



Center for Western Weather
and Water Extremes

SCRIPPS INSTITUTION OF OCEANOGRAPHY
AT UC SAN DIEGO

How We Transform a Collection of Work into a Published Monograph

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Sheila Chandrasekhar, Persuasive Pages, Inc.

Mary Beth Sanders, Metography



Outline

- Part I – How We Transform a Collection of Work into a Published Monograph
- Part II – The AR Book – Review Draft 1
- Part III – How We Conduct the Chapter Review



Part I: How We Transform a Collection of Work into a Published Academic Monograph



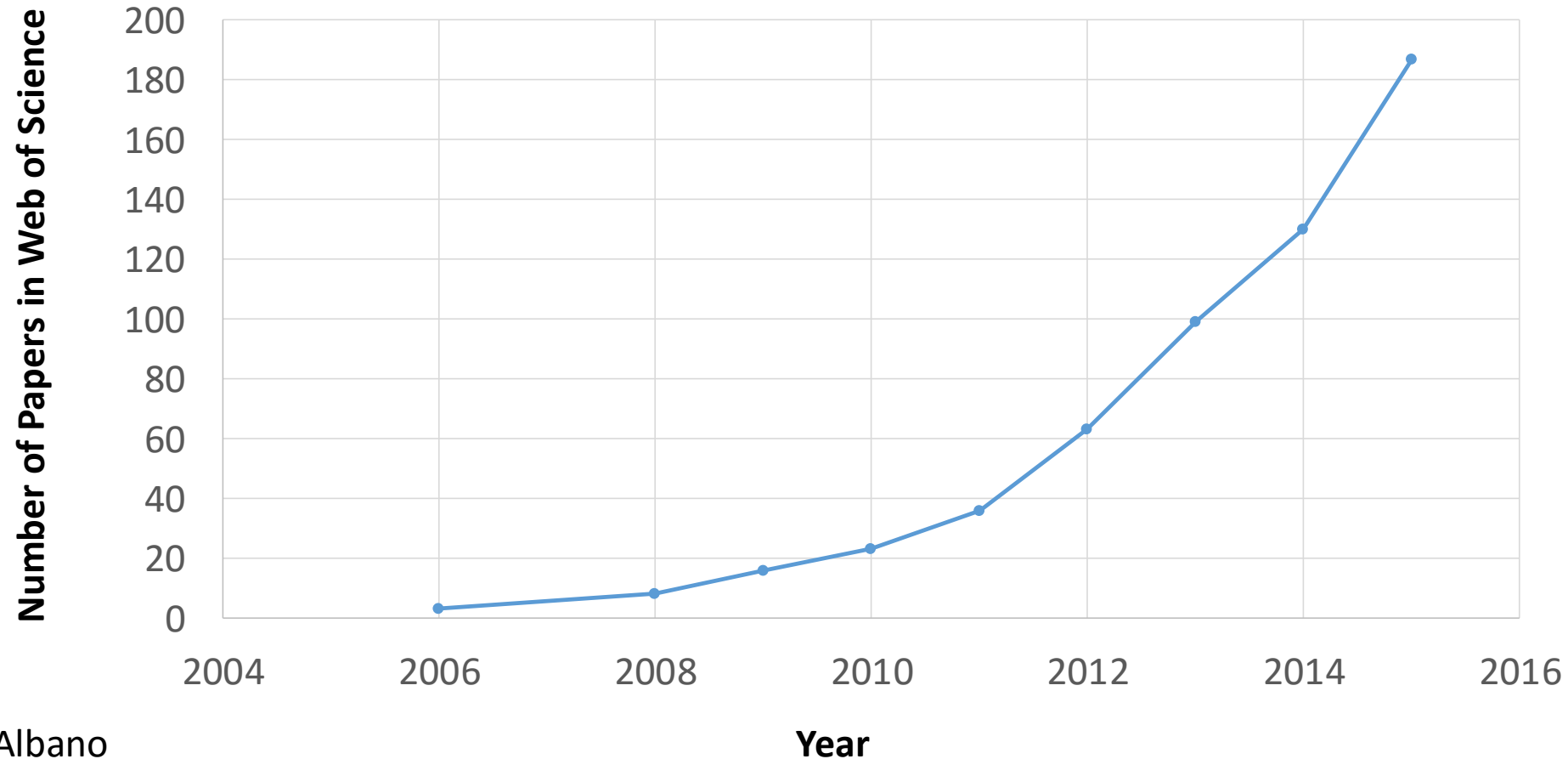
The First Step: Celebrate!

“This is a fascinating project and I am, indeed, interested in your work. I want water to continue to be a major focus of the ES list at UC Press.”

–Kate Marshall, Acquisitions Editor, University of California Press



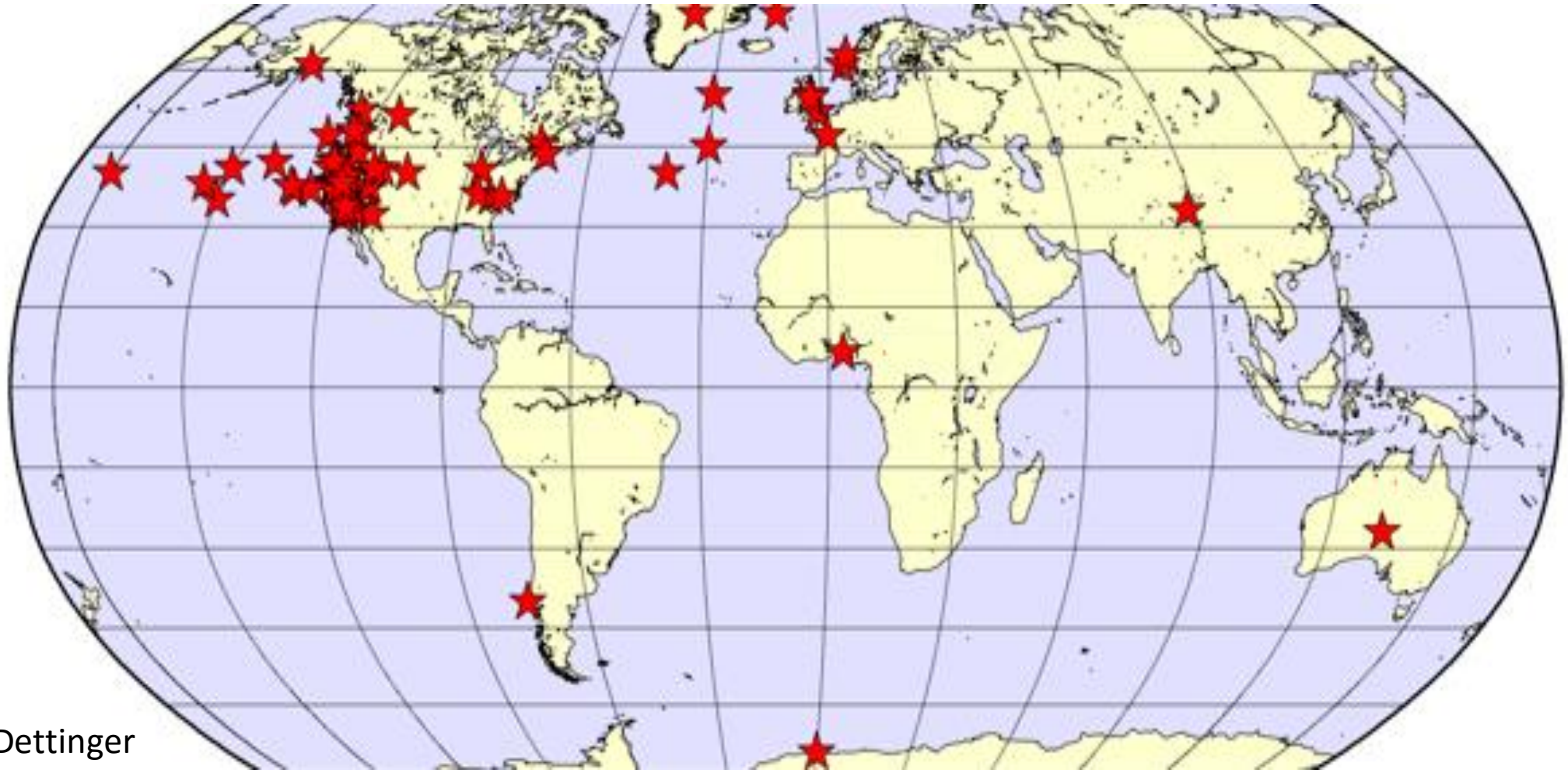
Knowledge of ARs is increasing rapidly



Source: C. Albano



Publication of AR abstracts is globally represented



Source: M. Dettinger



Before the Content is Finalized...

We* Submit the Proposal Submission Package

- Expected completion date
- Anticipated length
- Author CVs
- Detailed **chapter outlines**
- **1 to 2 lines “take-home” points** from each chapter
- **1 or 2 sample chapters** (3rd stage of revision)
- Summary of book’s **integration within existing AR body of work**
- Potential markets

*The Publishing Team with YOUR input



The Pitch to UC Press (or other Press/Publisher)

- What goes into the PSP is LARGELY determined by *the most coherent and informative chapters*
- *Those who develop and submit their chapters on time and follow the logistics of the publication schedule will be the biggest influencers of the final work.*



Part II: The AR Book – Review Draft 1



3 Common Groups Found in Multi-Author Projects



The Next Step: *Keep Writing*

“To make the book, we need your chapters.”

– Lauren Muscatine, Lead Technical Editor, *Atmospheric Rivers*



This is all about YOU!

- To “Make” the book, we need YOUR CONTENT → CHAPTERS
 - We have roughly one-third of the book
 - We need roughly two-thirds of the book



Leads and Co-authors:

Preface

Dettinger, Ralph, *Browning, Zhu*

1. Introduction

Ralph, *Zhu, Dettinger, Schick, Anderson*

2. Observing and Detecting ARs

Ralph, Wick, White, *Anderson, Spackman, Rutz, Gershunov, Guan*

3. Structure, Process and Mechanism

Sodemann, Wernli, Knippertz, Ralph, Cordeira, Neiman, Stohl, Magnusdottir

4. Global and Regional Perspectives

Rutz, Guan, Neiman, Ralph, Alexander, Mahoney, Moore, Lavers, Ramos, Viale, Gorodetskaya, Neff

5. Effects of ARs

Dettinger, Lavers, White, Neiman, Wernli, Browning, Ralph, Rutz, Ramos, Viale

6. Modeling, Methodologies – Predictions and Climatic Projections

Waliser, Cordeira, Ralph, Lavers, Dettinger

7. Applications

Schick, Anderson, Ralph, Jasperse, Cox

8. Conclusions and Emerging Directions

Ralph, Dettinger, Lavers



Part III: How We Conduct the Chapter Review



Review Calendar

AUGUST

SEPTEMBER

OCTOBER

Internal Author Review
(Hard Copy Draft 1)



**Guided Group
Commenting Sessions**
(Google Docs)



**Section Leads
Consolidate Commenting**



**Sections/Chapters
Not Yet Submitted**



REPEAT AS NECESSARY



The Last Step in Content Development:

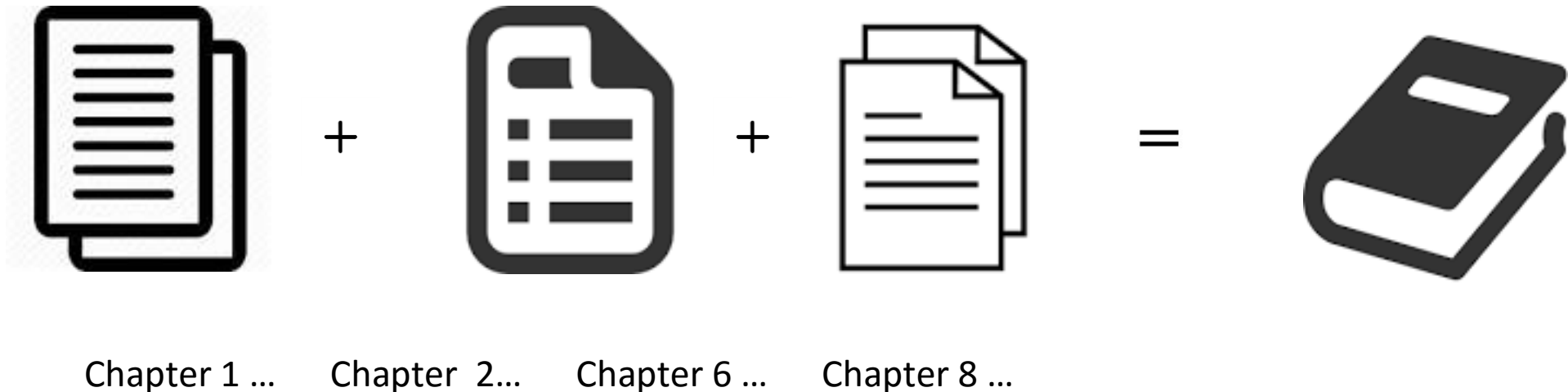
WE – the Publishing Team – will transform
this collection of work by YOU
– an international team of authors – into a
consolidated monograph written with
the authority of a unified voice.



After Content is Finalized...

1. We will direct the print production process with the selected Press.

To “Make” the book, we need **YOUR CONTENT → CHAPTERS.**



After Content is Finalized...

2. We will develop a distribution and marketing plan with a Press.

To “Sell” the book, we need **YOUR PHYSICAL & VIRTUAL ROLODEX.**



After Content is Finalized...

3. We will coordinate Circulation and Library Management Services.

To “Deliver” the book, we need ***YOUR institutional affiliations and professional organizational networks***

