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Ready, Set, Get Published: Tips for Scholarly Writing Success

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Ready, Set, Get Published: Tips for Scholarly Writing Success

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From Idea to Article



- ▶ Types of publishing opportunities
- ▶ Locating publishing opportunities
- ▶ Topic ideas
- ▶ Developing a topic
- ▶ Choosing a journal
- ▶ Tips for success

Types of publishing opportunities

- ▶ Resource reviews
- ▶ Newsletter articles
- ▶ Journal articles
- ▶ Journal column
- ▶ Book chapter
- ▶ Book editor/author

Locating publishing opportunities

- ▶ Discussion lists
- ▶ Blogs
 - A Library Writer's Blog
(<http://librarywriting.blogspot.com/>)
- ▶ Newsletters
- ▶ Browse journals
 - LIS Publications Wiki
- ▶ Contact journal editor

LIS Publications Wiki

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Reference & User Services Quarterly

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Publication analysis

About the publication

Title: *Reference & User Services Quarterly*

Website: <http://www.rusq.org/>

Purpose, objective, or mission: As stated on the journal's website, "*Reference & User Services Quarterly (RUSQ)* is the official journal of the Reference and User Services Association. Its purpose is to disseminate information of interest to reference librarians, information specialists, and other professionals involved in user-oriented library services. The scope of the journal includes research, practice, and development at every level and for all types of libraries."

Target audience: Academic; special adult (library and information science).

Publisher: American Library Association (ALA).

Peer reviewed? Yes. "The journal follows a policy of double-blind refereeing of articles in advance of publication. (Statement adopted by RASD Board, June 27, 1989.)"

Type LIS scholarly: This academic journal communicates information regarding user-oriented library services to librarians in special, public, and academic libraries.

Medium: Print; online, full text (advertising and illustrations not available online).

Content: In addition to trends and resources related to reference and instruction, articles also address news of the association, professional development, and literature reviews. Recent articles include: "Learning from leisure reading," a description of successful outreach methods for academic librarians employed at the University of Buffalo Libraries, and a literature analysis of "Accidental Technologist," "The Alert Collector," "Information Literacy & Instruction," "Management," and more.

Frequency of publication: Quarterly (fall, winter, spring, summer).

Topic ideas

- ▶ Discussion lists, conferences
- ▶ How we did it
- ▶ Promote an idea
- ▶ Information need you can fill
- ▶ Topic you want to learn about
- ▶ Research project

Developing a topic

- ▶ Review the literature
- ▶ Talk to colleagues
- ▶ Consider audience
- ▶ Develop outline
- ▶ Revise, revise, revise

Different articles for different audiences

- ▶ Michigan Go Local: Connecting Michigan Residents with Health Services
 - *MLA Forum*
- ▶ MedlinePlus Go Local: The Librarian's Tool for Promoting Hospital Services to the Community
 - *Journal of Hospital Librarianship*
- ▶ MedlinePlus Go Local: Connecting At-Risk Populations with Health Care Services
 - *Global Information Inequalities: Bridging the Information Gap*

Tips for writing an article

- ▶ Literature review
 - Provide context
- ▶ Why does it matter?
- ▶ Writing resources
 - Publish, not Perish tutorial
<http://www.publishnotperish.org/>

Choosing a journal

- ▶ Read author guidelines/scope
- ▶ Peer-reviewed?
- ▶ Author rights issues
- ▶ Prestige
- ▶ Length of article
- ▶ Audience
- ▶ Timeliness

Tips for success

- ▶ Collaborate with colleagues
- ▶ Follow instructions to authors
- ▶ Choose an appropriate journal
- ▶ Contact editor to gauge interest
- ▶ Spin topic to fit audience
- ▶ Have colleagues read before submission

From Peer Review to Publication



- ▶ The Peer Review Process
- ▶ Evaluation Criteria
- ▶ Tips for Success

Peer Review

- ▶ Instructions for Authors
- ▶ “Double blind” review

Evaluation Criteria

- ▶ Audience/Scope/Relevance/Appropriateness
- ▶ Context/Literature Review/Documentation
- ▶ Research/Scholarship/Methodology/Content/Analysis
- ▶ Significance/Applicability/Contribution/Value/Originality
- ▶ Writing/Clarity/Organization/Presentation

Tips for Success

- ▶ Audience, Audience, Audience
 - Know your journal
 - Know your reader
- ▶ The Literature Review
- ▶ What is your contribution (purpose)?
- ▶ Style

From Book Concept to Publishing Success



- ▶ Identifying a Book Concept
- ▶ Locating a Publisher
- ▶ Preparing a Book Proposal
- ▶ Negotiating a Book Contract

Identifying a Book Concept

- ▶ Consider Reasons for Writing a Book
- ▶ Conceptualize and Refine Book Idea
- ▶ Conduct a Review of the Literature
- ▶ Assess Need & Identify Potential Readers

Locating a Publisher

- ▶ Find Suitable Publisher
- ▶ Perform Background Research
- ▶ Assess Quality of Books from Publishers
- ▶ Establish Contact with Publisher to
Determine Interest

The Book Proposal

- ▶ Craft a Compelling Book Proposal
- ▶ Follow Guidelines
- ▶ Incorporate Common Elements of a Book Proposal
- ▶ Research the Competition

The Book Contract

- ▶ Review Items Specified in Contract
- ▶ Investigate Provisions Allowing Authors to Retain Rights
- ▶ Negotiate for Desired Amendments
- ▶ Inquire about Marketing Efforts

Summary

- ▶ Cultivating an Idea to Publication Entails a Series of Stages
- ▶ Understanding the Publishing Process Increases the Likelihood of Success

Thank you

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