

SEG MAKES BOOK PUBLISHING MORE AUTHOR FRIENDLY

TED BAKAMJIAN, SEG Director, Publications

With new procedures and technology, SEG has enhanced the book-publishing experience for authors and editors.

Last year, the SEG Publications Committee adopted a fresh set of procedures under which proposals are evaluated quickly and constructively, and authors and editors of favorably received submissions are given formal encouragement to develop their ideas into finished works. Previously, proposals received no formal adjudication.

"The committee wants to capture the momentum of authors and editors at proposal time with a formal acknowledgment of interest in the work," said Yonghe Sun, the committee's chairman.

In April, SEG launched an online submission, peer review, editorial collaboration, and production system designed around the new procedures. The system provides greater operational efficiency to all aspects of books acquisition and production.

"The pieces are in place," Sun said. "We are more capable of helping authors and editors build their works from proposal stage through publication."

SEG seeks new books on all applied geophysics topics. SEG's policy states that a proposed work shall not be judged negatively because there may be a recent published work or work in progress on the same subject. Multiple perspectives on the same subject are encouraged.

SEG also aims to provide useful material to a wide range of audiences. Among needs identified by the Publications Committee is a textbook introducing applied geophysics to nonscientists. Yet the primary focus is on providing content of value to geoscientists and geoscience students.

"Our emphasis is on attracting new monographs, reference works, textbooks, course notes, and works with chapters

on a particular subject by several authors," Sun said.

The Reference Publications pages on the SEG Web site include a description of SEG's book series, review procedures, a book proposal worksheet, and a link to the online system supporting SEG books. This system—a customization of Aries Systems' Editorial Manager—is available directly at www.editorialmanager.com/segpubs/.

Authors and editors interested in submitting book proposals may do so entirely in the online system, although most will find it helpful to download the book proposal worksheet and complete it offline before transferring answers to the online system. The Publications Committee reaches decisions on proposals within four weeks, or six weeks if an entire manuscript is submitted.

After proposals are accepted, authors and editors can use the online system for content development, working collaboratively with each other and with other reviewers, in many cases on a chapter-by-chapter basis. The system is similar in operation to the system used for GEOPHYSICS online peer review. The system also includes production modules that SEG staff members use to route manuscripts to copy editors, composition vendors, printers, and to the SEG Digital Library, where an SEG e-books program will be launched in early 2010.

"With the online system in place, it is easier than ever for authors and editors anywhere in the world to submit proposals and manuscripts," Sun said.

Publications Committee members in addition to Sun are Sergey Fomel, Lianjie Huang, Ian Jones, Rebecca Latimer, Michael Pelissier, Louise Pellerin, and Dietmar Schmacher. SEG Publications Department staff members Ted Bakamjian, Jennifer Cobb, Rowena Mills, and Merrily Sanzalone support the book program. **TLE**