

Guidelines for Authors of Books on the History of Santa Cruz County, California

Books on Santa Cruz County history published by the Museum of Art & History @ the McPherson Center (MAH) are the responsibility of the History Publications Committee (HPC) and, ultimately, the MAH Board of Trustees.

The HPC is devoted to publishing books and journals on the history of Santa Cruz County, its cities, regions, people, industries, and institutions, from the Native American period to the present.

The HPC welcomes the submission of manuscripts that are both solidly researched and interestingly written. The information must be accurate, well documented, and of value to present day and future readers. In all cases, books should be free of specialized jargon so that they can be read, understood, and appreciated by persons at various levels of expertise and interest.

The HPC is especially interested in books that are based on original material, on new research, or that offer fresh insights on previously published subjects, and that make an important and lasting contribution to our understanding of the past.

Books must focus on Santa Cruz County. A book that has only a small portion of its content touching on some aspect of Santa Cruz County may not be appropriate for publication. For example, a biographical dictionary on California artists, listing a few Santa Cruz County artists — among hundreds of California artists — would not, more than likely, be approved for publication.

If at all possible, the author must verify and cite the sources of statements. In some cases, research may not provide substantiated evidence but may, nonetheless, demonstrate that a high probability of truth exists. In such cases, the author may state a conclusion while making clear that this conclusion has not been verified and stating the circumstantial facts upon which he or she draws the conclusion. For instance, a newspaper account that “F. A. Hihn left today on business in San Francisco” is not itself evidence that he actually made the trip, but in the lack of supporting evidence, citing the source (e.g., *Santa Cruz Daily Sentinel*, 28 April 1896 3:4) testifies to the reasonableness of the conclusion.

EVALUATION OF MANUSCRIPTS.

The HPC will conduct an initial evaluation that focuses on the following questions to ascertain whether the manuscript meets the objectives stated earlier:

- Is the manuscript suitable in terms of content and writing?
- Is it well organized?
- Does it represent original material?
- Is it comprehensive and thorough in treatment of the subject?
- Will the general public understand the content and the terms used?
- Is the content of this manuscript accurate and based on verifiable sources?
- Are the endnotes and/or other references adequate for use by a reader who wishes to pursue the topic further?
- Is the manuscript suitable for publication in its present form?
- Can deficiencies be resolved with minor revisions and editing?

QUERY LETTER. Before submitting a manuscript, authors are encouraged to first send a query letter describing the project. The query should include the following data:

Author’s Name, Mailing Address, Phone Number(s), and E-mail Address.

Title of book.

An abstract: a brief paragraph of not more than 100 words that summarizes the book by stating (1) its principal focus; (2) its intended audience; (3) its subject(s) and their significance; (4) the chronological period of the event(s); (5) the geographical location

within Santa Cruz County; and (6) any special characteristics to which the HPC's attention should be drawn.

Author's institutional affiliation, if appropriate.

Brief biographical statement about the author.

A statement affirming that the material has not been published and is not currently being considered for publication elsewhere.

Once the HPC approves the query letter, the author may submit the manuscript.

PROCEDURES FOR SUBMISSION. The HPC prefers to receive a manuscript in electronic form, accompanied by one printed copy. Electronic submissions should be sent by e-mail to archives@santacruzmah.org

Alternatively, the author may mail the electronic version of the manuscript as a CD disc with the printed copy. Printed material should be sent First Class (Return Receipt and Registration at the option of the author) to The History Publications Committee, Museum of Art & History, 705 Front St., Santa Cruz, CA 95060-4508. Manuscripts will be returned only if a return envelope and postage are provided.

CONTACTING THE HPC. The HPC may be reached by phone through the MAH Archives at 831 429-1964, ext. 17; by FAX at 831 429-1954; or by email at archives@santacruzmah.org

EDITING. If approved, the HPC will be responsible for editing and formatting the manuscript to meet its standards. The HPC may appoint an editor or a group of editors to manage the project through all phases of editing and production.

The manuscript may be referred to one or more outside advisors for additional evaluation. The identity of the author will not be revealed to these readers.

PERMISSIONS & USE AGREEMENTS. The author is responsible for obtaining permission to reproduce copyrighted illustrations or quote any copyrighted material. The author is required to sign a form stating that such use agreements have been obtained.

The author is required to grant permission to the Museum of Art & History @ the McPherson Center, Inc. (the publisher) to publish the author's book. All terms are to be expressed in a written agreement signed by both the author and publisher prior to publication.

COMPENSATION. Because of the high cost of publishing works of very limited geographic interest, MAH usually does not pay royalties to authors. Authors, however, receive complimentary copies of the completed book.

STYLE. As its preferred method of manuscript preparation and source citation, the HPC has adopted *The Chicago Manual of Style* (University of Chicago Press). If *Chicago* does not cover an application appropriate to your work, apply your preference and indicate this fact in a separate note to the HPC.

TECHNICAL GUIDELINES. The following guidelines are suggestions, not requirements; they are intended to smooth the process of taking your submission from manuscript to book. If you have special requirements, please discuss them with your contact at the HPC.

Submit manuscript files in MS Word (.doc), rich-text format (.rtf), or a similar widely-used word processing format whenever possible. Avoid using PDF format. It is helpful to supply images and captions as separate files, even when you embed the images in your word processing files. To avoid confusion, file names should be descriptive and unambiguous. File names should include extensions (.doc, .jpg, .tiff, and so on).

Keep text formatting simple. Avoid multiple fonts or character sizes. If you need more complex layout elements, discuss your needs with your contact at the HPC. Use tabs, not spaces, to indent or align text.

Margin settings, page breaks, page numbering, and page sizes are likely to change during the design process. The same is true for running heads (headers and footers).

If your book contains sections, headings, subheadings, and similar elements, be consistent in formatting them. If you are familiar with the use of word processing styles or layouts, use them to format structural elements and give them descriptive names (“subhead,” “block quote,” “bio sketch,” etc.).

Submit images in standard graphics format (TIFF, Photoshop, JPEG, Illustrator, EPS, etc.).

Generally speaking, do not modify image resolution. If you have a choice, higher resolution is always preferred.

Preserve original image files whenever possible; they may be useful later in the design process.

Scanned images should be at least 300 dpi (or 600 dpi) when possible. Scan in color or grayscale; avoid “bitmap” or black and white. Line drawings that were created as vector art (using a program such as Adobe Illustrator) should be submitted in vector format when possible.