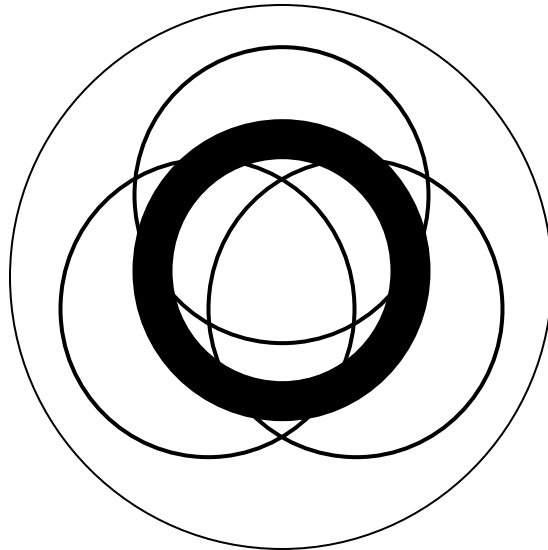


American Association of School Librarians
a division of the American Library Association

Publications Manual



Compiled by the
AASL Publications Committee
January 2001
(revised 2009)

The mission of the American Association of School Librarians is to
advocate excellence, facilitate change, and develop leaders in the school library media field.

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Introduction and General Information

Publications are an important component of AASL's services to its members. Publications fall into five categories: the AASL print journal, *Knowledge Quest*, and its online companion, *Knowledge Quest* on the Web; the AASL electronic journal, *School Library Media Research*; AASL divisional publications; publications produced jointly with other divisions; and other publications of interest to AASL members that are published by ALA Editions.

School Library Media Research and *Knowledge Quest* are the responsibility of their editors with support from their editorial boards in planning, encouraging contributions, and related functions. The editors serve as ex-officio members of the Publications Committee, and the chair of the Publications Committee is an ex-officio member of the editorial boards of *Knowledge Quest* and *School Library Media Research*.

The primary role of the AASL Publications Committee is to review, analyze, coordinate, evaluate, and recommend for action all AASL publications, proposals, and manuscripts exclusive of *Knowledge Quest* and *School Library Media Research*. Individuals or committees/task forces interested in publishing in an AASL publication should consult Appendices A, B, and C.

AASL has the right of "first refusal" for possible publication of the product of any AASL unit and program at the ALA Annual or AASL National Conference. Furthermore, ALA policy is that "materials prepared by a Division for other than its own publication will be offered to ALA Editions for first consideration." This ensures that ALA has the opportunity to disseminate works prepared under its auspices.

When AASL releases a publication to ALA, the AASL staff negotiates the best possible royalty for the division with ALA Editions. The staff negotiates with an outside publisher, if one is involved.

Basic facts about AASL Publishing

The AASL Publications Committee makes recommendations for publications to the AASL Board of Directors, even if the idea for the publication comes from AASL staff or members.

AASL publications may include any type of print or non-print material; examples are bibliographies, monographs, audio- and videocassettes, and software.

The Publications Committee accepts proposals at any time during the year; action on proposals will normally be taken at the ALA Midwinter Meeting or the ALA Annual Conference.

The AASL office does not provide typing services. Clean final electronic copy as either MS Word or RTF (Rich Text Format) must be provided for any approved publication. Authors or editors are responsible for obtaining permission to use any copyrighted materials in their publications.

The AASL Board of Directors

The AASL Board of Directors approves in concept all AASL-related non-serial publications, both those published by the division and those published by ALA Editions. Before reaching its decision, the Board receives a recommendation from the Publications Committee. Although usually guided by the Publications Committee recommendation, the Board may choose to reject the Publications Committee recommendation. If issues arise between author(s) and staff during the editorial or production stages, those issues are referred to the AASL Executive Committee.

AASL Committees

If an AASL committee decides to publish a work, the same policies, which apply to an individual author, apply to that committee (See “The Production of a AASL Publication,” page 7 of this manual). The committee should designate one member to function as the primary author. The primary author will serve as the committee's liaison with the Publications Committee and the AASL Staff liaison.

AASL Publications Committee Responsibilities

The Publications Committee has the following duties:

- Develops a publication plan, which can guide the selection of appropriate AASL publications.
- Approves publication project ideas and develops recommendations for the AASL Board governing the disposition of publishable materials generated by committees/task forces, presenters of AASL programs at the ALA Annual Conference and the AASL National Conference, and members of AASL.
- Develops procedures or guidelines to be followed by individual authors, AASL committees/task forces, and AASL staff in preparing and submitting manuscripts for publication.
- Assists individual authors and AASL committees/task forces by generally reviewing proposals for content and by providing general advice and guidance.
- Reviews AASL entire publication portfolio for balance, relevance, accuracy, and currency.

Publications Committee Editorial Criteria

These general criteria will guide Publications Committee members as they review proposals and will be useful to AASL committees/task forces and authors as they prepare publications.

Subject

- Is the subject in harmony with the mission statement of AASL and with the publications program delineated by the Publications Committee?
- Is the subject or topic clearly and adequately defined?
- Is the subject of current interest?
- Is the subject significant to school library media specialists?
- Does the proposal contribute to our knowledge?
 - Does it provide new information or insights?
 - Does it build on previous work?
 - Does it fill a need not addressed by other similar publications?
- Is the conclusion of the work clear?

Market

- Is the proposal clearly directed toward a specific audience? Is the audience identified in the work?
- Does the treatment suit the audience?
- What is the intended purpose of the proposal. For example, is it an historical document, a major reference work, a how-to guide, a survey of the literature, a workbook, or a bibliographic essay?
- Do the quality and content of the manuscript match its purpose?

Format

- What is the appropriate format for publication of the proposal? (Monograph? Pamphlet? A/V format? Electronic (disk or Internet availability)?)

Author/editor/compiler

- Does the author/editor/compiler have sufficient subject expertise and writing skill to insure a high-quality manuscript?

AASL Staff Responsibilities

The AASL staff is responsible for the operational components of the publication process and include:

- Development and oversight of publication budgets
- Contract negotiations and management of publisher agreements (including ALA editions and outside publishers)
- Assisting publications committee with setting priorities, budget information, and sales figures.

- Managing publication process including:
 - Receipt of manuscript
 - Copy editing and design
 - Publication and sales distribution
 - Marketing and promotions

The Production of an AASL Publication

While there are sometimes exceptions, the following points are guidelines to the AASL and ALA publishing process.

Proposal Stage

- Any AASL committee/task force or individual member may initiate an idea for publication.
- An AASL Preliminary Publication Proposal form (see Appendix A) should be completed and submitted to the Publications Committee. Members of the Publications Committee serve as a panel of reviewers for the proposed publication.
- Once the Committee has reviewed the proposal, it is the responsibility of the Chair to inform the author or contact person of the disposition of the AASL Preliminary Publication Proposal. Approval of the AASL Publication Proposal means that the author/editor should proceed with the development of the manuscript, but the chair's authorization is not a commitment to publish.
- The Chair of the Publications Committee notifies the AASL Board of its recommendations. Board approval is required at this stage.
- If a committee or other group is writing the manuscript, one person should serve as a primary author/editor.

Manuscript Stage

The Publications Committee Chair, in concert with AASL staff, works with the author to advise, encourage, and move the publication along. During the preparation of the manuscript, the author/editor is responsible for assuring that the work is in compliance with copyright law. The author/editor must obtain permission to use any copyrighted materials that are included in the manuscript. (See Appendix B for Instructions to Authors.)

Any issues related to contracts, lack of performance or payments is between headquarters staff and the author. The AASL Executive Committee has final authority if issues arise between the author(s) and the AASL staff.

AASL Publications Process

- The AASL Staff liaison advises the author/editor on specific production details, as final copy is prepared in machine-readable form.
- Once the final electronic copy as either MS Word or RTF (Rich Text Format) is received

in the AASL Office, the AASL staff liaison reviews the manuscript for obvious typos, typeface suggestions/revisions, paging problems, etc., hiring a copy editor if necessary.

- Necessary edits are made and discussed with the author(s). The final manuscript is prepared.
- The AASL Staff liaison contacts and works with ALA Production Services or outside vendors for page layout, cover design and printing.
- The AASL Staff liaison prepares a budget, subject to the approval of the AASL Executive Director, with production, promotion, and other costs to determine the unit cost and member/nonmember price.
- The AASL Staff liaison obtains an ISBN and arranges for the title to be added to the ALA Order Fulfillment system.
- The AASL Staff liaison prepares press releases and submits to the ALA Public Information Office.
- Three copies of the book are sent to ALA Headquarters Library and two are sent to the U.S. Copyright Office.
- Specific promotional mailings may be undertaken, and the AASL staff prepares advertising for each new title.
- Each new title is included in the AASL-Publications Checklist.

ALA Publication Process

- The AASL Staff liaison receives the manuscript and a disk and transmits these to ALA Editions, along with a transmittal letter copied to the AASL Publications Committee and the author/editor (in those cases where an AASL publication is taken on by ALA Editions these steps are accomplished by ALA editions.)
- On behalf of AASL, the Executive Director negotiates the intramural publishing agreement and serves, along with the Staff liaison, as the resource person to ALA Editions staff during the publication process.
- AASL does not pay overhead on royalties earned by ALA publications, but AASL does pay overhead on sales of divisional publications, as specified in the ALA Operating Agreement with the various divisions of the ALA.
- If the author of an ALA publication is an AASL committee, royalty payments are generally negotiated to be paid to the division as author. If an individual AASL member is the author of an ALA publication, contract specifications for payment of royalties will vary with the individual publications. However, if the manuscript is produced under the auspices of AASL, or is financed in any way by AASL (such as through a grant), AASL will be listed as a second author, and royalties will be paid to AASL as well as to the individual author.

Joint Divisional Publication Process

- A manuscript must be approved in concept by the Publications Committees and the Boards of Directors of AASL and the other ALA division(s).
- The steps described above are accomplished jointly by AASL's Staff liaison and the publications staff member of the other division.

- Generally, revenue and expenses are equally shared by the two divisions.

Summary of Publications Stages

- AASL committee/task force or member decides to propose a publication.
- AASL committee/task force or member submits proposal to AASL Publications Committee for review and recommendation.
- Publications Committee recommends whether or not to publish to AASL Board or Directors.
- AASL Board approves/rejects publication; decides whether to submit to ALA.

AASL Publication

- Staff liaison edits the manuscript or hires copy editor.
- Staff liaison prepares a budget with production, promotion and other costs to determine AASL's costs and member/nonmember prices.
- Press releases for the ALA Public Information Office are prepared by the Staff liaison

ALA Publication

- Staff liaison transmits manuscript/disk to ALA Editions, which edits it.
- ALA Editions determines budget for production and promotion. Price of publication and royalties are determined.
- ALA Editions/Marketing promotes the publication.
- Edits are discussed with author(s). Final manuscript is prepared.
- The page layout, cover design and are developed by a graphic designer.
- The publication is assigned an ISBN and is added to the ALA Order Fulfillment system.
- The publication is copyrighted and added to the AASL Publications Checklist

APPENDIX A PRELIMINARY PUBLICATION PROPOSAL FORM

Date _____

American Association of School Librarians Preliminary Publication Proposal

This form should be completed and sent with requested attachments to: American Association of School Librarians, Attn: Staff liaison, 50 E. Huron St., Chicago, IL 60611-2795. Copies will be distributed to the AASL Publications Committee for review. Attach additional pages as needed.

1. Working title: _____
2. Expected date of completion of manuscript: _____
3. Estimated length of completed manuscript: _____
4. Attach a brief summary (one paragraph) of this publication.
5. What is the significance of this publication and why is it different from other publications on the subject that are currently available?
6. a. Attach an outline of the proposed publication. Please be as specific as possible about the content (e.g., chapter headings, articles, titles, and authors, introduction, etc.).
- b. Attach a tentative bibliography/Webliography for the proposed publication.
7. Define the target audience for this publication. Provide information about the potential market for this publication.
8. Provide information about the author(s), showing his/her qualifications for writing this work. A resume or vita may be attached.
9. Who will be responsible for coordinating the development of this manuscript?

Name _____

Address _____

Phone Number E-mail Address _____

APPENDIX B

GUIDELINES FOR AUTHORS OF MANUSCRIPTS

The following guidelines for authors are adapted from the ALA Editions guidelines, “[Manuscript Preparation Guidelines](http://www.ala.org/ala/aboutala/hqops/publishing/editions/forauthoronly/guidelines.cfm) (See <http://www.ala.org/ala/aboutala/hqops/publishing/editions/forauthoronly/guidelines.cfm>).

When preparing your manuscript for submission—as MS Word or RTF (Rich Text Format) files is assumed. If you are preparing camera-ready copy, however, you will receive different instructions and will be advised through the process by your editor and members of the production staff. **Do not** use any desktop publishing system (e.g., PageMaker) unless under specific instructions from us for camera ready copy.

1. Double space your entire manuscript. This includes quotations, notes, and annotations. Do not use a paragraph indent. Start each paragraph flush left and put a blank line (two hard returns) between the paragraphs.
2. Number the pages consecutively when you have completed your final draft. Begin with Arabic numeral 1 on the upper right portion of the title page, about a half-inch in from the margins, and continue the numbering through all the parts. Do not use Roman numerals or a combination of chapter and page numbers (e.g., IV-3) here. Pencil (dark only) or ink numbering is acceptable. You may retain your word-processor chapter numbering at the bottom of the page in whatever form you prefer.
3. Justify the left margin only. Set your right justification to “OFF.” “Ragged” right is required.
4. Send an original printout of the manuscript, plus the number of copies required by your contract. Printouts must be letter quality, of average darkness.

You may write in (by hand) a modest number of additions and corrections on the printout, but please make them clearly legible and use a caret to indicate their location in the text. Enter all handwritten changes on your disk, so that your submitted disk and manuscript are a match.

Additions and corrections longer than a line should be “type,” not handwritten, in the manuscript and entered on the disk. We prefer that you reprint the revised page, using a hard-page break to accommodate text that exceeds your original page length (thus keeping your original page sequence). Or, you may print out the revised lines on a separate manuscript page, giving clear identification as to their location. E.g., INSERT B FOR PAGE 146. Near the line where the insertion goes, mark “INSERT HERE,” with an arrow to the exact spot. (E.g., INSERT B-146 HERE). Should your disk and manuscript somehow differ, the manuscript is our guide to your final draft. Make your copies after you have marked the manuscript.

5. Follow the *Chicago Manual of Style*, preferably the 15th Edition as your general guide to punctuation, capitalization, long quotes, use of italics, abbreviations (do not use ZIP abbreviations for states except in addresses), bibliographies, etc. Be extremely sparing in your

use of boldface; do not use it simply for emphasis. For endnotes, the *Manual* offers two styles: humanities system and author-date style (see 15th ed.); please use one or the other. Do not use a combination of both. Electronic documents cited should also be referenced. Examples for documentation of materials obtained from computer information services and standards adapted from the *Chicago Manual of Style* for citing electronic documents are provided in *Online! A Reference Guide to Using Internet Sources* (New York: Bedford/St. Martin's Pr., 2003), chapter 7: "Using Chicago Style to Cite and Document Sources," which is available online: <http://www.bedfordstmartins/online/cite7.html>.

6. Include all front and back matter by the deadline date (preferably with the rest of your submission) unless your editor has made other arrangements with you. Front matter always includes title page with author/editor name and other credits as you want them to appear, and a table of contents (TOC). It helps us if you reference the manuscript page numbers (at the top right of your pages) on the TOC. Other front matter you may need includes a dedication, a list of illustrations and/or tables, foreword, preface, acknowledgments, and introduction. Back matter consists of appendixes, notes, glossary, bibliography, author biographical note and/or contributor lists/bios, as appropriate. Indexes are prepared according to your contract.

7. Number endnotes consecutively within each chapter, beginning each chapter with number 1 again. Place the endnote number(s) at the end of the sentence containing the reference(s). Consult with your editor on whether the notes are ultimately to appear on the pages with the references, at the end of the chapter, or the end of the book. On your manuscript, however, the text of the notes should always be typed at the end of each chapter.

8. Number tables and/or figures consecutively. If you have more than one table or figure per chapter, you may number them according to chapter, with chapter number first; e.g., Table 2-1 and Table 2-2.

9. Use a separate sheet for any figures, tables, or graphics meant to be reproduced, rather than placing these items within the running text. Cross reference between the graphic item and the page (e.g., GRAPHIC FOR PAGE 22 on the graphic, and SEE GRAPHIC NO. 22 in the text.)

10. Provide a complete inventory of missing materials if any text, graphics, or other material could not be submitted with the final draft. For each item, provide the date it will be supplied.

Permissions

When quoting from or reproducing copyrighted materials, you must obtain permission from copyright holders if your use exceeds the boundaries of "fair use." These boundaries are discussed in numerous authors' guides, including *The Chicago Manual of Style*. Factors include, the length of a quote relative to the length of the whole work, the nature of the work (e.g., nothing may be quoted without permission from copyrighted song lyrics), and the nature and purpose of your work.

Generally (but with exceptions), a sentence or two from a chapter-length prose text would be fair use, as would an extract up to 300 words from a book-length prose text. However, since authors are responsible for abiding by copyright law, they must familiarize themselves with recent

guidelines on fair use of print, graphic, and electronic materials.

Permission need not be obtained for works in the public domain. Such works would include federal and state government publications (not necessarily government-contracted publications) and works older than 75 years (we suggest using 80 years to be safe).

Standard publishing agreements, including ours, specify that authors must 1) acquire all necessary permissions, 2) provide copies of granted permissions, and 3) pay fees required by the copyright holder. Therefore, we recommend that you borrow only those copyrighted materials most valuable to your work.