AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS
a division of the American Library Association

PUBLICATIONS MANUAL

Revised May 2012

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

Publications Manual

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

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For more information on AASL books and products, visit www.ala.org/aasl/booksproducts.
Questions? Contact AASL at 312-280-4382.

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Introduction and General Information

Publications are an important component of AASL's services to its members, and as such, by writing for AASL you are performing a service to your profession. AASL Publications fall into five categories: (1) the AASL print journal, *Knowledge Qu*est, and its online companion, *Knowledge Quest* Online; (2) the AASL open-access electronic research journal, *School Library Research*; (3) AASL divisional publications; (4) publications produced jointly with other divisions; (5) and other publications of interest to AASL members that are published by ALA Editions.

School Library 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 Advisory Group.

The primary role of the AASL Publications Advisory Group is to regularly evaluate the staff-developed 5-year publications plan, recommend topics and identify potential writers for future AASL publications. Additionally, as needed the advisory group shall review proposals and make recommendations for AASL manuscripts exclusive of *Knowledge Quest* and *School Library Research*.

Individuals or committees/task forces interested in publishing in an AASL publication should first submit a preliminary proposal via the Working with AASL online submission form. Accepted submissions may then consult the formal proposal form and guidelines in Appendices A and B of this manual.

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.

All publishing, editing and printing aspects of the publication are handled by the AASL headquarters.

Basic facts about AASL Publishing

The AASL Publications Advisory Group serves in an advisory capacity to AASL staff in matters pertaining to AASL publications, informing a staff-developed 5-year publications plan periodically reviewed by the AASL Board of Directors.

AASL publications may include any type of print or non-print material; examples are bibliographies, monographs, white papers, brochures, e-books, audio books, video anthologies, and other online tools or software.

AASL accepts proposals at any time during the year. If the proposal topic is not consistent with the 5-year publications plan, review by the Publications Advisory Group and possible Board of Directors discussion may be required but is not mandatory. Review periods are called as needed between the scheduled ALA Midwinter Meeting and ALA Annual Conference.

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

Content in AASL publications will reflect the principles and concepts of *Empowering Learners: Guidelines for School Library Programs,* represent best practices and the findings from research relevant to the field, and encourage dialogue of issues of importance to the profession. The AASL Board of Directors periodically reviews a 5-year publications plan, developed and executed by staff and advised by the Publications Advisory Group. If issues arise between writer(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 writer, apply to that committee (See "The Production of an AASL Publication," page 5 of this manual). The committee should designate one member to function as the primary writer. The primary writer will serve as the committee's liaison with the AASL Staff liaison and the Publications Advisory Group.

AASL Publications Advisory Group Responsibilities

The Publications Advisory Group has the following duties:
- Generally serves in an advisory capacity to the AASL manager of communication in matters pertaining to AASL non-serial publications planning, policies and guidelines.
- Reviews a staff-developed publication plan, which can guide the selection of appropriate AASL publications, and makes recommendations on topics, focus, timeliness, priority and format.
- Reviews AASL entire 5-year publication plan for balance, relevance, accuracy, and currency.
- Identifies new, unpublished topics of relevancy to the field.
- Identifies potential writers for future AASL publications.
- Reviews, as needed, materials generated by committees/task forces, presenters of AASL programs at the ALA Annual Conference and the AASL National Conference, and members of AASL and makes recommendations for possible inclusion in the publishing plan.
- Assists, as needed, AASL Staff liaison, individual authors and AASL committees/task forces by generally reviewing proposals for content and by providing general advice and guidance.

AASL Staff Responsibilities

The AASL staff is responsible for the following operational components of the publication process:
- Development and maintenance of a 5-year publications plan to guide the selection of appropriate AASL publications.
- Contract negotiations and management of publisher agreements (including ALA editions and outside publishers)
- Development and oversight of publication budgets and sales figures.
- Managing the publication production process including:
  - Receipt of manuscript
  - Copy editing and design
  - Publication and sales distribution
  - Marketing and promotions

AASL Publications Editorial Criteria

These general criteria will guide AASL Staff and Publications Advisory Group members as they review proposals and will be useful to AASL committees/task forces and writers as they prepare publications.

Subject
- Is the subject in harmony with the mission statement of AASL, the AASL learning standards and program guidelines set for the profession, and the 5-year publications plan?
- Is the subject or topic clearly and adequately defined?
- Is the subject of current interest?
- Is the subject significant to school librarians?
- 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? Is the audience large enough to support the financial investment in the publication?
- 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 (e-book, web-ready PDF, internet availability, etc.)?

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

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.
- Those interested in publishing in an AASL publication should first submit a preliminary proposal via the Working with AASL online submission form. Proposals will be responded to by AASL Staff within two weeks of receipt of the submission.
- If the proposal is consistent with the 5-year plan and reviewed favorably by the Publications Advisory Group, staff may pursue the work with the writer. AASL Staff will ask the writer(s) to complete and submit the formal proposal form in Appendix A of this manual.

- If the proposal is reviewed favorably but not consistent with the 5-year plan, review by the Publications Advisory Group and possible Board of Directors discussion may be required but is not mandatory. Review periods are called as needed between the scheduled ALA Midwinter Meeting and ALA Annual Conference.
- It is the responsibility of the AASL Staff to inform the writer or contact person of the disposition of the AASL Publication Proposal. Approval of the AASL Publication Proposal means that the writer/editor may proceed with the development of the manuscript, but this authorization is not a commitment to publish.
- The Publications Advisory Group may review the formal publication proposal for content as needed and provide general recommendations, advice and guidance for the writer.
- If a committee or other group is writing the manuscript, one person should serve as a primary writer/editor.
- AASL Staff will work with the writer to complete all writer agreements and production timelines.

Manuscript Stage

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

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

AASL Publications Process
- The AASL Staff liaison advises the writer/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 writer(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.
- Three copies of the book are sent to ALA Headquarters Library and two are sent to the U.S. Copyright Office.
- The AASL Staff liaison coordinates marketing and communications, including:
  - Preparation of press releases for submission to the ALA Public Information Office.
  - Submission to the ALA Approval Plan Bulletin, if available.
  - Preparation of an email announcement to AASL membership.
  - Addition of the title to the Publications page on the AASL website, in the AASL Publications brochure and in any other associated marketing materials.

ALA Editions Process

- The AASL Staff liaison receives the electronic manuscript and transmits these to ALA Editions, along with a transmittal letter copied to the writer/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 staff manages the financial components based on the ALA Operating Agreement as well as any agreements entered into with the author. In instances in which work product is from an AASL committee/group or funded through an AASL project/grant AASL will be listed as a second author.

Joint Divisional Publication Process

- A manuscript must be approved in concept by the Publications Advisory Group 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 for review and recommendation.

- Submitted proposal is reviewed through the lens of AASL's 5-year publications plan by the Publications Advisory Group, makes recommendation.

- As needed, the AASL Board approves/rejects publication; decides whether to submit to ALA.

AASL Publication	*ALA 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. - Marketing and communications are prepared by the Staff liaison.	- 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 writer(s). Final manuscript is prepared.

- The page layout and cover design are developed by a graphic designer/typesetter.

- 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 webpage and brochures.

APPENDIX A
PUBLICATION PROPOSAL FORM

Date _____

American Association of School Librarians
Preliminary Publication Proposal

This form should be preceded by submission of a preliminary proposal via the [Working with AASL](#) online submission form. Once your preliminary proposal is accepted, AASL staff will prompt you to complete this formal Publication Proposal Form. This form should be completed and sent with all requested attachments to:

By Email: Stephanie Book, sbook@ala.org

By Mail: American Association of School Librarians
Attn: Stephanie Book, Manager, Communications
50 E. Huron St., Chicago, IL 60611-2795.

Copies will be distributed to the AASL Publications Advisory Group for review. Attach additional pages as needed. Contact Stephanie Book at (312) 280-4389 or sbook@ala.org with any questions.

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 currently available on the subject?**

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 writer(s) or editor(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?**

   Writer/Editor Name: _____

   Mailing Address: _____

   Email Address: _____

   Phone Number: _____

APPENDIX B
GUIDELINES FOR AUTHORS OF MANUSCRIPTS

The following guidelines for authors are adapted from the ALA Editions guidelines, Manuscript Preparation Guidelines.

When preparing your manuscript for submission a MS Word or RTF (Rich Test Format) file 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 Aabic 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. 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. 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.

5. 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 (ate 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.

6. 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.

7. 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.

8. 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.)

9. 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.