

Assignment 3: Specialty Publishers

Part A:

Which publishers have a title or titles that deal with legal issues and libraries? Title(s) and imprint dates, please.

- Library's Legal Answer Book, 2003, American Library Association
- Legal Issues for Library and Information Managers, 1987, Haworth Press in Binghamton, NY
- Legal and Ethical Issues in Acquisitions, 1990, Haworth Press (I already used them!)
- Survey and Analysis of the Major Ethical and Legal Issues Facing Library and Information Services, 1997, found on the IFLA website but it says you can order direct however, I did not find this title on the publisher's website at K.G. Saur in Munich
- Essential Law for Information Professionals, 2nd Edition, 2006, Facet Publishing in London

Which have a title or titles on internet use for librarians or library patrons?

Titles and imprint dates, please.

- Librarian's Guide to Online Searching, 2006, Libraries Unlimited in Westport, CN
- Searching & Researching on the Internet & World Wide Web, 2004, 4th edition, Franklin Beedle & Associates in Wilsonville, Oregon (outside Portland)
- Internet and World Wide Web Simplified, 3rd edition, John Wiley and Sons in Somerset, NJ. They publish the *For Dummies* series.

Which have a title or titles on global warming aimed at the lay person?

Titles and imprint dates, please.

- An Inconvenient Truth: The Planetary Emergency of Global Warming and What We Can Do About It, 2006, Rodale in Emmaus, PA
- Unstoppable Global Warming: Every 1,500 Years, 2007, Rowman & Littlefield Publishers, Inc. in Lanham, MD
- Is the Temperature Rising? The Uncertain Science of Global Warming, 2000, Princeton University Press in Princeton, NJ
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Which have titles on building a computer for personal use? Titles and Imprints, please.

- Building the Perfect PC, 2nd edition, 2006, O'Reilly Media in San Francisco
- Building a PC for Dummies, 5th edition, 2005, Wiley Publishing (John Wiley & Sons?) in Somerset, NJ
- Maximum PC Guide to Building a Dream PC, 2005, Que Publishing in Indianapolis, Indiana

Which have titles on building a post and beam home? Titles and imprints, please.

- The Craft of Modular Post & Beam, 2000, Hartley & Mark Publishers in Vancouver, BC
- A Timber Framer's Workshop: Joinery, Design & Construction of Traditional Timber Frames, 1998, 2nd edition, Fox Maple Press in Brownfield, Maine
- Timber Framing for the Rest of Us: A Guide to Contemporary Post and Beam Construction, 2004, New Society Publishers in Gabriola Island, BC (specializing in books to walk the talk)

Part B: Library Science Publisher Preference

Investigating eight library science publishers, I chose to have my book published by American Library Association Editions. My rationale follows the description of their services and publishing focus.

Haworth Press publishes specialty textbooks, instructor's manuals, reference books, professional and practitioner focused books, scholarly research monographs, and conference proceedings. This press is less focused on practical, daily activities of libraries although their support of acquisition activities is comprehensive. To support authors who are submitting work, they provide a guidelines page, a final submission checklist that is quite detailed, a book author template in Word to provide a framework for the submission, and interview release forms for the media. This attention to author support shows that a relationship with an author is an investment they enjoy.

Highsmith Press, with its imprint Upstart Books, is a familiar publisher for school media specialists. They publish K-6 classroom/library practical guides, books for library lessons with curriculum connections, storytelling, bulletin board ideas, reading activities, and Internet for youth books. I owned many titles from their catalog and used them daily for storytelling ideas, ways to teach information literacy, and for bulletin board templates. They have so many titles to support the daily activities for school media librarians at an affordable price. I had a difficult time finding links to their author support materials but did find information for the Upstart imprint. There were no forms for author support but the submission guidelines were there. I would not use this publisher for my book because its publishing focus is for K-6 with heavy emphasis on curriculum and lesson support.

Libraries Unlimited, Inc. has an "our authors" section to arrange for speaker's and author's visits. Their list of authors is impressive including Nancy Pearl and Nancy Polette and many others that librarians will recognize as leaders in the various fields of librarianship. They have an outline for submission proposals and a list of editors for checking book ideas. This is an important feature so that prospective authors can try out an idea without expending a lot of energy on a title whose content is already in publication or forthcoming on the publishing schedule. In total, I was not impressed with the author support section on the webpage. They publish quality bibliographies, reference books, library science textbooks, practical handbooks, monographs, manuals for library educators, media specialists and practicing librarians. As a school librarian I have used

many of their titles and am assured of the quality of the writing and editing. Upon examination of titles in the “Issues” section however, I did not think there was room for another book in this category.

Facet Publishing, formerly known as Library Association Publishing, has a link to their Top 10 that offers library law, managing change, success at the enquiry desk, and libraries without walls. My digital libraries course textbook is published by Facet Publishing. The writing style of that particular book was serious in tone and statistically thorough. On their website, they offer sample chapters so that prospective authors can gauge the readability of published works compared to their submission and there is a list of forthcoming titles to check for titles that may be similar. The publishing focus seems less practical and removed from daily activities in libraries.

Linworth Publishing is a particular favorite of mine. I wrote an article once for them and submitted a book proposal. Even though my idea was very similar to a title they already had in the works, they were gracious and encouraging. They invited me to visit their operations the next time I was in Columbus, close to where my family lives. Their publishing focus is to support school media specialists, technical professionals, classroom teachers, and curriculum leaders in the K-12 range of students. For author support, they have provided book proposal guidelines, a quite detailed author guidelines page, and a word stylesheet that is essential for writing in this field. Because of the focus on school librarians, I would not choose them for this book.

Neal-Schuman Publishers publishes “how-to-do-it” manuals that I have used quite a few times and found helpful. Most of their titles concern library operations and provide practical information for everyday library functions. Their list of books is large- 130 titles in the “how-to” genre and 127 other titles on library operations. They also publish organization yearbooks. Their publishing focus is not broad enough to include professional growth titles. Their support for authors is very minimal on the website with a simple submission guidelines page. Compared to **Libraries Unlimited**, this publisher would seem to not expend much energy on attracting prospective authors.

Scarecrow Press, an imprint of Rowman and Little, publishes scholarly bibliographies, historical dictionaries of all types, and states that they are moving into the library and information science area. Technical frontiers, handbooks, and reference tools for librarians are a new focus. They are the publishers of the Chan textbook on cataloging that is a standard in many information description and classification classes. They have one book in their list, *New Librarian, New Job*, that leads me to think that they will work in the area of professional growth and development, a similar concept to our book in question. Their book submission guidelines are very sparse. Until the company shows more growth in this field, I would wait to approach them for submission.

And finally, **ALA Editions**, the publishing house of the American Library Association, is the last review of library science publishers for this exercise. They publish professional tools for librarians, books about designing and building new libraries, cataloging manuals, books on children and teen services, books on legal issues in libraries, digital

library books, writing for the profession books, and books on management issues. They look for submissions that are “clear, immediate, and of unique value to sizeable segments of the library community.” They also want to publish handbooks and manuals that add practical information that is specialized but has applied valuable information. An examination of their titles reveals a balance of all aspects of librarianship, across all age levels of patrons, and through many types of library settings. Being associated with a professional organization representing librarians from every variety of service, gives this publisher the knowledge of the field that is deeper and broader than a commercial venture. The philosophical background, based on the tenets of the organization, is the underpinning of much of the writing. With years of service to the profession, ALA Editions has the mechanisms to market more completely than other publishers. Not only is there an online store and exhibit schedule like other publishers, but also mailing lists and standing order inclusions are available to help get your book marketed to professionals. The support for writers is extensive. On the website are three sections: proposal guidelines, an FAQ, and a diversity statement. Along with a list of issues of interest, there is a list of projects of “less interest” to give authors an idea of what is not likely to be published. I would pitch my book to ALA Editions to capitalize on the marketing strategies to professionals, to receive support from the editorial board as evidenced by the help on the website, to address the issues in the book to a wide range of librarians in different work settings, and to reach those pre-service librarians who are beginning their career and becoming members of ALA as a guiding professional organization. ALA supports such a range of activities in the profession that writing a book about securing work in the profession would seem a natural fit.