

The Medill Imprint of the Northwestern University Press

**The Medill School of Journalism Series:
Visions of the American Press**

**READER'S REPORT GUIDELINES
FOR REPRINTS**

The reader's report for a reprint should be at least one and a half pages in length, and it can be sent via e-mail, fax, or regular mail. The reader's c.v. or bio, which will also be presented to the NU Press Board, should be sent with the report.

Following are suggestions for the content of a reader's report for a reprint:

1. A brief summary of the work
2. An evaluation of the relevance of the book and why it should be brought back into print
3. An idea about sales potential and audience: general readership, bookstore and library sales, course-adoption potential, and any specialized audiences or sales venues (such as museum gift shops)
4. Any similar titles with which you are familiar
5. Finally, would you recommend publication? If so, how strongly?

Keep in mind that the report can be adapted to the individual project as long as the review details why the book warrants (or does not warrant) publication and, in conclusion, states your recommendation. The report will be used by the NU Press Board to determine the validity of the project.

For the report, we pay an honorarium of \$75 or the equivalent of \$125 in books from our catalog. Please complete and return the enclosed payment form(s) and the waiver by fax or regular mail.

The Medill Imprint of the Northwestern University Press

**The Medill School of Journalism Series:
Visions of the American Press**

READER'S WAIVER

Please complete and return this waiver with your evaluation.

I _____ do...
_____ do not...

...grant the Northwestern University Press permission to use my comments or agreed-upon variants thereof in any future publicity or promotion of this book.

Title of Work _____

Author _____

Reader;s Signature _____

Reader;s Title _____

Date _____

We would also appreciate receiving a copy of your most recent c.v. for our files.