Arts Equity Collective's Publishing Academy Syllabus

"Young Professional Creating Cultural Diversity in Publishing"

Session (I): Saturday, January 6, 2024 – Saturday, March 23, 2024

@ 7:00 p.m.- 9:00 p.m. Click Link: [Zoom](#).

Publishing Team: MoPoetry Phillips, Sherry Cook Stanforth, & Randal Daniels

Day/Time: Online every Saturday 7:00 p.m.-9:00 p.m. (EST) between 1/6/2024 – 3/23/2024.

Course Description

"Young Professionals Creating Cultural Diversity in Publishing" is a unique online publishing academy presented by Arts Equity Collective. It provides (2) twelve-week sessions that not only train aspiring authors. Authors will learn the full process of publishing a manuscript: formatting, editing, copyrighting, assigning ISBN numbers and barcodes, uploading to publishing software, ordering, receiving, and approving proofs for distribution. Being an online academy helps us unite artists to greater impact the arts both at home and nationally while creating diversity in publishing, increasing the representation of black voices, and making BIPOC stories more accessible within the community. In addition, aspiring authors will utilize the professional publishing resources already present within the community through publishers, Moneeca "MoPoetry" Phillips of Arts Equity Collective; Sherry Cook Stanforth, managing editor of *Pine Mountain, Sand, & Gravel* and (UACC) Urban Appalachian Community Coalition core member; and Randal Daniels of R.D. Books.

Course Goals

Aspiring authors meet the following objectives:

- Learn the full publishing process from preparing a manuscript for submission to creating an active presence by having your book available on the distributor's website and available for sale.
- Obtain valuable feedback from professional editors and publishers leading to a polished final manuscript for publication.
- Secure copyright through the U S Library of Congress.
- Maintain financial freedom by having access to100% of their royalties.
- Increase marketing by having their book with multiple distributors including Amazon, Barnes and Noble, Joseph Beth, Walmart, Lulu, Ingram, Apple Books, Google Pay, Gardnes, Hachette Book Group, Kobo, Libri, and Scribd, etc. Also, your book will remain online for a year at https://www.artsequitycollective.org and will be promoted by Arts Equity Collective.

Course Requirements

Aspiring authors, please note that your manuscript MUST be completely done and ready for submission in order to attend this class. All images included. No additional poems or stories to add. Absolutely no additional writing to do. If this is a book of poetry or short stories, they must be in the order you wish to publish them in. You must have all your front matter: cover/title page, copyright notice, acknowledgments, dedications, introduction, preface, foreword, and/or prologue that you wish to include in the order it should appear. All these components aren't necessary. I will drop more information to explain the first week of November 2023. DO NOT COPYRIGHT YOUR WORK! A major part of what we will do is editing both in community and with our editing team

Sherry Cook Stanforth, Randal Daniels, and MoPoetry Phillips. We will copyright your work through the Library of Congress after edits are done. Your work will be screenshared and the only person to have a hardcopy of your work is MoPoetry Phillips, President of Arts Equity Collective. Also, you will be signing a contract before the manuscript is submitted stating you are the owner of the work and hold copyrights to it, so it is fully protected.

Checklist to Guarantee Full Enrollment

- o Pay the $200 Course Fee via cash app $MoneecaPhillips, Paypal 1mopoetry@gmail.com, or venmo @moneeca-phillips

- o Complete the Arts Equity Collective Publishing Questionnaire for Session I:

    - § Click below: https://docs.google.com/forms/d/1lQLI9nHREThdCaHWVgWk5aABjANulPV80blOGngr2ac/edit

- o Make sure all "Course Requirements" above are met.

- o You will need a laptop or personal computer to work from that is used to sign in for every class. **Professional publishing cannot be done by phone.**

- o Download Zoom prior to the start of class and test the link to ensure you are able to log on.

    - § **In your internet browser, enter https://zoom.us/.**

    - ■ At the top-right of the page, click RESOURCES then click Download Zoom Client. ...
    - ■ Under Zoom Client for Meetings, click the Download button. ...
    - ■ Complete the installation process. ...
    - ■ Double-click the Zoom desktop icon to begin using Zoom.

o Double-check your internet Wi-Fi strength. You may need to temporarily increase your MPBS (Megabits per second) to at least 500 mpbs. This cost increase is minimal. Please call your internet provider for details. Extreme buffering and logging off due to internet strength will cause you to have to log off and correct the problem if more than two log offs within a class occur.

Pre-homework (To be done before the first day of class Saturday, January 6, 2023.)

Preparing for manuscript submission

- Make sure your manuscript is in Microsoft Word (not a PDF) as one single document. If you are uploading a poetry collection manuscript, do not have multiple documents with single poems.
- If you have created a Table of Contents for your book, copy just the Table of Contents page and submit it to MoPoetry Phillips @ 1mopoetry@gmail.com, and print a copy of it for yourself for the first day of class.
- We will double check to make sure you have input page numbers in the book.
- We will be erasing your Table of Contents. Showing you how to mark your headings correctly and allow the system to generate a Table of Contents that can be updated automatically as we make changes. We suggest making all your titles 16 font.

Submitting your Book Cover Design Concept: (Due A.S.A.P.)

- Complete Google Form https://docs.google.com/forms/d/1ZJ1lGcmvj8s6lI9bMP-OyD9jgLN6cjuINkXYEPca_vU/edit and sketch copy of your proposed cover design (front and back) via email to 1mopoetry@gmail.com. Do not worry if you can't draw. This is a rough sketch to be used for placement and size only.
- Both the email sketch and google form must be turned in, so that your cover design is fully submitted.
- This will be turned in to the book cover design team along with your assigned ISBN's & barcodes to be used on the back cover for scanning in stores.

- Watch for emails, because our goal is to have your cover designed (front, back, and wrap around) and approved by you before the first day of class.

<div align="center">**Class Schedule for <mark>Aspiring Authors</mark>**</div>

I. Class 1/12 : Manuscript formatting (Saturday, January 6, 2024 @ 7-9 p.m.)

 a. Verifying the Table of Contents is correct.

 b. Verifying the page numbers have been put in correctly.

 c. Line Spacing

 d. Justification

 e. Font Choice

 f. Setting the Margins

II. Class 2/12: (Saturday, January 13, 2024 @ 7-9 p.m.) Reviewing how ISBN & Barcodes were assigned for paperback and e-book and adding info to the Copyright notice page of each author's book. Go over how to use (Right click, new comment) to add editing notes on a manuscript. Split into 2 editing teams, choose the order of books to be edited, and if time allows use breakout room for one group to start the editing process.

III. Class 3/12 (Saturday, January 20, 2024 @ 7-9 p.m.) Editing in community. *

IV. Class 4/12 (Saturday, January 27, 2024 @ 7-9 p.m.) Editing in community *

V. Class 5/12 (Saturday, February 3, 2024 @ 7-9 p.m.) Editing in community*

VI. Class 6/12: (Saturday, February 10, 2024 @ 7-9 p.m.) Editing in community*

VII.   Class 7/12 (Saturday, February 17, 2024 @ 7-9 p.m.) Final edits and changes, rechecking and updating table of contents, rechecking for page numbers, rechecking for balance between pages, and turning your Microsoft

Word document into a PDF. Also, creating another Microsoft document (not a PDF) for the E-Book. You will need to have a single front cover, all contents, and single back cover in one document. This document will also be the document used to submit to the Library of Congress for your copyright.

VIII.   Class 8/12 (Saturday, February 24, 2024 @ 7-9 p.m.) Setting up an account with the Library of Congress for copyright and submitting for copyright. You will need to create a password with (2) non alpha characters. This login cannot be your email. Must be at least (1) uppercase. Also, you will need to select another name known by the Library of Congress. Your login and password need to be turned into 1mopoetry@gmail.com, so that we can do the final submission for copyright and pay the necessary fees. Your copyright certificate will be mailed directly to you. Pass 2 edits to be submitted by the publishing team to the author before the start of class. Between week #6 & week # 7 the aspiring author must schedule a pass # 2 meetings (if needed) and accept or deny all changes and all final changes.

IX.   Class 9/12: (Saturday, March 2 , 2024 @ 7-9 p.m.) Setting up account with publishing website. Students will create "book sandwich" for your eBook: front cover, all contents, and back cover.

X.   Class 10/12 : (Saturday, March 9 , 2024 @ 7-9 p.m.) Uploading manuscript to publishing software day # 1

XI.   Class 11/12 : (Saturday, March 16, 2024 @ 7-9 p.m.) Uploading manuscript to publishing software day # 2

XII.   Class 12/12 : (Saturday, March 23, 2024 @ 7-9 p.m.) Finish line day: Working on marketing strategies, post blurbs, and tips for use of social media to market your book. Students will receive a list of local black owned bookstores and those who feature BIPOC authors.

*Editing in community: You will join editing groups in order to give feedback. . You will not edit your own copy of your book. Minor changes such as misspelled words and punctuation will be automatically corrected. Major changes such as suggested word replacement due to inability to comprehend

the meaning, or other changes that need your approval will be annotated using in margin comments. You will get to approve or deny those changes during your meeting with the professional editing team/publishers known as Pass # 1 & Pass # 2.

Class Requirements & Policies

-       **Internet Strength:** Your internet strength should be no less than 500 MPBS (megabytes per second). Temporarily changing this with your internet provider is a minimum fee, approximately $15 a month, and will help to ensure connectivity during the online class. Too many interruptions, log outs, and logins may exclude you from the class until the problem is resolved.

-       **Zoom Etiquette:** Please adopt the following values and practical actions so that our Zoom interchanges are productive. Everyone will remain muted unless your manuscript is being worked on and the publisher is working directly with you. Please, no eating, drinking, phone use, excessive talking, or distracting movements during class time. Please understand that this Zoom will have approximately 9 people included (3 publishers and 6 aspiring authors on each Zoom . It is going to take consideration and being courteous to keep us on track and progressing toward our end goal: publishing your work.

Course Instructors

MoPoetry Phillips is an international spoken word artist, who graduated from Northern Kentucky University in 2011 with a Bachelor of Arts in English. She is both the co-founder of Regal Rhythms Poetry LLC, which also curates Hit the Mic Cincy's Open Mic, and President of the nonprofit, Arts Equity Collective. Through these businesses she is both a for-profit and nonprofit publisher. MoPoetry Phillips has been highlighted in the Cincinnati Enquirer, Cincinnati Herald, Street Vibes, Urban One Radio, WCVG, and WVXU Cincinnati Edition. Her goals are to create cultural diversity in publishing, increase the representation of black voices, and make those stories more available to the community.

Course Instructors cont.

A professor emeritus of Thomas More University, **Sherry Cook Stanforth** is the founder/director of Originary Arts Initiative, providing arts- and place-inspired programming for diverse populations. Her community activism embraces cultural curiosity, story-listening, and creative empathy. She is the managing editor of the regional literary journal of the Southern Appalachian Writers Cooperative, *Pine Mountain Sand & Gravel.* She is also the co-editor of *Riparian: Poems, Short Prose and Photographs Inspired by the Ohio River* (Dos Madres Press, 2019). Her poetry collection *Drone String* (Bottom Dog Press, 2015) reflects the migration experiences, intergenerational storytelling scenes, and music traditions of her Appalachian heritage. Two of her recordings, *From One Time to Another* and *Stone Soup* (Sunset Dawn, Madison Park Productions), feature a mix of traditional Appalachian songs and original ballads. She has also recorded an original folk-rock collection, *It's Only September* (Driftwood Blue, Carver Studio).Sherry performs in two bands, Tellico and Tangled Roots, and enjoys hiking, beekeeping, and studying native plants. Originaryartsinititive@gmail.com.

Course Instructors cont.

  Randal Daniels of R.D. Books spent most of his life in sales and marketing as a sales coach, trainer and speaker with a passion to motivate & inspire people to work towards their greatness. His passion is to equip with the tools and confidence to WIN through using his 30+ years of Entrepreneurship, 6 Published Books, 2 Trademarks & 1 Anti-Violence Board Game, I Teach Thinking. He holds trademarks for "Hip Hop Memoirs" Real Stories of Real People, and his anti-violence character "BOBO The Champ". BOBO stands for Better-Options-Better-Outcomes. In 2022, he became a United Way Partner and launched his Anti-Violence Pilot Project. He distributes his BOBO Board Game, BOBO Books & BOBO's Anti-Violence Floor Banners to Schools, YMCA's, Rec Centers, Churches, Libraries & any place where he can spread Anti Bullying messaging. BOBO has messages appropriate for small children, parents and grandparents! BOBO is becoming very well received and is making great traction quickly thru: NAACP, Cincinnati Public Library, Cincinnati Public Schools, Dayton DLA Schools, Cincinnati PEACE Camp, Cincinnati Police CITI Camp *Families FORWARD (A United Way Partner), Marshall High School, United Way Grant Recipient,*Black Boys In Tech, The Heights Movement, Avondale Community Builders, Winton Hills Rec Center, Stop The Violence Boxing Expo, and more.