

Q *What are the big textbook reform stories of the 1990s?*

A Our textbook rating sheets' impact on textbook sales, media coverage of textbook factual errors we find, and the election of more conservatives to Texas' State Board of Education. These members are saints, with whom it will be an honor to spend eternity.

Q *How do your ratings impact textbook sales so much?*

A Local schools respect our work. We absolutely document all we say. Texas itself cannot match our thoroughness. (We took eight months of quality time to critique five 1999-copyright high school World History books that averaged 1000 pages each.) Our academically rigorous standard textbook review criteria correlate with the state curriculum. We offer valuable info free.

Q *You are in the news for finding factual errors in textbooks. Do you no longer focus on editorial bias?*

A We still review and rank textbooks for substantive subject-matter content just like always. The factual errors we happen upon catch the media's eye because they are sensational one-liners.

Q & A

Q *Which are the good publishers, and which are the bad ones?*

A There are no good or bad publishers. There are good and bad editors. A publisher can have the best text in one adoption, and the worst book in the next, depending on who the editor is.

Q *Where does Texas rank in national influence on textbooks?*

A Texas state-adopts textbooks at all grade levels, California only through Grade 8. Texas therefore most influences high school textbooks, and is second only to California in influencing Grades K-8. Other states should always demand the Texas edition of a book if there is one; and if there is no Texas edition it is probably an inferior book, since publishers submit their least offensive books in Texas, because Texas has "watchdogs."

Q *Have publishers ever paid you, or given you anything of value, for reviewing their books?*

A No. Our reviews tell only a text's bad points – including all factual errors – which no publisher would pay for.

Q *You no longer testify at the Texas State Board of Education annual textbook adoption public hearings. Why?*

A Lowering our voice and working offstage nonpluses opponents.