

2012 APHA Guidelines For Submitting a Book Prospectus to APHA Press®

The book prospectus process typically involves *three steps: an informal inquiry, a prospectus, and a contract.*

Step One – An Informal Inquiry

To help authors get to the prospectus stage a short inquiry about the book (1,000 to 1,200 words) should be sent to the Director of Publications or to bookproposals@apha.org. This inquiry must be sent via email and include a few paragraphs describing the book, the lead authors, and their current positions, and why the book is an important addition to public health literature. Once received a marketing analysis will be created and it with the inquiry will be reviewed by the APHA Publications Board. The Publications Board members may have questions or recommendations that will help guide authors to develop a successful prospectus. Authors can expect a response by the Publications Board in about three months.

Step Two-the Prospectus

The prospectus should include the following:

Authors and Contributors

- Names, affiliations, and addresses of the lead authors/editors.
- The names affiliations and addresses of the proposed contributors if the book will have multiple authors. Please indicate whether the proposed contributors have been contacted and have agreed to write the chapter as specified in the outline.

Reason for the book

Provide a clear and precise statement of the public health topic or issue to be addressed and why it is pertinent, timely, and worthy of publication. Please assess how the proposed publication would fit into the existing literature on the same or related topics and what it might add to this literature. Please provide:

- A proposed table of contents or outline of contents including a few sentences under each chapter heading summarizing the main theme of each chapter
- An estimated timetable for the completion of the work
- Short resumes of lead authors/editor
- For the lead author of each chapter provide a 100 word biosketch summarizing their qualifications as relevant to the theme of the proposed collection

About your book

Description

Please provide a description of your book in no more than 150 words. This may form the basis of the copy that will appear on the book's cover and in publicity materials. Please therefore explain as clearly as possible what is important about your book, and how it differs from other treatments of the subject.

Key features

Please describe the key features of your book and explain how they will benefit its readers. Please list at least *three*. Will your book include?

- A PowerPoint Deck
- Test Bank With Answers
- Instruction Guide

Competing literature

Please list any books in the same topical area as the one you are proposing.

Marketing your book

Buyers

Please identify who your book is written for and provide substantial information on who the likely buyers will be – for example, associations, institutions, professors, health care professionals, etc.

Special sales

Your book may have sales potential outside the traditional bookshop, library, and academic markets. Please list any institutions, training companies or business organizations that might be interested in making a bulk purchase. In our experience, these sales are most successful where we are given specific contact details. Please append any additional details to this document if required

To which APHA sections do you belong?

- Alcohol, Tobacco and Other Drugs
- Chiropractic Health Care
- Community Health Planning and Policy Development
- Disability
- Environment
- Epidemiology
- Food and Nutrition
- Gerontological Health
- Health Administration
- HIV/AIDS
- Injury Control and Emergency Services
- International Health
- Maternal and Child Health
- Medical Care
- Mental Health
- Occupational Health and Safety
- Oral Health
- Population, Family Planning and Reproductive Health
- Public Health Education and Health Promotion
- Public Health Nursing
- Podiatric Health
- School Health Education and Services
- Social Work
- Statistics
- Vision Care
- Student Assembly

Attach a Short Resume of Lead Authors /Editors

In addition, the following attachment should be included: For each lead author or editor, a four to six page resume is requested, including (1) relevant education, (2) a short description of the most relevant background experiences for the subject area of the prospectus, and (3) citation details of substantial number of relevant publications by the lead authors/editors. Please note that six pages is the maximum resume length per person. (Resume word count is not included in the 1,200 word limit noted above.)

These short resumes are not required for authors of specific chapters if the authors are not a lead author/editor for the project but a 100-word biosketch is required.

Policy on Expenses and Compensation

It should be noted that it is not APHA's policy to compensate authors or editors for their time and effort. However, APHA has a modest budget to cover approved expenses. Approved expenses are those incurred in the preparation of a manuscript, such as costs for photocopying, telephone calls, mail, office supplies, etc. These items should be budgeted in consultation with the APHA Director of Publications.

Submitting the Prospectus

Before submitting the prospectus the lead author/editors are requested to check that all questions have been addressed and the resumes are included. A prospectus may be submitted to the Publications Board at any time by e-mailing a Word document directly to Nina Tristani (nina.tristani@apha.org), Director of Publications, American Public Health Association.

Review and Principal Approval

A preliminary review of the Prospectus is conducted by the Director of Publications. If all items have been fully addressed, the prospectus is forwarded to all members of the Publications Board for review. If the Prospectus is incomplete (see above), then the Director of Publications will return it to the authors, requesting that it be revised and resubmitted. *In some instances a prospectus might be sent for review to 2-3 individuals who are not Publication Board members but are experts in the topical area of the prospectus.*

All completed prospectuses are discussed and voted on at the next semi-annual meeting of the Board or via a conference call involving Board members. After full discussion, decisions by the Board on a prospectus may include: rejecting the prospectus, requesting more information to facilitate a decision, or accepting the prospectus. The second or third option may include a request for a few draft sample chapters or revision/elaboration of the outline. Decisions by the Board on a completed prospectus can be expected in three months.

Acceptance of a prospectus is conditional upon the lead author providing a sample chapter, or some substantive sample of the writing for this product to be reviewed by the Director of Publications and several Board members. Also, in projects where there are multiple contributors the lead author/editor is asked to confirm the willingness of all authors to participate prior to acceptance of the prospectus.

If the Publications Board accepts the prospectus, the Director of Publications will notify the lead author/editor of the decision either to request further information and materials or to go forward with the project.

If the decision is to go forward, a Publisher's Agreement and Copyright Transfer agreement will be forwarded for the appropriate signatures, and the stipulated the responsibilities of authors and editors will go into effect.

Manuscript Development

The authors/editors are responsible for the final development of the manuscript, but will receive assistance from a member of the Board appointed to serve as primary liaison between the Board and the lead authors/editors. If the Board believes that additional expertise is needed, the Board and liaison may seek consultation from an appropriate expert not on the Publications Board. The expert may review portions of the prospectus or the entire prospectus. Any information give to an outside expert will be provided confidentially. The role of the liaison is to review the manuscript in draft form and suggest substantive changes in order to strengthen and streamline the final product.

In most cases, the editorial style of APHA books should conform to the Chicago Manual of Style. This manual may be purchased from any university or specialty bookstore. However, if the contributing authors/editors or the targeted audience are more accustomed to a different reference style (AMA, APA), APHA is willing to discuss alternatives, and lead authors/editors should contact the APHA Book Production Editor.

Final Review and Final Approval

When the authors/editors judge their work to be complete, they present the fully developed manuscript to the liaison that conducts a final review and may make changes and, if appropriate, recommends publication of the manuscript to the Chair of the Publications Board and the Director of Publications.

The Chair of the Publications Board accepts or rejects the recommendation. The Director of Publications conducts a final publisher's review and reserves the right to initiate revisions with the authors/editors before confirming that the manuscript is ready to be published. If for any reason the Publications Board finds it is unable to approve final publication, the material will be returned to the author.

Looking Ahead: Editing and Production

During the production process the authors/editors will work closely with the APHA Director of Publications and the Book Production Editor. All manuscripts are copyedited for grammatical correctness, clarity, consistency, and adherence to Chicago style. Authors/editors will be asked to answer outstanding queries before the manuscript is set in type. They will also be asked to proofread galleys and check pages.

APHA holds the copyright to all new books. Authors/editors are responsible for obtaining permission for their use of material copyrighted elsewhere, such as previously published tables, figures, and graphics and reference to journal articles.

APHA Press Editorial and Author Roles

Lead Author/Editor Responsibilities

The lead author/editor is the person with whom the contract with APHA is signed and is the main contact for APHA production staff.

Before writing starts, the lead author/editor will provide each author with guidelines for their chapter, provided by APHA to include: approximate number of words, figures and tables, appendices, format for citations and references, format for indicating headlines and subheadings and assure that all chapter authors know to follow style guides, file format, and table and figure guidelines

The lead author/editor will review manuscripts before submission to APHA for flow, consistency with other chapters and guidelines provided at the outset. He/she will make sure necessary permissions for figures, tables or any other previously published content are obtained.

He/she will advise each chapter author of the name and role of the APHA Publications Board liaison and will make sure the Publications Liaison's revisions have been incorporated.

In addition the lead author/editor will keep authors abreast of deadlines and keep APHA aware of any author planned vacations or trips taking him/her away from the work or of unexpected circumstances.

Chapter Authors

It is the responsibility of each chapter author to make sure that his/her manuscript has been reviewed and approved by the lead editor/author before submission to APHA. He/she will also follow the guidelines for their chapter, provided by APHA to include: approximate number of words, figures and tables, appendices, format for citations and references, format for indicating headlines and subheadings and follow style guides, file format, and table and figure guidelines.

Chapter authors will also ensure that all necessary permissions for figures, tables or any other previously published content are obtained. In addition, chapter authors will make sure to implement changes requested by their Publications Board liaison.

The editorial/production process takes place in this manner:

1. The Lead editor/Author will determine that the chapter author's manuscript is ready for submission and chapter author will submit to the Editorial Manager manuscript system
2. The Publications Board liaison serves as the public health peer-reviewer and will convey changes to Chapter Author and Lead Editor/Author
3. The Chapter Author makes requested changes

APHA Single Author Role

Single Author Responsibilities

The Author is the person with whom the contract with APHA is signed and is the main contact for APHA production staff.

Once the book prospectus has been approved, the APHA production staff will provide to the author guidelines for the manuscript to include: approximate number of words, figures and tables, appendices, format for citations and references, format for indicating headlines and subheadings.

Before submitting chapters to APHA, the author should review them in terms of flow, consistency with other chapters, revisions requested by the Publications Board, and guidelines provided at the outset. He/she is responsible for obtaining necessary permissions for figures, tables, or any other previously published content by contacting the publisher of the material for which the permission is required.

The author will work with the APHA Publications Board Liaison to insure that all revisions requested by the Liaison have been incorporated. He/she will meet all deadlines and keep APHA aware of any planned vacations or trips taking him/her away from the work or of unexpected circumstances that will affect any deadline.

The editorial/production process takes place in this manner:

1. The Single Author registers in the Editorial Manager manuscript system
www.editorialmanager.com/apha/
2. When the manuscript is deemed ready for submission, the Author submits it (chapter by chapter, TOC, etc) to Editorial Manager manuscript system
3. The Publications Board Liaison serves as the public health peer-reviewer and conveys comments and requested changes to the book author via the Editorial Manager manuscript system
4. The Author make requested changes
5. The Publications Board Liaison notifies the Publications Board Chair and Director of Publication when the manuscript is approved.
6. The chapters go to copyedit and are returned to Author with queries
7. Author answers queries
8. Chapters go to proof stage
9. Author reviews proofs
10. Approved proofs of the book go to press.

Concurrently there will be discussions of the book cover between the APHA production staff and the author.

Role of APHA Publications Board Liaison

The overall purpose of the liaison position is to facilitate the timely production of a high quality publishable manuscript that is in keeping with the revised prospectus as approved by the Publications Board and author/editor.

The liaison is responsible for the following:

- To monitor that the scope and content of the product, as agreed by Publications Board in approving the project, and to ensure that these changes are in evidence in the manuscript.
- To provide a technical review – that is of content and subject matter, not copy editing
- To provide a high level of feedback on themes, flow, and language.
- To serve as a resource for authors on any questions regarding content and emphasis.
- To play an advocacy role on behalf of the editor/author with regard to changes in timetable or challenges encountered in getting sections completed.
- To draw to the attention of the Publications Director and Publications Board Chair any unresolved differences between author/editor and liaison.
- To provide a semi-annual status report on the manuscript for each Publications Board meeting.
- To advise the Publications Director and Chair when the manuscript is acceptable for production.

Although it is not the liaison's role to send reminders to the author/editor of deadlines that are passed, the liaison should inform the Director of Publication when there are significant delays.

The liaison is not responsible for the following:

- To provide detailed copy-editing.
- To answer contractual questions.
- To insure that manuscript preparation is on schedule as agreed between Publications Director and author/editor.

If a liaison does not feel he or she is an expert on a specific chapter(s), they can seek input from an expert after consulting with the Publications Director and Publications Board Chair. The lead author or lead editor can be asked to provide suggestions with regard to outside experts that might be consulted by the liaison.

Schedule of Events

1. Book Production Editor reviews manuscripts for technical issues then reads content to provide liaison with areas he has noted as needing special attention.
2. Liaison contacts Lead Editor/or Lead Author to discuss manuscript and chapters.
3. Lead Editor works with Chapter Authors and submits manuscripts into system.
4. Liaison reviews content and may speak with Chapter Author. Liaison revisions are relayed to Chapter Author.
5. Chapter Author makes corrections to manuscripts.
6. Book Production Editor confirms that corrections/additions have been made.
7. At this point Liaison may ask to review content again or book will continue into copyediting

8. The chapter goes to copyedit and is returned to chapter author with queries
9. Chapter author answers queries.
10. Chapter goes to proof stage
11. Chapter author reviews proofs

Concurrently there will be discussions on the book cover.

Step Three – The Contract

The Director of Publications will draw up a contract for your signature.

If you have questions, please feel free to contact Nina Tristani, Director of Publications at nina.tristani@apha.org.

We value and appreciate your interest in publishing with APHA Press!

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