Independent Publishing for Museums

Kerry J Charles
Author & Independent Publisher
kerryjcharles.com
Why Publish?

• **Message** – Publishing is another way to get the message of your museum to the public

• **Reach** – Publishing potentially covers the entire world, including many people who may have never heard of your museum before

• **Credibility** – Publishing establishes your museum as a credible voice in your specific field

• **Revenue** – Publishing can bring in an additional revenue stream to your museum
How has Publishing Changed?

POD (Print on Demand)

• Books printed as needed – no inventory required
• Any quantity can be drop-shipped from the printer
• Wholesale orders from bookstores and libraries can be fulfilled by the distributor
• Changes can be made at any time
Who owns the work?
The Author? The Publisher?

• Whoever owns the ISBN?
• Whoever owns the bank account that receives royalties?
• Whoever owns the copyright

According to the US Copyright Office (copyright.gov):

When is my work protected? Your work is under copyright protection the moment it is created and fixed in a tangible form that it is perceptible either directly or with the aid of a machine or device.

Do I have to register with your office to be protected? No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work.

Tip: If experts (or interns) are hired (or have volunteered) to create any of the material in the book, make sure that they are working on a signed contract basis and that they have waived their copyright to the material.
# Book Production Tasks

<table>
<thead>
<tr>
<th>Typical Publishing House:</th>
<th>Your Museum with POD:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Writing</td>
</tr>
<tr>
<td>Editing</td>
<td>Editing</td>
</tr>
<tr>
<td>Design (Cover &amp; Interior)</td>
<td>Design (Cover &amp; Interior)</td>
</tr>
<tr>
<td>Typesetting/Page Layout</td>
<td>Typesetting/Page Layout</td>
</tr>
<tr>
<td>Contracts/Financial</td>
<td>Contracts/Financial</td>
</tr>
<tr>
<td>IT/Hardware &amp; Software Maintenance</td>
<td>IT/Hardware &amp; Software Maintenance</td>
</tr>
<tr>
<td>Marketing &amp; Publicity</td>
<td>Marketing &amp; Publicity</td>
</tr>
<tr>
<td>Printing</td>
<td></td>
</tr>
<tr>
<td>Sales &amp; Distribution</td>
<td></td>
</tr>
</tbody>
</table>
What exactly is required to produce a published book?

The Checklist

- Set up account with POD company
- Generate Book Content
- Determine pricing
- Get ISBN(s) and barcodes
- Layout book interior
- Create book cover
- Convert interior and cover to print format
- Upload the interior file and cover
- Order proofs, make changes, order more proofs
- Approve for publishing

Tip: This list isn’t necessarily in order. Some of these items can be carried out concurrently such as setting up POD accounts, generating book content, and obtaining ISBNs.
Set up a publishing account with the POD provider(s)

• Determine which POD company you would like to use and create an online publishing account.

• Your museum is the publisher. All books produced will use this account. You will not create a new account for each book.

• You will need to provide a bank account that will receive royalty payments.
Which POD should we use? Amazon? Ingram? Both?

**Amazon CreateSpace**
(createspace.com)

Advantages:
• Book setup is free
• Interface is easy to use
• Book files can be changed and uploaded for free
• Online sales rankings

Disadvantages:
• Books only available through Amazon
• No wholesale option available

Tip: Start with Amazon CreateSpace. It’s easier to use and free. Use the CreateSpace PDF files (with changes to the cover) for IngramSpark.

**IngramSpark**
(ingramspark.com)

Advantages:
• Automatic wholesale distribution worldwide
• Industry standard – bookstores and libraries know and trust Ingram
• Preformatted cover template available

Disadvantages:
• Cost for setting up each book: $49 (refunded if 50 copies are purchased in 60 days)
• No pre-formatted text templates (can use the same as Amazon, however)
• Each change is $25 after the initial book upload.
What’s an ISBN? How do I get one?


- Don’t get an ISBN through the POD company. This means that it is registered through them. Technically, your museum will no longer be the publisher and you’ll lose control over where the book can be sold.

- R. R. Bowker – The private company that sells all ISBNs in the United States. Current costs:
  
  1 Barcode: $125
  10 Barcodes: $295

(Bowker’s website for ISBN purchase: myidentifiers.com)

Tip: Bowker often has special promotions with reduced rates. Set up a free account with them and they’ll email notices of these to you.
Create the Content

- Research and write the material
- Assemble images
- Identify and resolve any copyright issues
- Use the tools provided online to help you through the process.
- Both Amazon and Ingram offer various layout & editing services (for a price).

Tip: Find a tech-savvy, design-oriented person to handle layout, digital file production, and/or interfacing with the POD websites. This could be a great job for a talented intern or experienced volunteer. Their name can be put in the book, giving them permanent recognition for their work.
Determine Pricing

- Use the online automatic calculators to determine royalty payments
- Page count is the major factor affecting pricing
- Funds from sales are direct-deposited into your specified bank account, and a 1099 showing royalty payments is sent to the holder of that account.

CreateSpace - Amazon
www.createspace.com/Products/Book

IngramSpark
www.ingramspark.com/Portal/Calculators/PubCompCalculator

Tip: Don’t forget to include the cost of shipping when determining your profit. This can add up quickly.
Why would I need a barcode for my book?

• The barcode contains the ISBN
• The barcode can contain the price (but doesn’t need to)
• The barcode is required by major distributors such as Amazon or Ingram

**Tip:** Bowker (and others) will sell barcodes for your ISBNs, but you can create them yourself online for free at sites such as Bookow. (bookow.com/resources.php#isbn-barcode-generator)
Page Layout

Decide on your page layout software: Microsoft Word, Adobe InDesign, etc.

**Microsoft Word**

**Advantages:**
- Most people know how to use it already
- Pre-formatted templates are available (https://www.createspace.com/en/community/docs/DOC-1323)

**Disadvantages:**
- Very little flexibility for page layout, especially when including illustrations.

**Adobe InDesign**

**Advantages:**
- Enormous flexibility for page layout

**Disadvantages:**
- Steep learning curve
- No pre-formatted templates

Tip: Find a few books that have a format similar to what you’d like to produce, then copy what they do.
Create the Cover

• Single layout for front and back (use specifications indicated in file setup information online)

• Convert cover to PDF

• Create thumbnail image of front cover for online listing

Tip: Adobe Photoshop (or similar image editing software) is strongly recommended for this process. These files will have very specific requirements for formatting and size.
Convert to Print Format

• Check current PDF format standards with CreateSpace or IngramSpark

• Convert final interior file to PDF
• Convert final cover file to PDF

Tip: A PDF (Portable Document Format) is a file format that is used to present documents in a manner independent of application software, hardware, and operating systems. Each PDF file encapsulates a complete description of a fixed-layout flat document, including the text, fonts, graphics and other information needed to display it.* In other words, whoever receives the PDF will be able to view exactly what you intended in the original document.

*From Wikipedia: “Portable Document Format”
Upload the book interior and cover files

- Ensure that the files are in the correct upload format (usually a form of PDF) and are below the maximum size requirements
- Review the digital proofs online after the upload
Order a hardcopy and proof the book (repeat as needed)

• Take the time to proof properly!
• Go through the book at least three times:
  1. Read from cover to cover for typos, punctuation errors, etc.
  2. Look at each page in correlation to the others to ensure layout is consistent and there are no widows/orphans, heading changes, font changes, etc.
  3. Examine the cover and all illustrations to ensure that they are portrayed correctly and all accompanying material is accurate.

kerryjcharles.com
Press GO!

• Take a deep breath, then send your book out into the world.

• Remember that with POD nothing is permanent. You can make changes to any future editions with little or no cost.

• Promote the book: hold a launch party, announce the book on your web site, make copies available in your museum store…

• Celebrate a job well done!
Should we really be trying this on our own?

• What’s to lose?
• Hire out portions of the process if you’re uncomfortable doing them yourself.
• Document the entire process as you go. (Keep a production journal.)
• It gets easier the next time around!