

## CS Week Publishing - Requirements

1. Why Choose CS Week:
  - a. This is different than traditional publishing. It provides the author the control of self-publishing but with the benefits of CS Week's marketing capabilities and utility industry knowledge and access.
  - b. CS Week is essentially a modified Self-Publishing approach. Self-publishing can be problematic with poor advisors and expensive paths and processes. This approach provides the benefits of Self-Publishing without the risk of poor and expensive advisors
  - c. CS Week differences:
    - i. Author keeps their copyright
    - ii. Author grants a long-term license to CS Week to publish, market and sell
    - iii. Author is responsible to take the book to a final product at their costs. (Note it must be press ready, no shortcuts). CS Week will provide access to reputable editors and book designers.
    - iv. Format must be e-Book compatible
    - v. Content must be relevant to CS Week mission statement
2. For Potential Authors:
  - a. Who have an idea for a book? They should complete the abstract process, this includes:
    - i. Author questionnaire
    - ii. Overview of book (1 paragraph)
    - iii. Outline or Table of Content
    - iv. Sample chapter or topical writing sample
    - v. Professional resume
    - vi. Must be a utility employee
  - b. Who have substantially already written a book? They should complete the following modified abstract process, this includes:
    - i. Author questionnaire
    - ii. Overview of book (1 paragraph)
    - iii. Copy of draft manuscript
    - iv. Statement regarding remaining steps to complete
    - v. Professional resume
  - c. The above abstracts are submitted to a review committee.
  - d. Typical cycle for approval to printing:
    - i. Submit your abstract to the review committee through to approval (6 weeks).
    - ii. Contract with CS Week (2 weeks).
    - iii. Write first draft (6 months) broken into 3 submittals
      1. Your Table of Contents and Outline will be separated into three pieces. You will submit each of the three pieces, 2 months apart. You will also be on a cycle to submit updates to Part 1 and Part 2 while you are developing Part 2 and 3.

- iv. Final updates by you on first draft and review by CS Week (1 month).
- v. Under CS week guidance (2 months)
  - 1. Editor review
  - 2. Book design, indexing and other aspects
  - 3. Book at final draft is sent to POD for proof ready copy (hardcover and eBook)
- vi. Review of proof copy by author and CS Week (2 weeks)
- vii. CS Week performs the following (3 weeks):
  - 1. International Standard Book Number (ISBN)
  - 2. Bookland Bar code
  - 3. Library of Congress Control Number (LCCN)
- viii. Launch of book on Amazon and B&N
- ix. Introduced at trade shows and speaking engagements
- x. Announcements and marketing by CS Week
- e. If selected by the committee, the author will receive a contract. Contract will include the differences mentioned above. Contract will include:
  - i. Author keeps their copyright
  - ii. Author grants a long-term license to CS Week to publish, market and sell
  - iii. Author will indemnify CS Week for any litigation/infringement regarding the book.
  - iv. Author will warrant their work is original and have obtained permissions
  - v. Will include a timeframe to bring to file ready for print.
  - vi. Author is responsible for the finished product
    - 1. Permissions for borrowed work
    - 2. Credits for quoted work
    - 3. Author is responsible for their own insurances related to self-publishing a book
  - vii. CS Week will provide a review process as the book is developed; this will include a third-party editor.
  - viii. CS Week will provide the following registrations and Trademarks:
    - 1. International Standard Book Number (ISBN)
    - 2. Bookland Bar code
    - 3. Library of Congress Control Number (LCCN)
    - 4. CS Week trademarks and domains
  - ix. CS Week is responsible for marketing, printing, order fulfillment and shipping.
  - x. CS Week will be responsible for collecting and remitting Sales Tax on orders other than Amazon and B&N.

3. Order Fulfillment (for customers buying a book):
  - a. CS Week will have 3 primary channels. Amazon, Barnes and Nobles and CS Week direct. For CS Week Direct, we simply buy a large volume of books and resell them. This includes books that are provided on a complimentary basis to various entities (e.g. magazine editors, industry analysts). CS Week will keep an inventory of print books for purpose of distribution at trade shows and speaking events.
  - b. Amazon and B&N will offer eBooks or printed books. Printed books will be supplied through POD. Amazon and B&N will use their traditional web site marketing. They will offer POD or eBook.
  - c. CS Week marketing will be through the following mediums:
    - i. CS Week website
    - ii. Email
    - iii. Newslines magazine
    - iv. eNews monthly broadcasts
    - v. Booth at CS Week w book signings
    - vi. Speaking engagements (CS Week, or other events)
  - d. CS Week order fulfillment will be through an inventory of books, generally held at CS Week offices, and during CS Week at the CS Week booth. Fulfillment will also be through Amazon or B&N.