

Contents

Introduction to HW/ECP	2
Publishing with Hudson Whitman/Excelsior College Press	3
<i>Submitting your manuscript</i>	3
<i>Internal/ external review</i>	3
After Your Manuscript is Accepted	4
<i>The Contract</i>	4
<i>Permissions</i>	4
<i>The Parts of a Book</i>	5
<i>Development</i>	6
<i>Editing</i>	6
<i>Design</i>	6
<i>Indexing</i>	6
<i>Printing</i>	6
<i>Marketing and Promotion</i>	7
<i>The Marketing Questionnaire</i>	7
<i>The Marketing Plan</i>	7
Style Guide	9
<i>Spelling</i>	9
<i>Spacing</i>	9
<i>Quotations</i>	9
<i>Capitalization</i>	9
<i>Numbers</i>	10
<i>Acknowledgements</i>	10
<i>Table of Contents</i>	10
<i>Structure</i>	10
<i>Documentation</i>	10
Specifications for Images	12
<i>General Instructions</i>	12
<i>Illustrations</i>	12
<i>Tables</i>	13
<i>Digital Images</i>	13
<i>Captions and Credit</i>	13

Introduction to Hudson Whitman/ Excelsior College Press (HW/ECP)

Hudson Whitman began as a small literary press in 2005. Founded in upstate New York by writer William Patrick, the Press grew naturally from the publication of his book, *Saving Troy: A Year with Firefighters and Paramedics in a Battered City*. In 2011, Excelsior College acquired Hudson Whitman for the purpose of publishing high quality nonfiction books and multimedia projects that would support and complement its academic strengths in health care, nursing, military, business & technology, and education. HW/ECP plans to acquire and publish well written, compelling nonfiction that celebrates human endeavors: books and projects that will not only appeal to the wider Excelsior College community, but to interested and engaged readers in the general public.

In 2011, Excelsior College—beginning in 1971 as Regents College—celebrated its 40th anniversary. Accredited by Middle States since 1977, Excelsior has evolved academically over the decades from an external degree-granting institution to a college that offers its own courses as well as a variety of degrees—BA, BS, MA, and MBA—in an array of disciplines. Excelsior has enjoyed a leadership position in nontraditional education, has an international reputation in the field of nursing, and has maintained a commitment to the belief that what you know is more important than where you learned it.

As the online learning landscape has become increasingly crowded in recent years, Excelsior College has continued to distinguish itself with new and innovative methods for meeting its students where they are, utilizing new technology, faculty experts, and innovative methods to assert its commitment to academics. The acquisition of a small press supports those goals wholeheartedly.

HW/ECP will publish both print and e-books and distribute them across all available platforms. HW/ECP offers publishing opportunities to a range of writers, and welcomes first-time authors, as well. More than a traditional college press, HW/ECP looks for books that can blend scholarship with readability, that handle familiar issues from an unexpected viewpoint, that offer a creative solution to problems and, above all, books that express a point of view that is original and daring.

Publishing with Hudson Whitman

HW/ECP welcomes authors with a range of experience and expertise in areas that complement Excelsior College's academic focus. We are not a traditional college/ university press, meaning we do not publish dissertations, theses, or narrowly focused monographs or edited volumes.

Submitting Your Manuscript

HW/ECP is open to a range of nonfiction topics in health care, nursing, education, military, business & technology, and—more broadly—American culture & society. If you wish to submit your manuscript, consult our website at <http://www.hudsonwhitman.com/submissions>.

We use Submittable to streamline our manuscript management process, enabling a completely “green” approach to acquisition: assignment, manuscript distribution, and editorial response are done without paper. For more detailed information on the submissions process, please follow the link on our submissions page. A detailed cover letter must accompany each submission. While we do allow simultaneous submissions, we ask you to notify HW/ECP immediately if your work has been accepted by another publisher.

After consideration by the Director and Editor, the project is assigned to Editorial Board members for review and recommendation. The Board will vote to do one of the following:

- offer a contract to publish as is
- offer a contract to publish with recommendation of further revision/ development
- send the manuscript to subject experts for review and recommendation
- reject the manuscript

Internal/ External Review

After the Editorial Board votes to approve, the manuscript may be sent to subject experts for anonymous review. The Editorial Board and external reviewers will be asked to assess a number of aspects of the manuscript, including

- the subject's importance
- whether or not material is current and relevant
- how well material is presented (prose style, argument, organization, development)
- intended audience and marketability

When the reviewers have submitted their reports, you may be given copies and asked to respond. If the assessments have a divided opinion, another review may be requested. The Editorial Board takes reviewers' suggestions very seriously, and you may be required to include a response to their suggestions with your final manuscript. The Press will work with you to make sure the revision stage is part of a creative process that produces the best possible manuscript.

After Your Manuscript is Accepted

Once HW/ECP has accepted your manuscript, the Director will determine its potential and financial feasibility. You will receive a contract with a deadline for the submission of the completed final manuscript (including revisions identified during the assessment process). Because of our unique editorial resources, it is possible HW/ECP will offer development and supporting editorial services to aid authors with the revisions process.

The Contract

The contract outlines the responsibilities of the author and the Press, including copyright and licensing, deadlines, cost of copies to the author (and how many are free), a royalty schedule, and other details. HW/ECP requires a signed contract before proceeding to the revision stage.

Permissions

The contract requires the author to be responsible for obtaining all permissions for photographic reproduction and the use of other sources. A manuscript cannot proceed without all the permissions in place. The costs of all permissions are to be paid by the author. Materials without permissions may not be used in the book. Permission is not required for work in the public domain or for brief quotations, but copyright law can be complicated and is constantly evolving. A copyright lawyer may be consulted if in doubt.

- Permissions take some time to acquire, so start early. You will only have to pay for permission if the material is used in the final publication.
- All published material that requires permission is copyrighted for seventy-five years after the death of the author. Unpublished material may require a different kind of permission.
- Acquire permission for all prose material over 300 words and all poetry excerpts that are over 5% of the poem. Song lyrics cannot be included unless permission is obtained from recording company, artist, songwriter, and/or others involved.

When you are revising your manuscript, evaluate quotations for length. Quotations from a single source used throughout your manuscript should not exceed 500 words without permission.

- Letters of consent should be acquired from all individuals you have photographed to be included in the book. Similarly, permissions should be acquired from interviewees.
- Translations should be treated like all other quoted material.
- Avoid copyright violations by consulting with the Press staff if you have any questions about using third-party materials in your manuscript.

The Parts of a Book

The following elements should be included with your submission in electronic form if you are intending to have them in your final book. The first twelve elements are referred to as “front matter” and the thirteen elements after the main text are referred to as “back matter”:

Half title page
List of previous works
Title page
Copyright notice
Dedication
Table of contents
List of illustrations, figures, tables
Foreword – written by an eminent person, deals with purpose and scope, 1-2 pages
Preface – written by author, why this book, why now
Acknowledgements
Introduction – deals with subject of book, numbered as part of text
Prologue – starts the action of the book
Main text
Epilogue – only if there is a prologue
Afterword
Conclusion
Postscript
Appendix(es) or Addendum
Text end notes
Glossary
Bibliography
Appendices (may include abbreviations, chronology, glossary, etc.)
List of contributors
Index
Errata
Colophon (optional, including facts of production, font, etc.--rarely used now)

Include photocopies of all images, with each one clearly identified according to your list and according to the file name of the digital version, as well as a list of captions for each image.

In addition, multi-authored manuscripts need the following:

- An introduction to the collection as a whole and if the chapters are divided into sections, to each one.
- All submissions should be standardized as much as possible in structure and length.
- Notes and bibliographies must be included at the end of each chapter (all in the same citation style).
- A collection of short biographies on every contributor.

Development

If it has been determined that the manuscript shows great potential but requires further development, HW/ECP may make suggestions. Authors are free to pursue development on their own at their own expense. Timelines will be discussed and agreed upon mutually. If HW/ECP takes responsibility for development and assigns a developmental editor, a sample chapter will be sent to the author for approval prior to proceeding. If the author decides to work with HW/ECP on development, expenses incurred will be included in the Press's financial commitment to the work.

Editing

Once a complete and final manuscript has been received, copyediting begins. All manuscripts will be edited to conform to HW/ECP style (Chicago Manual of Style, 16th Edition) and to make them as coherent, grammatically correct, and stylistically polished as possible. Copyediting will cover the entire manuscript, including photograph captions and figure labels. The copyeditor may contact you during the process with substantive queries. In some cases, the Press may supply you with the edited version so that you can address editorial comments and queries. It is wise to review the manuscript carefully at this stage. This will be your last opportunity to make any changes, so please go through the manuscript carefully. When the final changes and corrections have been received, the editor will incorporate everything into the electronic version which will be sent for interior design.

Design

Once the content (text and images) has been finalized, the production process begins. The production editor may be in touch with you about particular aspects (such as images) that you may need to furnish. The designer will format the page layout as it will appear in the final book form, including photographic images. During this stage, the designer will show you a cover for the book as a courtesy. The Press has the final say in the title, subtitle, and design of both the book and the cover.

Indexing

Some books from the Press will require an index, which you may complete yourself or hire an indexer (we can suggest one, if you wish). Indexing should be done at the time of proofreading.

Printing

The Press will manage all aspects of the printing process. Generally speaking, the process can take ten to twelve weeks.

Marketing and Promotion

Marketing begins long before the book is published, so it is important to provide the Press with the information asked for in the marketing questionnaire. We expect to soon have a distribution (and marketing) agreement with a national distributor so that HW/ECP books will be assured of good marketing and distribution through regular national and international markets. HW/ECP is a small press, and we consider marketing to be a collaborative venture, with both Press and author working together in a good faith agreement to accomplish a common goal of visibility, publicity, and sales.

The Marketing Questionnaire

Your input is the most important marketing tool because no one else will know your manuscript as well. Once we have received the signed contract, HW/ECP will ask you to complete a Marketing Questionnaire (MQ). The more detailed information you provide, the better and more varied markets can be found for your book.

Completing the MQ in good time helps the Press to prepare the market, create advertising campaigns, develop catalog information, and generally make potential buyers aware of the publication. Prior to completion of the MQ, HW/ECP may ask for the names of 2-3 professionals in the field to contact for statements of support (blurbs). Be sure to note areas that are your promotional preferences. For example, if you prefer to blog and tweet as opposed to public speaking, please let us know. Book promotion can be enjoyable and satisfying and should not be pushed to the point where it becomes stressful or beyond the capabilities of either the Press or author.

The Marketing Plan

Once your final manuscript is in production and we have received your MQ, we will develop a marketing plan. It may include the following components:

- names and contact information of important publications (print or online) to which we can send review copies (please compile as comprehensive a list as possible). Favorable reviews will be used for further promotion.
- Your book will be included on the Press's website and in distribution catalogues.
- Some books may appear in advertisements in national/ local magazines and/or newspapers. Others might have a focus in trade magazines and conferences.
- The Press will submit your book for awards both in its specific field and in the broader arena. Do let us know of any awards for which we should nominate your book.
- Please keep us informed of any appearances at conferences, talks, or signings so that we can produce any necessary materials in time.

We will reach a variety of audiences—national and international markets through wholesalers, bookstores, libraries, the web, social networks, and media outlets, of course—but we will also work to develop alternate opportunities like course adoptions, when appropriate.

Style Guide

Please follow The Chicago Manual of Style (16th edition) in your manuscript, except where described differently below.

Spelling

Spelling should conform to the Merriam-Webster Dictionary, which is also available online. Where more than one spelling is given, the first entry (not the alternative spelling) is used.

Spacing

Use only one space after most punctuation (periods, commas, colons, semi-colons, closing parentheses, etc.). Proper names with two initials –“E.P. Taylor” or three “A.J.P. Taylor” should not use spaces between initials. A space is placed after the following contractions: “ed.,” “p.,” “pp.,” and “vol.”

Other forms preferred are “i.e.” and “e.g.,” although abbreviations should generally be avoided. Note that most capitalized abbreviations do not have periods (former USSR), but U.S.A. and U.S. do.

Quotations

Double quotation marks are used around quoted matter within body text. Quotations should not begin or end with ellipses. Quotations over five lines long may be indented and do not have quotation marks. Single quotation marks are used for quotations within quotations (where double quotation marks have already been used). The North American convention of placing commas and periods inside closing quotation marks (even when such punctuation does not belong to the quoted matter) should be followed. Colons, semicolons, question marks, and exclamation points follow the closing quotation mark unless they belong to the quoted matter. Where a reference in parentheses immediately follows a quotation ending in a period, the period is moved after the closing parenthesis.

Capitalization

Use minimal capitalization, e.g., “Dr. Smith is a professor of religious studies at Oxford University” and “Stephen Harper is the prime minister of Canada.”

Numbers

Numbers under one hundred are written out, except for measurements (kg, lbs) and percentages. Note that round numbers over one hundred should be written out, such as twenty-five hundred or one thousand. Exact numbers over one hundred appear as: 152 people; 1,760 buffalo (note the comma in numbers with four digits or more).

If technical manuscripts require a different number style, consult your Press editor.

Acknowledgements

Please include a list of the people (or organizations) you wish to acknowledge with your submission. You may add other names until you are informed that it is too late in the production process to do so.

Table of Contents

Match titles of chapter, sections, and sub-sections as given in your table of contents to the corresponding parts of your book. A table of contents often indicates the nesting of sub-sections. Within the text itself, you should use no more than three levels of subheading. Follow the suggestions in *The Chicago Manual of Style*.

Structure

Books contain specific hierarchies of information: sentences within paragraphs within sub-sections within sections within chapters. The structure of your text should be clear and consistent for each level of section heading.

Capitalization within headings should conform to *The Chicago Manual of Style*. Proper names and the first and last word of a title are capitalized but prepositions and conjunctions are in lowercase.

If you use section headings in your chapters, there should be no text that is not associated with an identifiable (and preferably named) section. Do not begin a chapter with one or two introductory paragraphs that do not belong to the first named section. All text following a section heading and preceding the next section heading of the same level will be presumed to belong to that section.

Documentation

Most copy editing expense results from incorrect or inconsistent referencing. Use either the notes and bibliography system or the author-date system as described in *The Chicago Manual of Style*, depending on your discipline.

If you are the editor of an edited volume, it is your responsibility to ensure that contributors receive sufficient guidance at an early stage so that inconsistencies are avoided. Please ensure that all contributors include a source in the bibliography or reference list for every note or in-text citation in their chapter.

Consult a Press editor for guidance, if necessary.

HW/ECP prefers endnotes to footnotes. For a book with a single author, notes should be numbered consecutively within each chapter at the end of the book. In an edited collection of articles by various writers, they must be grouped together at the end of each chapter. Use the notes feature of your word processor.

Specifications for Images

General Instructions

Discuss the images you are proposing for your book with your editor. Note that your contract may specify how many images (whether photographs or maps or illustrations) may appear in the publication. The quality of the images you supply must be excellent, so choose only work that will reproduce well. Poor quality images will look worse in the finished product (even with Photoshop), but good quality originals will reproduce at nearly their original quality. Consult the Press if you are not sure about the quality of the images you are considering.

Following the instructions below will prevent delays at the production stage:

- Number all your images (in all formats submitted), as well as the captions for each one. Provide a list of captions that includes the source information for the credit line.
- Obtain permissions for any third-party images before you submit the images to HW/ECP Press.
- Photocopies of illustrations or screen shots from the web will not be accepted (except as a guide for placement).
- Do not submit color artwork if your book will be printed in black and white. If you must use a color image, convert it to black and white before submission so that you can be sure of the quality.
- If you plan to submit hard copies of images to the Press, please contact the editor prior to doing so.

Illustrations

Source details must accompany all illustrations that you have not created or contracted. If you intend to include a List of Illustrations at the front of your book, you may choose to place the source information in that list. Otherwise, the source information must be given in your captions.

It is customary in many kinds of books to identify illustrations by number, for example, “Figure 1.” Numbering illustrations also helps others who intend to cite materials from your book.

If there are many illustrations, it may be useful to identify them by chapter as well, for example, “Figure 1.3” would be the third figure in Chapter 1. You may refer to illustrations in text references as, “(see Fig. 3).” Avoid internal references such as “See the figure above” or “See the map on p. 176.” By the time your book is laid out, page numbers and figure positions will likely have changed.

Aim for consistency of presentation in your illustrational material. Consider whether or not your data might more usefully be presented in a table rather than in a figure. Maps and drawings

should be prepared with a view to their position on the printed page, possible reduction factors, and the consistency of line width and legibility of type after possible reduction.

Tables

Every table should have a name and a number. Tables should be integrated into the text and numbered by chapter: for example, Table 1.2. A List of Tables at the front of the book is optional.

Use the Table feature of your word processor rather than trying to create a table by aligning columns using tabs or spaces. Avoid using multiple tabs or spaces to position text on the page as they will be lost during layout. Double-check the addition of any totals provided in tables. Source information must be provided in notes below the table, not with other notes in the book.

Digital Images

Submit the original digital image as supplied by the archive or other institution. Please remember that the quality of a scan depends on the type of scanner used and the level of experience of the person doing the scanning. Photos that are in color or that need to be used at a larger format should be scanned on a high-end scanner by an experienced technician or designer.

Scans should be provided as TIF or JPG files (grayscale for B&W books; RGB or CMYK for color) at a resolution of:

- 450 dpi for images for originals under 5 × 7 inches and
- 300 dpi for images for originals above 5 × 7 inches.

GIF and BMP formats are unacceptable. Scan at 100% of original's size. Do not modify scan with Photoshop or other software.

Captions and Credit

Please provide a list of captions for every image, with the filename of the image, and the source if it is not your own, printed out and on disk.

While the preferred location of the image should be indicated in your text, e.g., <fig 1 about here>, final placement of images will be determined during layout.