Developing a proposal for a book 2016

Primary English Teaching Association Australia (PETAA) publishes a range of professional books that bridge research and theory with the practicalities of best classroom teaching and learning in English and literacies across the curriculum. The preferred maximum word count is approximately 40,000.

Peer Reviews. While PETAA seeks experts/specialists in the English and literacy fields to review and comment on its publications, therefore the reviews are not deemed as scholarly or referenced for the purposes of further scholarly research. Furthermore, the type and style of PETAA publications is such that although they are underpinned by research, they integrate the practicalities of best classroom teaching and learning protocols.

The information below is intended as a guide in order to provide PETAA with an understanding of your proposal. Some sections might be more relevant than others.

1.   Working title

2.   Rationale for the book

- What is this book about?
- Why does this topic deserve a book?
- What's the national context?
- Links with the *Australian Curriculum: English*. While there are state/territory versions of the AC:E, the PETAA readership is national, thus references should be made to the latest version of the national document.
- How would this book help teachers and why would it be of interest to the teaching community throughout Australia?

3.   Target audience (Please indicate)

Primary School			Middle Years 5-8	Other
Junior	Middle	Upper		

4.   Approach/treatment proposed

- What underlying research/theoretical framework supports this work?
- What are the pedagogical underpinnings to the proposal?
- Links to English/Literacy? Other KLAs?
- Outline and justification of the approach/treatment (with a focus on the 'how' rather than the 'what') that you intend to take with this book.

5.   Outline of content

- List of chapter headings and overall structure of the book.
- Approximate word length / number of chapters
- Special features of the book
- Inclusion of images, graphics, screen grabs, student/teacher work samples, professional text/quotes from other sources, to help enhance and highlight sections of the text. e.g. will include about 20 samples of student writing; will required 24 line drawings. When supplying these, you need to be the copyright owner or else provide all copyright information regarding the source for PETAA to obtain permission to use the inclusions in your PETAA publication.
- Digital/ePub possibilities with your book proposal. Availability in print and digital formats. Books will be published as both hard copy and in HTML/ePub format allowing for broader links within and around the text
- Incorporate interactive links (including video footage for example, YouTube, weblinks, etc).

6. **Sample of writing, including practical example if relevant**
   - Sample chapter or section.
   - This is designed to showcase writing style as well as substance.

7. **Does this work have professional learning potential? Why or why not?**
   How might PL working with your proposed publication?

8. **Competing titles.**
   Can you list (say) 3 titles already published that treat a similar topic/field to that which you are proposing? What are their strengths and what are their weaknesses that would result in your proposal filling a need?

9. **Production issues**

   PETAA can advise on any production issues relevant to the supply of your work.

10. **Notes on author/s, including contact details**
   Please include email, mailing address and home, work and mobile numbers

This is our preferred proposal format. However, authors wishing to submit concepts that may not fit this format are asked to contact the Publisher at the Primary English Teaching Association Australia office to discuss ideas. We also suggest that you visit our website to familiarise yourself with the type and style of publications currently available.

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