Disseminating Your Research: Books, Journals, Online Products and the Media

What will this session cover?
- Katie Meckler on publishing books
- Joe Scammell on getting published in academic journals
- Patrick Brindle on new online publishing opportunities
- Stephanie Khan on publishing with The Conversation

Why do you want to publish?

Books

Online Products
- Video
- Datasets
- Case studies

Journals

The Media
http://theconversation.com/uk
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Why do you want to publish?

Common answers include...
- I want to progress within academia and publishing journal articles for the REF is my key concern
- I want to disseminate my findings to the widest possible audience
- I am passionate about teaching and want to help students
And less often...
- I want fame, fortune, money

This should inform your decision about whether you should publish a:
- Journal article
- Book chapter
- Monograph
- Textbook
- Trade book
- Ebook
- Blog post
- Media article
- Multi-media output (video etc)
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Books

Finding the Right Publisher
- Who publishes the big names in your field?
- Check out their websites and catalogues
- Look at your bibliography
- Consider the competition
- Be wary of gaps
- Be realistic about your readership

Top Tips for Writing a Book Proposal
- Find out whether a publisher is interested in the idea before you write a proposal
- No one will publish your PhD as it is - show the publisher that you realise this needs to be a new project
- Be realistic about readership and think about the market
- Follow the proposal guidelines

Questions You Should Ask (that no one ever asks)
- How many copies of my book do you expect to sell?
- What's your marketing strategy for my book?
- How much editorial input can I expect?
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Journals

Finding the right journal
- Have you used this journal in your research?
- Has the journal published similar papers?
- General or specialized?
- How quickly do you need to publish?
- New vs established journals
- OA - pros & cons

Avoid the cliches
- Forget obscure 'viewer' titles.
- Keep in length.
- Think about permissions.
- Don't 'diagnose your thesis'.
- Personalise the overall relevance.
- Don't beat the editor - especially after only a few weeks.

Top tips for submitting an article
- Respect the gatekeeper.
- Follow the submission guidelines.
- Use the correct referencing system.
- Provide the requested metadata.
- Metadata with impact.
- Promote your application.
- Only submit to one journal at a time.
- Think about your methodology.
- Consider collaboration.
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- Video
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- Case studies

http://srmo.sagepub.com/cases
Video
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