

International Costumers' Guild

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# Proposal to Form an ICG Press

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# 1. Summary

The International Costumers' Guild has determined a need for a press to be formed.

In order to do this:

- An editor will be appointed, and the publications will be created through CreateSpace.
- Contracts will be in place to protect the financial and legal exposure of the ICG.
- Expenses will include a CreateSpace account and the purchase of ISBNs.
- The total anticipated budget
- Procedures for submission are outlined.

## 2. Introduction

The International Costumers' Guild, henceforth referred to as the ICG, is a non-profit organization with members who are hobbyist and professional costumers. The ICG is committed to the promotion and education of costuming as an art form.

A need has arisen to form an ICG Press, which would provide an opportunity for members of the International Costumers' Guild to publish works. One book is already planned, and others are being considered.

## 3. Goals/Objectives

The goal of this document is to outline the purpose and functions of the ICG press. It outlines the types of contracts necessary for publication, discusses monetary considerations, and proposes procedures for submission of publishable works.

### 3.1 Introduction

An Editor in Chief for the press will be appointed. Submissions that will be considered include physical books, e-books, monographs, and all other publishable works. All works must be costume related.

Publications will be print-on-demand. The proposed method of publishing is through CreateSpace. Start-up costs will include purchasing ISBNs and a CreateSpace account.

CreateSpace is the print-on-demand publishing software aspect of Amazon. To use it, documents to be published are uploaded to the service, and the software publishes the document. A cover is necessary for publishing. CreateSpace includes templates for covers and a thickness calculator for a physical book's spine. CreateSpace publishes under the Amazon imprint and automatically offers it for sale online. It gives one ISBN and barcode for free. This will give us the CreateSpace imprint, but not an imprint for the ICG Press. A "custom universal ISBN" will cost \$99/book and will allow us to have the ICG Press imprint. We can also purchase a block of ISBNs, which will cost \$5.75/book. However, 100 must be purchased at a time.

The disadvantages of CreateSpace are as follows:

- Published works are not listed with Ingraham or Baker & Taylor, and therefore will not be available in stores
- Published works appear as they are uploaded, which includes any flaws.
- Published works are available for sale online, unless a box is unchecked. For example, a book one creates for personal reasons will be available for anyone to purchase unless the user unchecks a box.
- Using Custom Universal ISBNs or providing our own will prevent us from reaching CreateSpace's Libraries and Academic Institutions channel.

The advantages of CreateSpace are as follows:

- No warehousing is necessary. Printing of published works is done on demand, thus eliminating the need for storage.
- Because publishing is done digitally, an unlimited amount of pictures can be included in the manuscripts.
- Because there is no waste, costs per book are consistent and lower than other methods.

- Using CreateSpace's imprint is not necessary; it is easy to get one's own company name on the book.
- The barcode generated by CreateSpace can be used without using the software's ISBNs.
- CreateSpace will ship to any location in the world.

## 3.2 Contracts

There will be a standard contract stating that the ICG Press is the publisher. This legitimizes the contract, because it indicates that the work has been reviewed and approved. It also says that the work is relevant to costuming and demands a level of professionalism. We will state that we include a \$1/book mark up to the sale price to cover our expenses. This contract will also state our liability – that we are agreeing to promote the book on our website and in the newsletter, as well as put it up for sale on Amazon, and in our own website bookstore. Authors may sell the books on their websites, blogs, etc., but those funds will go directly to the author, limiting our financial exposure.

We will draft our own contract, based on templates from reputable sources. An attorney will do a limited review to ensure that our contract is sound.

The copyright goes to the author, and the publication history goes to the ICG Press. We will get printing rights only. If the ICG Press ceases publication of a work, the rights will be released back to the author, or to the publisher that picked them up, who would pay us an agreed upon sum that would not jeopardize our 501 © status.

## 3.3 Expenses, Royalties, & Budget

Expenses needed to be covered by the ICG include a formatter and upload to the CreateSpace account, the cost of purchasing ISBNs. The author of the work will cover the expense of any printed copies, art for the cover, their editor, and any work necessary to get the manuscript ready for publication.

Royalties are paid by Amazon to the publisher, who then distributes them. Thus, they would be distributed to the author on a quarterly basis by the ICG Treasurer. The ICG Press will take a sum between \$1.00 and \$5.75 per book sold. It is up to the author and photographer(s) to work out what percentages of these royalties each will get.

The sum between \$1.00 and \$5.75 per book sold will be designated to an account for the ICG Press (placeholder).

Online sales are not subject to tax unless specified. It is assumed that sales will be declared on one's taxes, and the tax will come out of one's income.

## 3.4 Submission and soliciting procedures:

Soliciting proposals for publications will start with a call to all ICG members. Members may advertise the press to non-members.

The Editor in Chief and the publications committee will be responsible for evaluating and selecting proposals to be published. Procedures for evaluation: someone other than the author may contact the Editor in Chief, and recommend the work for publication. The work will then be submitted to the committee without the author's name. This will ensure that works are considered based on their merits, and not on the author's affiliation with committee members.

Alternatively, the author may contact the Editor in Chief requesting an evaluation of their proposal. The Editor in Chief will remove the name from the work, and submit it for proposal to the committee.

If the committee decides that a proposal should be published under the ICG Press, the Editor in Chief will then look over the full manuscript. The Editor in Chief will assign the editing, collect the finished product, and then turn it over to the formatter. After formatting, the book cover artist hands in his or her work and the book is assembled and will go to print for a few proofs.

Proofs will be sent back to the author for final editing. Once this is finished, advanced reader copies can be printed and sent out for reviews. If any corrections need to be made, the Editor in Chief fixes the manuscript, turns it back in to formatting to check it, and then prints the number of copies the author has requested. The Editor in Chief will then put the book for sale online.

The ICG Press will be limited as to the number of books that can be published in a period by the number of people experienced at evaluating. In the event that the committee has more proposals than they are capable of handling, a wait list will be created. Submissions will be reviewed in the order they are received.

Only the first three chapters of a work will be required for submission to the committee.

Authors will be expected to submit a publication-ready format copy.

Copy editing will be done by the editor of the manuscript, and formatting will be done just before publication. The author will go through a proof before it gets sent through our press.

All publications can be either e-books or print-on-demand.

We will use any distribution channels to get work out – Kindle, Nook, iTunes, etc. The only requirement is that we need to be able to get the information the ICG Treasurer after each sale.

A page will be added to the ICG website detailing the requirements for submission.

## 4. ICG Press Formation Process

In order to form the ICG Press, an adoption of an additional standing rule. An Editor in Chief will be appointed by the ICG Board of Directors.

The ICG Press is established with the goal of publishing long-form content including books and monographs on topics related to costumes and costuming. The ICG press serves the ICG's mission as a non-profit educational organization.

- A. Administration. The ICG Press will be administered by an Editor in Chief appointed by the Board of Directors, and serves at their pleasure. The role of the Editor in Chief is to solicit and receive manuscript, recruit editors for individual publications, oversee the publication process, manage the finances, and ensure that authors and the ICG Press meet their obligations. The Editor in Chief shall not be responsible for evaluation or recommendation of individual works for publication.
- B. Selection. Evaluation and selection of works for publication will be done by a Selection Committee appointed by the Editor in Chief. The Selection Committee will establish and document a process for authors to propose works for publication, how those works will be evaluated, and what selection criteria will be used. The Selection Committee will forward their recommendation to the Editor in Chief, who notify the author(s), get a signed agreement, and assign an editor to oversee the work.
- C. Publication. The Editor in Chief is responsible for selecting a publishing platform that offers both publication-on-demand for hard copy editions, and ebook and digital publishing capability. The goal is to eliminate the up-front expense of standard publishing, while offering the greatest flexibility for publication formats and distribution.
- D. Finances. The ICG Press will generally be financially self-sufficient, financing expenses with income from past publications, and occasional fund-raising activities on platforms such as Kickstarter or Patreon. The Editor in Chief will submit a ICG Press budget each year for approval by the Board of Directors. The Board of Directors may approve requests to cover certain one-time expenses in the annual budget or as a special allocation during the year. Income from the ICG Press activities will be retained in a separate ICG Press account for their exclusive use.

Here is the proposed revision to the SR 27: Publications:

(Add after A):



X. The ICG Press shall publish long-form content including books and monographs. The ICG Press will be administered by an Editor in Chief who is appointed by the Board of Directors and serves at their pleasure.

(Modify B as follows to include the ICG press and the Editor in Chief):

B. A Publications committee is established as a standing committee. The Committee shall be composed of the Newsletter Editor, the ICG Press Editor in Chief, and at least two other members appointed by the President. The President may appoint any member as its Chair. Appointments shall be reviewed and confirmed by the President annually. The role of the Publications Committee is to oversee the ICG Newsletter, the ICG Press, and any other ICG publications they may from time-to-time establish, and to set editorial policies for these publications.