



THE UNIVERSITY OF MICHIGAN PRESS

839 Greene Street • P.O. Box 1104 • Ann Arbor, Michigan 48106-1104 • (313) 764-4388

July 30, 1999

Promotion & Tenure Committee
William Allen White School of Journalism
University of Kansas
Lawrence, KS 66045

Re: Mike Cuenca

Dear Promotion and Tenure Committee:

Mike Cuenca and I "met" when he responded by e-mail to a promotional article I wrote for *The Journal of Electronic Publishing* <<http://www.press.umich.edu/jep>>, an online-only publication of the University of Michigan Press. I am the editor.

He introduced himself as a publishing professional whose background mirrored my own -- journalism to e-publishing. He introduced me to the work of his students and the Web site they had created, which was quite creative and forward thinking.

Almost a year later I contacted him for an issue we were doing on production of e-journals. I was especially interested in his work because of his work in multimedia. JEP has both peer reviewed and professionally reviewed articles, and I asked him for the latter because -- frankly -- the standard of writing is higher, and I believed he could handle it. He suggested that he write an opinion piece about online publications ignoring the potential for online in an attempt to mimic print.

His article was in on time (what a pleasure!), he turned around the edits in just a few days with a re-thought piece that incorporated many of the editing suggestions, and suffered graciously through another round of edits. He introduced the felicitous phrase "uni-media" to characterize the non-multi-media approach he was railing about.

His article was received to great acclaim (for a little journal): it was republished in *Design*, the well-respected magazine of the Society for News Design. JEP articles are often republished, but not usually as soon as within a month of publication. That is a credit to his work.

I very much value having writers like Mike write for JEP, because his long experience combined with his scholarly studies give depth to his opinions. There are as yet few rules in e-publishing; we are all learning our way through it. People like Mike Cuenca help us understand possibilities and show us ways to make them reality. I have encouraged him to write again for JEP, and I look forward to receiving other articles from him.



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Re: Mike Cuenca (continued)

I am writing this letter because Mike is seeking tenure at the University of Kansas. I was at *The Chronicle of Higher Education* for 13 years, covering the birth and development of the Internet, and then I managed the project to create the online version of *The Chronicle*. I know how few people there are who are both knowledgeable about and experienced in e-publishing. I think you are lucky to have one at Kansas, and I urge you to treat him as you would any other academic superstar.

Very truly yours,

Judith Axler Turner

Editor

The Journal of Electronic Publishing