Writing a book for your event?

Use this checklist to help plan for a book (60 or more pages) or similar project for an anniversary or other event.

Two years before

___ Finalize event date. List the celebration date on the master calendar. It's not too soon.

___ Get administrative backing. Discuss the plans and budget with colleagues, the area director, associate director, dean, state leader, department or research center head, or others involved.

___ Plan big projects. Will you produce a written history or other type of book? An electronic publication on CD-ROM? A celebratory video for your website? Discuss plans with the appropriate staff at the Department of Communications. They can help with budget estimates and schedules to be sure your electronic or printed project is handled professionally.

___ Line up writers and other colleagues. If your plans include a written history or another type of book, discuss plans with co-authors, photographers, and colleagues in the Department of Communications. Plan exactly what will be produced, get cost estimates, and refine plans as needed. Who will read the book? Will it be sold? Be sure colleagues understand specific assignments: style or tone of writing, how many pages and photos, how much detail.

18 months before

___ Review progress and plans with co-authors, editors, and other contributors. If needed, assign new co-authors. Rein in those who are doing too much so they won't waste their time producing more than can be used.

___ Start preparing brochures. If you are planning a year-long celebration leading up to the anniversary, a designer in the Department of Communications can create a logo, signs, brochures, and additional graphics, if needed.

12 months before

___ Finalize text with co-authors and contributors: Before turning over the work to editors and designers, select exactly which text blocks, photos, or other graphics best relay your message. Be sure the elements will fit within your designed publication size to meet the budget. Ask the editor and designer for help with selections.

6–9 months before

___ Begin working with the editor and designer. Approve the design format and finalize photo selection. Provide FINAL text in the format requested (generally Word or RTF files with minimal formatting). At this point, minor changes can still be made (spelling, add a name, or other minor correction), but you should consider text submitted to the editor as final. Adding or making major changes in text after editing has begun restarts the schedule, and layout can't begin until editing is done. Photos should be high-resolution digital images or quality prints or slides. Low-resolution images used for PowerPoint or the Web are unsuitable for printing.

3–4 months before

___ Finalize proofs: Begin proofreading. Check for errors and minor omissions. Stick to scheduled deadlines.

1–2 months before

___ Send it to the printer. Get ready to enjoy your work, knowing it will be finished in time for your event!

Oops! We have an emergency!

Less than two years left? Call the publishing unit (785-532-1148) to discuss options based on the time available.