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news for LAS faculty from the
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In a recent online presentation, development editor Laura Portwood-Stacer of **Manuscript Works** offered some advice for authors about pitching a book to an academic press. Here are a few pointers on managing the process that we thought worth sharing.

- ⇒ To a publisher, each book is an investment, estimated to run some \$30,000 pre-printing or production. Recouping those costs requires sales of at least a couple hundred books. You need to show them there's an audience for your book, including classes.
- ⇒ Position your book and consider your scholarship in terms of a conversation about a market, not as proof that you're smarter than someone else. Know your market, choose a leading book in that area that did well or attracted attention, and explain what's different about what you would provide. Why does your book need to exist, why are you the one to write it, and why are they the press that should publish it (i.e., people who liked book *x* will also like mine)? Facts aren't bragging.
- ⇒ Avoid fine nuances in your proposal. The publisher isn't the same audience as your reader. Give a very brief overview of your proposal: what's the driving thesis you're trying to advance and what's different about it from what other people may know?
- ⇒ Figure out what your individual contribution is or what your data suggest. Be specific and direct. Most people don't have time to read about what "may or may not" be true.
- ⇒ That applies to lit reviews too. Consider your readers. Don't make them wade through reams of text about what other authors have said, losing your own voice in the process. Remember, people are reading *you*, not those others.
- ⇒ It's increasingly hard to find reviewers. If asked to suggest names, keep your goal in mind: to get constructive, hands-on help from those whose input you would value for improving the book not just endorsing you.
- ⇒ Peer reviews are a jumping-off point for negotiating the future of the book. In book publishing their role is more advisory; the Editorial Board has the final say. How you respond to reviews can go a long way in shaping how they are received by the publisher. Show that you've considered them seriously however you decide to respond and don't present a hostile defense. Consult your acquisitions editor if you have concerns.
- ⇒ Help the publisher identify potential marketing sources for your book. Show where people know or recognize you. The publisher won't be turning to your CV for that information. You have a network you can tap into that the publisher may well not know, including Facebook groups, listservs, podcasts, and conferences.



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Ready to put your proposal on paper? Drop in to **Turning the Page**, our online faculty writing group that offers dedicated writing time in a supportive environment every **Friday** from **9-11 am**. Just click this [Zoom link](#) to join.

And if you're looking for help with a statistical or research problem outside your ken, we have selective access to **The Analysis Factor**, a group of experts in statistics, statistical software, and data analysis and visualization. [Email](#) us to learn more about this consulting service or the other research resources available from the FSC.

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ORS TRAININGS

- **IRB Protocols Submission Process**
April 14 1pm [RSVP here](#)
- **Award Closeout Process**
April 18 10am [Zoom link](#)
April 19 3pm [Zoom link](#)
- **Illinois Science & Technology Coalition**
April 28 1pm [RSVP here](#)

Reps will discuss how to utilize DPU's membership in this non-profit organization including connecting classrooms with companies to do real world problem-solving or using their data resources and connections in your grant writing or other projects. Join this *Lunch & Learn* session either on Zoom or in person on the Loop campus with lunch provided.

SUCHAR INNOVATION AWARD

LAS faculty and staff are invited to apply for the 8th annual **Suchar Innovation and Development Award** which provides up to \$2,200 in expenses for a project that demonstrates innovation. Submit a detailed project plan and a line-item budget to [Alecia Person](#) in the Dean's Office by **Friday, April 21**. The recipient of the award will be announced May 5 at the college-wide meeting.

AMERICAN ART MANUSCRIPT DEVELOPMENT

Toward Equity in Publishing, a new initiative to demystify academic publishing from *American Art* journal invites untenured faculty and unpublished graduate students to apply for its professional development publishing program in American art history. Recipients receive a \$1,000 stipend and mentoring and workshop support to revise manuscripts for submission and publication. Participants need not publish in the journal, which is co-published by the Smithsonian American Art Museum (SAAM) and University of Chicago Press. Visit SAAM's [website](#) for more information. The application deadline is **Monday, May 1**.

CIVICS INITIATIVE SUMMER INSTITUTE

You have until **Wednesday, May 3**, to apply for the **DePaul Civics Initiative Summer Institute** to be held **July 9–10** on the Lincoln Park campus. Full-time term and tenure-track faculty from throughout DPU are eligible. The Institute offers training and support for developing and teaching a section of *LSP 275, Lived Civics, the Social Contract & Public Life*, an innovative, interdisciplinary curriculum exploring new ways to stimulate student engagement with current issues facing democracy. Participants receive a total stipend of \$1,700 for attending the Summer Institute along with two half-day, follow-up sessions in the coming academic year. Visit the [Institute website](#) to view the guidelines and application. Contact Poli Sci faculty leads [Molly Andolina](#) or [Ben Epstein](#) if you have questions.

EXTERNAL FUNDING

Go [here](#) to see the latest listings and deadlines for external funding initiatives in the social sciences and the humanities compiled monthly by DePaul's **Office of Research Services**.