments are especially noteworthy inasmuch as scholars are unable to examine the **Arcadian Library’s** holdings in person.

In a note to me later, **Nigel**, a publishing veteran, who holds a PhD in biological anthropology, expanded on his comments: “*Arcadian Library Online* sheds a timely light on the oft-forgotten transmission of scientific and medical knowledge from the Arab and Persian world to Europe, and does so magnificently. The Islamic world inherited and translated much of the surviving wisdom of ancient Greece, but also added greatly to that knowledge in areas such as mathematics,

astronomy chemistry, natural sciences, and medicine. That knowledge entered Europe over centuries and through various routes, but nowhere more so than through multi-cultural and to a point religiously-tolerant Umayyad Spain which became the center of dialogue.

“*Arcadian Library Online* presents clear evidence for this transmission, and for the subsequent cross-pollination of ideas between the Middle East and Europe, through the manuscripts and books within the library’s collection which are reproduced here in high-resolution detail, and in a readily searchable form in English and Arabic, including marginalia and expert commentaries.

“The platform is superbly designed to fulfill the deeply worthy and opportune mission of the library to explain part of the intellectual debt that the West owes to the Islamic world.”

In his **Hawkins** acceptance speech, **Bloomsbury Publishing** CEO **Nigel Newton** said, “I am pleased for both our Content Services division, who digitized the **Arcadian Library’s** collection and launched this award-winning digital archive platform, and our new Digital Resources division, who have taken *Arcadian Library Online* to academic and scholarly libraries and institutions worldwide and are bringing its riches to new generations at a time when the need for inter-cultural understanding has never been more acute.”

As a long-time and still active **PROSE** judge, I’m pleased that the professional and scholarly publishing industry has honored such a wonderful project, which is particularly important at these fraught times. In addition, I’m proud that my fellow judges were able to recognize that an online publication was worthy of the **Hawkins** award. 🐘