

# Explore the World of Professional & Scholarly Publishing



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*Looking for a dynamic,  
satisfying career?*

*Then look to scholarly  
publishing!*

From the first writing on papyrus in 2400 BC to the 21st century with more than 100 million domains now registered on the World Wide Web, people in all the professions — arts and humanities, the natural and social sciences, engineering, and health care — have relied on publishers to help them communicate with their peers.

Publishing has been called one of the “accidental” professions because often, without any set plan, people from diverse disciplines somehow find their way there, many of them having started out in pursuit of some other profession. Perhaps it was because they love to read or want to be near the cutting edge of research.

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I did not set out from school to be a publisher.  
**John H. Morgan, Publisher, Three Acorn Press**

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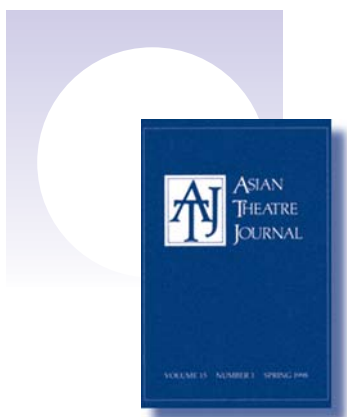
Go to [www.pspcentral.org](http://www.pspcentral.org) for a PDF version of this print booklet and a link to updated information on training opportunities, membership organizations, and key publications.

No matter what your reasons for exploring professional and scholarly publishing, we invite you to take a close look. In this booklet you can explore the possibilities that await someone with your unique talents.

- Your editing might someday help a researcher convey complex ideas clearly to colleagues and the general public.
- Your graphics talents could help a researcher explain an abstract principle through a single image.
- Your software development skills could increase the efficiency of a production process originally designed in the time of Gutenberg.
- Your ability to recognize the potential contributions of the work of a new author could lead to new remedies for health, environmental, and social problems.
- Your grasp of sound business principles could make procedures more cost-effective as publishers move from a world of print to a universe of many formats.

Talents like these would make you a valued member of a rich and diverse community of people dedicated to the transfer of scholarly knowledge in fields such as

aerospace	linguistics
African American studies	literature
art history	mathematics
biology	media studies
business	medicine
chemistry	music
economics	physics
engineering	political science
forestry	psychology
geography	sociology
history	theology
information science	transportation
Latino and Chicano studies	women's studies
law	zoology



I “fell into” publishing when I took a two-week temp assignment at Oxford University Press in New York City. When I found I loved everything about the work and environment and the people at Oxford, I asked if there was a job available. Soon after that I became a copywriter in the Academic Department.

**Audrey Melkin, Vice President, Publisher Relations, Ingenta, Inc.**

I have a science degree and was familiar with journals through doing library research. A job opportunity in my field came up, and I thought it would be an interesting way to apply my degree. Publishing exposes me to a broader vision of science today, in many different areas.

**Jennifer English, Managing Editor, Production, John Wiley & Sons**

## Why Professional and Scholarly Publishing?

For centuries, books and journals have been — and undoubtedly will be for some time — the most efficient and respected way to share the results of scholarly research with a wide audience. Art historians, doctors, economists, geologists — all read or at least browse several journals and books on a regular basis. If they did not discover through these publications what their colleagues were doing, they would be left behind. Advances in areas like medicine and computer science would slow or cease. Scholarly publications make possible progress into the frontiers of every field of endeavor.

### Journals or Books, or Both

Scholarly journals are the first place that discoveries and research findings are reported to a global audience. Such work — which sometimes appears later in newspapers and magazines as well as on TV, radio, and the Internet — must first pass rigorous technical review (called *peer review*). In this way, scientists and scholars share and compare their findings. The peer review process ensures the quality and soundness of the research. This aspect of journal publishing can be exciting and, at times, controversial (for instance, the debate over cold fusion). Some new findings are first reported at medical or scientific conferences, but it is not until they are published in a journal that they become universally accepted.

To give you an idea of the scope of scholarly publishing today, consider these statistics. *Ulrich's Periodicals Directory*,

a comprehensive international directory, contains listings of approximately 38,000 academic/scholarly journals around the world (based on the 2002 edition; source: R. R. Bowker LLC). In 2000, according to *Publishing for Professional Markets 2001–2002*, in the U.S market, \$2.3 billion was spent on journals (or 17% of the market) and \$5.1 billion on legal, scientific, technology, medical, and business books (or 37.5% of the market; source: Simba Information, Inc., Stamford, CT).

Scholarly books provide an outlet for the publication of work on topics that are critical to advancing knowledge but that may not necessarily have mass-market appeal (although occasionally such books have become national bestsellers). It's likely that many of the books you read in college or graduate school were published by scholarly presses.

Many scholarly publishing companies, whether commercial or nonprofit (see page 4), publish both journals and books.

In case you haven't yet explored the tremendous opportunities and immense satisfaction to be derived from working in professional and scholarly publishing, consider these benefits.

You can:

- Use all your previous education, experience, and knowledge to support those at the frontiers of their field.
- Develop and use cutting-edge technologies that help engineers, researchers, physicians, scientists, and other professionals communicate with one another and with the public.
- Create resources and publications that help create new branches and “twigs” of science and scholarship.
- Thrive on the intellectual synergy among scholars and scientists, managers, and coworkers.
- Support the transfer of tools, techniques, and technologies from one field to another to benefit people around the world.
- Work in a lucrative, thriving industry that helps the world move into and beyond the Information Age.

One of the most appealing characteristics of working in professional and scholarly publishing is that you will rarely be bored. The environment overflows with vibrant people with eclectic and energizing interests and experiences. This field is open to people from all different backgrounds — people with experience in the sciences, humanities, arts, or business; it is also one of the most welcoming fields for women and members of diverse cultural groups.

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The aspects of scholarly publishing that have brought me the greatest satisfaction are the interesting research and the creative and interesting people involved in the industry.

**Janet Fisher, former Associate Director for Journals, The MIT Press**

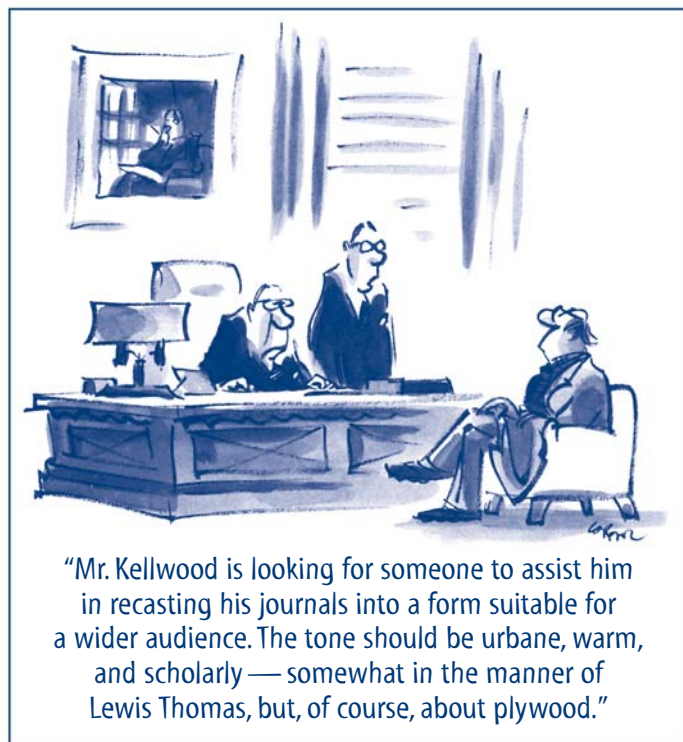
I love this field! I live, dream, and breathe it! Even at its most esoteric and erudite, [scholarly] publishing is, to me, exciting. At its most rudimentary, it's the supreme mental, artistic, and emotional challenge. At its most routine and fundamental, it never allows me to escape being taught a most valuable lesson from someone who shares the SAME passion for THE profession as I do, but from an entirely different perspective.

**D. Kamili Anderson, Director, Howard University Press**

The greatest satisfaction has been the people side of the business. I've been fortunate to meet some of the giants in the publishing industry as well as in medicine and the sciences, from heart transplant pioneer Michael DeBakey to Charles Townes, the “father” of the laser. More than 20 OSA past and present members have been Nobel Prize winners and have published some of their most significant papers in our journals.

**Alan Tourtlotte, Associate Publisher, Optical Society of America**

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## Some Well-Known Scholarly Publications

You may recognize some of the titles below from news reports on TV or the radio or in the popular press. Others on this list represent publications in exciting new areas of professional activity, scholarship, or science.

Here's just a sampling of prestigious journals . . .

*Angewandte Chemie*

(Wiley-VCH)

*Asian Theatre Journal*

(University of Hawaii Press)

*Brain Research Reviews*

(Elsevier Science Publishers)

*Environmental Science & Technology*

(American Chemical Society)

*International Journal of Astrobiology*

(Cambridge University Press)

*Journal of Computational Chemistry*

(Wiley)

*The Lancet*

(Elsevier Science Publishers)

*Mexican Cinema Journal*

(University of Texas Press)

*Nature*

(Nature Publishing Group)

*New England Journal of Medicine*

(Massachusetts Medical Society)

*Science*

(American Association for the Advancement of Science)

And here are some major professional or scholarly books . . .

*Black Writers in Latin America*

(Howard University Press)

*Diversity and Visual Impairment*

(AFB Press)

*The Encyclopedia of Jewish Life Before and During the Holocaust*

(NYU Press)

*Encyclopedia of Science and Technology*

(McGraw-Hill)

*Human Error*

(Cambridge University Press)

*Introducing Global Issues*

(Lynne Rienner Publishers)

*Latino: A Popular Culture*

(New York University Press)

*Memories of Chicano History: The Life and Narrative of Bert Corona*

(University of California Press)

## Where Scholarly Publishing Takes Place

Professional and scholarly publishers are located across the country. Many university presses focus on topics of distinction for that region — for example, books from the University of New Mexico Press on American Indians, anthropology, and Chicano studies; on African American writers and culture from Howard University Press; and from the University of Hawaii Press on Asian and Pacific Islander studies.

Many kinds of organizations — such as museums, foundations, and learned societies — produce professional and scholarly books and journals:

**Academic departments at colleges & universities**  
journals, special publications

**Art galleries**  
collection and retrospective catalogues

**Arboretums & botanical gardens**  
catalogues, research monographs

**Commercial publishers**  
books, business publications, handbooks, journals, reference works, technical magazines

**Foundations**  
books, journals, technical reports, reference works

**Government agencies**  
technical reports, census and labor statistics, reference works, special publications

**Museums**  
catalogues, monographs

**Professional societies**  
abstract publications, books, journals, digests, handbooks, standards, technical magazines

**Research institutes & think tanks**  
monographs, special research reports

**Trade associations**  
business publications, standards, reference works

**University presses**  
books, journals

The largest employers in the field of professional and scholarly publishing are commercial publishers, professional societies, and university presses.



## Your Career Needs and Goals

As you consider a job or career in professional and scholarly publishing, ask yourself the following questions:

### *Am I willing to begin at an entry-level position in order to find out if scholarly publishing is right for me?*

You're lucky — entry-level jobs abound in all areas of scholarly publishing. (See “Positions Available” for job descriptions and job-search resources.) But if you already have related work experience in another field, there may be an equivalent-level job for you in a scholarly publishing environment.

### *Do I want the security of being a full-time employee, or would I prefer the challenge of being an entrepreneur?*

Scholarly publishing affords many opportunities to work in small, medium, or large organizations as either a full-timer or an independent contractor or freelancer.

### *What are my salary goals?*

Though scholarly publishing salaries typically don't rival those in computer science, medicine, or the law, salaries are competitive and vary by region, years of experience, and management level.

### *Do I enjoy working at the forefront of innovation, or am I more comfortable with an established area?*

Scholarly publishing jobs can be found both in organizations at the “bleeding edge” and in traditional environments.

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I've worked in some aspect of publishing (medical, legal, government) for a total of 20 years. My choices were shaped by job openings within a commuting distance I could tolerate. My original dream, as a 12-year-old who discovered the *Mademoiselle* and *Glamour* August College issues, was to work in fashion magazine publishing. In hindsight, I'm much happier with the path I've taken. Publishing for me is about the process, not the content — at least the side of publishing that I've always been involved in. I like to make someone else's content work.

**Patricia Shaffer, Director of Publications, INFORMS, Institute for Operations Research and the Management Sciences**

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### *How well do I work under deadline pressure?*

There are deadlines in every professional endeavor, and scholarly publishing is no exception. You can also gain great satisfaction as you see a project progress from its conceptual stage through its “birth” and “delivery.”

### *How much time and money am I willing to devote to preparing myself for a career in publishing?*

See the “Education and Training” section for information about courses and programs that can increase your skills and knowledge.

### *Am I happy working on repetitive tasks, or am I easily bored?*

Many jobs in scholarly and professional publishing involve wearing many hats, especially in smaller organizations. These kinds of jobs offer challenge and variety.

### *How fast do I want to move up the ladder?*

Although the size of the organization may determine your advancement opportunities, in most scholarly publishing environments, there are plenty of opportunities to move ahead.

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I began my career right out of college in the Accounting Department of Williams & Wilkins. From there I advanced to assistant head of marketing, then on to college traveler and then to field sales director in charge of the college travelers and sales reps. My career from that point on has focused on the management of publications sales and marketing along with the management of customer service, fulfillment, and advertising and exhibit sales, with the latest addition being management of book acquisitions.

**Alan Tourtlotte, Associate Publisher,  
Optical Society of America**

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### *Do I want travel to be part of my career?*

Many professionals in scholarly publishing travel throughout the country and around the world as part of their jobs — acquisitions editors, licensing managers, and marketing and sales staff, to name a few.

## Positions Available

Professional and scholarly publishing offers a rich variety of career opportunities. This section just touches on some of the job titles and responsibilities (which vary from publisher to publisher). For more details about the work involved in these areas, check out the “Resources” section. Scholarly publishing continues to encourage ethnic, racial, and gender diversity. Many publishers are actively recruiting members of minority groups, and special internships for them are often

available. Publishing is a field of ideas and creativity, and it depends on a diversity of viewpoints and voices like yours to make it relevant in a multicultural society.

## Editorial/Acquisitions

One distinction between book and journal publishing is that books are usually *acquired* — either when an author sells a concept based on an outline plus some sample chapters to an editor, or when an editor seeks out a qualified author to make the idea for a book a reality. Journals, on the other hand, are *created*, and, for the most part, manuscripts are submitted unsolicited.

In book publishing, editors are often called on to write dust jacket copy, author biographies, press releases, and memos. In textbook and scholarly book publishing, there is a hierarchy of editorial functions performed by **executive editors (planning and management)**, **senior editors**, **associate editors**, **assistant editors**, and **editorial assistants** working together in the areas of reading, creating, editing, and proofreading. Project editors may be involved as liaisons with the marketing department to promote the title to the appropriate audience.

In large journal operations, there are also several levels of editors. An **editor-in-chief** orchestrates peer review and determines which manuscripts are published. Usually the editor-in-chief is a leading active researcher employed by a university who handles the journal's editorial responsibilities as part of his or her academic duties. An **acquisitions editor** serves as the strategic contact between the editor-in-chief and the publishing company. The acquisition editor monitors the journal in the context of publishing trends and the changing environment of research in order to continually position the journal to best serve its authors and readers. Although a Ph.D. is not a prerequisite for the acquisitions editor, this aspect of the job draws on knowledge of the field, so graduate study is recommended. The acquisitions editor may also be responsible for the journal's financial performance, though sometimes a director of publications or a journals manager may perform this function. At the next level is the **managing editor**, who ensures that all primary functions of copyediting, prepress production, printing, binding, and fulfillment take place on time and within budget.

## Production

**Production editors** facilitate and track the flow of manuscripts through composition, proofing, design, and printing. Publications staff working in this area not only interact with their colleagues in house but also manage relations with a host of suppliers, including graphic artists, typesetters, and printers. Production is one area that has seen tremendous impact from the digital “revolution”; many publishers now produce an electronic file, and the



printer takes it directly to printing plates. The future promises to bring even more innovation, including print on demand (one copy of a book can be produced at a time, at a customer's request), downloadable publications on the Web, and more.

## Technology

The application of computer technology has created an ever-changing environment in the world of professional and scholarly publishing. Nearly everyone needs to master certain basic computer applications to function effectively. Publishers also employ, whether as full-time staff or contractors/consultants, **information technology (IT) specialists**, **database administrators**, and specialists in the development of electronic information products, portals, and Web sites.

It is no longer unusual to see staff with titles that include phrases such as *digital publishing*, *database administration*, *electronic commerce or business*, *electronic publishing*, *on-line product development or marketing*. There will be an increasing need for people with computer aptitude, literacy, and vision to serve on the staff of professional and scholarly publishing companies in the 21st century.

## Business/Finance

Scholarly publishers are in business (whether for-profit or not-for-profit) and, like every other business, must keep pace with technological advances in order to maintain acceptable levels of service and efficiency while remaining competitive in the marketplace. Computerized record keeping and bookkeeping systems now drive publishers' accounting systems.

One of the major issues facing publishing business operations today, especially for journals, is how to maintain financial viability during the period of transition from a print-only world to one populated by paper, CD-ROMs, on-line databases, Web sites, and other electronic formats. If your talents lie in these areas (for example, as an **accounting assistant or director** or even a **CEO**), then professional and scholarly publishers have a job for you.

## Distribution/Customer Service

This area of publishing is responsible for making sure a book or journal issue gets into the hands of individual and institutional customers. **Inventory control staff, database managers, and warehouse, shipping, and billing clerks** are just a few of the positions required to ensure that activities are carefully and correctly managed every day.

## Marketing

For some professionals in publishing, marketing is the most exciting and dynamic phase of the process: No matter how good the book or the journal, without good **marketing researchers, graphic artists, and database managers**, readers don't know about it.

Marketing scholarly books and/or journals means mastering a delicate balance of many functions, activities, and tasks. The list is long, with the major components being research, planning, management, direct mail promotion (brochures, catalogues, and flyers), e-based promotions, renewals, author publicity/book clubs, sales, site licenses for libraries and consortia, advertising, exhibits, subscription agent and book jobber relations, reprints and permissions, distribution rights, telemarketing, testimonials, training seminars, user groups, document delivery, and electronic access. Each area can make for a career itself.

## Skills for Working in Scholarly Publishing

We asked senior managers in a variety of publishing operations to list the skills they thought would best equip someone to work in professional and scholarly publishing. Here's what they said:

- ✓ Attention to detail
- ✓ Enthusiasm
- ✓ Love of language
- ✓ Ability to work with people (authors, coworkers, members, vendors) in a team-oriented environment
- ✓ Willingness to face change joyfully
- ✓ Good communication skills
- ✓ A passion for communicating scholarship/science
- ✓ Ability to learn quickly
- ✓ Diplomacy
- ✓ Patience
- ✓ Effective problem-solving

## Applying for a Job in Scholarly Publishing

Libraries and the Internet provide excellent resources to help you craft a compelling résumé and explain your talents in an interview. In this section we provide a number of additional sources of information about careers and opportunities in scholarly publishing.

If you're still an undergraduate or graduate student with an interest in scholarly publishing, you may be well placed to obtain skills and knowledge that will give you an edge in the marketplace.

See if your college or university offers regular or extension courses in publishing-related topics. These may be found in the departments of English, Journalism, or Communication. You can also gain valuable writing/analysis experience in History, Political Science, and Sociology. If you've got your eye on a job with a science publication, look at courses in the scientific areas that interest you.

Find out if there are publishing internships in your area. (See below for more on internships.) Make the best of your internship by finding a mentor or role model, being polite and professional, and getting some glowing references before you leave.

Ask faculty members in publishing-related departments if they would consider mentoring you. (They make excellent references!)

## Job-Search Resources

We've provided some resources under "Education and Training," "Membership Organizations," and "Resources." In addition to the Job Banks run by the professional organizations listed there, the following are excellent resources for employment opportunities.

**PublishersLunch.com** is a Web site that provides useful information almost daily on a host of publishing activities. Of special interest to students and alternative career seekers is The Lunch Job Board, a free source of positions open at book publishing programs of all sizes. Sign up for a free subscription to the newsletter.

### *Publishers Weekly* **Weekly Exchange Classifieds.**

In the print edition of the magazine, in addition to Positions Open, you'll find ads for personnel agencies specializing in the publishing industry. On the Web site, <http://publishersweekly.reviewsnews.com>, under the section labeled Tools & Services, you'll find Jobs — Publishing. These jobs cover the entire spectrum of book publishing including scholarly, professional, and reference.



## Education and Training

Below is a list of university-based programs in the United States that offer courses, certificates, and/or degrees in the area of publishing. Also included are descriptions of some internship programs. In addition, check “Membership Organizations” to learn about technical sessions at annual meetings, conferences, seminars, and workshops that will enhance your university training or provide for your continuing professional development.

### University Programs

#### Arizona State University, Scholarly Publishing Certificate Program

Scholarly Publishing Program  
Department of History  
Box 872501  
Tempe, Arizona 85287-2501  
480/965-5775  
Director: Beth Luey  
beth.luey@asu.edu  
[www.asu.edu/clas/history/graduate/scholarlypub.html](http://www.asu.edu/clas/history/graduate/scholarlypub.html)

Offers publishing training for graduate students in any discipline, as well as working professionals. Students may focus on either the editorial or the design and production aspects of scholarly publishing. An internship program has been in existence since 1980, in conjunction with the History Department's Public History program. More than 100 interns have been placed. The internship, which is usually taken in the summer, requires eight weeks of full-time work or the equivalent.

#### The Center for Publishing at New York University: Educating the Global Publishing Industry

NYU School of Continuing and Professional Studies  
NYU Midtown Center  
11 West 42nd Street, Room 400  
New York, NY 10036  
212/790-3232  
Fax 212/790-3233  
Director: Robert Baensch  
pub.center@nyu.edu or robert.baensch@nyu.edu  
<http://www.scps.nyu.edu/pubcenter>

The Center for Publishing has an entry-level Summer Publishing Institute plus certificate programs in Book Publishing, Electronic Publishing, Magazine Publishing, Business-to-Business Publishing, and Editing as well as seminars and conferences and a graduate degree in publishing. The Master of Science in Publishing at the School of Continuing and Professional Studies teaches the business of publishing (requires two years of business experience).

#### Columbia Publishing Course

The Graduate School of Journalism  
Columbia University  
2950 Broadway, MC 3801  
New York, NY 10027-7004  
212/854-1898  
Director: Lindy Hess  
publishing@jrn.columbia.edu  
[www.jrn.columbia.edu/publishing](http://www.jrn.columbia.edu/publishing)

The Publishing Course was founded in 1947 at Radcliffe College and moved to the Columbia University Graduate School of Journalism in 2000. The Publishing Course provides a comparison of book, magazine, and electronic publishing through an intensive introduction to all aspects, from evaluations of original manuscripts to sales and marketing of finished products. Students learn from writers, editors, publishers, design directors, illustrators, advertising experts, and publicists — all of whom are leaders in the industry. Students learn about publishing through a rigorous schedule of lectures, seminars, workshops, and completion of professionally evaluated assignments.

#### Emerson College, Department of Writing, Literature and Publishing (WLP)

120 Boylston Street  
Boston, MA 02116  
617/824-8750  
Fax 617/824-7856  
Acting Department Chair: Robin Fast  
Jeffrey\_Seglin@emerson.edu  
[http://www.emerson.edu/writing\\_lit\\_publishing.cfm?doc\\_id=151](http://www.emerson.edu/writing_lit_publishing.cfm?doc_id=151)

The Master of Arts in Publishing and Writing degree program is designed to meet the needs of students who are interested in pursuing careers in publishing or as writers or professionals in a writing-related field. The program offers courses in book, magazine, and electronic publishing; fiction and nonfiction writing; and literature and criticism. Internship and apprenticeship opportunities are available through the program in Boston-area publishing and production firms and advertising agencies. The book publishing sequence is endorsed by the Education Committee of the Association of American Publishers.

**GW Solutions, A George Washington University Enterprise,  
Center for Professional Development, Publication Specialist  
Program**

2029 K Street, NW, Suite 600  
Washington, DC 20006  
202/973-1175  
Fax 202/973-1165  
Program Contact: Jenna Reedy  
jreedy@gwu.edu  
<http://www.gwu.edu/~cpd/programs/CWPS/index.html>

Two certificates are offered: the Publications Specialist Certificate and the Professional Editing Certificate. The former provides a comprehensive foundation to anyone interested in publications and addresses the traditional areas of editing and graphic design as well as production, marketing, and publications management. In the Professional Editing Certificate program, students develop the finely tuned editorial skills necessary to become adept in style guide and language usage. In addition, they learn how to meet the needs of both author and audience.

**Pace University, Dyson College of Arts and Sciences,  
M.S. in Publishing Program**

1 Pace Plaza  
New York, NY 10038-1598  
212/346-1417  
Director: Sherman Raskin  
beegidi@pace.edu  
[http://appserv.pace.edu/execute/page.cfm?doc\\_id=6619](http://appserv.pace.edu/execute/page.cfm?doc_id=6619)

Pace's Master of Science in Publishing Program should be attractive to students with an interest in literature, language, and writing. Internships at various publishing companies help students obtain professional experience before graduation. The majority (70%) of students in the program are working in publishing programs. On-line publishing courses are also available. In addition, Pace offers three certificate programs: a Certificate in Book Publishing, a Certificate in Magazine Publishing, and an Online Certificate in the Business Aspects of Publishing.

**Stanford University, Stanford Publishing Courses  
for Professionals**

Green Library  
557 Escondido Mall  
Stanford, CA 94305-6004  
650/725-4301  
Fax 650/736-1904  
Director: Holly Brady  
publishing.courses@stanford.edu  
<http://www.stanford.edu/group/publishing/contact.html>

The Stanford Publishing Courses offer highly tailored courses for working professionals who want to expand their expertise in the business of publishing and increase their understanding of the publishing opportunities afforded by the Web and new media. Participants are drawn from publishing houses, corporations, associations and nonprofits throughout the U.S. and around the globe. SPC also offers a free Job Postings section for magazine and book publishers.

**University of Chicago, Continuing Education,  
Publishing and Writing Program**

Graham School of General Studies  
5835 South Kimbark Avenue  
Chicago, IL 60637  
773/702-1682  
Fax 773/702-6814  
Director: Stephanie Medlock  
s-medlock@uchicago.edu  
<http://grahamschool.uchicago.edu/business/subprogram.cfm?subprogramid=339&forcredit=2>

The University of Chicago offers technologically advanced courses, many of which have been developed and are taught by staff of The University of Chicago Press. Among the courses are Basic Manuscript Editing, Managing Design Development, Negotiating Publishing Contracts, and Introduction to Book Production.

**University of Denver Publishing Institute**

Pearlann Zelarney, Co-Director (Denver)  
UD Publishing Institute  
2075 South University Blvd., D114  
Denver, CO 80210  
303/871-2570  
Fax 303/871-2501

Elizabeth Geiser, Director (New York)  
UD Publishing Institute  
335 East 51st Street, #5E  
New York, NY 10022  
212/752-8652  
Fax 212/752-4658  
pi-info@du.edu  
<http://www.du.edu/pi>

The Publishing Institute is an intensive, full-time, four-week, graduate-level course that devotes itself to all aspects of book publishing. Offered are workshops and teaching sessions in editing, marketing, and production. During the final week, the Institute provides career counseling sessions and a job fair to assist students in finding positions in publishing.

**University of Virginia, School of Continuing and Professional Studies, Publishing and Communications Institute**

P.O. Box 400764

Charlottesville, VA 22904-4764

800/346-3882 or 434/982-5345

Fax 434/982-5239

Director: Beverly Loo

beverlyloo@virginia.edu

<http://uvace.virginia.edu/cup/publishing>

Year-round courses, workshops, and Certificate Programs in Electronic Publishing, Editing, and Book Publishing are offered. In addition, there is an annual Summer Publishing Institute for Professionals and an annual national electronic publishing seminar, Publishing in the 21st Century, cosponsored by the University of Virginia and the Library of Congress, held in April at the Library of Congress.

## Internships

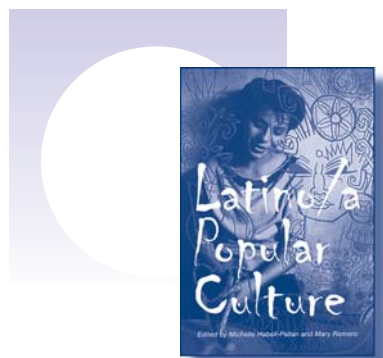
Several of the university-based programs work to place their students with local publishers, but some personal initiative may be necessary if you're serious about getting practical experience that will lead to a full-time job in scholarly publishing.

Not all publishers have established programs for interns, but many are willing to consider taking on one or two interns per semester. In addition to the few formal resources and programs cited here, don't hesitate to contact a book or journal commercial publisher, professional society, or university press near your campus for a work-study program or near your home for a summer intern position. Send your résumé along with a cover letter that explains why you'd like to work for the publisher, lists your skills and talents, and indicates the type of publishing experience(s) you're seeking.

Some universities offer internships specifically for minorities.

**Internweb.com** is devoted solely to connecting employers and college students. The site is free, allowing employers to post internships and students to view internships. It features a real-time database that enables searching by internship type, employer type, geographic location, or any combination.

**College of William & Mary's Alumni Publishing Advisory Group (PAGE)** was founded in 1992 to advise and assist William & Mary students and recent graduates seeking to enter book publishing and help Career Services plan and organize the biennial William & Mary Ferguson Seminar in Publishing. More than 11,000 internships and summer job opportunities are listed from 13 universities, making this the most comprehensive internship resource on the Web.



For additional information and access to the Web site, contact Office of Career Services, Blow Memorial Hall, Williamsburg, VA 23187, 757/221-3231, [career@wm.edu](mailto:career@wm.edu).

**Elsevier Science Publishers** offers college graduates a management traineeship. Students become familiar with the Elsevier Science organization; virtually all trainees go on to become full-time Elsevier employees. The program varies according to the skills and career goals of each trainee. Most traineeships last 18 months (six placements of three months each). For the U.S. trainee program, contact Lex Konnerth, [lkonnerth@elsevier.com](mailto:lkonnerth@elsevier.com).

**The New Press** brings in 4-6 interns every three months to learn all sides of the book publishing process. New Press internships are full-time for 3 to 5 months and include a \$15/day stipend. Academic credit can also be arranged. Applications are accepted year-round. Send your résumé to Christine Johansen or Maureen Grolnick, The New Press, 450 West 41st Street, 6th Floor, New York, NY 10036; 212/629-8802, fax 212/629-8617.

**University Press of Kentucky** offers both semester-long internships for course credit and an internship funded by the Scripps Howard Foundation (targeted for journalism majors). Interns work in the editorial and marketing departments with a focus on publicity and sales. For more information, contact Leila Salisbury, Marketing Manager, [leilas@uky.edu](mailto:leilas@uky.edu) or 859/257-8442.

**University of Missouri Press** offers a formal internship program only for course credit for undergraduate and graduate English students at the University of Missouri-Columbia, 2910 LeMone Boulevard, Columbia, MO 65201; 573/882-7641, fax 573/884-4498.

# Membership Organizations

## **Association of American Publishers (AAP) Professional and Scholarly Publishing Division (PSP)**

71 Fifth Avenue  
New York, NY 10003-3004  
212/255-0200  
Fax 212/255-7007

Vice President (PSP): Barbara Meredith  
<http://www.pspcentral.org>

AAP, with more than 300 member publishers throughout the United States, is the principal trade association of the book publishing industry. PSP members publish the vast majority of materials produced and used by scholars and professionals in science, medicine, technology, business, law, and the humanities. These publishers produce books, journals, computer software, databases and CD-ROMs. Many PSP member organizations list jobs on their Web sites, and links to these sites can also be found on the PSP Links page. Positions wanted listings are also accepted; for details, contact Sara Brandwein ([sbrandwein@publishers.org](mailto:sbrandwein@publishers.org)).

## **Association of American University Presses (AAUP)**

71 West 23rd Street  
New York, NY 10010  
212/989-1010  
Fax 212/989-0275  
Executive Director: Peter Givler  
<http://www.aaupnet.org>

AAUP is the largest and oldest association of nonprofit scholarly publishers in the world. The 121 member publishers include university presses, scholarly societies, research institutions, and museums. They publish books and journals reporting cutting-edge research in virtually every field of human knowledge. Your own alma mater may have such a press — look at their Web sites for topic coverage. Member presses post available jobs on a freely accessible section of the AAUP Web site.

## **Bookbuilders of Boston**

27 Wellington Drive  
Westwood, MA 02090  
781/326-3275  
Fax 508/782-6926  
President: Andrew Van Sprang  
<http://www.bbboston.org>

Bookbuilders of Boston, a nonprofit organization founded in 1937, is dedicated to bringing together people involved in book publishing and manufacturing. Its membership represents all facets of the book industry: editing, design, production, manufacturing, and marketing. The Job Bank at [http://www.bbboston.org/default\\_frame\\_job.htm](http://www.bbboston.org/default_frame_job.htm) is freely available.

## **BookBuilders West (BBW)**

P. O. Box 7046  
San Francisco, CA 94120-9727  
Jobs Bank Hotline: 510/643-8600  
President: Tony Crouch  
<http://www.bookbuilders.org>

BBW is a nonprofit professional association founded in San Francisco in 1969 to promote and support book publishing in the 13 western states. BBW Southern California meets a few times a year. Summer internship programs are arranged in order to attract gifted young people to book publishing in the West. The Job Bank page at [http://www.bookbuilders.org/JBnk\\_p1.htm](http://www.bookbuilders.org/JBnk_p1.htm) is accessible to all.

## **Council of Literary Magazines and Presses (CLMP)**

154 Christopher Street, Suite 3C  
New York, NY 10014-2839  
212/741-9110  
Fax 212-741-9112  
Executive Director: Jim Sitter  
<http://www.clmp.org>

Established in 1967, CLMP is dedicated to serving and supporting the independent literary publishing community in the United States. LitNet provides a forum for discussion and a concentrated voice for writers, editors, publishers, booksellers, and librarians, among others, who are concerned about censorship and government funding for the arts.

## **Council of Science Editors (CSE)**

11250 Roger Bacon Drive, Suite 8  
Reston, VA 20190-5202  
703/437-4377  
Fax 703/435-4390  
Executive Director: Kathy Hoskins  
[CSE@CouncilScienceEditors.org](mailto:CSE@CouncilScienceEditors.org)  
<http://www.councilscienceeditors.org>

CSE, formerly the Council of Biology Editors, was established in 1957 by the joint action of the National Science Foundation and the American Institute of Biological Sciences. More than 1200 members work to attain the major goal of the organization: to improve and promote effective communication in primary and secondary science publishing. Any individual interested in the mission and purpose of the CSE is eligible for regular membership. CSE also offers a student membership category. The CSE JOB BANK is available free of charge at the Council's Web site. Visitors may register to receive an e-mail each time a new job is posted.

### Society of National Association Publications (SNAP)

1595 Spring Hill Road, Suite 330  
Vienna, VA 22182  
703/506-3285  
Fax 703/506-3266  
President: Howard Hoskins  
snapinfo@snaponline.org  
<http://www.snaponline.org>

SNAP is a nonprofit professional society serving the needs of association publishers and communications professionals by fostering effective relationships between publishers, communications professionals, and industry providers, and by developing and maintaining high editorial and advertising standards. The SNAP Online Career Center is listed with Web search engines and human resources departments and is free to visitors who complete the SNAP Online Career Center Post-a-Listing form.

### Society for Scholarly Publishing (SSP)

10200 West 44th Avenue, Suite 304  
Wheat Ridge, CO 80033-2840  
303/422-3914  
Fax 303/422-8894  
Executive Director: Francine Butler  
info@sspnet.org  
<http://www.sspnet.org>

The mission of SSP, which was founded in 1978, is to advance scholarly publishing and communication and the professional development of its members through education, collaboration, and networking. SSP provides the opportunity for interaction among members in all aspects of scholarly publishing, including journal and book publishers, librarians, manufacturers, and Web editors. SSP offers spring and summer educational seminars. Reduced dues are available for students and early career professionals. The Job Bank is open to all.



## Key Publications in Scholarly Publishing

From Web sites to newsletters to journal articles to books, a wealth of information is available for you to see if professional and scholarly publishing is right for you. Below are just a few.

### Web Sites

In addition to the sites given earlier, be sure to visit these Web sites:

#### Canadian Centre for Studies in Publishing

<http://www.harbour.sfu.ca/ccsp/home.html>

#### Center for the Book, Library of Congress

<http://lcweb.loc.gov/loc/cfbook>

#### Chicago Book Clinic

<http://www.chicagobookclinic.org>

#### Evangelical Christian Publishers Association

<http://www.ecpa.org>

#### International Association of Scholarly Publishers

<http://www.iasp.at>

#### International Publishers Association

[http://www.ipa-uei.org/ipa/ipa\\_id.html](http://www.ipa-uei.org/ipa/ipa_id.html)

#### National Association of Independent Publishers

<http://www.publishersreport.com>

#### National Information Standards Organization

<http://www.niso.org>

#### Publishers Marketing Association

<http://pma-online.org>

#### Small Press Center

<http://www.smallpress.org>

#### Small Publishers Association of North America

<http://www.SPANnet.org>

### Periodicals

*Arts and Letters Daily*, published electronically Monday through Saturday by University Business, LLC. Editor: Denis Dutton. *A&LD* is an extensive compendium available free at <http://www.aldaily.com>. *Arts & Letters Daily*, University Business, LLC, 135 Madison Ave., 4th Floor, New York, NY 10016.

*Cites & Insights: Crawford at Large* is a print newsletter available free in PDF format at Crawford at Large, the link should be <http://cites.boisestate.edu> Editor: Walt Crawford, copyrighted by Walt Crawford.

*Collection Management and Scholarly Electronic Publishing Resource* originated from the research project undertaken in late 1997–early 1998 that resulted in the report, “The Publishing of Electronic Scholarly Monographs.” Editor: C. J. Armstrong. The bibliography may be accessed freely at [http://www.i-a-l.co.uk/CM\\_Bibl.htm](http://www.i-a-l.co.uk/CM_Bibl.htm).

*Convergence: the journal of research into new media technologies* is a quarterly publication from the University of Luton

Press in the UK. Editors: Julia Knight, Jeanette Steemers, and Alexis Weedon. University of Luton Press, University of Luton, 75 Castle Street, Luton Beds. LU1 3AJ, UK, [ulp@luton.ac.uk](mailto:ulp@luton.ac.uk), [www.ulp.org.uk](http://www.ulp.org.uk). US 2002 individual subscription rates are \$72 (surface mail) and \$80 (airmail).

*Copyeditor* is published bimonthly by McMurry Newsletters.

Editor: Barbara Wallraff. McMurry Newsletters, 1010 E. Missouri Ave., Phoenix, AZ 85014, [www.copyeditor.com](http://www.copyeditor.com). US 2002 subscriptions: one year \$69; two years \$118. The Web site includes freely accessible job listings.

*The Editorial Eye* is a 12-page monthly newsletter published by EEI Communications. Editor: Linda B. Jorgensen.

EEI Communications, EEI Press, 66 Canal Center Plaza, Suite 200, Alexandria, VA 22314-5507, 703/683-0683, fax 703/683-4915, [eye@eeicom.com](mailto:eye@eeicom.com), <http://www.eeicomcommunications.com/eye>. 2002 subscription rate: \$129.

*European Science Editing*, the journal of the European Association of Science Editors, is partly available on the association's Web site. Chief Editor: Hervé Maisonneuve. European Association of Science Editors, EASE Secretariat, c/o Mrs. Jennifer Gretton, P.O. Box 426, Guildford, GU4 7ZH, UK, [www.ease.org.uk](http://www.ease.org.uk). Membership includes a free subscription to the print version.

*Journal of Electronic Publishing* is a completely electronic publication by the University of Michigan Press. Editor: Judith Turner. Available free of charge at <http://www.press.umich.edu/jep/pnote.html>.

*Journal of Scholarly Publishing*, published quarterly by the University of Toronto Press Inc. Editors: Bill Harnum and Siobhan McMenemy. Journals Department, University of Toronto Press, 5201 Dufferin St., North York, Ontario M3H 5T8 Canada, 416/667-7810, fax 800/221-9985, [journals@utpress.utoronto.ca](mailto:journals@utpress.utoronto.ca), <http://www.utpjournals.com>. 2002 subscription rate: CAN\$30, students CAN\$20.

*Learned Publishing* (formerly the *Bulletin of ALPSP*) is published quarterly by The Association of Learned and Professional Society Publishers. Editor: Michele Benjamin. ALPSP Publications Centre, Distribution Centre, Blackhorse Rd., Letchworth, Herts SG6 1HN, UK, [editor@alpsp.org](mailto:editor@alpsp.org), <http://www.learned-publishing.org>. Available free on line at the ALPSP Web site.

*Logos: Professional Journal of the Book World* is published quarterly by Whurr Publishers Ltd. Editor: Gordon Graham. Turpin Distribution Services Ltd. Blackhorse Road, Letchworth, Herts SG6 1HN, UK, [info@whurr.co.uk](mailto:info@whurr.co.uk), <http://www.whurr.co.uk>. 2002 US subscription rate: \$68.

*Mill Creek Partners Newsletters*, three e-mail newsletters, each a summary of recent developments in selected

areas of publishing. The newsletter of most interest to those interested in scholarly publishing is *Book and Professional (including Scientific/Technical/Medical) Publishing* is free to registered users at <http://www.millcreekpartners.com/news/news.htm>

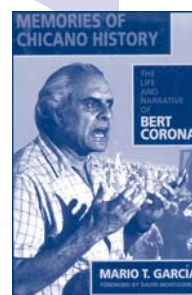
*Perspectives in Electronic Publishing* is a new model electronic publication produced within the Intelligence, Agents, Multimedia Research Group at the University of Southampton, UK. Editor: Steve Hitchcock. IAM Research Group, Department of Electronics & Computer Science, University of Southampton, Highfield, Southampton SO17 1BJ, UK, [sh94r@ecs.soton.ac.uk](mailto:sh94r@ecs.soton.ac.uk), <http://aims.ecs.soton.ac.uk/pep.nsf>. Accessible free at the Web site.

*PMA Newsletter* is published monthly by Publishers Marketing Association. Editor: Jan Nathan. Publishers Marketing Association, 627 Aviation Way, Manhattan Beach, CA 90266, 310/372-2732, fax 310/374-3342, [info@pma-online.org](mailto:info@pma-online.org), <http://pma-online.org>. Provided with membership (see the Web site for categories).

*Publishers Weekly: The International News Magazine of Book Publishing and Bookselling*. Editor-in-Chief: Nora Rawlinson. Publishers Weekly, P.O. Box 16178, North Hollywood, CA 91615-6178, 800/278-2991, fax 818/487-4550, [publishing@espcomp.com](mailto:publishing@espcomp.com), <http://publishersweekly.reviewsnews.com>. 2002 US individual subscription rate: \$199. A free e-mail newsletter with limited content is available by registering at the Web site.

*Publishing Research Quarterly*, started in 1986 as *Book Research Quarterly*, is published quarterly by Transaction Periodicals Consortium. Editor: Robert Baensch. Transaction Publishers, 390 Campus Dr., Somerset, NJ 07830, 888/999-6778, fax 732/748-9801, [orders@transactionpub.com](mailto:orders@transactionpub.com), <http://www.transactionpub.com>. 2002 subscription rate: \$68 (print edition); also available on line (see Web site for details).

*Science Editor*, formerly *CBE Views*, is published bimonthly by the Council of Science Editors, Inc. Editor: Barbara Gastel. CSE Headquarters, 11250 Roger Bacon Dr., Suite 8, Reston, VA 20190, 703/437-4377, fax 703/435-4390, [CSE@CouncilScienceEditors.org](mailto:CSE@CouncilScienceEditors.org), <http://www.councilscienceeditors.org>. Free with CSE membership (2002 dues are \$125, \$25 for students; includes free access to the Web site and Job Bank).



*Serials Review* is published quarterly by Pergamon, an imprint of Elsevier Science. Editor: Connie Foster. Nearest Elsevier regional sales office (go to [www.elsevier.com](http://www.elsevier.com) for details). 2002 US subscription rate: \$90.

*The Seybold Report* is the flagship of Seybold Publications. Editor: Peter Dyson. Seybold Publications, 428 E. Baltimore Ave., P.O. Box 644, Media, PA 19063, 800/325-3830 or 610/565-6864, fax 610/565-185, [PubSvcs@seyboldreports.com](mailto:PubSvcs@seyboldreports.com), <http://www.seyboldreports.com>. 2002 subscription rate: \$595 (includes 24 issues, e-mail alerts when issues are posted on line, 52 issues of *The Bulletin*, unlimited access to the E-Book Zone, Web access to browse issues archived since 1994).

## Articles & Guidelines

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(Tracey Sobol); "Week-in-Residence: Professional Development for Experienced Publishers" (Lisa Dellwo); "Education for Publishing: The Needs of the Global South" (Ian Montagnes).

*GuideLine Series* from The Council of Science Editors. Booklets on issues of interest to science editors and the scientific community. Three of interest to students and professionals in scholarly publishing are *The Publication Process at Biomedical Journals*, *Levels of Technical Editing*, and *Editing Science Graphs*.

*Guidelines for Scientific Publishing*. Anthony Watkinson. ICSU Press Committee on Dissemination of Scientific Information. International Council for Science, Paris, France, 1999. Available at <http://users.ox.ac.uk/~iscuinfor/Guidelines.htm>

## White Papers

The Sheridan Press, Hanover, PA, commissioned 10 papers (below). Write to The Sheridan Press, Printing and Publishing Services, 450 Fame Ave., Hanover, PA 17331, or send a fax request to 717/633-8900.

*Implementing Information Technology Systems*. Kevin Lomangino, Cara S. Kaufman, & Alma J. Wills. January 2002.

*Marketing Reprints*. Linda Beebe & Barbara Meyers. October 2001.

*Marketing Scholarly Journals: From Marketplace to Markspace*. Barbara Meyers. May 2001.

*Digital Archiving in the New Millennium: Developing an Infrastructure*. Gail M. Hodge. November 2000.

*Improving Journal Quality with Process Improvement Methods*. Lynne Hagan. May 2000.

*Digital Workflow: Managing the Process Electronically*. Linda Beebe & Barbara Meyers. March 2000.

*How to Make the Most of Reprints*. Barbara Meyers & Linda Beebe. May 1999.

*The Future of the Print Journal*. Barbara Meyers & Linda Beebe. February 1999.

*Outsourcing: Planning for Strategic Partnerships*. Linda Beebe & Barbara Meyers. June 1998.

*Archiving from a Publisher's Point of View*. Barbara Meyers & Linda Beebe. September 1997.

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## Books & Directories

*A Practical Guide to Writing and Publishing Professional Books: Business, Technical, Scientific, Scholarly.* Daniel N. Fischel. Van Nostrand Reinhold Company, Inc., New York, 1984.

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*Reflections from a Publishing Career.* Prepared by his staff and friends for August Frugé on his retirement as Director of the University of California Press. University of California Press, Berkeley and Los Angeles, CA, 1977.

*Scholarly Electronic Publishing Bibliography (SEPB)* has been published since 1992 and hosted at the University of Houston Libraries since 1996. Charles W. Bailey, Jr., editor. SEPB evolved into an electronic book that presents citations for more than 1400 selected English-language articles, books, and other printed and electronic sources that are useful in understanding scholarly electronic publishing efforts on the Internet. Updated every two months. Free at <http://info.lib.uh.edu/sep/sep.html>.

*Scholarly Publishing: Books, Journals, Publishers, and Libraries in the Twentieth Century.* Richard E. Abel & Lyman W. Newlin, editors. John Wiley & Sons, Inc. New York, 2002.

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# Explore the World of Professional & Scholarly Publishing



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The Professional and Scholarly Publishing Division of the Association of American Publishers (AAP/PSP), in association with the Society for Scholarly Publishing (SSP) and the Association of American University Presses (AAUP), commissioned this booklet as a service to students and professionals considering a career in this field.

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**Project Management:** Sharon Shively, American Foundation for the Blind, & Lois Smith, Human Factors and Ergonomics Society

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