Publishing Your Work

Summer Writing Group 2021
Special Topics Series
July 16
Today’s Agenda

- Introductions and Who’s in the room?
- Presenter roles in supporting faculty publishing at UNC with Q & A
- Additional Resources
- Open Q & A
- Session Survey
Publishing Your Work

Who’s in the Zoom room?
(Name, Dept/primary writing project)
Publishing Your Work

Primary Learning Objectives

• To describe considerations in choosing a journal or book publisher for dissemination of your work

• To describe key steps in interfacing with editors of journals and books to get your scholarly work published

• To describe campus resources for facilitating scholarly publishing in journals and books
Publishing Your Work

“Writing is great.”

“Publishing is even better.”
Publishing Your Work: University Resources Represented Today

• **UNC Press** *(Andreina Fernandez, Acquisitions Assistant; Dylan White, Associate Editor)*

• **Educational Scholarship** *(Gary Beck Dallaghan, Director, Associate Professor Pediatrics, School of Medicine)*

• **Center for Faculty Excellence** *(Darin Knapp, Associate Director for Faculty Development in Research)*
UNC Press

• Dylan White, Associate Editor
• Andreina Fernandez, Acquisitions Assistant
## Resources: Association of University Presses

![Association of University Presses Subject Area Grid](image)

- Asana, Basecamp, Trello, Wrike, Overleaf and more!
- Storage: Office 365, Dropbox, Box, Google Drive

The Publishing Process
Step by Step, from Idea to Bookstore and Beyond

ACQUISITIONS

ACQUIRING EDITOR, SPONSORING EDITOR, EXECUTIVE EDITOR, DEVELOPMENTAL EDITOR, ASSISTANT OR ASSOCIATE EDITOR, EDITORIAL ASSISTANT, ACQUISITIONS MANAGER

Proposal
Submit Manuscript
Peer Review
Contract
Submit Revised Manuscript
Partnerships & Subventions
Approval by Board of Governors
Acquire Art & Permissions

Submit Final Manuscript
Transmittal to Copyediting
Marketing Launch
Launch
The Publishing Process
Step by Step, from Idea to Bookstore and Beyond

SALES MANAGER, DIRECTOR OF PUBLICITY, PUBLICIST, METADATA MANAGER, SOCIAL MEDIA MANAGER, EXHIBITS COORDINATOR

MARKETING

- Distribute Metadata
- Sales Reps
- Galleys
- 1st Serial
- Review Copies
- Pub Date
- Bookstores
- Email Blast to Subscribers

- Social Media
- Interviews
- Author Tour
- Award Submissions
- Conferences & Festivals
- Op-Ed & Blog Pitches
- Ads, Brochures, Catalogs
- Promotional Items
The Publishing Process
Step by Step, from Idea to Bookstore and Beyond

CUSTOMER SERVICE REP, OPERATIONS MGR, CREDIT MANAGER, ACCOUNTS RECEIVABLE

FULFILLMENT

Customer Service
Warehouse
Pick & Ship
Returns
Accounts Receivable Collections
Sales & Inventory Data

DEVELOPMENT OFFICER, RIGHTS MANAGER, HR MANAGER, CFO, ACCOUNTS PAYABLE

GEN. ADMIN

Copyright
Audiobook License
Subrights & Translations
Fundraising
Human Resources
Accounts Payable
Employee Salaries & Benefits
Author Royalties
The Publishing Process
Step by Step, from Idea to Bookstore and Beyond

Databases:
- Title Management System
- Website
- Shopping Cart
- Order Fulfillment System
- Warehouse Stock Management
- Print & Digital Vendors
- Publicity Database
- Author Royalty System
- General Accounting
- Digital Asset Management Systems
- Libraries, Retailers, & Wholesalers

IT Manager, Digital Assets Manager, Network/Desktop/Customer Support, Database Manager
Educational Scholarship
School of Medicine

- Gary Beck Dallaghan, PhD, Director
Goals:
• Collaborate with faculty and trainees on publications and presentations
  • Since July 30, 2018 – more than 40 peer-review manuscripts accepted for publication
• Collaborate/Consult with faculty and trainees on educational research projects
• Design and conduct educational research within school of medicine
Center for Faculty Excellence

• Darin J. Knapp, PhD, Associate Director for Faculty Development in Research
### THE RESULTS

The full findings from the survey are given in the table below. Here, colour coding indicates the percentage endorsement. The colour red indicates the minimum value for a response to that question, the median is yellow, the maximum value is coloured green. All other cells are coloured proportionally.

See p18 for question wording.

<table>
<thead>
<tr>
<th>The Issue</th>
<th>Most serious</th>
<th>Most widespread</th>
<th>Most frequent</th>
<th>Least confident in dealing with</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressing language and writing quality barriers while remaining inclusive</td>
<td>19%</td>
<td>64%</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>Assessing contribution and co-authorship claims</td>
<td>11%</td>
<td>24%</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Assuring fair representation of new voices and diverse perspectives</td>
<td>18%</td>
<td>40%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Data and/or image fabrication issues</td>
<td>31%</td>
<td>14%</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Dealing with different cultural or international publication practices, eg, authorship attributions</td>
<td>9%</td>
<td>31%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Dealing with post-publication corrections and retractions</td>
<td>7%</td>
<td>40%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Detecting plagiarism and poor attribution standards</td>
<td>58%</td>
<td>58%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>Difficulties in upholding anonymity of authors and/or reviewers during peer review</td>
<td>11%</td>
<td>48%</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>Fraudulent submissions</td>
<td>44%</td>
<td>48%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>Intellectual property and copyright issues</td>
<td>26%</td>
<td>37%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>Issues around the way in which authors receive and respond to criticism</td>
<td>9%</td>
<td>54%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Issues handling responses from reviewers to authors</td>
<td>9%</td>
<td>49%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Issues of self-plagiarism</td>
<td>23%</td>
<td>50%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Issues of submitting the smallest-publishable-unit (also known as ‘salami publishing’)</td>
<td>7%</td>
<td>21%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Managing complaints and appeals</td>
<td>11%</td>
<td>44%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Potential conflict of interest between authors and reviewers</td>
<td>23%</td>
<td>49%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Predatory publishing</td>
<td>25%</td>
<td>27%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Querying data reproducibility</td>
<td>8%</td>
<td>13%</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>Recognising and dealing with bias in reviewer comments</td>
<td>22%</td>
<td>55%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Responding to concerns about so-called controversial research topics/authors/communities/methods</td>
<td>11%</td>
<td>26%</td>
<td>4%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Journal Website Guidance

Editorial policies and more:

https://journals.sagepub.com/author-instructions/MNS
Darin’s “Top 10”

Journal Publishing Considerations

1. Do your journal homework first: website guidance for authors, editorial expectations, reputation, open access, predatory journals etc.
2. Visit with a University Librarian/Liaison assigned to your Department/School for Journal considerations/impact.
3. Establish a relationship with the journal editor or field/assistant editor if at all possible.
4. Check and cross check your work.
5. Engage fellow faculty in mutual support.
6. Be rigorous in attribution/citation.
7. Anticipate reviewer/editor comments: Do you suspect a trigger/controversial issues or limitations in your manuscript? Acknowledge them up front and mitigate now not later.
8. Don’t take criticism or rejection personally. Good editors/reviewers guide you to a better product.
9. ?
10. ?
Resources: Help in Sustaining Your Writing/Publishing Efforts

• **CFE**
  – **Ongoing**: Email updates/website, and campus offerings relevant to writing, Listserve and Personal Interests Manager (PIM)
  – **Summer 2021**: Special Topics sessions and the 2021 Summer Writing Group (SWG)
  – **Other**: NSF and Fulbright writing support and writing consultations
  – **Other**: “2021 SWG Participants” Microsoft Teams site

• **Other UNC resources**
  – University Libraries
  – Office of Research Development
  – *School of Medicine: Educational Scholarship*
  – NCTrACS
  – Office of Research Communications
  – *UNC Press/Office of Scholarly Publishing Services*
  – UNC Writing Center
  – Your fellow faculty!

• **National Center for Faculty Development and Diversity (NCFDD) resources and programs**
Resources. Think Research Impact Before Publication: Tips and Tools

Citation Managers

Ethical Publication
- COPE: Committee on Publication Ethics: https://publicationethics.org/

Finding Target Publishers
- Association of University Presses http://www.aupresses.org/resources/for-authors-a-faculty
- Journal / Author Name Estimator (JANE): http://jane.biosemantics.org/
- Scopus or Web of Science
- UNC Libraries E-Research by Discipline: https://guides.lib.unc.edu/sb.php

Measuring Impact
- Altmetric bookmarklet: https://www.altmetric.com/
- Dimensions: https://app.dimensions.ai/discover/publication
- Kudos: https://www.growkudos.com/about

Source: Jamie Conklin, UNC Libraries
Resources. Think Research Impact Before Publication: Tips and Tools

Open Access and Author Rights
- FAQs about UNC’s Open Access Policy: https://library.unc.edu/scholcom/open-access-at-unc-chapel-hill/faqs-about-uncs-open-access-policy/
- Deposit your work in the Carolina Digital Repository
- SHERPA/RoMEO: Publisher Copyright Policies and Self-Archiving: http://www.sherpa.ac.uk/romeo/index.php
- SPARC Author Addendum: https://sparcopen.org/our-work/author-rights/#addendum
- Open Science Framework: https://osf.io/
- UNC Libraries Scholarly Communication Office: https://library.unc.edu/scholcom/

Predatory Journals
- Choosing where to publish (HSL Guide): http://guides.lib.unc.edu/nursing/publish
- Think. Check. Submit: https://thinkchecksubmit.org/

Reading Levels

Scholarly Profiles
- ORCID (HSL Guide): http://guides.lib.unc.edu/orcid

Team Writing, Project Management, & Organizational Tools
- Asana, Basecamp, Trello, Wrike, Overleaf and more!
- Storage: Office 365, Dropbox, Box, Google Drive

Source: Jamie Conklin, UNC Libraries
Book Proposal for the University of North Carolina Press

These questions will assist Press staff and peer reviewers in the consideration of your work for publication, so please complete each section as fully and accurately as possible.

Contact details
Name:
Title / Department:
Address:
Email:

Manuscript specifications
Manuscript title and subtitle:
Anticipated length (word count, including notes and bibliography):
Anticipated number of images (if any):
Anticipated number of maps (if any):

Content
In no more than 2 sentences, please summarize the argument of your manuscript (this is your “elevator pitch”):
In no more than a few paragraphs, please elaborate on your elevator pitch, summarizing the scope of the book, its key argument, and its overall contribution to the field:
To what audience is your manuscript primarily addressed and why will it appeal to that audience? If you envision course adoption (required or supplemental reading), please list types of courses and at what level:
Please list any significant related or competing texts on your subject and explain what distinguishes your manuscript from these:
Please provide a detailed table of contents that summarizes the contents of each chapter:
Please discuss your qualifications for writing the book, as well as any previous publications:
Please suggest a few established scholars working in your field who would be appropriate readers for your manuscript. Include affiliations, and indicate if any have already read your work. Readers should not be from your home institution or members of your dissertation committee if this work is a revised dissertation.
Is your manuscript under consideration at any other press?

Please attach a complete, current copy of your c.v., and if available, one sample chapter of the proposed work. Thank you for completing this proposal.
Publishing Your Work

Open Q & A
Publishing Your Work

Post-Session Survey
(please see your inbox)
Thank you!