

Publish! Don't Perish.



AN INTRODUCTION TO SCHOLARLY PUBLISHING



WHY PUBLISH?

- to disseminate your research findings
- to establish yourself as a serious scholar
- to make yourself more attractive to hiring committees
- to gain tenure



WHERE TO PUBLISH?

1. peer-reviewed/refereed journals
2. university presses
3. independent scholarly presses
4. commercial presses



WHAT TO PUBLISH?

- New and original study results or methods
- Book reviews
- Manuscripts that advance the knowledge and understanding in your field
- Original art (poetry, short stories, novels, etc.)



HOW DO I DECIDE WHERE TO SUBMIT?

- Talk to people in your department (supervisor/advisor, mentor, other students). Where have they published? What were their experiences with that journal/publisher?
- Check **your** reference lists. Where are the people you're citing being published?



HOW DO I DECIDE?

- Go to the exhibit hall at conferences and check out which presses/journals are exhibiting in your field. Talk to the people manning the booth.
- Check out the journal or publisher's website. Determine if your project is a good fit.



WARNING SIGNS

Beware of predatory journals and publishers! Check websites for these red flags:

- No editorial board or the board includes fake academics.
- No contact information or the contact info is hard to find.
- Excessive advertising on the website.
- False claims regarding impact factor or made-up measures (e.g., view factor).
- Very quick turnaround time in accepting articles/books.
- After accepting your project, they tell you there is a fee to publish.



OK... I'VE DECIDED. NOW WHAT?

- Go to the journal/publisher's website and locate their submission guidelines.
- If not explicitly prohibited, first send an email query, briefly describe your project, and ask if the press/journal would be interested.
- If yes, follow the submission guidelines. Some presses/journals will automatically reject your manuscript if you don't.



SUBMISSION PROCESS



The author sends their project to the acquisitions editor or journal editor.



Editor reads it, doesn't think it's right for the press or the journal, and rejects it.



Editor is interested and sends it out to at least 2 peer reviewers.

SUBMISSION PROCESS



Peer reviewers read the project and submit their assessments to the editor.

Editor reads the peer reviews and decides what action to take.

Editor sends the readers' reports along with the editor's decision to the author.

POSSIBLE OUTCOMES

①

Rejected.

The journal or press will not reconsider your project even with major revisions.

②

Revise and resubmit.

The journal or press is willing to reconsider if you make major changes. It will be sent out again to peer reviewers.

③

Accepted.**

- Major revisions needed.
- Minor revisions needed.
- No revisions needed.

**UNIVERSITY PRESSES

A university press has an editorial board whose job is to review book submissions after the peer reviews have been received and make recommendations about which ones should be published.



DISSERTATIONS VS. BOOKS

Most publishers will not review unrevised dissertations but will review book proposals or revised manuscripts that are based on dissertations.

Audience. Dissertations are geared toward your committee. A book should have a wider audience.

Structure. A lit review and detailed description of your methodology is not necessary. Nor is any supplementary material like an example of your consent form.

Length. Most books are shorter than dissertations.



PUBLISHING PROCESS

Contract.

Author delivers final manuscript.

- * Includes all interior artwork
- * Permissions have been cleared for the artwork

Production.

- * Cover design
- * Sent out for editing
- * Sent back to author for review
- * Typesetting
- * Proofreading and indexing
- * Author reviews proofs
- * Back cover is finalized
- * Everything is sent to the printer



MARKETING

- The front cover design is developed early in the production process so if you have ideas, get them in as soon as possible.
- Fill out your author questionnaire!
- Let your publisher know early about any upcoming presentations you're giving at conferences. If your book's not out yet, ask for flyers.





LIFE CYCLE OF A BOOK

ACQUISITIONS



proposal

submit
manuscript

peer
review

approved by
editorial board

launched
into editorial
department

EDITORIAL, DESIGN, AND PRODUCTION

10-12 months



book is printed
and shipped

↓
2-4
months

page proofs ready
for proofreading,
indexing, and final
author review

typesetting
and design

copyediting
and author review

MARKETING



release date

book in warehouse
backorders ship
review copies ship

→
1
month

publication date

book announced
book in stores

promotion continues:

reviews
exhibits
awards
ads & direct mail



UNIVERSITY PRESS OF FLORIDA

(This is an approximate timeline)

powered by

PIKTOCHART

“ Publishing is power. ”

-- Joseph J. Murray,

Deaf Studies Conference, 2018

