

How Does a Multi-Authored Academic Book Get Published Anyway?

Lauren Muscatine, *University of California, Davis, CA 95661 USA*
ldmuscatine@ucdavis.edu; (707) 225-7037

Sheila Chandrasekhar, *Persuasive Pages, Inc., Oakland, CA 94611 USA*
sheilability@gmail.com; (510) 919-6283

Mary Beth Sanders, *Metography, San Francisco, CA 94121 USA*;
marybethsanders@metography.com; (415) 750-0709

As anyone who serves on academic or professional committees well knows, there are myriad tasks that are often “invisible” (until you realize you need them). With the potentially game-changing exploration that is the work involving Atmospheric Rivers, the stakes are simply too high for the research not to produce the most tightly focused publication and command the largest audience possible. Once a publication is drafted, we manage schedules, edit content to ensure a unified voice, develop data visualizations, illustrations, indexing, and permissions, among other things. Your CONTENT IS THE BOOK. Think of us as a construction crew waiting to pour the new foundation for your new field of study — we’ve got our skills and tools ready to work but can only take action when we receive the concrete, that is, the actual content that will become the new structure you envision. Until you submit your content, we can only prepare ourselves to help you publish. The sooner we receive your content, the sooner we can begin the process and complete the myriad tasks that ensure your scholarship is expertly polished, produced, and disseminated. *Below are just some of the publication management services we will discuss:*

Before Content is submitted:

- Plan and develop editorial content
- Develop a short list of academic presses with appropriate science specializations
- Solicit contacts from writing team for the short list presses
- Compile a working list of AR publications that form the discipline’s corpus, to-date

After Content is submitted and editing has begun:

- Produce online “Prospective Author Submittal” package (including anticipated length of manuscript and completion date, detailed chapter outlines, CVs for all authors, 1 or 2 sample chapters, essay abstracts, and discussions of how this AR book will integrate with the existing AR corpus)
- In consultation with editors (Marty, Mike, David), select publisher

After Publisher is confirmed:

- Coordinate production (printed and electronic)
- Coordinate art direction with publisher’s in-house staff and freelancers
 - ✓ Coordinate with publisher: distribution and fulfillment of final publication
 - ✓ Announcement and suggestions for advertising placement for final publication
 - ✓ Circulation and library management services

Publication Org Chart Shows Key Lines of Communication

