

Scholarly Book Publishing Today

Syracuse University
UC Press

April 22, 2022



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Advancing Knowledge, Driving Change



Order of Operations

Welcome!

UC Press editors covering:

- Crafting a strong book proposal
- Choosing a press and approaching editors
- Partnering with your press

Q&A - Breakout rooms

Closing comments



UC Press Editor Presentations



Raina Polivka

Music, Film, and Media Studies

Archna Patel

Art History



Kate Marshall

Anthropology and
Food Studies



Crafting the Proposal

Raina Polivka

Music, Film, and Media Studies



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The Purpose of the Proposal

Audience

- Editor
- Scholar experts / peer reviewers
- Press staff
- Editorial Board



Book Summary and TOC

Summary

- The 5 Ws: who, what, where, when, why
- Emphasize original argument/story, not the gap its filling
- Explain *why your book matters*

Follow with annotated Table of Contents



Market Overview

- Who is the audience for your book?
- Recent comparable books
- Available/forthcoming competing books
- Classroom potential

Remember: be realistic. Most scholars write for scholarly audiences and that's OK!



Nuts and Bolts

- Total word count and art program
- Status and timeline for completion
- List of suggested reviewers
- Other details
 - *Previously published chapters?*
 - *Competing with other presses?*



Author Bio

Key biographical info + author platform

- Are you online?
- Where do you publish?
- Where do you speak?
- Who is your intellectual community?
- What motivates the work?



Sample Chapters

2 original body chapters should:

- Reflect writing style and authorial voice, use of primary and secondary sources, methodology
- Fulfill the promises made in the proposal



Finding the Right Press and Approaching Editors

Archana Patel
Art History



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How to Pick a Press

- Research!
 - Who is actively publishing in your field?
 - Use conferences to your advantage
 - Explore different types of publishing programs

Remember: figure out what is important to you.



Connecting with an Editor

- Don't wait!
- Network at conferences
- Connect through virtual spaces

Remember: Find an editor who is excited about your work. Your editor is your advocate!



Partnering with the Press

Kate Marshall

Anthropology and Food Studies



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Your Press = Your Partner

- Shared goal of getting your ideas out into the world!
- Work together to
 - Reach target audience(s)
 - Influence public or disciplinary debates
 - Change how faculty teach a subject
 - Sell books



Develop Your Author Platform

Year(s) before publication

- Cultivate authentic voice online
- Launch author website
- Identify and connect with key audience(s) & outlets

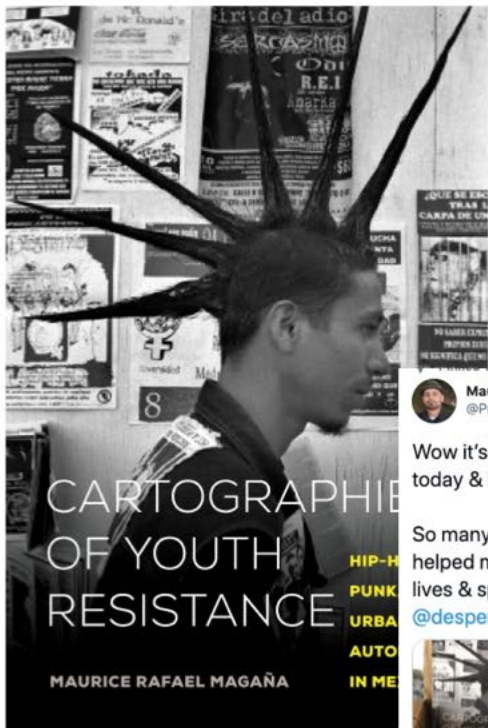
Once metadata is online:

- Create Amazon author page
- Announce online and on listservs
- Attend conferences/network

Resource: www.ucpress.edu/toolkit



Announce your book online



 **Maurice Rafael Magaña**
@ProfeMauMagaña

Wow it's finally here 🙌 Author copies arrived in the mail today & I'm overwhelmed.

So many emotions but mostly gratitude to everyone who helped me along the way, those who shared their visions, lives & spaces w/ me, to my amazing editor @desperatelyred & everyone at @ucpress



12:29 PM · Oct 27, 2020 · Twitter for iPhone

29 Retweets 20 Quote Tweets 262 Likes



Corinna Zeltsman @czeltsman · Nov 24

Super excited to see my forthcoming book in the @ucpress spring catalogue (p59) 🙌 The paratexts confirm: it's happening! Check out the amazing 19th-c inspired cover! (h/t @desperatelyred) content.ucpress.edu/catalogs/univ...



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63

245



Corinna Zeltsman @czeltsman · Nov 23

**** @clahUncc syllabus prize last call! Submissions due Dec 1 for "Not another exam: Creative assignments for Latin American History Courses" Support open pedagogy (and ensure the future endowment of this prize by participating!) networks.h-net.org/node/23910/dis...

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Connect your ideas to public debates



The Washington Post
Democracy Dies in Darkness

Sections

katelaro

POSTEVERYTHING • Perspective

Cooking school lunches from scratch can fix labor and supply issues

The federal child nutrition program is at risk. Investment in a better model would help.

By Jennifer Gaddis

Jennifer Gaddis is assistant professor of civil society and community studies at the University of Wisconsin-Madison and author of "The Labor of Lunch: Why We Need Real Food and Real Jobs in American Public Schools."

April 13, 2022 at 2:55 p.m. EDT

teenVOGUE

STYLE POLITICS CULTURE IDENTITY VIDEO SUMMIT SHOPPING

Justice

How to Fight for Justice in Your School Cafeteria

There are many ways to take direct action.

NOVEMBER 13, 2019

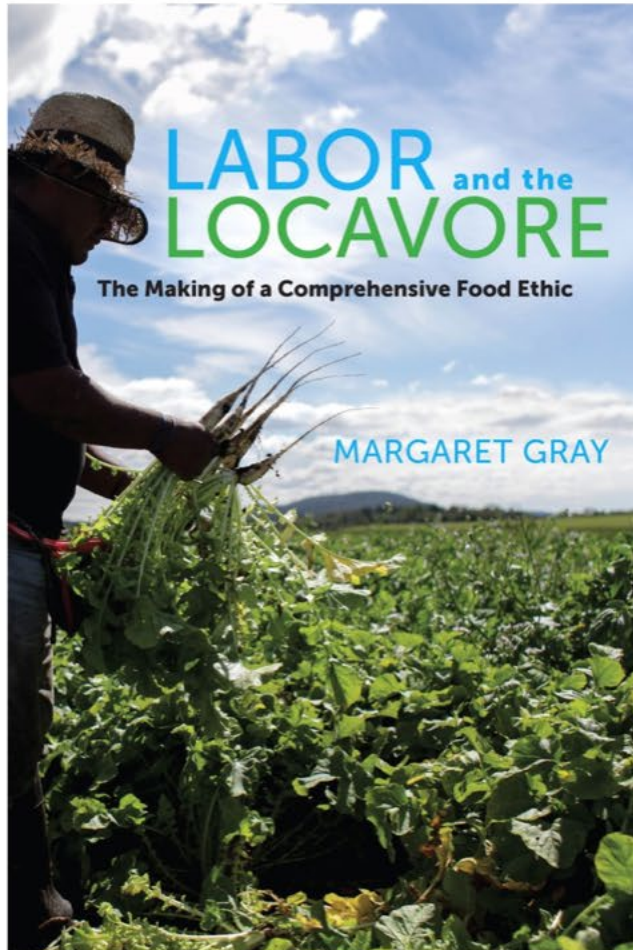


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Pitch op-eds to relevant media outlets



The Dark Side of Local

BY
MARGARET GRAY

There's nothing ethical about "buying local" and supporting small farms when the workers on them are brutally exploited.



Author Costs & Subvention

Typical author expenses

- maps/illustrations, permissions, index
- extras: proofreading, fact checking, etc.

Subvention

- supports mission of the press
- offsets losses from small-market books
- keeps prices affordable
- pays for extras: color art, OA e-book, etc.



Luminos Model

Baseline Title Publication Costs = \$15,000

**AUTHOR'S
INSTITUTIONAL
CONTRIBUTION**
(BASELINE \$7,500)



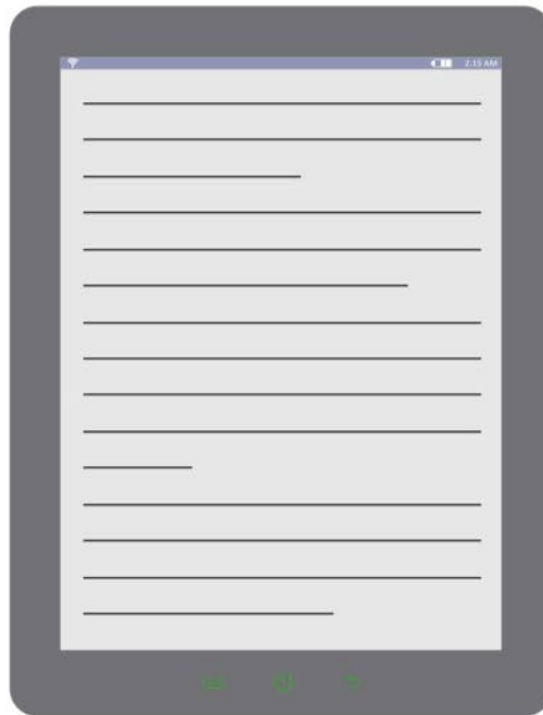
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**REVENUE FROM
PRINT SALES**



**FREE
GLOBAL DIGITAL
ACCESS**



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Questions?

Q&A



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