‘Scholarsourcing’ with AEJMC / Peter Lang: A Unique Book Publishing Opportunity for AEJMC Members

Have an idea for a book that other AEJMC members would be excited to read and teach? The Scholarsourcing project of AEJMC and Peter Lang may be right for you.

Through this unique collaboration between AEJMC and Peter Lang Publishing, you can start the fall semester by posting a brief description of your idea on a special members-only website – and if gets endorsed by your colleagues, potentially have a book contract in hand by the end of the academic year.

Here’s how it works:
1. Watch for the announcement from AEJMC in the fall that Scholarsourcing is open for contributions from Association members.

2. Craft your idea to appeal to fellow members. You’ll have around 500 words to work with: Go for a dynamic and informative title, a clear and succinct synopsis, and a compelling case for why your book will be a must-read. You will send this mini-proposal to the Peter Lang acquisitions editor by the deadline of Oct. 18, 2019.

3. Online reviewing of anonymized proposals on a dedicated website begins in mid-November. AEJMC members will have about two months to read your proposal and the others submitted, and to indicate which ones excite them the most.

4. If your idea catches fire, the acquisitions editor from Peter Lang will be in touch, inviting you to draft an extended book proposal. It’s not onerous, but you’ll be asked to think through such things as the target audience, the nature of the competition, and the work’s connection to the AEJMC mission. An overview of your proposed chapters also will be required at this stage.

5. These proposals are then reviewed by the Scholarsourcing Committee, which consists of other scholars within AEJMC. This committee recommends to Peter Lang which author or authors should be awarded contracts.

6. If yours is selected, you’ll have a book contract in hand in early summer – and then the writing begins in earnest. Meeting deadlines is a very important part of the process.

FAQs
Q: Do specific formats or topics have a better chance of success?
A: We’re open to anything, including both authored and edited volumes. But, books must draw on original research and clearly speak to the mission of AEJMC.

Q: If I’m awarded a contract, how long will I have to write the book?
A: You and the Peter Lang editor will negotiate a deadline. We typically ask authors to commit to providing a full manuscript within around 12 to 15 months, but if you feel you need more time, do ask for it at the contract stage – later extensions are not automatic and are not guaranteed.
Q: Do I have to be a widely published scholar to get a contract?
A: Scholarsourcing contracts so far have gone to early-stage, mid-career and veteran researchers. Exciting ideas and clear, compelling proposals are the winners!

Want More? You’re in Luck!

GOOD TIPS FOR SCHOLARSOURCING SUCCESS

* Avoid obscure titles, as well as long dissertation-style ones. Go for meaningful words and ideas.

* All AEJMC members will be invited to read your initial proposal, not just those who know a lot (or even a little) about your topic. What do we all have in common? A commitment to mass communication education and scholarship. So show how your idea fits into that broad organizational remit.

* Be clear about the original research that will inform your book. Proposals not rooted in original scholarship rarely make it through to the second round.

* Do a bit of homework to ensure you know what else has been written related to your idea. Proposals that cover previously trod ground rarely make it through, either. Besides, you’ll need to know who your competitors are if you’re invited to write the longer, second-round proposal.

KEY DATES FOR 2019-2020

Friday, October 18, 2019: Deadline for submitting abbreviated book proposal to the Peter Lang acquisitions editor. Look for information and instructions on this in September!

November 15, 2019 to January 17, 2020: AEJMC members read, comment on, and rate these mini-proposals.

March 2, 2020: By this date, authors will be notified if their proposals advance to the second round. If so, they will be invited to submit a full proposal, following guidelines from Peter Lang.

April 15, 2020: Deadline for submitting complete book proposals to Peter Lang acquisitions editor.

June 19, 2020: You learn whether you have a book contract from AEJMC / Peter Lang.

WHAT BOOKS HAVE BEEN PUBLISHED SO FAR?


Our newest books, *debuting at the Toronto meeting in 2019* are:

*Agendamelding: News, Social Media, Audiences, and Civic Community*
by Donald L. Shaw, Milad Minooie, Deb Aikat, & Chris J. Vargo

*Editor Emory O. Jackson, the Birmingham World, and the Fight for Civil Rights in Alabama, 1940-1975*
by Kimberley Mangun

*Social Justice Journalism: A Cultural History of Social Movement Media from Abolition to #womensmarch*
by Linda J. Lumsden
Stop by the Peter Lang booth in the exhibitors’ area to have a look, and purchase copies for your collection.

MORE QUESTIONS? CONTACT:

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or

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