

SWCS 2009 Book and Special Publication Program

Call for Proposals



The Soil and Water Conservation Society (SWCS) seeks proposals to be considered for its 2009 book and special publication program.

Requirements

- The proposed work must address the conservation of soil and/or water.
- The proposed work must be original and not previously published.
- The proposed work must be expected to be in final manuscript form on or before December 31, 2009. Longer term projects (expected manuscript completion of January 1, 2010, and beyond) may be submitted as preliminary proposals for feedback. Completed manuscripts representing work more than one year old are not recommended, except under extenuating circumstances.

Types of Material Sought

SWCS will consider all proposals but is especially seeking the following types of material:

- White papers that define a current conservation issue or challenge and provide a framework and recommendations for how to best address the problem from a research, practice, and/or policy perspective.
- Monographs that expand the understanding of a specific area of study related to conservation, especially monographs with significant potential to be used as educational course material and/or a reference for future works.
- Conservation practice guides that describe a new or underutilized conservation practice, summarize the researched basis for why the practice should be more widely implemented, identify realistic implementation benefits, present successful case examples, and provide recommended implementation guidelines or where to go for more information.

Proposal Format

Proposals should include the following:

1. Title of the proposed work
2. List of author(s)
3. Contact information of the person submitting
4. Abstract/description of scope
5. Statement of the need for and potential impact of the publication
6. Outline/table of contents of the work
7. Publication specifications. Include an estimate of the number of words, number of figures (and specifically the number of color figures), and preference for e-book and/or printed book.
8. Estimated timeline of manuscript development and completion
9. Sponsorship. List potential sources and amounts of financial support for publishing costs. Secured commitment of funding is not required at the time of initial proposal.
10. Qualifications of authors. Provide short biographies or résumés of authors.

11. Technical reviewers. List two to five technical reviewers who will, at a minimum, review and provide feedback on the draft final manuscript. SWCS may recommend additional reviewers for selected proposals.
12. Optional: Appendix containing draft manuscript or supporting material.

Selection Criteria

Criteria for selection include the following:

- Relevance and potential for impact in the conservation community.
- Technical authority of the material as represented by the qualifications of the authors.
- Likelihood for sales or other distribution.
- Amount and proportion of financial support brought for publication. For promising proposals, SWCS will provide an estimate of requested funding for publishing costs. Costs vary widely by project.

Publication by SWCS

For successful proposals, SWCS will edit and design the publication and will market and distribute the publication electronically and/or in print, as arranged with the corresponding author. SWCS will require copyright assignment (to the degree transferable by government employees). SWCS will obtain an ISBN and Library of Congress registration as appropriate. Publication by SWCS does not necessarily constitute endorsement of the contents but is rather an acknowledgement of the value of making the information available to the conservation community.

SWCS Publishing Program

With over 60 years of publishing and hundreds of titles, SWCS is a trusted source in conservation publishing. SWCS partners with leading authors to make the best in new conservation science, practice, and policy perspectives available to a broad audience.

Questions and Submission Details

For questions, please contact Mark Anderson-Wilk, SWCS Director of Publications, at mark.anderson-wilk@swcs.org or 515-289-2331 ext. 126.

Submit proposals electronically to mark.anderson-wilk@swcs.org with "SWCS Publication Proposal" in the subject line.

Deadline: October 15, 2008.

All proposals will be held confidential.

An initial response to proposals is expected by December 15, 2008. Authors of promising proposals should expect additional information may be requested or modifications made before a publishing agreement may be reached.

All correspondence will be conducted electronically.