## The Medill Imprint of the Northwestern University Press

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

#### READER'S REPORT GUIDELINES

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

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

- 1. A brief summary of the work
- 2. An evaluation of the relevance of the book and why it should be published
- 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 \$125 or the equivalent of \$250 in books from our catalog. Please complete and return the enclosed payment form(s) and the waiver by fax or regular mail.

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# **READER'S WAIVER**

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