

February 21, 2008

Name Name  
University of Name Press  
Address  
City State Zip

Dear Name Name,

We are seeking a publisher for an edited collection of essays, *From A to <A>: Keywords in Markup*. The web has become an everyday tool for communication, English studies, and media studies, and scholarly conversations about the web are well established. However, we feel the cultural, ideological, and rhetorical impact of the markup which underlies all web pages has not yet been carefully examined. To address this gap in scholarship, *From A to <A>* imaginatively motivates the “keywords” form by using markup codes as keywords. The fifteen original essays in our collection show the tremendous cultural significance of markup codes such as <style> and <table>. Thus, *From A to <A>*, while it confronts the problematics of markup, is not a technical book—instead it focuses on broad questions important for understanding the web and writing.

We invite you to read the attached proposal, which describes our innovative approach, broad prospective audience, and other features of our collection in detail. A list of contributors and detailed abstracts are also included, as well as two sample essays and our curriculum vitae.

In Summer 2005 an earlier version of *From A to <A>* was favorably reviewed by an editor at Lawrence Erlbaum Associates (LEA). Three external reviewers all recommended it be published. However, soon afterward, our editor was reassigned, and in late 2005, her replacement decided not to continue the project. Since that time we have continued to develop *From A to <A>* by soliciting new contributors from communication, media studies, and a variety of disciplines in English studies, further diversifying our audience and strengthening our collection. We are very close to having a full manuscript ready for submission.

Please let us know if we can answer any questions you have about *From A to <A>*. We look forward to hearing from you.

Sincerely,

Bradley Dilger  
Western Illinois University

Jeff Rice  
University of Missouri