Pre-Tenure Book Publication

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Revising the Dissertation

Write for a new audience

• Drop the “lit review”
• Minimize excessive quotes
• Develop authorial voice – no longer about showing mastery, but building an argument

Reconsider the length of the project

• Lengthy dissertations need to be cut down

Integrate recent scholarly work

• Review work that has been published since you defended your dissertation

If applicable, consider expanding the project to address multiple fields

• Tight budgets at UP’s make interdisciplinary books particularly attractive

Use last two points to get excited about your project again
Starting the Proposal

• Have the manuscript completely finished before you send the proposal

• Follow individual format of the press
  • guidelines vary widely

• Write a brief cover letter
  • very brief discussion of your project (one paragraph)
  • anticipated length
  • status (completed and ready for review or will be completed by a specified date)
  • Audience (upper division undergrads, grad students, scholars in the field, etc.)
  • critical need for this project at this time (project fills a gap in the literature in the following ways…)

• Include updated CV and sample chapters (depending on specifications of the individual press).
Components of the Proposal

• Project Summary (2.5 pages double spaced) – jargon free, engaging, immersive, exciting, set the stage.

• Chapter Summaries (1 page each)

• Methodology (1 page)

• Comparison to Other Works in the Field (2 pages)
Submitting the Proposal

• Find appropriate presses
  • scan your book shelves
  • look for compatible series
  • Look at advertisements in back of major journals and professional societies in your field
  • consult “About Us” page of UP’s websites for strengths

• Time your submissions
  • multiple submissions
  • “clustering”
Review Process

1. Editor reviews materials, makes minor suggestions

2. Manuscript is sent to two outside readers
   1. usually, senior scholars in the field
   2. you can make suggestions as to who these might be
   3. Usually you need two positive reports, but one may not necessarily a deal breaker

3. You then write a detailed response to readers reports

4. Entire package is presented to University Press board

5. If accepted, you are offered a contract.
Reviewing the Contract

• The “first look” clause

• Price of book

• Hardback/paperback--

• Number of copies printed

• Who pays for: image permissions, copy editor and indexing?

• The contract will also specify when the manuscript must be delivered to the press by. Meet this deadline!
Production Issues

• **Copy editor** – editor will suggest a copy editor, but you may chose your own if you like. The press should pay for it. Two rounds. Only minimal changes allowed (5% rule).

• **Indexing** – editor will give you names of trusted indexers, but consider doing it yourself

• **Title** – the tentative title needs to be nailed down (Keywords. Search engines)

• **Cover** - give feedback, but ultimately it is the press’ decision, especially for first time authors.
Spectacle of Absence: 9/11 and the Visual Culture of Disaster

9/11 and the Visual Culture of Disaster

THOMAS STUBBLEFIELD
When your book is released

• Generate a list of journals that the press can submit the book to for a review and/or advertising

• Inquire as to which conferences the editor will be attending and try to go there as well

• Submit to conferences, contribute to peer reviewed journals/anthologies. Also write short pieces for websites and other popular venues that are not that time intensive, just to get your name and the title of your book out there.

• Build an academia.edu page, get a colleague to interview you for a podcast, post reviews of your book on Facebook and Twitter

• Set up an author central account on Amazon to monitor sales.

• Contact the institution and department where you did your PhD so they can update their alumni information (free publicity)

• Setup Google Scholar alerts for keywords relating to your book

• Check in periodically with publicity manager for your book.
Additional Resources

• William Germano’s *From Dissertation to Book & Getting it Published.*

• The Chronicle Website – “Research Questions” Forum