

STATE OF HAWAII
UNIVERSITY OF HAWAII AT MANOA
MANOA CHANCELLOR'S OFFICE
UNIVERSITY OF HAWAII PRESS

MAJOR FUNCTIONS

Administration. Responsible both for charting the long-range development of the University of Hawai'i Press (UHP) and for supervising the day-to-day operations. The director is responsible for general editorial policies, budgeting, staffing, and allied administrative requirements of the program. The director operates with the advice of the UHP Editorial Board, which is appointed by the Manoa Chancellor. No book can bear the imprint of the UHP without the Board's approval.

Editorial. Responsible for and concerned with the content of a book. The editors screen incoming manuscripts for suitability to the Press' programs. They revise manuscripts and develop books from raw sources. They read original manuscripts for illogical organization, grammar, diction, rhetoric, and accuracy. They work with the author on ways of correcting deficiencies. Once the book is in production, the editors supervise the proofing and continue to work with the authors concerning printing matters. In addition, this unit handles copyrights.

Design and Production. Concerned with the physical form of the book. The production personnel organize and supervise the processes by which the designer's plan and the edited manuscript are converted into the actual book. They operate a computerized typesetting facility. They oversee the manuscript through the various manufacturing stages until a finished product is produced. They also are responsible for coordinating the manufacture of the book with promotional programs and distributional requirements. All manufacturing is contracted for with commercial firms.

Marketing. The sales activity of this unit is involved in the distribution of books throughout the world by means of wholesalers, retailers, and other distribution outlets. The sales effort is concerned with coordinating the work of commission sales agents, and supervising the discount schedule, the standing orders, and returns policy. The promotion activity utilizes direct mail, space advertisement, review media, and exhibits.

East-West Export Program. The Press operates the East-West Export Books (EWEB) program on behalf of 41 American scholarly publishers for direct selling in Asia and the Pacific.

Journals. Responsible for editing, production, subscription, and reprint fulfillment for 12 journals -- three quarterly, seven semiannual, and two annual. Also handles fulfillment for one additional journal.

Business. Accounting, order fulfillment, and warehousing. Warehouses are located in Hawaii and in York, Pennsylvania. This activity also prepares budgets, projections, analyses, and compiles operating ratio and break-even reports.