

Book Publishing Workshop 2021

Peter Potter

Publishing Director

Virginia Tech

Nadine Zimmerli

Editor for History and Politics

University of Virginia Press



Peter Potter

(pjp33@vt.edu)

Please Contact Me for:

- Help finding a publisher
- Advice on book proposals
- Navigating the publishing process
- Copyright/permissions/contracts

Nadine Zimmerli

(nizimmerli@virginia.edu)

I currently acquire mss in:

- History — American (colonial through contemporary), South African, early modern German
- Politics and Law; Presidential Studies
- Regional History and Trade

Plan for This Morning

Publishing Today:

- What hasn't changed?
- What has changed?

Finding a Publisher

When Your Book is Published...

Financial Considerations

Open Access

Q&A

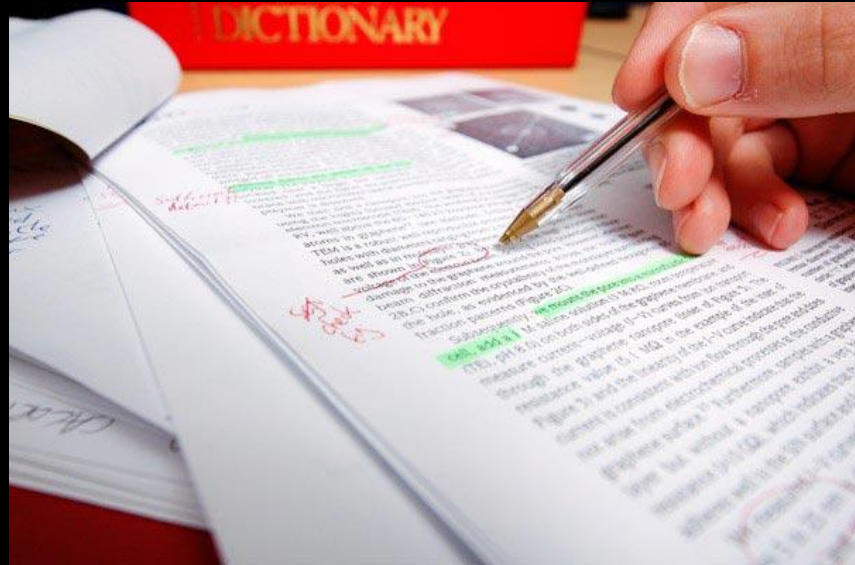


Scholarly Publishing Today

What Hasn't Changed

For authors, the experience of publishing a book can feel remarkably similar to what it was 25 years ago

- Submission process
- Peer review & board approval
- Contract
- Manuscript editing
- End product: printed book



Scholarly Publishing Today

What Has Changed

The impact of technology

- Print & eBook
- Books on demand
- Libraries buying eBook collections
- Bookselling/Amazon
- Online Open Access publishing



Scholarly Publishing Today

What Has Changed

eCommerce

- Only 32% of books today are sold in bookstores*
- 25% of books are sold via online retailers
- Amazon alone accounts for 70% of online retail sales



*The number of independent bookstores has decreased by 50% in the last 20 years

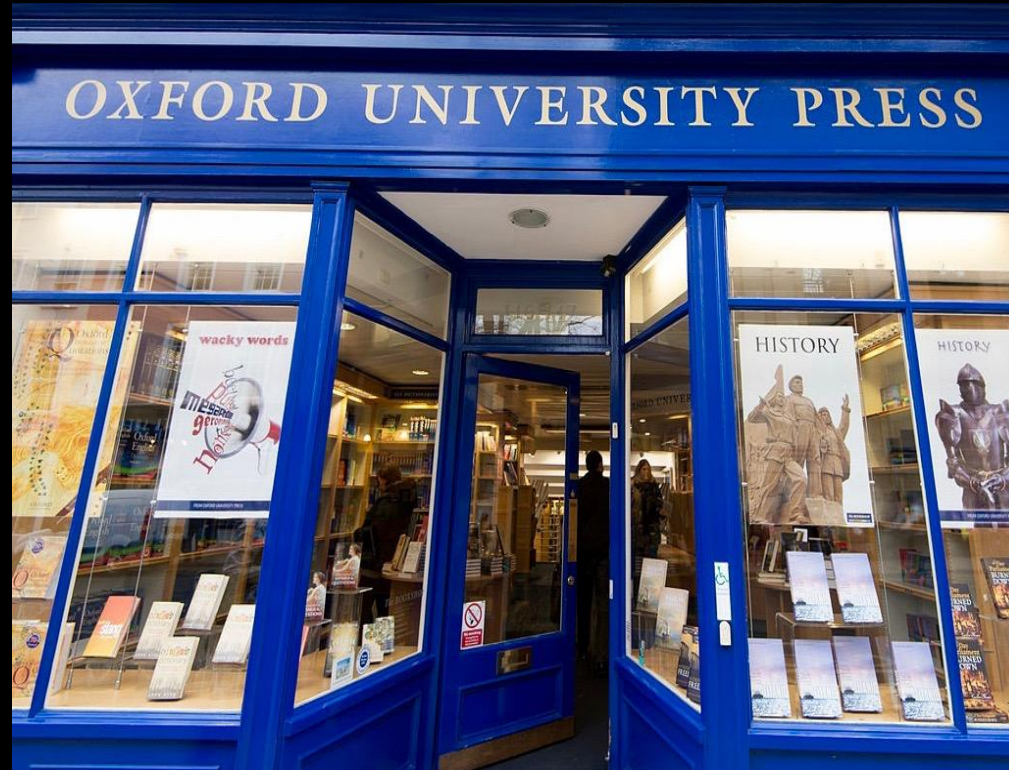
Finding a Publisher: Your Options

Not-for-profit publishers

- University Presses
- Societies (e.g. ACS, APSA)
- Nonprofit orgs (e.g. Brookings)

Commercial publishers

e.g. Palgrave, Sage,
Taylor & Francis (incl. Routledge)



Finding a Publisher: Start Early!

- Don't wait till you've finished the manuscript
- Research publisher websites
- Ask colleagues and friends for recommendations / experiences
- Try to connect with editors in person or via Zoom
- Find an editor who “gets” your book
- Ask lots of questions



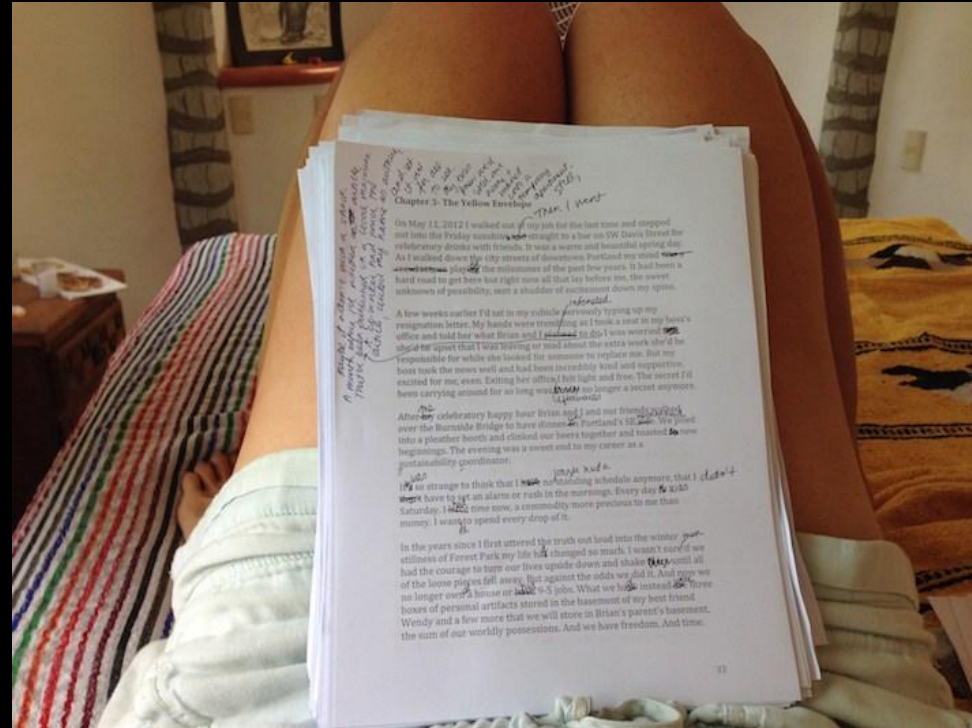
2017 AHA annual meeting

The Proposal

Format differs from Publisher to Publisher but all publishers want to know:

- The “So what?”
- What sets your book apart?
- Audience/course adoptions?
- If based on a dissertation, what has changed?
- Specs—page count, art, date of delivery

Ask me for examples



Revising Your Thesis

- Take a break from the dissertation; there's no other way to let the sediment settle.
- Cull notes (if in the humanities); tables & figures (if in the social sciences); jargon, signposting, and hat-tipping to recognized authorities (everybody!)
- Save re-writing the Introduction and Conclusion until the end. They will need a total overhaul.



Submission Process

- Mail or email?
- How often do I follow up?
- What about multiple submissions?



The “slush pile”

Peer Review

- Recommending readers
- What role do series editors play?
- How long does it take?
- What if I get a negative report?
- What does the Editorial Board do?



Einstein at his desk

Publisher Contracts

Read them carefully

I can review them for you and answer your questions.



This Publishing Agreement is made xx July 20xx

between

(1) XXXXXX (the 'Author, whether one or more, which includes the Author's executors, administrators, successors and assignees, as may be appropriate) of

XXXXXXXX

and

(2) Informa UK Limited trading as Routledge, an imprint of the Taylor and Francis Group ('the

, of



ELSEVIER

PUBLISHING AGREEMENT

AGREEMENT made this 21st day of November, 2016, by and between the undersigned Author(s) and the undersigned Publisher, whose offices are at 50 Hampshire St., 5th Floor, Cambridge, MA 02139 (the "Agreement")

Consent to Publish

Title of Book/Volume/Conference:

Editor(s) name(s):

Title of Contribution:

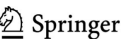
Author(s) full name(s):

Corresponding Author's name, address, affiliation and e-mail:

When Author is more than one person the expression "Author" as used in this agreement will apply collectively unless otherwise indicated.

§ 1 Rights Granted

Author hereby grants and assigns to Springer International Publishing AG, Cham (hereinafter called Springer)



Author - Editor Relationship

- What type of edits to expect during the acquisitions and post-peer review stage
- Prepping your mss for copyediting
 - Text
 - Art
 - Permissions
- What to expect during the copyediting and production stage
- How long does it all take?
- Marketing and Publicity Considerations

Find an editor who will actively engage with your work and who will act as your advocate!

→ This chapter thus sparks from a sense of ethical responsibility to correct these paradigms, and from a belief that These indigenous modes of communication before and at the time of contact, which were well understood by colonial actors even though they remain while admittedly elusive in the historical record, can be further studied and understood with a bit of methodological flexibility.²² With the help of archaeology, anthropology, linguistics, and by putting into critical and dialogic dialogues different historical descriptions of Indian signs, in particular, we can better understand Indian communication and take the full measure of how much these multimedia devices shaped the colonial encounters and relations in the early modern period. I do not claim to provide an exhaustive treatment of indigenous literacies and communicational strategies at the time of contact throughout the Americas. Nor do I ambition to treat the issue of the definition and re-definition of what "literacy" is, which has been better accomplished elsewhere.²³ The chapter simply offers to better define what lay behind colonial descriptions of Indian "signs," distinguishing between various types, degrees of complexity, and

Comment [ZM4]: ¶ You often use "We" count bigger points. Do you do a rhetorical tick? If simply refrain from using the first change all of them into me formulations throughout. ¶ In general, develop points from / based on your primary don't point out what are a group you designate as a larger public? Modern has not understand. ¶

When your book is published...

Be prepared:

- To sell fewer than 300 copies
- To not find your book in your favorite bookstore
- To find more eBooks than print books in libraries
- To see very few ads in journals
- To do much of your own marketing



Need a Subvention?

Options outside VT:

- Archaeology, Classics, Art History, Musicology
- Area Studies (e.g. ASEES, Institute of Turkish Studies)
- Social Science grants typically for research and not publications



ASEEES FIRST BOOK SUBVENTION PROGRAM

In 2014, the ASEEEES Board of Directors voted to dedicate \$10,000 per year from the Association's endowment dividends for subvention of books by first-time authors who have already secured publishing contracts. Multiple awards of up to \$2,500 will be made on a competitive basis each year, with funds paid directly to the press.

Need a Subvention?

(provost.vt.edu/faculty_affairs/faculty_development/book_subvention)

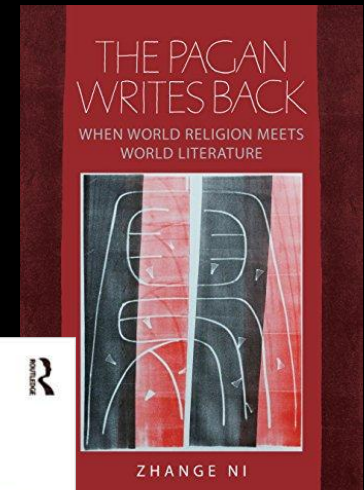
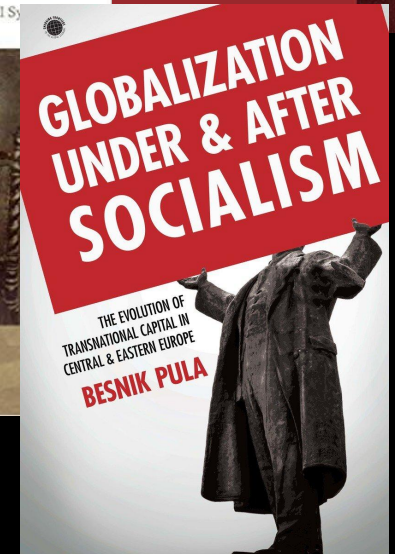
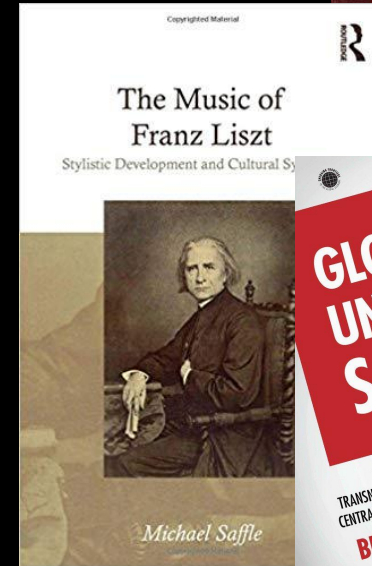
At Virginia Tech:

- Faculty Publishing Subvention Fund
- TOME

The screenshot shows the top portion of a website page. At the top left is the Virginia Tech logo (VT) followed by the text 'FACULTY AFFAIRS'. To the right is a 'MENU' button with a hamburger icon. Below the header is a breadcrumb trail: 'Office of the Executive Vice President and Provost / Faculty Affairs / Faculty Development / Faculty Publishing Subventions'. A dark grey button labeled 'Explore' is positioned below the breadcrumb. The main heading of the page is 'Faculty Publishing Subventions'. Below this, a teal-colored text box contains the following text: 'Virginia Tech recognizes the financial challenges that faculty members face in publishing their scholarly and creative research. With this in mind, the Provost's Office, in conjunction with the colleges and University Libraries, is pleased to offer publishing subventions in cases where there is a documented need.' Below the teal box, the text 'Two programs are offered' is visible.

Faculty Publishing Subvention Fund

- Typical grants: \$500 - \$2,000
- For large illustration program, color art, or especially long page count
- Creative works (e.g. musical recordings) now eligible for funding
- Committee: Ignacio Moore, Biological Sciences (itmoore@vt.edu); Jason Crafton, SOPA; Ashley Reed, English; Rachel Scott, Religion & Culture



TOME

Toward an Open
Monograph Ecosystem

www.openmonographs.org

TOME Partners



TOME is a joint initiative of the Association of American Universities (AAU), Association of Research Libraries (ARL), and Association of University Presses (AUPresses). Through TOME, AAU, ARL, and AUPresses are working together to ensure a robust system of scholarly communication in the humanities and social sciences.

TOME

Toward an Open
Monograph Ecosystem

66 participating university presses

20 funding institutions:

Cincinnati

Colorado

Cornell

Duke

Emory

Indiana

Johns Hopkins

Maryland

Michigan

Michigan State

Minnesota

NYU

Ohio State

Penn State

Rice

SUNY-Buffalo

UC-Davis

UCLA

Tennessee

Virginia Tech

TOME

Toward an Open
Monograph Ecosystem

How It Works

- Participating institutions provide baseline grants of \$15k
- Grants are paid directly to publishers
- Publishers release a digital, openly licensed edition (and a print edition)

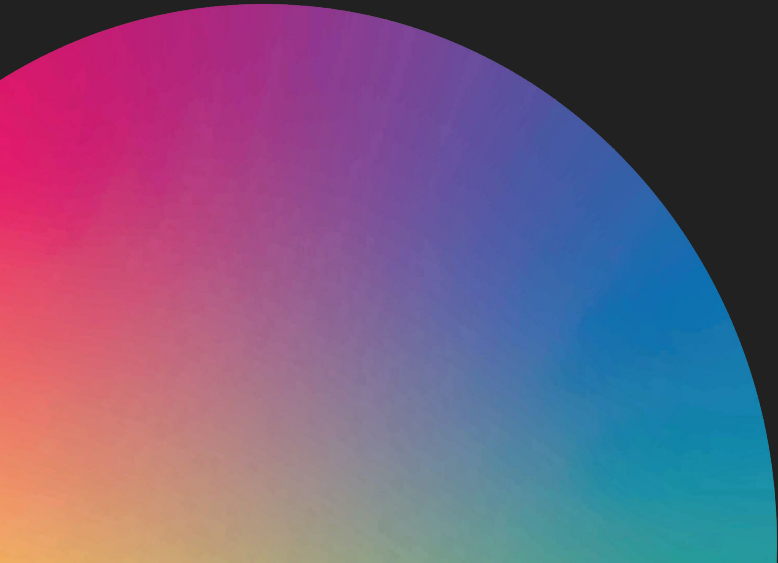
www.openmonographs.org

TOME

Toward an Open
Monograph Ecosystem

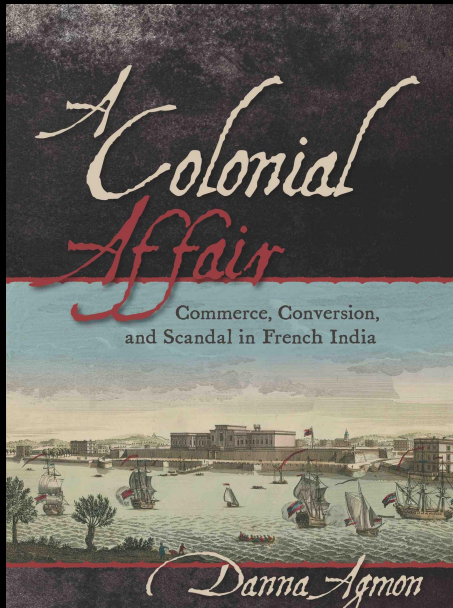
80+ books published as OA books with
TOME funding

Over \$1m in grants



TOME

Toward an Open
Monograph Ecosystem



A COLONIAL AFFAIR by Danna Agmon
Cornell University Press
Published March 2018

Print Edition:

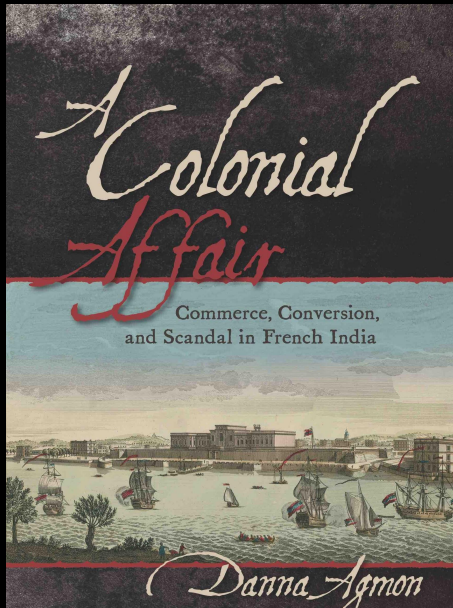
237—Lifetime sales

281—Avg sales European history cloth titles

- 369 JSTOR (550 views)
- Accessed from 38 countries (78 different institutions)

TOME

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Monograph Ecosystem



A COLONIAL AFFAIR by Danna Agmon
Cornell University Press
Published March 2018

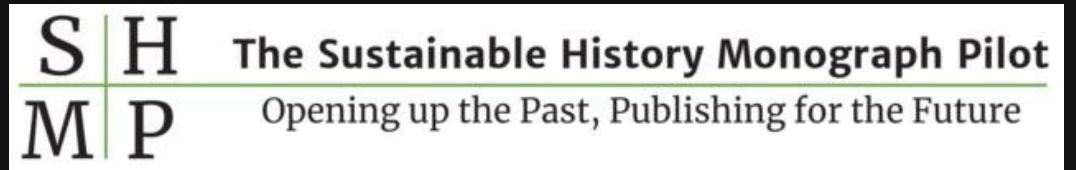
OA edition:

2,001 book/chapter downloads

- 667 Kindle
- 272 VTechWorks
- 365 Publisher website
- 82 TOME Referetory
- 373 JSTOR
- 242 MUSE

Accessed from 38 countries (78 institutions)

Other OA Book Experiments



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