



Sponsored Publications – Request for Proposals

The USAS is seeking proposals for publications, including books, conference proceedings, fact sheets, pictorials, hatchery or production manuals, data compilations, and other materials that are important to U.S. aquaculture development and that will be of benefit to USAS members. Individuals wishing to have a project considered for funding by the USAS should prepare a proposal using the following guidelines:

1) Basics

Proposal should be double-spaced, one-sided, numbered, unstapled and on 8 1/2 x 11 white paper. Suggested length is 5 pages or less, not including supporting materials. Include a cover letter. Include a self-addressed, stamped envelope for a response letter.

2) Structure

Title Page: Include a cover or title page with name, address, telephone number and email address. Also include the proposed number of pages of the final manuscript.

Overview: Clearly and concisely describe your project in one or two paragraphs.

- What are the problems, the reasons, or the situations that relate to the aquaculture industry in the U.S. that prompted you to write this publication?
- How does your publication address these problems, reasons, situations?
- What makes your publication unique?
- What are the new approaches and special features of your publication?
- How are you uniquely qualified to write this publication?

Author's Biography: State your qualifications as it relates to your ability to write and promote this project. For example, include prior publications that relate to the project, awards, education and previous publications. Why are you the person to write this publication and how are you qualified in the subject?

Marketing Section: What sector of the US aquaculture community would this publication target? Why would somebody buy this publication? Who is the audience for this publication and how is the audience reached?

- List any affiliations or contacts you have that would assist in promoting, reviewing or selling this publication.

Competition: List published titles that address a similar area of interest as your project, by author, title and date of publication. What does your project do that is distinct and necessary in today's market? How is your publication different and better?

Promotion: Describe your project's promotional plan.

Leveraging: Can you commit additional funds to leverage this publication. If so, how much?

Sample Materials: Provide descriptive section titles and a short summary of each. For books, include a chapter outline and the introductory chapter.

Publishing Details: Include any information on illustrations, photographs, or special formats that will be required. Include an estimate of the time that will be needed to deliver a completed manuscript.

Supporting Materials: Please include any media attention you have received, feature articles, columns or other promotional materials about you that relate to the publication's topic.

3) Scoring: Basics: (5 points); Title page: (5 pts); Author's biography: (10 pts); Publishing details: (5 points); Overview: (15 pts); Leveraging: (10 pts); Competition: (10 pts); Sample materials: (15 pts); Supporting materials: (5 pts); Promotion & marketing: (20 pts)

4) Conditions for Publication: The USAS Board of Directors will rate proposals and select projects for publication. The successful applicant will serve as co-author; however, depending on contribution to the publication, the applicant may not necessarily serve as chief or sole author. The USAS will cover general publication and distribution costs for one or more projects up to \$5,000 each year. However, special consideration will be given to worthwhile projects that exceed this limit. No compensation will be provided to the authors for their time spent in writing the publication. The publication will be property of the USAS and will be sold through the WAS bookstore.

5) Submit: Submit proposal to USAS Publications Committee, c/o Dr. Wade O. Watanabe, University of North Carolina Wilmington, Center for Marine Science, 7205 Wrightsville Ave., Wilmington, NC 28409, Tel 910-256-3721 x245; Email: watanabew@uncw.edu Closing date is June 30, 2005.