Aug 14th, 1:00 PM - 2:30 PM

Writing, Developing, and Publishing Your Aviation Book

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Writing, Developing, and Publishing Your Aviation Book

1-2:30 pm
National Training Aircraft Symposium
August 14th, 2018
Presented by: Dr. Suzanne Kearns
My Experiences

- Books are often ‘weighted’ less than journal articles
- Academics assessed on impact factors – difficult to measure for books
- Monographs are for researchers – Textbooks are for students
  - Monographs apply the same style and rules as journal articles
  - Textbooks must be teaching tools based on instructional design principles
    - Engaging
    - Accessible for young adults
    - Real-world examples
    - Reflection questions & examples
Monograph Design

- Academic monographs are often extensions of dissertations
- Structured and written similar to journal articles, but more in-depth
- Primarily for other academics/researchers in your field
- Lower royalties – limited sales potential (the payoff is reputation/tenure)

Researchers

- Is the book organized and structured in an academic style
- Properly researched and referenced

Discipline

- Appropriate for your academic discipline
- A new perspective rooted in theory
Textbook Design

- You must know & justify what makes your book unique and valuable
- Build your book based on what works best for students, teachers, and the discipline
- Incorporate consistent yet engaging feature strands
- Higher development cost, greater sales potential, higher royalties

Learners
  - Characteristics of the readers
  - Background
  - Interests
  - Goals

Instructors
  - Characteristics of the teachers
  - Expertise and interests
  - Type of program
  - Resources

Discipline
  - Required knowledge
  - Evolving/disruptive areas

Competition
  - Features of leading books
  - Unique selling features

The Creation of Your Book

Idea
- Trade/Textbook
- Sole or Co-Authored
- Identify Publisher

Proposal
- What is a proposal?
- Defining your book’s ‘space’

Writing
- Setting goals, deadlines, feedback
- Taking time to replenish

Completion
- The post-submission process
- Copy-editing
- Marketing and promotion
Idea

- What do you want to get out of the book:
  - Tenure
  - Reputation
  - Money
  - Passion Project?
- Trade book, academic monograph, or textbooks
  - Advantages and disadvantages
  - Know your audience
Idea

• How do you want to do the writing:
  • Sole author
  • Co-author
  • Edited volume?

• Finding the right publisher:
  • Reputation
  • Academic credibility or a higher royalty
  • Meeting an editor
Proposal

1. Working title and 1 page description of the book (big idea!)
2. Table of contents
3. Chapter synopses
4. Length and schedule
5. Audience
6. Competition
7. Author biography
8. List of reviewers

• What is a proposal?
• Defining your book’s ‘space’
If all goes well...

You’ll be offered a contract!

Do you have a lawyer review and enter a negotiation, or not?

Think Twice Before Signing A Contract
Writing

- Getting organized
  - Setting goals and deadlines
  - Organizing files
  - Staying motivated
- Finding reviewers & a writing network
- Developmental editing?
- Taking time to replenish

- Set word-count or hourly goals
- Make it great – revise, revise, revise!
- Write the book you want to read
- Develop feature strands
- Let your ideas and philosophies breathe life into the book
Completion

• After submission to the publisher
  • Accept work for publication
    • Typographic design/layout
    • Cover design
    • Copy-editing (often where consistency outranks creativity)
    • Marketing
  • You receive your book!

• Bookstores make more off each book than the authors
  • A book that retails for $62.50
    • Bookstore makes $12.50
    • Publisher makes $50
    • Author makes about 10% of the $50 – so about $5 per book

• Textbooks have a life expectancy of about 3 years

Completion

• The post-submission process
• Copy-editing
• Marketing and promotion
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