

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*





ASSOCIATION
of UNIVERSITY
PRESSES

[illegible]



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



The Publishing Process

Step by Step, from Idea to Bookstore and Beyond

COPYEDITING 3 MONTHS

MANAGING EDITOR, PROJECT EDITOR, MANUSCRIPT EDITOR, COPYEDITOR,
PROOFREADER, INDEXER



Editorial
Manuscript
Appraisal



Assign
ISBNs



Library of
Congress
CIP Data



Copyedit



Author Edits



Transmittal
to Production



Create
Index



Proofread



Author Review
of Page Proof

PRODUCTION 7 MONTHS

CREATIVE DIRECTOR, DESIGNER, PRODUCTION MANAGER, TYPESETTER



Design



Typesetting



Page Proofs



Files to Printer



Printing



EPUB
Conversion



Shipping



Reprints



CENTER FOR
FACULTY EXCELLENCE



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



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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

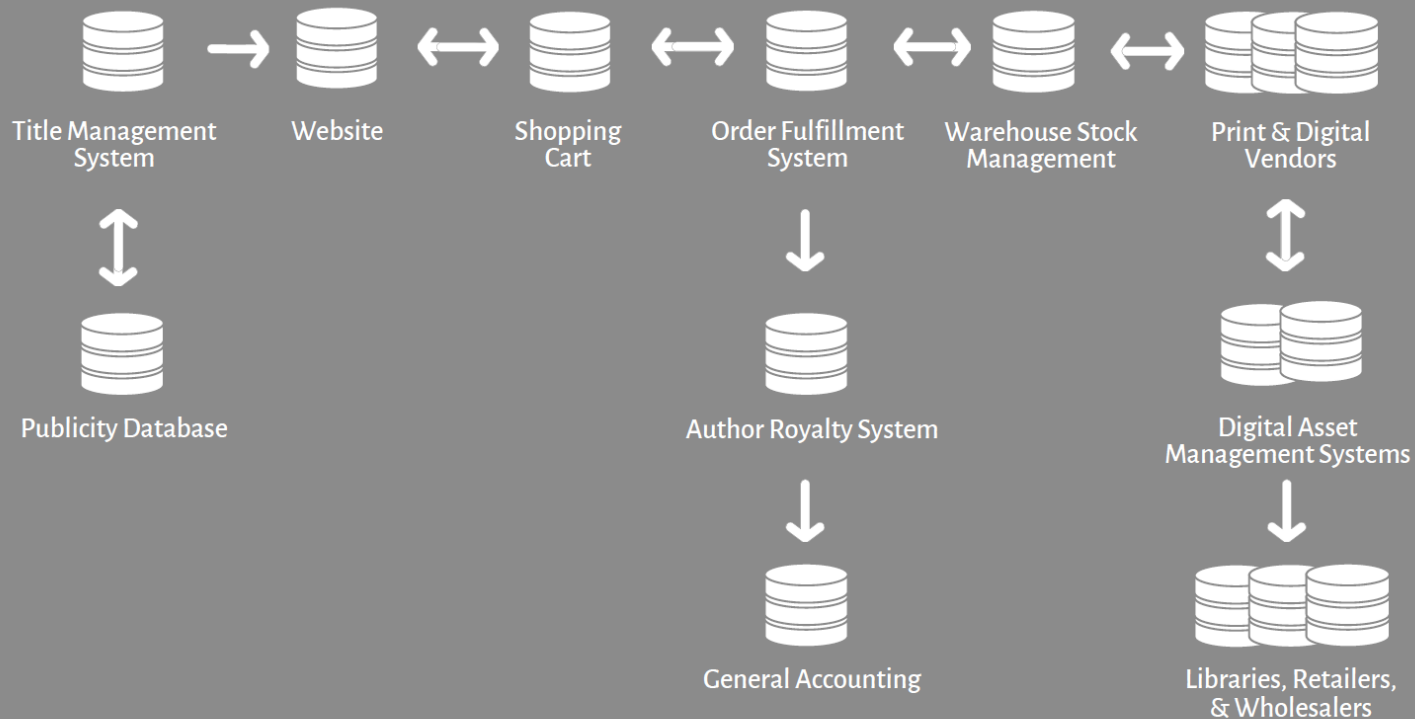


The Publishing Process

Step by Step, from Idea to Bookstore and Beyond

DATABASES

IT MANAGER, DIGITAL ASSETS MANAGER, NETWORK/DESKTOP/CUSTOMER SUPPORT, DATABASE MANAGER



Educational Scholarship School of Medicine

- *Gary Beck Dallaghan, PhD, Director*

Summer Writing Group 2021

Publishing Your Work



UNC
SCHOOL OF MEDICINE

Gary L. Beck Dallaghan, Ph.D.

Director, Educational Scholarship

Research Associate Professor of Pediatrics

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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*

Research & Writing Support

RESEARCH AT CAROLINA

Design/
Analysis

Conduct

Scholarship

Grantsmanship

Publication

Assessment



**Research Foundations
Workshops**



**Fulbright Scholars
Support**



SWG



**NSF CAREER
Writing Series**



**SoTL Learning
Community**



**Research/Writing
Consultations**

Inside Higher Ed

“From the Mouths of 650 Journal Editors”, 2019

<https://publicationethics.org/AHSS-Study>

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 p16 for question wording.](#)

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



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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

- Compare EndNote, F1000 Workspace, Mendeley, Zotero (HSL Guide):
<http://guides.lib.unc.edu/comparecitationmanagers>

Ethical Publication

- COPE: Committee on Publication Ethics: <https://publicationethics.org/>
- ICMJE: International Committee of Medical Journal Editors: Defining the Role of Authors and Contributors: <http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html>

Finding Target Publishers

- Association of University Presses
<http://www.aupresses.org/resources/for-authors-a-faculty>
- Directory of Open Access Journals (DOAJ): <https://doaj.org/>
- 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>
- Library Guide to Measure your Research Impact: <https://guides.lib.unc.edu/measureimpact>
- [Scopus](#) or [Web of Science](#)

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

- Readability Formulas: <http://www.readabilityformulas.com/free-readability-formula-tests.php>

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

Resources: Book Proposal Template



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116 South Boundary Street, Chapel Hill NC 27514-3808

www.uncpress.org

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

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

