UNIVERSITY PRESSES IN NIGERIA: DESCRIPTION AND ANALYSIS.

BY

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DECLARATION

I hereby declare that the work in this thesis for the Degree Master of Library Science has not been presented either wholly or partly for any degree and is not being concurrently submitted for any other degree.

Signed: _____
Candidate

Signed: _____
1st Supervisor

Signed: _____
2nd Supervisor

Signed _____
External Examiner

DEDICATION

To my Children

OPEYEMI and TEMITOPE

and

All my teachers both past and present.

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ABSTRACT

This study is a description and analysis of university presses in Nigeria; with particular emphasis on their past and present activities, their publication procedure and types of publication emanating from them, and finally their expected role within the context of our society.

In order to carry out the research, the universities having presses were selected. This was done by writing all the universities in the country to officially ascertain those having functioning presses.

The data and information for this study have been collected by using questionnaires, personal interviews with Managing Directors, editors, Marketing managers and library resources.

To test the hypothesis postulated, questionnaire used was designed to elicit opinions and feelings of the staff of the presses on the role of the university presses. The information obtained from the questionnaire as well as the ones obtained from discussion with the staff members were used to test the hypotheses,to draw conclusions, and to make the recommendations.

The study has revealed that: (a) the support given to the university presses is haphazard and this has an adverse

effect on their output, (b) the presses are concentrating on scholarly materials alone, thus their impact on the larger society of which they are a part is limited, (c) the university-type bureaucratic procedures is handicapping their publishing programme.

On the basis of above findings, suggestion was given that the presses be accorded with wide support and subsidy from their parent bodies as they provide educational services which are beneficial to the whole society. Likewise constricting regulations should be done away with so that the presses can have the same freedom like some other private businesses.

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ABBREVIATIONS

ABUP	Ahmadu Bello University Press
IUP	Ibadan University Press.
LUP	Lagos University Press.
ISBN	International Standard Book Number.
NO.	Number.
VOL.	Volume.

CHAPTER ONE

INTRODUCTION

'It is one of noblest duties of a University to advance knowledge and to diffuse it not merely among those who can attend the daily lectures - but far and wide' Gilman[1] (1967).

Books in one form or another are as old as civilization we encounter them in ancient Mesopotamia as clay tablets and in ancient Egypt as papyrus rolls. Rolls were also the form they took in Greece and Rome where bookselling already flourished and 'scriptoria' or copying establishment plied a vigorous trade.

According to Dessaner[2] (1974)" books are no mere commodity, no more items for consumption that leave their readers much as they find them". Books, like other vehicles of information and sources of entertainment can change, influence, elevate, demean, exalt or depress those who expose themselves to them. They are essential and indispensable instrument of national development. In the developing countries however this vital role of books is regretably not fully appreciated even by the government. As a result insufficient attention has been paid to publishing and the

book trade generally.

Publishing is the activity that involves selection, preparation and marketing of printed matter. It has grown from small and ancient beginings into a vast and complex industry responsible for the dissemination of all manner of cultural material, from the most lofty to the most trivial; its impact upon civilization is impossible to calculate.

The history of publishing is characterized by a close interplay of technical innovation and social change, each promoting the other. Publishing as it is known today depends on a series of three major inventions - writing, paper and printing - and one crucial social development - the spread of literacy.

Before the invention of writing, perhaps by the summarians in the 4th millennium BC, information could be spread only by word of mouth, with all the accompanying limitations of place and time. Writing was originally regarded not as a means of disseminating information but as a way to fix religious formulations or to secure codes of law, genealogies and other socially important matters, which had previously been stored in a succession of human memories. Publishing could begin only after the monopoly of letters, often held by a priestly caste, had been broken, probably

in connection with the development of the value of writing in commerce. Scripts of various kinds came to be used over most of the ancient world for proclamations, correspondence transactions and records, but book production was confined largely to religious centers of learning.

The functions peculiar to the publisher - i.e. The selection, editing and designing of the material, arranging its production and distribution, and bearing the financial risk or the responsibility for the whole operation - often merged in the past with those of the author, the printer, or the bookseller, with increasing specializations, however, publishing became certainly by the 19th century; an increasingly distinct occupation on its own.

The great variety of published matter that has grown up over the centuries falls into two categories, periodical and non-periodical. The periodical are those publications that appear at more or less regular intervals and are members of a series those that appear on single occasions. Of the non-periodical publications, books constitute by far the largest class, they are also, in one form or another, by far the oldest of all types of publication and go back to the earliest civilizations. In their main function of giving permanence to man's thoughts and records of his achievements,

they answer a deep human need. It could be said that, not every published book is on lasting value, but a nation's books taken as a whole and winnowed out by the passing years can be said to be its main cultural storehouse.

It is not known when the book as we know it today was first introduced into Africa. What is certain however is that the book made its impact in Africa largely through the influence of the Christian missions.

In the light of the above, it is not surprising that the first significant group of publishers to operate in Africa were in fact the Christian presses. By the middle of the 19th Century, most of the active christian missions had established presses in Africa for the purpose of printing religious literature. But in time, their activities extended beyond this narrow area of interest to embrace general publishing; always with an evangelical aim or interest.

Printing and publishing were first introduced into Nigeria about mid-nineteenth century by some Christian missionaries who trained the first Nigerian printing technicians. For over a century, the bulk of books used came from the United Kingdom, Commercial printing and publishing developed very slowly. By 1960, however a rapidly-growing Nigerian book market, brought about by changes in

school curricula and examinations, forced some well-known British publishing houses to seek local bases in Nigeria and to adapt their publishing programmes to local tastes. Nigerian authors and publishers also began the uphill task of making the book industry truly indigenized.

At the begining of publishing in Nigeria, efforts were geared mainly to the provision of educational books, that is, primary and secondary school texts that have ready market and that yield marginal profit to the indigenous publishers. However from the early 1950s innovation started taking place with the begining of scholarly publishing by a new breed of publishers - the university presses. Scholarly publishing has to do with publication of more specialized books of indept knowledge that reflect the results of a university scholar within a limited research area. This innovation came as a result of the realization that scholarly publishing is a central component of the intellectual structure of any society, it reinforces the work of the universities by making available to national and international audiences the results of new research or fresh interpretations of ideas that originate in the universities. In this way the scholarly publisher makes a valuable contribution to the establishment and continuity of an intellectual community within his country. The dominance of the universities in the Third World

intellectual life is self-evident because they exercise a considerable influence on the dissemination of ideas and information within their society, but book publishers in a more subtle way also contribute to the formation of ideas and values which gave ideological localization to a nation.

Statements of the problem.

Since their inception, university presses in Nigeria have been playing a major role by making available through their publications scholarly materials which were previously non-existent. Despite this role, authors, scholars, and even librarians seem to feel that the presses have not made a major contribution to the intellectual leadership or direction and they have not even managed to convince most Nigeria scholarly authors to publish with them as a first choice.

It is on this premise that this study sets out to investigate the role these presses are actually playing in publishing with particular emphasis on Nigeria.

The areas to be dealt with are:

a. Their past and present activities and roles;

b. The publication procedure and types of publications emanating from the presses;

c. The expected role within the context of our society.

Hyppotheses.

Before delving into the study the author made the following working hypotheses based on the problem above and these are tested in the study.

1. The support given to the presses is haphazard and this has an adverse effect on their output;
2. The concentration of Nigeria university presses on scholarly materials alone limits their impact on the larger society of which they are a part;
3. University - type bureaucratic procedures handicap publishing programmes.

Methodology.

The author has adopted the survey method in his quest for information. After writing all the universities in the country to officially ascertain these having functioning presses questionnaires were drawn up and sent out. Personal visits were made to the presses to get some more detailed information and to clarify some obscure points which had escaped the author in the questionnaire. The visits enabled the author to have a close view of some of the operations in these presses, and at the same time interviewed some managing directors, editors and superintendent of press about the state of these presses.

Significance of the study.

This study it is hoped would help to place university presses in their proper perspective as indispensable agents of the dissemination of knowledge, as it is not always appreciated that they have educational obligations towards the nation.

It may also enable the presses to see the need to change from their present 'low - profile' image if they want to ensure that their imprints are recognized not only by the academic community but by book-buying and reading members of the general public as well.

Finally, it is expected that the study would help to set standard of performance in the various aspects of scholarly publishing by spot-lighting areas of deficiencies wherever it is evident with the effect of increasing overall efficiency.

Review of related literature.

The subject of university presses has generated a lot of commentaries and discussions in recent years, consequently a lot of literature has been published on it, some of which take the form of conference papers (both national and international conferences). This is just an attempt to review related ones to this study and those that are accessible.

Armstrong[3] (1973), says that "the university press is the only organization that can effectively find and publish books about national problems for the small minority who can read them". He stated further that "because of the technological and intellectual problems which are peculiar to developing, economically poorer countries, such as Nigeria, the need for a university press is not difficulty to demonstrate, for example, there are few publishers to do anything about these technological and intellectual problems and those that exist, that is, commercial publishers are serving a particular educational need". He concluded by stating that the university press then stands at the top "to render a distinctive service to the world in general and its own community in particular".

Essien[4] (1972), emphasized the need for university press in Africa and described the role they can play, and also made attempts to give brief historical account of some university presses in Africa. She felt that there is a need to ensure that reading material which will inspire and foster awareness, confidence and purpose continues to find its way to the general reading public. She hoped that a broadened scope of activity and purposes will result in the expansion of existing university presses and in the creation of new ones

as their potential relevance to the needs of the society as a whole becomes recognized because according to her "There has tended to be certain stunting of growth among the university presses largely because the dynamic potential of a university press has not been recognized and therefore exploited". Udom concluded however that university press as publisher must be seen as potentially dynamic in the search for African authenticity in the publication of books that will foster awareness and national purpose.

Jeannoret[5] (1966), examines the purpose of scholarly publishing and states that scholarly publishing exists mainly to disseminates results of scholarly investigation. According to her "the question is whether or not a university which justly points with pride to the quality of the library and creative facilities it furnishes its scholars at work can wholly shirk the responsibility for helping to make accessible the information which they produce. Must not a major university devise some method of ensuring that the achievements of its scholars will assist and inspite others working in the same field or earn the criticism that it has failed in its central purpose ?". She is of the opinion that scholarly publishing can increase enormously the academic effectiveness of scholars whose work it publishes

and of scholars unpublished who see in its programmes a prospect for giving meaning of work on which they are engaged, or on which they are thus encouraged to embark. In this way, a learned press can become a powerful catalyst in university programmes of research generally.

Abiola[6] (1972), observes that a special category of the educational book is the scholarly work, and though the number of African universities has increases dramatically in the past few years, the university press which would normally have clear-cut role in this area is still undeveloped. She also notes that the publication of scholarly works and journals devoted to African subjects are still in the hands of the foreign publishers, "European and American" although in many cases, publication arrangements have often involved the active identification of local universities or faculties with specific publishing projects. He states further that a number of scholarly books and journals have been published under a joint imprint arrangement involving on the one hand a foreign publisher - university press or commercial publisher-and a local university press on the other. She concluded by saying that this may seems to remain for a long time the pattern of operation of the university presses now being set up in Africa, especially where the publication of

books presenting complicated editorial and production problems is undertaken.

Fletcher[7] (1978), edited some papers presented at the 1972 annual meeting of the Association of American University Press held in Baltimore to celebrate the centennial of Johns Hopkins University Press and one hundred years of scholarly publishing in America. August Fruge writing on overproduction of scholarly materials focussed on the social wastefulness of publishing in book and journal. He is of the view that university press should concentrate on publishing works that meet, the criteria of lasting usefulness, a significant topic and the quality of mind that enables an author to bring out significance not what is immediately apparent from a topic, as well as sound research and competent presentation. John Higham discussing on the same issue stated that University presses tend to produce nonspecialised works only to be in a better position to publish specialized ones: He stressed that "specialization improverishes unless it feeds into synthesis". Chester Kerr writing on crisis in university press publishing emphasized that during the period of economic crisis, a university press could hope to preserve independence from its parent institution only through effective management solvency based on sales and outside

funding, and good relations with governing board representing the interest of both the institution and the press itself. Jack Goellner commenting on the same issue supported Kerr view with a declaration of the intradependence of university presses, the need to develop ways of sharing resources for the sake of economy and also the need to demonstrate to funding agencies the efficient use of funds. He asserted that the one true prerogative is the right to choose what the press will publish. We predicted that in a climate of increased cooperation the healthy competition for good books to publish would increase.

Benge[8] (1979), is of the opinion that publishing done by universities in Africa is in its infancy and that these presses will play a bigger role in future but meanwhile their contribution is limited. He further examines the more pressing problems which tend to be facing these presses of which are a lengthy decision - making process which may cause potential writers to prefer an overseas publisher; difficulties with indigenous printers; small output and poor distribution facilities. Benge also looks at the role of universities and link this with what the role of their presses ought to be in the developing countries, this he sums up in the following words: "In developing countries, we

are constantly informed (quite rightly), the universities have a special role to play in nations development - one which does not arise in the same way with older universities and older countries. If this is so, and universities are trying to link their work more closely to their environment should not the role of these presses be re-examined ?. One can envisage the university presses publishing indigenous imaginative literature or even general educational material by local writers who need not be connected with the universities". He is of the view that there may be objections at present that these press are not in a position to consider such explorations, but consideration should be given to it as part of future policy.

Goellner[9] (1978), defines a university press as an integral division of its parent university, organizationally attached to the administration rather than to a particular school or faculty, although its functions is usually defined as academic. He emphasizes that university press should make the results of scholarly inquiry widely available, and to extend the reach of scholarship should be their "raison d'etre". He disagrees with the view that univetsity presses are moving towards trade publishing but supports the remark that university press are competing among themselves for first - rate books. He touches on the university presses

dependency on the library markets, their responsibility to their parent universities and the academic community as a whole. Finally he explains the difference in responsibility of a university press and that of a trade publisher.

Udoeyop[19] (1975), states that the problems facing the university press in Africa stem, in part, from the history of the press and that its parent body the university. African universities and their presses according to him are relatively young institutions and suffer from inexperience and other inadequecies of youth. Other problems also stem from the organization of the press, which affect the process of decision making and its publishing programme. The organization of the press relies heavily on the committee system for policy decisions and the result is often an over - representation of editorial and business interests. The upshot is unreasonable delays in taking decisions and unbusiness - like attitudes, especially with regard to programme emphasis, manuscript procurement, sales of foreign right etc. He therefore suggest that the publishing programmes of African university presses should include: (a) publication of original research and scholarship, laying emphasis on those disciplines represented by the strongest faculties within the university (b) the presses should

publish creative work - fiction and poetry - which will foster the development of local reading habits (c) they should also publish textbooks because the pecular circumstances and needs of developing African societies demand that universities and their presses should help in this field. Finally, as a result of their specialized and limited audience, their small lists and inadequate staff, he suggested that these presses should consider after close scruting, agreements such as (a) agency agreements for foreign distribution of their books (b) joint publication with foreign firms (c) sale of foreign rights and (d) making use of judicious direct mail advertising.

Rathgeber[11] (1979), examines some problems of scholarly publishers in Nigeria and has this to say: "Some of the problems, then with which the Nigerian University presses are faced include difficulties in promotion and distribution, high production costs and undercapitalization, little encouragement at the government level, a paucity of effective review media, a small market and the sometimes stifling influence of university decision making procedures".

She however stated further that despite these problems, indigenous university press publishing is alive and well in Nigeria. She concluded by giving what the future prospects

for the Nigerian University presses could be;

> A wholesale importation of Western style university press is out of place in Nigeria. The country has unique developmental needs and indigenous publishers must adapt themselves to help to meet them. The Western models, it is now being recognized must be abandoned because it confuses more than it guides, it deludes more than it aids. Nigerian needs books which will help national development - books on economics, agriculture, law engineering, and on a myriad of other subjects. There is also need for books about African history and almost - forgotten African customs, songs and folktales, books which help to create a cultural base and reinforce respect for indigenous culture. It is true that some of these areas have already been explored by the university presses, but it seems reasonable to suggest that future efforts should be concentrated even strongly in this direction.

Dim[12] (1976), surveys the background to the dominant role of the foreign publishers and the secondary position of the indigenous publishers. He also examines what the government is doing for an eventual transfer of publishing from foreign hands to local publishers as in other sectors of the economy. He analyses the current state of printing

and publishing to see whether products of the Universal Primary Education (U.P.E) system will be provided with an adequate supply of books locally oriented and which will satisfy our cultural needs and aspirations. Part of his work is devoted to the origin, organization and problems of the university presses though emphasis is mainly on Ahmadu Bello University Press. He describes the universities themselves, and wishes the authorities concerned to aim towards establishing a university press in every university in the country.

Orubebe[13] (1976), studied the standard, trend, the deficiencies and strong points of indigenous publishing houses in Nigeria. He determined the range of publishing activities and isolated factors and functions which influence the performance of the indigenous publishing industry, their scope and standard of production. He gave a scanty historical account of the presses of Ahmadu Bello University, University of Ibadan and University of Ife, in passing with the type of works they publish.

Choms[14] (1981) examined Ahmadu Bello University Press and its contribution to academic book production in Nigeria. He examined steps taken to establish the press as a limited liability company and also the problems/factors influencing

the operation of the press and finally gave suggestions to how some of the problems might be overcome.

Several studies in certain periodical articles, surveys papers and books dealing or relating to the university presses in general, highlighting and drawing attention to certain pertinent conclusion relevant to the problem have been reviewed above. Some of the studies were dealing with presses outside the Nigerian context and were carried out under varying conditions. However the various points of views at different points in time have no doubt given a picture of what the university presses scene is all about, and the findings of the studies can be applied to this study.

Limitations.

The focus of this investigation is on university presses in Nigeria, which limits it of course to those universities having functioning presses, as of now; viz universities of Ibadan, Ife, Lagos and Ahmadu Bello University. Attention is focused only on the publishing activities of these presses, the printing aspect is not considered in view of the fact that not all these presses have printeries, thus inclusion of this aspect would be too unwidely for this study.

All non-indigenous university presses operating in the country like the Oxford University Press, African University

Press etc are excluded because they are only affliated to foreign publishers.

Another major limitation is the apparent lack of records being kept, thus the writer has left some issues to a general discussion because they lack supporting data.

Organization of the study.

In order to make this investigation proceed at a logical sequence, the writer has divided the work into six chapters;

Chapter One deals with the introduction - ascertaining the statement of the problem so as to highlight the intentions, interest and motives of the writer in choosing the topic. It also looks into the existence of any previous study in order to avoid duplication of efforts. The metholodogy used for the investigation is explained and the limitations of the study shown.

Chapter Two treats the origin and growth of university presses in Nigeria. It also looks into their functions and scope of activities, management/controlling authority, finance and staffing.

Chapter Three looks at the publications emanating from these presses and the publication procedure.

Chapter Four concerns itself with marketing and channels of distribution for the published materials.

Chapter Five deals with the achievement problems and prospects of the presses.

Chapter Six analyses the findings of the study with a view to drawing conclusion and suggestions for the improvement of these presses.

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CHAPTER TWO

ORIGIN AND GROWTH OF UNIVERSITY PRESSES IN NIGERIA.

The advent of university education into Nigeria and the setting up of the first university-the then University College Ibadan in 1948, and others like the University of Nigeria, Usukka, Ahmadu Bello University, Zaria, Lagos University and University of Ife in the early and middle sixties brought about on a large scale the need for scholarly works for use in these universities. At first the production of these scholarly works were the preserve of such foreign-based publishing houses as Oxford University Press, Longmans, Macmillan and Nelson. The efforts of these overseas publishers often leave much to be desired from an African cultural point of view. Too often the books were prepared for the European home market, and because of a lack of textbooks in Africa, have found a foreign market as well. Within a short time of those universities coming into existence, it became widely felt that commercial publishers both within and outside Nigeria were not adequately meeting their needs and many academic books which should have been published were not appearing. As a result of this, the

universities started feeling the need to have their own presses to publish books which would then appear under their own imprint and thus enhance their reputation.

For the purpose of this work, the writer would like to give a brief history of the four university presses on which this study is based.

(A) Ibadan University Press (IUP).

Like many other university presses before it, the Ibadan University Press (I.U.P) grew out of another department of its parent institution - in this case the university library. In 1949 in a corner of the bindery of the library of the newly established University College, Ibadan, the press made its modest appearance. Out of the need to preserve books and provide stationery grew the need to publish books. When University College Ibadan was established, most of its library, which was located in prefabricated army barracks, consisted of second-handbooks given by well meaning donors. It was not long before such books lost their covers, partly because of the tropical climate. The library established a bindery to recover them. The social life of the university also contributed to the establishment of the press there was from time to time a need to send invitation cards to friends and colleagues for parties or lectures. The university

found it inconvenient to rely on outside jobbers to satisfy its needs in these matters, so a small second hand two-page platen printing press machine was bought and installed in the bindery of the library. Its main objective then were to serve the university in all its routine printing of stationery, cards etc to print official university reports, circulars, journals and to print and publish such educational, cultural and research materials as would further the general aims of the university. It is in the last aim that its claim to academic publishing lies.

The press could said to be well established from 1952 when a publication committee on which Senate and Faculty representatives was set up to govern its affairs[1]. Its main publishing objective from that time became advancing African Scholarship in all disciplines.

The university press at first comprises two divisions, viz, the Printery and the Publishing House, the former under a Printing Manager and the latter under a Director - up till 1968, the two divisions were under the directorship of John Harris. There was a Press Sub-Committee comparising the Director, the Printing Manager, the Chairman of the Publications Committee and the Editor of the Publishing House. This sub-committee, which reviewed the day to day

activities of the two divisions of the Press on behalf of the Publications Committee, has now been replaced by Management Committee.

From inception till 1979 the affairs of both the Printery and the Publishing House were still run together, and they still have joint budget, but it was this same year that separation was made, each now has its own budget to make, and the Publishing House also has its own Board of Management.

The press is at present occupying a temporary building, plans are however underway to expand and move to a new permanent site.

(B) University of Ife Press.

The University of Ife Press came into official existence mainly as a publisher in 1968 with the setting up of a publications Committee[2]. As is the case with many university presses in their early years, the press was sustained by the enthusiasm and editorial assistance of a few members of staff. In 1971 the first staff of the press was appointed, although this was a joint appointment for the press and the University's Bookshop . As the Publications Committee is responsible for controlling the University's imprint, the press inherited some measure of control over previous ongoing publications

of different department.

The press could be said to have come into existence out of the need to document in permanent form important scholastic works emanating from within the university. The press is still keenly attuned to the needs of its particular environment and of the developing countries of Africa. In evidence of this, it organized in December 1973, a major international Conference on publishing and book development in Africa.

The press is still operating in a temporary building which is grossly inadequate for it to function efficiently. Plans are however underway for a new building.

(C) Ahmadu Bello University Press (ABUP).

The Ahmadu Bello University Press (ABUP) was established in 1974[3], this was about twelve years after the official founding of the university itself.

Unlike Ibadan University Press which came into existence because of some social and academic needs of that university, the ABUP was envisaged because there was the provision for such units which was under Part V. Section 28 of the ABU Law, 1962.

Moreover, the need to cater for the academic needs of the University community and the on-coming universities in

the north and also because the academic staff of ABU who really had some titles and research findings they wish to put up, brought about the establishment of the press as a service department. It came into formal operation in July, 1974 with a Steering Committee set up to run the affairs of things.

Barely four years after its establishment ABUP became a limited liability company with Douglas E. Pearce as its first Managing Director. At this time the Steering Committee responsible for its policy matters was replaced by Board of Directors.

The University press was first housed in one room at the Faculty of Education before it was moved to a 3 - room bungalow behind the Institute of Health building. In June 1981 the press permanent building complex was completed at a cost of ₦942,000.00. The press now operates in its new premises.

(D) Lagos University Press (LUP).

Lagos University Press was established by a decision of Senate taken on March 30th 1977[4]. Consequent on that decision all the publishing and printing activities of the university of Lagos were to merge and become intergrated as components of Lagos University Press. This decision has never been fully

carried out. However the press took off as a printing and publishing concern in 1981 despite the non-merger.

Before this time, printing activities of the university press were carried out on a small scale in the library. Publishing was developed around the activities of the Publications Committee of the University of Lagos Senate.

The rationale for having Lagos University Press (LUP) at all is for it to publish works of scholarship and academic merit which might not be sufficiently attractive to commercial publishers to command their patronage.

The press is at present housed in four small rooms at the rear of the Faculty of Engineering. These are already inadequate especially with regard to storage space for the voluminous printed matter that is steadily accumulating. There is high pressure now that a new site in a conspicous position be designed to house the whole of the press.

Functions and Scope of their activities.

Most Nigerian authors are convinced that a strong scholarly books industry is an essential component of the country's political,social and economic development. They stressed that it is impossible for a country to develop without scholarly books which provide the necessary guidelines and perhaps the ideological framework for such

development. Some also mentioned the possibility of Nigeria producing developmentally - oriented books that could be of use to other Third World nations. In academic circles however there is still a surprising ignorance about the precise function of the university press.

Despite this ignorance, the university press could be said to be performing some discernible functions of which the most important is the publication of materials which reflect the academic direction of the parent institution and the improvement of communication between scholars.

The justification for setting up a university press publishing house is mainly because it will produce the types of books and journals which will not otherwise appear at all, or which will receive inadequate treatment if left to commercial publishers. By publishing textbooks and other books directed at the mass population, they will be officially recognized that the Nigerian scholarly press has a responsibility to contribute to national development.

The Nigerian University Presses have an obligatory function towards building "reading habit" which is essential in developing a reading, informed public. According to Armstrong "The university publisher no less than the commercial publisher must help shoulder the responsibility

of creating in a large percentage of the public the habit of reading, the desire to read - not a very easy task, given the presence of television, movies, and the ten thousand diversions - attractive or otherwise - of urban existence ..."[5].

The university presses have cultural obligation to the Nigerian populace - Each African nation has millions of pages of archival materials which must be first rescued and subsequently made available as important documents in their own right and as the bases for historical scholarship. In Nigeria, for example, the British government complied many volumes of intelligence reports during the years of its presence, the university presses could do all within their powers to make these reports available to scholars.

The coverage of the university presses under consideration show a very great extent unanimity in function. This is in view of the fact that they are set up to publish academic and scholarship works of their respective university community in particular and that which may come up from outside in general. This is what they are doing as at now.

The presses are also trying their best to inculcate a sound reading habit in the populace as a result of the diversified published materials on fields of knowledge.

It can be summed up that the basic functions of Nigerian University presses begin with making sure that there is adequate potential and support for publishing at the university. They also function in selecting specific works to accomplish the universities programmes, in this regard they require highly skilled professional specialists to edit the books and to design and produce them in keeping with the spirit of the universities. These functions are applied in varying combinations to scholarly journals as well as to books.

The last function which is particularly involved and particularly crucial is the movement of the published works into the hands of persons needing them, so that new thought and knowledge can hopefully enlighten living minds.

Management.

A specific definition of management is difficult to arrive at, because as a branch of human knowledge different meanings are attributed to it. Cornell once said "Management includes all those in charge of the direction of the work of others. It extends right down the line from the top management concerned with the operation of the business as a whole and the responsibility for the conduct of the major departments, through the various management levels to

the foreman in charge of workers"[6].

Henri Fayol, noted that it is the function of management to "plan, organize, command, coordinate and control". He offered the following explanation of the terms.

To plan means to study the future and arrange the plan of operation.

To organize means to build up the material and human organization of the business organizing both men and materials.

To command means to make the staff do their work.

To coordinates means to unite and correlate all activities

To control means to see that everything is done in accordance with the rules which have been laid down and the instructions which have been given.[7]

Though the principles of scientific management was developed originally for industrial use it has been applied successfully to other kinds of activities. The need for management becomes apparent when there is scarcity of staff to do the work at hand or a lack of things (such as money, equipment, supplies and buildings) or a combination of both. Management is necessary if the best possible result is to be obtained from the human and non human resources available to do the work.

Ibadan University Press formerly comprises two divisions viz, the Printery and the Publishing House, the former under a printing Manager and the latter under a Director. Up till 1968, the two divisions were under the directionship of John Harris. There was a press sub-committee comprising the Director, the printing Manager, the chairman of the Publications Committee and the Editor of the Publishing House. This sub-committee, which reviewed the day to day activities of the two divisions of the press on behalf of the Publications Committee was later replaced by a management committee. Up till 1979 the press budget is still part of the printery but it is in this same year that separation was made, likewise the Publishing House came under new management. Instead of the Publications Committee there is a Board of Management appointed by the Vice-Chancellor which sees to the day to day affairs of the press.

The Board of Management came into existence since 1980 when the press went commercial. Instead of a Director it now has a Manager as the Chief Executive, and he is being assisted by functional heads of the marketing, accounts, and editorial sections.

At first the University of Ife Press was managed by a Publications Committee which was made up of senior members of the academic staff, Bursar's representative and the Registrar's representative. There was also an editorial staff responsible to the Publications Committee. But now a Board of Directors has been constituted. It is made up of university council representative, the Librarian, some academics and business oriented people outside the university. This Board is responsible to the Council and Senate. The Chairman of the Board is appointed by the Vice-Chancellor. The Board now has an editorial committee of its own, the committee looks at the commercial and distribution of the press publications.

At the inception of Ahmadu Bello University Press in 1974, a Steering Committee was set up and made responsible for its policy matters. The Publications Committee was also set up same year to make recommendations to the management of the press on the publications of books. In 1978 when the press became a limited liability company, the Steering Committee was replaced by a Board of Directors with one Managing Director. The Publications Committee also seized to exist, instead there is now an Editorial Board that is a decision making body in terms of taking decision on what

to publish.

The Lagos University Press affairs is being managed at present on one hand by the Publications Committee to which the editorial staff is responsible, and on the other hand by an ad hoc Printery Committee which has attempted to co-ordinate the functions of the several printing units within the university. The Publications Committee is accountable to the Senate. There is a proposal already in the pipeline that for effective control both the publishing and printing functions of the press should be under a single Governing Board and that such Board should be accountable to the University Council or to a joint Committee of Council and Senate and not just to Senate as is the present Publications Committee. The Board should as well include representatives of both the Council and Senate.

Controlling authority.

Peterson and Plowman defined control as "the executive activity of requiring and obtaining efficient operation from supervisors and employees. Planning and control are the two steps taken by the department heads of business to obtain and improve efficiency"[8]. The writer feels that controlling authority is synonymous with ownership in terms of financial control, free or subsidized building etc.

University presses in Nigeria like elsewhere are owned by the universities themselves. They are part of the establishment even though they may be operating as limited companies. They are answerable only to the universities and in the case of the limited companies, the universities are the only share-holders. This has resulted in each press being purpose built to serve the university concerned.

The Ibadan University Press is wholly owned and controlled by the University of Ibadan which appoints people to a Board of Directors. The managerial staff are appointed by the University as well. Similarly University of Ife Press is owned by the University of Ife. There is a Board of Directors appointed by the University and this Board reports directly to the University Council. The appointment of staff is done by the University just like appointments for jobs in other departments of the university.

The Ahmadu Bello University Press has a slightly different pattern of ownership. By its act of establishment, as a limited liability company, it is governed by a Board of Directors which appoints its own Chairman and Managing Director. The control of the company and the Managing Director is vested in the Board, the control of the Board by removal of members could be exercised when necessary by

the University through the Vice-Chancellor at annual or extra - ordinary general meeting. The staff of the press are employed on the same terms in every respect as university staff. Senior staff are employed by the University and seconded to the Press, while intermediate and Junior staff employment is handled by the press.

The Lagos University Press is owned, controlled and run by the University as a department with an annual vote. The members of the Publications Committee are appointed by the University likewise the staff of the press.

Staff.

The use of the word 'staff' brings to mind the biggest of all difficulties for publishers in Nigeria, particularly the University presses. Staffing university presses is a big problem because of the acute shortage of skilled personnel.

According to Pearce, at the inception of a university press "the first appointment will probably be a Senior Editor. There are several main categories of editors: development editors (who carry out market research, plan publishing programmes, etc), commissioning editors (who seek authors and commission manuscripts); editors (who edit manuscripts and help authors revise books); copy editors (who check

every aspect of accuracy, make manuscripts conform to house style, deal with printers, and check proofs). It is rare to find in any one person abilities which will qualify him in each of these editorial fields. But for new university press in Nigeria, the last two fields are probably the most important initially. As a minimum requirement the Senior Editor will need an efficient Secretary and a competent copy typist to assist him. Graphic designers, sales staff and supporting staff will follow later as required"[9].

NOTE:

The staff composition of Ahmadu Bello University Press is for both the publishing unit and the printery because both are being run as one entity. The asterisk ones are mainly staff of the printery unit.

It would be observed from the breakdown above that the staff composition in the presses looks the same besides that of ABUP which is already noted above. It is also of importance to note that the numerical strength of staff in each press is still very small indeed, this could be taken as a pointer to their state of development.

Staff training.

As in many other countries in the West and the developed world, there are few formal publishing training facilities in Nigeria. Overseas training is frequently not satisfactory for Nigeria conditions, although there are some good courses available. Publishing courses usually do not lead to formal qualifications, and are thus often unattractive to university publishing house staff in Nigeria as they do not automatically qualify them for promotion on return. This adds to the difficulty of recruiting and retaining staff.

On the question of any professional training available (whether locally or overseas) to the staff of the presses

under study, the general expression particularly ABUP is that the presses have no concrete plans for further professional training for their staff because, first, it is uneconomic to send people overseas these days more so because what these people learn there is not of direct usefulness to the presses. Secondly they consider it better to train their staff on the job and the management to give them opportunities to grow within the press.

In view of staff problems and in keeping with normal publishing practices, the university publishing houses employ from time to time some freelance workers. This often helps to make specialist knowledge and abilities available when they are required.

Financial support.

According to Brown, "the terms on which a university press receives its necessary capital from its parent university vary widely. Some universities provide capital on a fixed rate of interest. The great majority require no returns and may even provide an annual subvention so that the press can operate at a budgeted loss. The older and larger university presses have generated their capital reserves out of many decades of publishing commercially profitable books"[10]

Jones also states that there are three basic ways by which university presses generate funds to finance their operations. "The smaller university presses seem to specialize in the publication of austere and esoteric works which glory in limited appeal. Secondly, through endowment funds for particular projects or subjects. Thirdly and this is the main sources of revenue for university press are the books published at a profit"[11].

According to a view expressed by an editor with ABUP "most university presses in other parts of the world even those in developed countries are still funded by their parent institution for about 15 - 20 years before they can float on their own. It becomes illogical therefore for any university press that is just starting like the ones we have in Nigeria to try to go alone".

Publishing is a slow money making business. A large investment has to be made, thus there must be continuous capital found. Provisions need to be made to pay assessors for each manuscripts that they handle. If there is no staff in the press, then funds will be needed for editing, illustrating and designing the books. As a result of these expenses, the university presses may need to rely heavily on their parent body for financial support for some years apart

from the initial grant given to them to take off.

The university presses under consideration apart from Ibadan University Press are still being funded by their respective universities and this may continue to be so for some time to come. The fund usually come in form of annual subventions. The I.U.P is now self accounting without any university funding, though earlier the Bursary Department of the University had handled its accounting system.

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CHAPTER THREE

PUBLICATIONS AND PUBLICATION PROCEDURE

The primary purpose of university presses is to serve the whole scholarly community and their secondary purposes are to facilitate publication of worthy works of their faculty members, to enhance the prestige of their institutions, and particularly in public institutions to provide services to the State and the general public. Simply put therefore, the role of the university presses is that of service to the community, in particular the academic community. A university press that neglects this basic function only does so at the expenses of its own reputation in the community in which it is situated.

PUBLICATIONS - Books.

The university presses in Nigeria could be said to be playing two major functions, first is the one of making available in published form the result of research carried out by eminent scholars in their universities and second making available some important tertiary level books.

Since their inception the university presses in Nigeria concentrated on publication of scholarly books either for university students or other academics. Most of their publications have been based on three important guidelines.

First is significance of topic, that is those books which have topics relevant to important fields of study; second, is usefulness, these are works which are useful to a considerable number of people; and third is quality, that is quality of the author's mind or his style.

A lot of works have been published in various disciplines by these presses. The Ibadan University Press, the oldest of all the presses a s stated in its 1977/78 catalogue of publications has to its credit a total of one hundred and sixty four (164) published books, fifty nine (59) miscellaneous publications viz, university lectures, occasional publications and miscellaneous lectures), since inception till it went 'commercial' early in 1980. Twenty one (21) of the published books are out of print now. The 1981/82 catalogue of publications, the first to be issued since the press went commercial early in 1980 and which is the current catalogue, shows that the press has published a total of 129 titles including some inaugural lectures. Some titles are forthcoming and this will appear in the 1982/83 catalogue according to the Manager of the press. These publications cover disciplines like Agriculture, Bibliography, Biology, Botany, Business Methods, Civil Engineering, Chemistry, Commerce, Education, Economics, Forestry,

Geography, History, Law, Linguistics, Literature, Mathematics, Mass Communication, Medicine, Physics, Political Science Religion, Sociology, Statistics, Veterinary Science and Zoology.

At the time of this study, University of Ife Press has published a total of fifty-five (55) books, six (6) Faculty of Arts Lecture series and thirty - four (34) inaugural lecture series. The books published covered disciplines like Administration, the Arts, Education, General, Humanities, Law, Music, Pharmacy and Social Science.

Ahmadu Bello University Press has published thirteen (13) titles to date (i.e the time of this study). Four (4) of these were co-published with Oxford University Press Nigeria (now University Press Ltd., Ibadan).

The Lagos University Press has published a total of thirteen titles of which only nine are reflected in its 1981/82 catalogue, four (4) J.C Taylor Law Lecture series, while twenty-two (22) inaugural lectures are still in print.

A selection of each of these presses publications have been provided in the appendix. The selection is based only on the current catalogue of publications of these presses viz. Ibadan University Press 1981/82, University of Ife 1978/79, Lagos University Press 1981/82 and Ahmadu Bello

University Press 1980/81.

Journals.

In keeping with their mandate to advance knowledge, the Nigerian University Presses support the publication of journals of some learned societies. Nowadays, publishing or providing services for scholarly journals is a small but pervasive part of the work of the presses.

The University of Ibadan Press since establishment till it went "commercial" in early 1980 used to publish the following journals, Nigerian Libraries, Journal of Historical Society of Nigeria, Nigerian Journal of Science and the West African Journal of Archaeology. Since 1980 however the press has ceased to publish journals under its own imprint instead it carries out publishing services for the following journals on contract basis.

a. African notes

b. Bulletin for Agriculture Department.

c. Nigerian Journal of Library and Information Studies.

The University of Ife press publishes three journals viz.

a. ODU, a journal of West African Studies.

b. SECOND ORDER, and African Journal of Philosophy

c. University of Ife LAW Reports.

ODU, is published twice yearly in January and July. The journal is meant to cover the entire spectrum of West Africa Studies with an emphasis on intensive local research. It aims at the very highest level of scholarship, publishing papers which though of particular regional reference, may serve as source materials for more comprehensive studies. The journal is both a contribution to international African Studies and an organ of local research.

SECOND ORDER is a bi-annual journal published in January and in July. Its aim is to publish first class philosophical work of all kinds, but it is especially concerned to encourage philosophizing with special reference to the African context.

University of Ife LAW Reports provides a unique opportunity for legal practitioners, law teachers, law students, the judiciary as well as all law libraries in all parts of the world to keep abreast of current developments of the law in Nigeria.

Ahmadu Bello University Press now publishes four journals. They are:

a. Savanna.

b. Art facts.

c. Legel.

d. Saiwa.

SAVANNA is a bi-annual journal in the field of African studies, the first of its kind to be published in the northern part of Nigeria. It focussed attention on the Savanna regions of Africa with special emphasis on Nigeria and her neighbouring countries. It brings together research, comment, reviews and bibliography from a range of environmental and social sciences written by scholars who have lived and worked in the areas of which they write. It is designed for an international readership both within Africa and overseas wherever African Studies are pursued.

ARTFACTS and SAIWA are published for the Departments of Fine Arts and English of Ahmadu Bello University respectively, while NSUKKA is published for University of Sokoto. The three journals are edited and printed by the press, but they do not carry the press imprint, and unlike the SAVANNA, the marketing and publicity is solely the responsibility of those they are published for. Additionally ABUP carries out the printing of NEW DIMENSION a monthly journal, for the Academic Staff Union of Universities(ASUU) Ahmadu Bello University Branch.

Lagos University Press publishes two journals namely.

a. The journal of Business and Social Studies.

b. Black Orpheus.

The JOURNAL OF BUSINESS AND SOCIAL STUDIES is published for the Faculty of Social Sciences of the University of Lagos. The subject matter includes issues of African Economics, Agriculture and General Development.

BLACK ORPHEUS is produced as the University's main journal of the creative Arts and of the Humanities. It features topics on African Literature, Music, Painting, Sculpture and other Art forms.

One noticeable thing about some of the journals published by the university presses is their irregular frequency of issue, this was attributed to administrative, editorial and printing problems.

Ibadan University Press is being criticised very often by Nigerian librarians for the way it handles the NIGERIAN LIBRARIES. According to most of the librarians, the length of time it took to print the journal is a major reason for its decline.

ODU and SECOND ORDER published by University of Ife Press were noted to have not appeared for years now as a result of administrative hitches.

The SAVANNA published by ABUP is suffering the same faith because by insisting on switching the journal from one printer (Baraka) to another three or four years ago, has probably

affected its frequency. The issue dated June 1979 was received from the printer (Gaskiya) on 2 August 1982 nearly three years later. Olden[1] even threw more light on this when he says that "in 1977 the imprint passed to ABUP and with effect from the June 1979 issue, the Press decided to switch Savanna to a new printing Company in Kaduna which offered to do work of a similar quality at a much lower rate. The result were disastrous, the new company's machinery broke down and, after five months the Press took the copy away and gave it to another apparently competent printer. This firm used manual trysetting methods and cannot have examined the galley proofs seen, because characters were in the wrong boxes the word Nigeria occasionally came out as N,ger,a, Ahmadu as Ammade, Ph.D as dh.D and so on. On 2 August 1982, nearly two years and several proofs, (checked by the Press Staff, not by the compiler) later, the June 1979 Savanna was received from the printer. The date of publication was over three years later than the date on the cover.

Languages of Publication.

The majority of what is published by Nigerian University presses is in English whereas there are over 500 languages spoken in Nigeria. This could be one of the reasons for the small readership for Nigerian publishers since only a small

proportion of the population is literate in English.

Possibly as a result of realization of this shortcoming and in efforts to enlarge readership, the university presses are making greater efforts to produce books in other popular foreign languages and some Nigerian languages. Writers, especially successful writers, have been called upon to ensure that they do come up with work in various languages.

The Ibadan University Press has published books in one European language, that is English, and two Nigerian local languages namely Nupe and Yoruba. Publications on these languages are forthcoming. The University of Ife Press on the other hand has published books in two European languages viz English and French and in one Nigerian language - Yoruba. Ahmadu Bello University Press has, up to now, issued books only in English language, but books on Hausa language have reached an advanced stage and will soon be published. Efforts have also been geared towards securing manuscripts in any other Nigerian language for publication. Lagos University Press as of now is yet to come out with publications in any Nigerian language, their publications so far have been in two European languages: English and French.

PUBLICATION PROCEDURE.

According to Oluwasanmi[2] "the actual process involved in

in making the work of an author accessible to the public as a published book can be divided into three categories viz, editorial, manufacture and distribution. There are a host of functions involved here and these may be further departmentalized according to the size and volume of activity of the individual publishers".

Once a university press decides with a sense of what would best fit its university, on the kinds of books it will publish, it often obtains them through what is increasingly called search editing. As stated by Hawes[3] "search editing is one of the primary functions of the press director or the head of any book publishing house - envisioning and planning for the kinds of books to be published, seeing and capitalizing on opportunities that arise for new books programme and important new books, and carrying these ideas and opportunities through with authors at hand or searched out into contracts and completed manuscripts. In the narrowest sense it is finding a single book that will prove to be a significant and well written addition to the press list, and getting it approved, contracted for and delivered in manuscript". It could be said therefore that search editing more importantly serves such basic academic ends as insuring the integrity of scholarly works and encouraging scholars

to write.

EDITORIAL WORK.

The objective here, is to obtain manuscripts for potentially good books and to perform the necessary editing and copy - editing to ensure that the language is intelligible and that it contains neither inconsistencies nor errors of fact.

Procurement of manuscripts.

The securing and selecting of manuscripts in book publishing is an editorial function and it is a time-consuming activity for most editors. The process of obtaining a good manuscripts might simply involve coming across one among the piles of those submitted unsolicited. At the other extreme it might consist of the birth of an idea in the publisher's office and the ensuring job of persuading an author or team of authors to execute it, this type of manuscript is called solicited manuscript.

There are two main sources of manuscripts for university presses in Nigeria. There are those of original research which are mainly thesis and dissertation, and those of creative merit. Those in the first category have a limited audience and in addition they are expensive to produce and hard to market. Those in the latter category are manuscripts

from lecturers or professors and that could be textbooks with particular emphasis on the cultural, social or economic needs of the country.

At Ibadan University Press, the bulk of manuscripts come from the University Staff, especially the academic staff, both foreigners and Nigerians. The press however still scout for more manuscripts outside the university community. The source of manuscripts of University of Ife Press is the academic staff just like its counterpart at Ibadan. Manuscripts do come outside the University mainly from those in the teaching profession. Most of the writers are Nigerians. The source of manuscripts to ABUP is not all that different to that of Ibadan and Ife, that is, the academic staff, efforts are however geared towards receiving more manuscripts from outside the university than as now. The Lagos University Press rely solely as at now on the academic staff of its Arts and Social Science based faculties for manuscripts to publish. Plans are already in the pipeline to widen the source of manuscripts. All the University Presses do solicit for manuscripts both within and outside their university communities, this practice however is not done intensively at present due to lack of personnel.

Evaluation of manuscripts.

Whether it is solicited or not, a manuscript that shows promise is to be evaluated so as to know whether to publish it or not. As stated by Hawes[4] "virtually all university presses have almost every manuscripts that has passed an ~~ini.~~ initial screening evaluated by readers or assessors expert in the scholarly field the manuscript represents. Normally the presses publish a book only if it has received favourable recommendations from one or two readers (A third reading is sometimes obtained in doubtful cases, or no reading is obtained outside the staff in the rare instance of a work by a well-established author who is a leading authority in his field). University presses need most essentially from readers their judgements on the significance and soundness of the scholarly contribution of a manuscript".

No press could possibly have editors versed in all the specialities in which they publish, particularly editors competent to judge the calibre of work at the frontiers of myriad specialities. Taylor[5] even shares the same view when he states that "some publishers employ wholetime readers, others have their reading done outside by unattached specialists of literary and technical experience, while others, again use both methods." He states further that "the

reports of these readers usually form the chief influence resulting in the acceptance or rejection of manuscript, though the publisher himself or his principal editor makes the final decision".

In Ibadan University Press, once manuscripts are recieved they are forwarded to a minimum of three identified assessors in the field either in Nigeria or overseas for evaluation. The comments or views expressed by these assessors are usually made known to the author of a work, but the names of such assessors are kept secret. If the reports of the assessors are positive, the press decides what to do. It can accept the work right away or have an editorial board meeting to finalize decision. The view expressed by the author of this work that the university staff who happens to be the main sources of manuscript for the press, and who also are on the spot of activities of the press may lobby vigorously to see their manuscripts push through for publication was dismissed by the Chief Editor of the press. TShe said merit is their watchword.

In University of Ife Press, manuscripts received are sent for evaluation and in this regard to two or three external assessors who are experts in the field of such

manuscripts. Such assessed manuscripts are to be forwarded to the Publication Committee which will then weigh the reports of the assessors so as to determine whether to accept or reject a manuscripts for publication. The decision of the Publication Committee to publish or reject a manuscript lies on two favourable comments from external assessors.

At Ahmadu Bello University Press manuscripts received are sent for assessment to know whether they worth publishing or not. Usually the press will identify three people who are experts in the field which each manuscript is about, after, these people are commissioned to assess the manuscripts. The reports or comments of these people are then forwarded to the Editorial Board, which is a decision making body in terms of taking decision as whether to publish a manuscript or not.

The practice at Lagos University Press is such that when a writer is submitting a manuscript, he is expected to name six experts in the field. The press is then put in a position to pick any two of the experts as assessors of the manuscripts without the knowledge of the author of the manuscripts. The reports of the two assessors are to be forwarded to the Publication Committee which is to take

decision whether to publish the work or not.

Decision to Publish.

The decision to publish a manuscript in some of the Nigerian University presses hinges as heavily as possible on scholarly merit alone and the fact that it contributes to existing knowledge. How heavily varies from press to press and from book to book.

Economic considerations pose other complications at most of the presses, likewise the marketability of the books, though some decide to publish irrespective of a book's financial prospects or the sales potentials.

All the presses under study, with the exception of Lagos University Press decide whether to or not they want to publish a book independently of the question of any subsidy it may or may not need. In case of accepted books needing subsidies which they cannot provide, Lagos University Press will notify the author that they can publish only if the author is ready to co-publish, and in this case the author may have to finance the printer's bill. This practise is not on a large scale. For the other presses, they usually raise funds from the parent body.

A manuscript could also be rejected because it paralleled too closely to the general content of another

book already issued by the press.

Renumeration Agreement

An accepted manuscript becomes the subject of an agreement between the publisher and its author, stating precisely the conditions upon which publication is undertaken. According to Taylor[6] "there have been publishers who seldom made formal contracts with their authors. Most contracts provide for the renumeration of the author by way of royalty (normally a % of the retail price of each copy sold), but some books are published on a "half profits" or "half proceeds" basis, the author and publisher sharing equally".

The payment of royalty in the university presses covered in this study are somehow the same. Ibadan University press pays royalty to an author annually at the rate of 10% of net income on a book if he is not a special author. If he is a special author, inotherwords, if an author is already reputable and has got some published work with the press that is selling well, the press pays royalty of 15% of net income on a book annually.

Ife University Press and Ahmadu Bello University press pay royalty to an author annually at the rate of 10% of net income on the book whether the author is special or not.

Before, Lagos University Press does not pay royal to its authors, this was due to the fact that the press was not developed along business line. The contrary is however happening now, because the press has started paying royalty this year 1982 to authors at the rate of 5 - 10% of the net price depending on the estimated sales potential of the book, the cost of production and promotion and the bargaining power of the author concerned.

Manuscript or Copy Editing

According to Hawes[7] "university press books reflect in part the spirit of their universities. If a book issued by a commercial publisher should happen to bristle with careless errors and garbled language, the author would be blamed, the consequences to the publisher, though regrettable, would not be too serious as long as the book sold well. But if a university press book contains mistakes and murky passages, some discredit inevitably fall on the university itself. And universities refuse to be represented by shoddy books".

Manuscript editing completes the work of the author, in essence. At the same time, it begins the publisher's work of putting the author's thought into the hands and the minds of as many people as could

conceivably benefit from it.

The initial responsibilities of the manuscript editor include

- familiarizing himself with it and seeing that it is complete (except of course for the index);
- reading through it word by word and making sure that it is clearly written in acceptable language, and free of repetitious or irrelevant passages;
- verifying the consistency of spelling, punctuation, capitalization;
- confirming its accuracy in a sampling of minor details (accuracy and soundness on a major questions having previously been ascertained by the expert readers);
- and verifying the correctness of form and completeness of content of its cholarly apparatus, particularly footnotes and bibliography.

The manuscript editor performs these chores with the aim of making sure that the book will be readily understandable to its readers and will be correct, consistent, and complete in every detail.

In the presses/under study, after a manuscript is accepted

and a contract agreement worked, out, the author works with an editor on polishing up the manuscript, smoothing the style, rearranging, adding or dropping sections, deciding the kind and number of illustrations, setting the final title. The copy-editor in these presses also look at the text in terms of its grammar, clarity, style, typographic and spelling errors.

Once the text is in final form for publication, a host of production details remain. First of all, the manuscript must be completed by the addition of a title page, a table of contents and chapter and running heads. A preface or introduction may have to be written. Footnotes, a bibliography, a glossary, tables, illustrations, and maps have to be created or put in final form, and after the text is set in page proofs, an index will have to be prepared. All this is coordinated by the editor. The editor will work with the production and design staff to plan how the book will look in its final printed form and to iron out any difficulties that the manuscript may present.

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CHAPTER FOUR

MARKETING, BOOK PROMOTION AND SALES.

Marketing in this context is taken as anything and everything that can be done to prepare the audience at whom a new book is aimed. Publishing a book does not complete the job, there remains the task of seeing that it reaches the public. A book is a book only when it is read, without a reader it is merely so much paper, glue and cloth. According to Bolton[1] "to produce books at all may be very difficult, but it is only half the story, the books and the people who need them must be brought together and if this does not happen and the books remains on the shelf in our warehouse then our effort is wasted, and our money ..... or perhaps it is our Government's money is wasted too".

The first thing about marketing is that the question of how and to whom a new book is to be marketed needs to be examined carefully when the acceptance or rejection of a new manuscript is being considered. University presses concentrated most of their efforts to reach audiences for a book on the prime reality of the specialized audience to whom it is most directly addressed. The presses also

strive notably to find secondary audiences: one variety consists of other specialists who might at first not seem at all likely to need the book, other varieties are advanced students and readers who might be somewhat interested in the book.

MARKET SURVEY/REACHING THE AUDIENCE.

As expressed by Hawes[2] "many university presses make initial plans for reaching the audiences of a given book in three successive stages. At the time when a press officer first seriously talks the book over with the author, the officer will begin to form a preliminary notion of its primary audiences, its most likely buyers. Then as the press approaches the decision to publish the book, the sales manager or director often makes an initial definition of its basic market. He does this arriving at the sales forecast which most presses consider in deciding whether to publish. He will have at that time the benefit of any advice on audiences that the editors and outside readers of the manuscripts have supplied. Third a few months before finished copies of the book are delivered, the press makes final plans to reach specific audiences for the book, for its introductory promotion campaign."

The Nigerian university presses under study make

initial plans to reach the audience through the following ways. Firstly, an author of a manuscript is made to brief the press about the kind of publicity the press should give a book and who the potential buyers are likely to be. At Ibadan, Ife and Ahmadu Bello University Presses, this usually takes the form of a dialogue between the author and an editor during which the editor obtains all necessary details concerning the publicity and the likely markets the author thinks is available for the book. Whereas at Lagos University Press, an author is expected to fill an already designed form for publicity purposes and after forward to the press. Secondly, the presses also carry out some sort of market survey. At Ibadan University Press, the editor on receiving a manuscript seeks advice from the marketing officer as regard the sales potentials of the manuscript. The Marketing Officer will pass a valid opinion on the marketability of the manuscript basing his decision on his own intuition, market survey done through such consultation of bibliographies to see how many of such books are in circulation already, checking of most other publishers catalogues and finally looking at the manuscript vis-a-vis what he himself has seen in the market. At University of Ife Press, the sales potential is determined through the

checking of bibliographies and publishers catalogues of some other presses to ascertain whether something similar is already in the market or not. At Ahmadu Bello University Press, all manuscripts coming to the press are received but the sales representative is to carry out a market survey which takes the form of an informal interview or general discussion between the sales representative and some identified experts in various fields of knowledge inorder to determine what the taste of customers is. The sales representative also visits universities, colleges of education, bookshops and libraries so as to find out about existing materials in the market. He then passes a report to the editorial board that will enable the latter determine which of those manuscripts in its possession are likely to have high sale potential in the market when published. The Lagos University Press was formally not doing much of a market survey before mainly because it is not started on business line, also there is no staff to handle this aspect. Now that there is a marketing officer, there is a high possibility of the press doing some market survey before long.

Thirdly, in order to reach specific audiences for the book the presses adopt the following identical methods.

There is the preparation of dust jacket accompanied by a preface about what the book is about for distribution to prospective buyers just to whet their "appetite" for the book. Poster are prepared and displayed where such press considers necessary, at the same time these posters are forwarded to institutions of learning, bookshops, and libraries for display too. There is also a pre-publication publicity which entails compiling a list of books forthcoming and forwarding such to likely customers which the presses think can fancy such titles. Finally, personnel of each press attend conferences just to make people aware of the coming books.

PROMOTION CAMPAIGN/SALES.

Effective sale holds the key to successful publishing, for it is no use to publish a large volume of books if they are not to be sold.

"In most university presses promotion campaign usually comes up a date about one month after finished copies are due for delivery. This allows time for review copies to be sent out. The month's interval also permits the book to reach bookstores by the time news stories, early reviews and publication notices begin to appear. The interval and specific date of publication also give reviewers and

journalists to write about the book"[3].

The university press under study adopt the following promotion campaign/sales strategies.

Catalogue notice.

All the university presses under study issue catalogue of publications on yearly basis. Each press often post copies of each seasonal catalogue to libraries, bookshops, book distributors and scholars or other individual who have asked to receive announcement regularly, Each entry in the catalogues carries the name of the author, title of the book, an abstract of the contents of the book, year of publication, number of pages, the ISBN, the prices of paper and hard cover in naira, sterling pounds and dollars.

It was noted however that all the presses are yet to come out with their 1982/83 catalogue of publications. Infact University of Ife Press is yet to update its last issue of 1978/79.

Reviews/General Publicity.

Hawes states that "sometime before finished copies of a book are delivered the promotion or publicity manager at the press makes up a list of the periodicals and persons to receive review copies. Suggestions from the author

about publications and people likely to review his book are welcomed"[4].

The Nigerian university presses were noted to be generous with review copies, and they do send one to any periodical for which there may be just a small chance to get a review before a readership of some significance. Most of the journals used are those that deal with the field in which the books to be reviewed treat. It was noted that apart from reviews in learned journals, Ahmadu Bello University Press also has its books reviewed on radio and television. The other presses consider radio and television reviews very unreliable because a lot of people might not be watching the television or listening to radio when such review is being broadcast , added to this is the fact that they are not sure that the reviews would be carried by the radio station nor the television.

Listing in sources consulted by bookshops and libraries are also arranged for the book by the presses. This is mainly done by sending three copies of every book published to the National Library of Nigeria for listing in the National bibliography.

Space Advertising.

Advertising in this sense is a direct approach to the

public in newspaper or magazine space or air time purchased by the publisher to "sell" his wares. Practically all university presses use space advertising - advertising in general and specialized periodicals - as an additional means of bringing a book to the attention of its audiences. From the standpoint of selling, the presses advertise in periodicals to support in a general way sales efforts made through other channels, primarily bookshops.

The Nigerian university presses under study do carry out space advertisement for reasons other than sales. One is to make the press itself known to prospective authors as a house issuing impressive works. Another is to help satisfy the author of a book that the press promotion efforts are comprehensive. A third is to help support scholarly journals on which the presses depend for reviews.

The presses advertise not only in periodicals but also in scholarly journals. Spaces are also bought in newspapers and in this case both overseas and Nigerian newspapers are used. It was observed however that space advertising serves these presses more as an announcement vehicle than as a method of making direct sales.

Exhibits at book fairs/meetings of specialists.

University presses reach quite tangible audiences of their

find many opportunities to consult with scholars and with prospective authors on manuscripts possibilities.

Direct Mail Advertising.

Direct mail is often the form of selling through which university presses reach secondary markets for their specialized books, it is the most effective, economical and sensible means for selling specialized titles to small well defined audiences. This view was even supported by Hawes when he states that "it is through direct-mail advertising that presses reach with greatest accuracy the highly specialized audiences of their highly specialized books. The keys to reaching audiences of specialists by direct mail are lists of great many different kinds of people to whom a letter about a book can be mailed with an attractively printed circular, order form and envelope enclosed."[5]

University presses in Nigeria undertakes direct mail advertising. Anytime new publications come out, each press normally defines the audiences for such publications especially if they are specialised books with the identification each press prepares a signed sales letter form and separate order card with a postage paid return envelope occasionally despatch to such audiences. Another way is by sending circulars to bookshops, libraries and other interested groups.

It was observed that while Ibadan University, University of Ife and Lagos University Presses concentrate their direct mail efforts within the country, Ahmadu Bello University Press in addition to internal direct mail also extend their efforts to overseas markets and this has proved substantially more effective in generating more sales.

Selling to Bookshops.

All presses make significant portions of their sales through bookshops and university presses in particular make almost all their sales through university bookshops.

In Nigeria, university presses reach bookshops with information about a book through their cataloques, reviews notices and advertisement in journals. The presses sell books to them largely through sales calls. At Ahmadu Bello University and Lagos University Presses, some of these calls are made by the Sales Managers themselves because they don't have sales representatives and are directed towards University bookshops in particular and some other larger bookshops in general. What is obtainable at Ibadan University and University of Ife Presses is quite different because they both have salesman, called Educational representatives in the former. The salesmen make the necessary sales calls at the bookshops over a wide geographic area.

In order to encourage bookshops to stock their books, the university presses allow discounts. The common trade discount given by the four university presses studied is 25% off the book's list price.

Library Sales.

Libraries have long accounted for substantial proportions of annual university press sales and they offer the presses the opportunity of putting their books before especially diverse audiences.

Due to marked expansion in education throughout the country, libraries have grown rapidly in numbers, particularly college and university libraries. Their growth has created one large component of the mounting need for scholarly books, thus these presses have put in particular efforts into reaching library markets.

All sales and promotional methods are used by the Nigerian University presses to reach library markets; these include; bookshops, direct sales calls on large libraries, reviews and notices in library periodicals, space advertising, direct mail as well as through exhibits.

Foreign Sales.

Another direction of Nigerian university presses efforts with regard to sales has been towards overseas markets. A

substantial public exists abroad for books originating from Africa.

A university press reaches audiences for its books in other countries through representatives but the main difficulty in getting into the overseas market is to get a representative who can be relied upon to carry their books through effectively to the markets. As expressed by Irele[6] "most of the large publishing houses with their own independent distribution network are quite unwilling to carry the extra burden and their attitude is understandable considering the ever-growing complexity of promotional and distribution processes that has accompanied the constantly rising volume of the trade".

It was discovered that of the four university presses in Nigeria only one has an overseas representative charged with the responsibility of distributing its publications and this is Ahmadu Bello University Press. The overseas representative is named Sovereign Texts based in Bristoe and it is catering for European countries only. The reason advanced for not having an overseas representative by Ibadan University press is that overseas representatives usually seek for a lot of discount and they can not cope with this. University of Ife and Lagos University Presses on their own part

consider their establishments to be still too small for such a venture. The presses however are giving thought to the possibility of this within a short time to come. As at now they get their publications to overseas through individual who they occasionally contact by direct mail service and that is when such individual seek for such information.

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CHAPTER FIVE

ACHIEVEMENTS, PROBLEMS AND PROSPECTS.

ACHIEVEMENTS.

"The communication of scholarly knowledge is a basic function of a university. The obligation of universities to aid in the dissemination of scholarly knowledge is a principle of academic faith, and a press is generally regarded as a badge of academic distinction. Their primary purpose is to serve the whole scholarly community and their secondary purposes are to facilitate publication of worthy works of their faculty members, to enhance the prestige of their institutions and, particularly in public institutions, to provide services to the state and the general public"[1].

The university press is a relatively new institution in Africa, as indeed is university education. There were no universities till 1948, and no university press till Ibadan established the nucleus of one in 1952. Despite the fact that university presses in Nigeria are late starters they have been able to contribute in some notable ways to scholarly publishing, education, cultural heritage, national development, journal publication and general awareness.

Scholarly Publishing.

University presses in Nigeria have helped in laying the

foundation for scholarly publishing in the country, and a lot of academic books which commercial publishers cannot publish are now appearing under the imprint of these university presses. The presses have also minimized the trouble of Nigerian authors who are searching for academic publishers, because before now there have been few academic publishers locally.

Apart from the above, it has also been noted that in some fields of learning where a limited market exists, it has always been difficult to get books published because the capital investment is too long term for commercial publishers and the limited editions which have to be produced make the unit costs for the books too high. This type of book has always needed some subsidy to make publication possible which most commercial publishers could not provide but which are now made possible by the university presses, because they have the funds to support such publications.

Unlike in the past when there are no better opportunities for publishing, more of the research works being carried out would best appear in hand written form, but with the advent of these presses, the universities are now in a position to easily make these research reports

available in published reports, thereby making them more durable.

The Nigerian university presses have achieved something as effective agent for communication of scholarly knowledge. They do not only serve their scholarly communities because many of their books also help bridge the gaps that sometimes appear between the academic community and the society as a whole, through the publication of materials for the universities translation and extension services.

The presses have also facilitated the enhancement of the prestige of their respective universities and they have provided - through their publication which is divisified to include areas like Agriculture, Bibliography, Botany, Business Methods, Civil Engineering, Chemistry, Commerce, Education, Economics, Forestry, Geography, History Law, Linguistics, Literature, Mathematics, Mass Communications, Medicine, Physics, Political Science, Religion, Statistics, Veterinary Medicine and Zoology - tremendous services to the state and the general public. Most of the books published in the specified fields above are responsive to Nigeria and Africa.

Education.

Three of the Nigerian university presses, that is,

Ibadan University Press, University of Ife Press and Ahmadu Bello University Press have gone commercial. As a result, they now publish for the primary, secondary and college levels.

Ibadan University Press in particular now publishes commercially viable education material by local writers that are not connected with the university. The press is also showing some interest in the publication of children's books. The press attention is even now directed to the publication of materials on teaching methodology and examination aids. To buttress their contribution to education the press also publishes bibliographies on different subject fields.

The presses in general have published some historial, political and sociological works about the nation. These have in no small way widened the knowledge of the populace. A notably example is a work titled, Party Politics and Foreign Policy written by Ibrahim Gambari and published by Ahmadu Bello University Press.

Culture.

The university presses in Nigeria have enriched the cultural heritage of the nation through the publications of some materials in indigenous languages thereby

encouraging and improving the level of literacy in the country.

The Ibadan University Press as earlier indicated now publishes in two indigenous languages - Yoruba and Nupe. The publication in Nupe language is still in press but the following two works are notable on Yoruba language - Yoruba Orthography: a linguistic approach by Ayo Bamigbose and Ofo Rere (Yoruba incantations) by D.A.A. Adeniyi. The Ahmadu Bello University Press is hoping before long to come out with a bi-lingual work, - Hausa - English dictionary.

National Development.

The Nigerian University presses have achieved a lot in terms of national development, this is in view of the fact that the majority of their works are published and printed within the country. This has in turn helped in conserving some foreign exchange and also helped in the economic development of the nation. Without their establishment most if not all Nigerian scholarly publications would have taken place overseas, thereby causing a drain on the nation's foreign reserves.

These presses play their part in the industrialization of the nation something the Federal Government of Nigeria has been clamouring for.

Journal Publication.

The presses achievement could also be seen in the publication of journals. As stated in chapter three, some of the presses issue a number of scholarly journals. The importance of journal in making the most current information available need not be over-emphasized. Most of the journals published bring together research comments, reviews and bibliographies from a range of many disciplines thereby helping the academics especially researchers to improve on their work. Some of the journals like Savanna and the Journal of Business and Social Studies make available some information to those who are to implement certain policies and at the same time they educate new generations.

General Awareness.

The Nigerian University presses are alive to what is going on in their parent universities and from time to time nurse projects into publishable material creating general awareness within their communities. Such publishing projects do stem from conferences, that is, symposia, centenaries, and the honouring of a celebrated academic.

PROBLEMS.

Generally speaking, Nigerian University presses encounter the difficulties and problems experienced by other indigenous

publishers.

It was observed by Collings[2] some time ago that "the fledging university presses are hopelessly hamstrung by the smallness of the local market and the absence of funds for expansion". Rathgeber[3] in sharing the same view has this to say "some of the problems then with which the Nigerian university presses are faced include difficulties in promotion and distribution. High production costs and undercapitalization, little encouragement at the government level, a paucity of effective media, a small market and the sometimes stifling influence of university decision making procedure ".

The general problem confronting university presses in Nigeria could be summed up under the following headings.

Lack of Support - Financial/moral.

According to Meyer and Phillabaun[4] "the single greatest problem facing university presses today and tomorrow is financing. The Nigeria university presses are no exception, they face the problem of inadequate support both financial and moral".

Most university presses in other parts of the world are funded by their parent institution for their first 15-20 years. The university presses in Nigeria follow suit

though they are self accounting they rely heavily on their parent bodies for funds by way of annual subventions granted to them. One would expect some sort of continous capital fund coming to these presses in view of the fact that they are still very new, and also because their sales returns on books is still very low. But this is not the case. The presses are starved with money thus their publishing programme have been made to slow down considerably. At the same time all the various segments of the publishing procedure are adversely affected.

The inadequate funding of these presses is even more pronounced now as a result of the austerity biting hard on all the various sectors of the nation's economy.

The university presses are also faced with the problem of inadequate moral support from the university communities especially those in the administration sector as a result of lack of appreciation of the problems confronting new university presses. Moral support should be seen as an additional requisite for the balanced existence of the presses as it will enable the presses to survive. Some of the editors interviewed shared the same view that some people especially those within the university communities are not willing or prepared to give the type of support the

organizations needed, what the presses received are just negative criticisms. Since these presses cannot compete with printing houses that have been in existence for over 20 years, they feel that there should be less criticisms from the parent bodies - the universities. The editors have the feeling that if this negative attitude continues, the presses may collapse, or may not even develop. Criticism according to them should be both negative and positive, there is no point in laying emphasis on bad points only, encouragement should be given for good things done.

Lack of competent personnel.

Like any other entrepreneur in the country, the Nigerian university presses are saddled with the problem of skilled personnel in all their various departments; viz, editorial, accounts and advertisement/marketings. A closer look at the staff composition of the presses reveals that Ibadan University press after about twenty-one years of existence still has only twenty people on its staff roll. University of Ife Press in its fifteen years has fourteen, Ahmadu Bello University press in its ninth year has twenty seven, while Lagos University Press has ten. Further scrutiny also reveals that Ibadan and Lagos Universities have one editor each in their editorial departments while Ife and Ahmadu

Bello Universities have two editors each. Definitely these are not enough to cater for the editorial works which is the core of the publishing procedure in these presses. This non-availability of competent editors is seriously hampering editorial work. It was even noted that the editors in Ibadan and Ahmadu Bello Universities are expatriates, another evidence of non-availability of competent indigeneous personnel.

It was observed that most of the other important departments of the presses are inadequately staffed, especially the marketing departments. This has led to ineffective and inadequate distribution of published works to be carried out.

Delay from Assessors.

Rathgeber[5] states that "press rules demand that all manuscripts which are being considered for publication be read by at least two assessors who are experts in the field". The university presses need most essentially from readers their judgements on the significance and soundness of the scholarly contribution of a manuscripts. She states further that "assessors agree to submit their reports within six weeks but this sometimes stretches into one or even two years. They often don't acknowledge correspondence from the

presses and regard the assessment process as something they can get around to during when they have time"[6].

The general problem confronting the presses under study is that the readers delay the assessment job considerably to the extent that important works do not get published on time. The reasons advanced for this is that some of the assessors are lecturers in Nigerian Universites, thus they have commitments like teaching and carrying out research. This means their assessing is done on part-time basis.

Bureaucratic procedures.

The nature of the relationship between the university presses and their various universities administration is another major problem. Two of the Managers of the presses interviewed shared the view that because the presses are not all that autonomous institutions, all actions must be taken according to established university procedure. This has led and is still leading to their inability to make rapid decisions which are sometimes necessary in order to take advantage of opportunities as they occur. Added to the above is the fact that the flexibility and imagination expected on the part of the staff is absent because each move must be made according to an established set of rules.

The university presses are also faced with the constraint

of operating within a system that is not commercially oriented. University presses are not established as money making institutions, thus the presses cannot be expected to make money. This incapacitate them from making an immediate commitment to publish highly promising manuscripts even if only to make money.

Two of the presses under study - University of Ife and Lagos University - still rely on committee system for decisions on their publishing programme. This was noted to be constituting some set back to the two presses activities. This is in view of the fact that decisions are always taken late due to irregular meetings of the committee and when taken, they are sometimes haphazard.

Lack of Manuscripts.

Generally speaking there is dearth of manuscripts for publication in the country, this could be attributed to the scarcity of authors/writers in the universities. Most university professors and lecturers whom one experts to be sources of manuscripts hardly attempt school texts or creative writing mainly because it will not win them academic promotion.

University presses in Nigeria are particularly faced with acute shortage of scholarly writers to patronize them.

Most writers prefer to publish their works overseas because they are assured of greater publicity and also because they receive greater financial benefits in foreign exchange. This attitude has led to the university presses not having enough manuscripts that they could use to build up their reputation.

Poor Reading Habits.

According to Adegbonmire[7] "reading habits among the literate in a country like Nigeria has never been there and the bookseller must realise and accept that he does not have the type of reading public which his counterpart in Europe and America has".

The problem of poor reading habits with particular reference to Nigerian university presses is that there is always lack of constant demand for published works, in other words there is lack of good audience.

Poor Communication System.

The bad state of communication system in Nigeria is a general problem affecting all the various sectors of our economy, thus the university presses could not be an exception. The poor postal, transportation (i.e rail, road and air), including telecommunication services hinder adequate distribution because quick and efficient movement

of published materials from one place to another is disturbed. Arrival of books through the post cannot be guaranteed. The telephones are either "dead" or always "engaged", thus it is difficult to make contacts with the result that some of the personnel in these presses have to leave their duties most of the time and take the risks of making the necessary personnal contacts.

Overseas market are also affected due to long delays in transits of published materials.

Printing.

Printing is another problem facing the Nigerian university presses. Even though two of them have their own printeries, they all still make use of outside printers. It was confirmed by some of the editors that some reliable Nigerian printers whom they patronize have much work than they can handle. This always results into long delay in the printing of their works and consequently the number of titles they can actually bring into market.

Another problem they encounter in printing is that some of these local printing firms do not meet their requirements because they lack adequate printing equipments.

Inadequate distribution procedure.

The Nigerian university press have no perfect distribution

facilities. It was noted that they deal with bookshops all over the country, but it is only the university bookshops that are really showing enthusiasm in stocking their books. Most other book dealers refuse to stock university press books because the turnover is so small as compared to that of secondary text books.

It was also observed that the marketing departments of all the presses are inadequately staffed. For instance I.U.P and University of Ife Press are having one Marketing Manager and two Sales Representatives each while ABUP and LUP are having one Marketing Manager each and no Sales Representatives. This inadequate staffing breads inadequate distribution because the numerical staff strength could not cope with the tasks involved in the distribution of published materials.

The presses also have limited resources for sales promotion, even though they advertise in appropriate scholarly journals and produce annual catalogues of publications.

Journal.

The presses are faced with the problem of non-availability of publication expertise within the universities which they could call upon to help in the production of

journals. This is making them to do with what they have, but this is having an adverse effect on the standard of the journals because issues now appear well behind schedule thus the presses are finding it difficult to increase the number of potential subscribers, a notable example is the "Savanna" published by Ahmadu Bello University Press.

PROSPECTS.

Generally, publishing and book trade is just developing in Nigeria, thus scholarly publishing should be regarded as a new innovation.

The nation is just developing educationally, thus there is hope for a large audience in the future because people are now becoming eager to read for pleasure and knowledge.

Nigerian University presses should be seen as a potentially dynamic agency in the search for the nation's authenticity in the publication of books that will foster awareness and national purposes.

The country needs books which will help national development-books on agriculture, economics engineering, law and on a myriad of other subjects. There is also need for Nigerian history and almost forgotten Nigerian customs, songs and folktales, books which will help to create a cultural base and reinforce respect for indigenous culture.

Though some of these areas have been explored by the university presses, but future efforts should still be concentrated even more strongly in this direction.

Most of the editors of the presses studied see the future as great and fantastic. According to them, the country is just developing educationally, thus there is going to be a large reading audience in the future, this they feel will increase the urge to buy more books especially tertiary ones. They also have the feeling that there are high potentials especially if they continue to focus on scholarly publishing as they are least equipped to compete with private presses that throw money about to influence their customers.

The author of this study feels that the future of the university presses is indeed secure, but whether it will be either truly luminous or happily balanced may be less certain. One must however grant that the Nigerian University presses have acquired some capacity to produce books of quality. As commercial publishers seem less interested in publishing scholarly books of any kind, how well the university presses in the country take advantage of this opportunity will surely depend in part on what the scholars of Nigeria have to offer them.

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CHAPTER SIX

SUMMARY, CONCLUSION AND SUGGESTIONS.

SUMMARY.

This chapter attempts a summary of the whole study as outline in chapters two to five. Findings and conclusions are drawn and suggestions for the improvement of university presses in Nigeria given.

The purpose of the study is to carry out a description and analysis of university presses in Nigeria.

1. to examine the past, present activities and roles of the presses:
2. to discuss the publication procedure and types of publications emanating from the presses:
3. to determine the expected role within the context of our society.

Hypotheses.

The following major hypotheses were proposed and tasted in this study.

1. that the support given to the presses is haphazard and this has an adverse effect on their output;
2. that the concentration of Nigerian university presses on scholarly materials alone limits their

impact on the larger society of which they are a part;

3. that the university - type bureaucratic procedure handicap publishing programmes.

Scope.

The study covered only universities having functioning presses and focused only on the publishing activities of these presses. The printing aspect is left out in view of the fact that not all the presses have printeries. All non-indigenous university presses operating in the country are excluded.

Methodology.

A research questionnaire was developed for collecting data. Each questionnaire contained questions covering the problems investigated. The data for the study was collected from four university presses managers, through personal observations during visits to the four university presses and a stratified sample survey of the opinions of editors and marketing personnnels. To test the realiability of the data, examinations of the records of some of the presses were made.

The study composes six chapters. The first chapter was the introductory topic that highlighted the major objectives

of the research and the formulation of the statement of the problem. Chapter two gave the historical background of the presses with their functions and scope of activities, management, controlling authority, finance and staff. Chapter Chapter three gave the publications emanating from the presses and the publication procedure. Chapter four dealt with marketing, book promotion and sales. Chapter five highlighted the achievements, problems and prospects of the presses. Chapter six gave the summary from the foregoing chapters, the findings made and some suggestions.

FINDINGS.

The writer now wishes in view of the foregoing study on the role of university presses in publishing to see to what extent the findings on the presses studied have fulfilled the hypotheses which were made at the begining of the study.

The first hypothesis states that "the support given to the presses is haphazard and this has an adverse effect on their output". It has amerged from the study that the presses are not having sufficient financial/moral support. They are starved with money because there is no continuous capital fund, likewise the annual subventions are always irregular. This has resulted into a considerable slow pace in the

publishing programme thus adversely affecting their output.

The presses are also not having enough moral support needed for their stable existence. The implication for the presses are obvious, since these presses cannot because of their newness compete with printing houses that have been in existence for over some years, they are now finding it hard to develop adequately, because negative criticisms are becoming too many thus the morals of the staff is dwindling.

The second hypothesis is that "the concentration of Nigeria university presses on scholarly materials alone limits their impact to the larger society of which they are a part".

The study revealed that majority of what is published in the university presses is scholarly in content. They are just making attempts to diversify their publishing scope. In the main time, their audience is limited especially to the university community, thus the low demand for their published works. This is aggravated by the fact that reading is still not an habit cultivated by most people in Nigeria. Probably if the presses have engaged themselves on publication of recreational cultural materials they would have had more impact on the larger society.

The final hypothesis states that "university-type bureaucratic procedure handicap publishing programmes". It had emerged from the study that the presses are not all that autonomous institutions, all their actions take place according to established university procedure. As a result of this the presses could not make a rapid decisions which are sometimes necessary in order to take advantage of opportunities as they occur. Moreover each move must be made according to an established set of rules, the flexibility and imagination expected on the part of the staff is absent, such that publishing programme is handicapped.

Other findings reached as a result of this study are as follows:

Management/Control.

The study revealed that the presses are all owned by the various universities except that management varies. In some of them there are Boards of Directors which report directly to the University Council. In others they are regarded as departments of the university. For those that have Board of Directors it was discovered that the appointments of members in indefinite. This practice to the writer makes for inefficiency and lack of initiative.

Staff.

The study revealed that there is great disparity in staff distribution in the university presses. As regards training, efforts have not been geared in the right direction. Most of the presses have no concrete plans for further professional training of their staff because they consider it uneconomic to send people overseas these days, moreso, because what these people learn there is of no direct usefulness to the presses. They consider it better to train their staff on the job.

It must however be realised that staff is the human element involved in the running of the presses, and in a university press, it is necessary that staff should have a wide knowledge of the publishing world.

Languages of Publication.

The study has shown that some of the presses apart from publishing in English language also publish in another foreign language - French, as well as three other Nigerian languages - Hausa, Nupe and Yoruba. Though this effort is still on lower scale, it is however a step towards the development of the African culture and tradition.

Editorial work.

Another major finding during this study is that the

editorial work - procurement of manuscripts, the evaluation, copy editing, commissioning and most of the occasions printing is done here in Nigeria. The decision to publish a manuscript is taken by editorial board or publication committee, depending on what is obtainable in a particular press.

Publicity/sales.

All the presses embark on one form of publicity or the other so as to bring good sales of their published works. These are usually in the form of catalogues, reviews space advertising, exhibits at book fairs, direct mail advertising.

The presses customers include libraries, bookshops especially university bookshops, faculty members, students and the public. It was also found that apart from Ahmadu Bello University press,the rest do not have overseas agent for the sale of their publications. The writer also observes that the over all interest of the public has not been developed as expected. Since publicity is the key to success in any profit motivated organization, the presses must try to publicise their publications to attract customers. This will have a genuine and far reaching effect on sales and level of profits.

Problems.

Finally the study has shown lack of support both moral/financial, lack of competent personnel, delay from assessors, bureaucratic procedures, lack of manuscripts, poor reading habits, poor communication system, inadequate distribution procedure, extreme wide field of interest of journals leading to scarcity of subscribers and printing inadequacies as part of the major problems hindering the university presses smooth growth and development.

CONCLUSION.

On the basis of the above findings obtained in this study, it can be concluded therefore that the university presses have come to stay in Nigeria. They have succeeded in setting the pace in scholarly publishing. It is expected that they should help the various universities to achieve their social functions, which include - the creation of new knowledge, the dissemination of knowledge and culture to the new generation and finally applying this knowledge to solve practical problems in the society. It is therefore advocated here that the presses be given wide support and subsidy from their parent bodies as they provide vital educational services which are beneficial to the whole society.

SUGGESTIONS.

As a result of the present study some suggestions as given below seem appropriate.

Management/control.

The practice whereby the presses appoint members of their Board of Directors for an indefinite period should be discontinued because to the writer this makes for inefficiency and lack of initiative. A two year term of office should be the minimum and four years maximum. The universities should also allow the presses sufficient freedom from administrative interference, so that they can develop. Likewise constricting regulations should be done away with so that they can have the same freedom like other private business.

Staff.

Insufficient and/or poor staffing begets poor publication and unfilfilled public expectation, with its attendant loss of readership and therefore loss of financial independence. The presses should endeavour to employ men and women with good education and possibly professional training who could be given responsible positions. They should be given intensive in-service training on the job because this will keep them in the profession and also give the required

incentive and efficiency.

Support.

There is urgent need for the universities to increase the annual vote of their presses, not only this, they should ensure that the votes do come regularly and not as piece-meal. There should also be committment of sufficient capital investment fund from the universities so that the presses can expand on their publishing programme. The step taken by some of these presses to go commercial is commendable, this will enable them to generate their own funds, others yet to do so should try and follow suit.

The Nigerian authors should be made to see that a strong indigenous publishing industry exist so that they could feel obligated to give their support to-wards its survival by patronage through their manuscripts.

Editorial work.

Editorial work is the core of publishing and is the most complex. The department handling editorial work therefore needs people who are knowledgeable especially those who can take care of editing of the manuscripts to be published.

Manuscripts should be made to be processed more quickly,

this could be done by employing more hands as editors. Deadlines for assessors reports should be set and enforced, this will help to improve the poor state and unnecessary delay in the editorial departments of these presses. Finally the presses should devise means of minimizing the length of time that it takes them to make a publishing decision.

Book promotion/sales.

The university presses still need to do a lot in this respect. Promotional literature could be written and distributed. The presses should also attempt to secure free publicity for new publications especially through media interviews. Combined catalogue of publications of the presses could also help.

The government should embark on a programme to see that reading habits are encouraged amongst students, the local people and adults so that they can develop a taste for buying books. This is a step that can help the university presses in the sales of their publications.

As for foreign sales, since most of the presses studied could not afford to maintain overseas representatives either in Europe or America due to high discount/demand the author feels that the presses might all come together, pool resources

and fund an agent between them. This will go a long way to save them money and at the same time give a break through to foreign countries.

The presses under study might also give consideration to the sale of foreign rights. This will not only help them to reach distant market but can also result in an easier earning of foreign currency.

Finally, the presses should concentrate more on direct mail advertising as another form of gaining access to foreign markets. This could take the form of sending as many catalogues as possible to foreign libraries, book stores and indiscriminate mailing of information sheets on individual titles.

Journals.

The situation whereby each journal emanating from the presses cover a wide range of subjects should be checked. Efforts should be made to narrow the coverage to particular subject areas, because this would enable the journals to be addressed to particular category of readers. This may enable the presses to improv on the marketability and circulations of the journals.

Finally the irregularity with which journal issues are published should be curtailed.

Roles.

In view of the fact that indigenous publishers are still grappling with myriads of difficulties and are not able to meet the nation's needs, university presses in Nigeria should extend their role and their range beyond works of creative merit and those of original research and scholarship, to undertake tasks which in more advanced countries are carried out by the trade.

It is generally believed that universities have a special role to play in national development, if this is so, they need to link their work more closely to their environment. In this wise they should be publishing indigenous imaginative literature and even general educational material by local writers who need not be connected with the universities.

In the context of our society, the university press cannot ignore the publication of school texts. Our universities should therefore mobilise the human and material resources within their reach especially those in their Institutes of Education to yield good books for Nigerian pupils. From the point of view of the universities responsibility to society, and even from the economic point of view these resources must be tapped, because the

universities presses may well come to rely on revenue from school texts to bale out the expensive scholarly publications.

The university presses should not ignore imaginative and creative writing, mainly because, like the writing of school texts, it will not win them academic promotion. But then, some of their departments cannot exist without creative writing. Given the scarcity of original creative writing by Nigerians, lecturers who have the talent should be taught how to write poetry and fiction etc. and university presses should publish them. In Nigeria, illiteracy is so high, and reading materials so scarce thus all hands should be on deck to create a literate nation. University dons should use their leisure time to write stories for the common man and university presses should publish them. In this way, both author and publisher would be satisfying a vital cultural needs.

Finally, the university presses should make an initiative itself by opening of departments devoted to publishing for schools. This type of initiative more commonly should take the form of planning a series, which a university press is well placed to execute.

It is partinent to point out that university presses should consider these proposals in terms of long-term plans.

They are at present not in position to explore these areas because of the long term nature of this kind of publishing.

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APPENDIX A

SELECTED PUBLICATIONS OF THE UNIVERSITY PRESSES

BASED ON THEIR CURRENT CATALOGUES.

IBADAN UNIVERSITY PRESS

AGRICULTURE

	Author	Title	Year of publication
1.	Chubb,L.T	IBI LAND TENURE	1961
2.	Oyenuga,V.A	NIGERIA'S FOODS AND FEEDING - STUFFS: THEIR CHEMISTRY AND NUTRITIVE VALUE.	1968

BIBLIOGRAPHY.

1.	Ekpiken,A.N.	A BIBLIOGRAPHY OF THE EFIK-IBIBIO-SPEAKING PEOPLES OF THE OLD CALABAR PROVINCE OF NIGERIA 1968-1964.	1970
2.	Harris,J.	BOOKS ABOUT NIGERIA.	1969
3.	Lindfors, B.	A BIBLIOGRAPHY OF LITERARY CONTRIBUTIONS TO NIGERIAN PERIODICAL, 1946-1972.	1975
4.	Ogunsheye,F.A	A SURVEY OF YORUBA LANGUAGE AND LITERATURE: A BIBLIOGRAPHY.	
5.	Tamuno,O.G. and Alabi,G.A.(Comp)	NIGERIAN PUBLICATIONS 1950-1970.	1977

BIOLOGY.

1.	Boorman,J. and Roche,P.	THE NIGERIA BUTTERFLIES: AN ATLAS OF PLATES WITH NOTES.	1961

	Author	Title	Year of publication
2.	Ene,J.C.	INSECTS AND MAN IN WEST AFRICA.	1963
3.	Killick,H.J.	BEGINNING ECOLOGY.	1971
4.	Madge,D. and Sharma,G.	SOIL ECOLOGY.	1969
5.	Webb,J.E. and Hill, M.H.	THE ECOLOGY OF LAGOS LAGOON.	1960
6.	Webb, G.C.	KEYS TO THE GENERA OF THE AFRICAN TERMITES.	1961
7.	Youdeowei,A.	OUR COMMON INSECTS.	1975

BOTANY.

1.	Lowe,J. and Stanfield,D.P.	THE FLORA OF NIGERIA: SEDGES.	1974

CIVIL ENGINEERING.

1.	Oluwande,P.A.	CHEAP SEWAGE DISPOSAL IN DEVELOPING - COUNTRIES.	1978
2.	Rose, W.	LOW INTENSITY TRANSPORT IN POROUS SOLIDS	1977

EDUCATION.

1.	Ajayi,J.F.A. and Tamuno,T.N.(Eds.)	THE UNIVERSITY OF IBADAN 1948-1973: A HISTORY OF THE FIRST TWENTY-FIVE YEARS.	1973
2.	Ayandele,E.A.	THE EDUCATED ELITE IN THE NIGERIA SOCIETY.	1979
3.	Fakuade,R.A.	TEACHING ARITHMETIC AND MATHEMATICS IN THE PRIMARY SCHOOL.	1981
4.	Mellanby,K.	THE BIRTH OF NIGERIA'S UNIVERSITY (REPRINT).	1974

	Author	Title	Year of publication
5.	Ubahakwe, Ebo(ed)	THE TEACHING OF ENGLISH STUDIES: READING FOR COLLEGES AND UNIVERSITIES.	1979
6.	Unoh, S.O.	THE STUDY OF READING.	1968
7.	Yoloye, E.A.(ed)	EVALUATION FOR INNOVATION: AFRICAN PRIMARY SCIENCE PROGRAMME EVALUATION REPORT.	1978
8.	Yoloye, E.A.	DEVELOPING AND UNDER-DEVELOPING IN EDUCATION.	1980

ECONOMICS.

1.	Aboyade,O.	ISSUES IN THE DEVELOPING OF TROPICAL AFRICA.	1979
2.	Ajayi,S.I.	MONEY IN A DEVELOPING ECONOMY: A PORTFOLIO APPROACH TO MONEY SUPPLY DETERMINATION IN NIGERIA.	1978
3.	Akerodolu-Ale, E.O.	THE UNDERDEVELOPMENT OF INDIGENOUS ENTERPRENEURSHIP IN NIGERIA.	1975
4.	Hodder,B.W. and Ukwu, U.I.	MARKETS IN WEST AFRICA.	1969
5.	Kayode,M.O.	THE ART OF PROJECT EVALUATION.	1980
6.	Lawal, D.A.	ADVANCED LEVEL ECONOMICS OF WEST AFRICA (O/A) VOL. 1.	1980
7.	Lawal,O.A.	ADVANCED LEVEL ECONOMICS OF WEST AFRICA (O/A) VOL.2.	1980
8.	Oyejide,T.A	TARIFF POLICY AND INDUSTRIALIZATION IN NIGERIA.	1975

	Author	Title	Year of publication
9.	Teriba, O. and Kayode, M.O.(eds)	INDUSTRIAL DEVELOPMENT IN NIGERIA-PATTERNS, PROBLEMS AND PROSPECTS	1977
10.	Uzoro, B.J.	THE NIGERIAN OIL PALM INDUSTRY: A STUDY OF GOVERNMENT POLICY AND EXPORT PRODUCTION 1906-1965.	1974

FORESTRY.

1.	Adeyoju, S.K.	FORESTRY AND THE NIGERIAN ECONOMY.	1975
2.	Hopkins, B. and Stansfield, D.F.	A FIELD KEY TO THE SAVANNA TREES OF NIGERIA.	1966

GEOGRAPHY.

1.	Barbour, K.M.(ed)	PLANNING FOR NIGERIA: A GEOGRAPHICAL APPROACH.	1972
2.	Mabogunje, A.L. and Faniran, A.(ed)	REGIONAL PLANNING AND NATIONAL DEVELOPMENT IN TROPICAL AFRICA.	1977

HISTORY.

1.	Adewoya, O. (ed)	BACKGROUND TO THE NAMES OF ROADS AND HALLS AT IBADAN UNIVERSITY.	1969
2.	Ajayi, J.F.A. and Espie, I.(eds.)	A THOUSAND YEARS OF WEST AFRICAN HISTORY.	1969
3.	Alagoa, E.J. and Fombo, A.	A CHRONICLE OF GRAND BONNY.	1972
4.	Anene, J.C. and Brown, G. (eds).	AFRICA IN THE NINETEENTH AND TWENTIET CENTURIES.	1966
5.	Asabia, M.C. and Adegbesan, J.O.	IDOANI PAST AND PRESENT: THE STORY OF A YORUBA KINGDOM.	1970

	Author	Title	Year of publication
6.	Atanda, J.A.	AN INTRODUCTION TO YORUBA HISTORY.	1980
7.	Clarke, W.H.	TRAVELS AND EXPLORATIONS IN YORUBALAND 1854-1958.	1972
8.	Egharevba, J.U.	A SHORT HISTORY OF BE BENIN.	1968
9.	Egharevba, J.U.	ITAN EDAGBON MWE.	1972
10.	Cavin, R.J. and Betley, J.A. (Comp.)	THE SCRAMBLE FOR AFRICA: DOCUMENTS ON THE BERLIN WEST AFRICA CONFERENCE AND RELATED SUBJECTS 1884-1885.	1973
11.	Ekine, O.	THE ISOKO PEOPLE: A HISTORICAL SURVEY.	1972
12.	Mabogunje, A.L. and Omer-Cooper, J.D.	OWU IN YORUBA HISTORY	1971
13.	Akinjogbin, I.A. (ed)	THE STORY OF KETU.	1967
14.	Shaw, T.	WHY "DARKEST" AFRICA ? ARCHAEOLOGICAL LIGHT ON AN OLD PROBLEM.	1975
15.	Shaw, T.	LECTURES ON NIGERIA PREHISTORY AND ARCHAEOLOGY.	1975
16.	Shaw, T.	AFRICA AND THE ORIGINS OF MAN: A MEMORIAL LECTURE IN HONOUR OF DR.L.S.B. LEAKEY.	1980
17.	Tumuno, T.N.	THE POLICE IN MODERN NIGERIA 1961-1965.	1970
18.	Stevens, P.J.	THE STONE IMAGES OF ESIE.	1978
19.	Crawford, E.	TRADE RELATIONS BETWEEN THE BRIGHT OF BENIN AND BAHIA 17TH-19TH CENTRY.	1976

	Author	Title	Year of publication
20.	Verger,P.	BAHIA AND WEST AFRICAN TRADE 1549-1851.	1970
21.		INAUGURAL LECTURES.	
1.	Abioye,A.A.	MICROSCOPIC VIEW OF LIFE AND DEATH.	1980
2.	Adedeji, J.A.	THE THEATRE IN AN AFRICAN UNIVERSITY APPEARANCE AND REALITY.	1980
3.	Beetlestone,J.G	SCIENCE IN A SOCIAL CONTEXT.	1977
4.	Chheda, H.R.	PLANT BREEDING AND THE CONQUEST OF HUNGERS.	1977
5.	Dudley, B.J.	SCEPTICISM AND POLITICAL VIRTUE.	1975
6.	Ette,I.I.	ON LIGHTNING, THUNDER AND RAIN.	1980
7.	Evans,H.G.J.	CULTURE AND CIVILIAZATION.	1976
8.	Isoun, T.T.	ANIMAL PROTEIN MALNUTRITION AND THE SCIENCE OF DISEASE.	1980
9.	Mabogunje,A.L.	CITIES AND SOCIAL ORDER.	1974
10.	Ogunsheye,F.A.	THE RECORDS OF CIVILIZATIONS.	1976
11.	Olayide,S.O.	THE FOOD PROBLEM: TRACTABLE OR THE MERE CHASE OF THE MIRAGE ?.	1975
12.	Olurin, O.	LOOKING THROUGH THE WINDOW.	1980
13.	Scarborough,H.	FOUNDATIONS AND ROOFS (THE FOURTH ALEXANDER BROWN MEMORAIAL LECTURE).	1975

	Author	Title	Year of publication
14.	Srinivasan,C.	ENERGY, MEN AND SOCIETY.	1980
15.	Teriba,O.	ILLUSIONS AND SOCIAL BEHAVIOUR.	1980
16.	Toye, Afolabi S.	BIOLOGICAL SUCCESS: THE ARTHROPODS' CLAIM.	1980
17.	Youdeowei,A.	INSECTS AND NIGERIANS: THE STRUGGLE FOR EXISTENCE.	1980

LAW

1.	Adesanya,S.A	LAWS OF MATRIMONIAL CAUSES.	1980
2.	Clark,J.P.	THE OZIDI SAGA.	1977
3.	Kamu, C.N.	A WORLD OF EVERLASTING CONFLICT:JOYCE CARY'S VIEW OF MAN AND SOCIETY.	1974
4.	Killam, G.D.	AFRICA IN ENGLISH FICTION 1874-1939.	1968
5.	Maxwell,D.E.S. and Bushrui,S.B.(eds)	W.B. YEATS 1865-1965: CENTENARY ESSAYS ON THE ART OF W.B. YEATS.	1965
6.	Ogunba, Oyin	THE MOVEMENT OF TRANSITION: A STUDY OF THE PLAYS OF WOLE SOYINKA.	1978
7.	Ogunbu,O. and Irele,A.(eds).	THEATRE IN AFRICA	1978
8.	Osofisan,'Femi.	THE CHATTERING AND THE SONG.	1970
9.	Ramsarah, J.	NEW APPROACHES TO AFRICAN LITERATURE: A GUIDE TO NEGRO-AFRICAN WRITING AND RELATED STUDIES.	1970

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10.	Traore,B.	THE BLACK AFRICAN THEATRE AND IT SOCIAL FUNCTIONS.	1972
11.	Udoeyop,N.J.	THREE NIGERIA POETS.	1973

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1.	Kuku, A.O.	ABSTRACT ALGEBRA.	1980
2.			

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1.	Ladele,O. Adefala,V.O. and Lasekan,O.	HISTORY OF THE NIGERIAN BROADCASTING CORPORATION.	1979

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1.	Adeloye,A.(ed)	NIGERIAN PIONEERS OF MODERN MEDICINE.	1977

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1.	Aboyade,O. Dudley,B.J. and O'Cornell, J.	NIGERIA 1965: CRISIS AND CRITICISM.	1966
2.	Ajibola,M.A.	FOREIGN POLICY AND PUBLIC OPINION: A CASE STUDY OF BRITISH FOREING POLICY ON THE NIGERIAN CIVIL WAR.	1978
3.	Ake,C.	SOCIAL SCIENCE AS IMPERIALISM: THE THEORY OF POLITICAL DEVELOPMENT.	1979
4.	Beer,C.	THE POLITICS OF PEASANT GROUPS IN WESTERN NIGERIA.	1979

	Author	Title	Year of publication
5.	Dudley, B.J.	INSTABILITY AND POLITICAL ORDER: POLITICS AND CRISIS IN NIGERIA.	1978
6.	Idang,G.J.	NIGERIA: INTERNAL POLITICS AND FOREIGN POLICY 1960-66.	1977
7			

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1.	Fasholo-Lume,E; Grey,R.,Hastings A. and Tastie, G. (eds.)	CHRISTIANITY IN INDENPENENT AFRICA.	1978

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1.	Boston,J.S.(Ed.)	SACRIFICE IN IBO RELIGION	1978
2.	Okediji,F.O. and Okediji,O.O.	THE SOCIOLOGY OF THE YORUBA.	1978
3.	Hake,J.K.	CHILD-REARING PRACTICES IN NORTHERN NIGERIA.	1972
4.	King,A.	YORUBA SACRED MUSIC FROM EKITI.	1976
5.	Naibi,S. and Hassan, A.	THE GWARI, GADE AND KORO TRIBES.	1971
6.	Schioffelin,H.M.	THE PEOPLE OF AFRICA.	1971
7.	Simpson, G.E.	YORUBA RELIGION AND MEDICINE IN IBADAN.	1971
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1.	Adamu, S.O.	THE NIGERIAN STATISTICAL SYSTEM: RETROSPECT AND PROSPECT.	1978

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1.	Heath, E.	GUIDE TO THE DISSECTION AND STUDY OF DOMESTIC RUMINANTS.	1979
		ZOOLOGY	
1.	Bolwig,N.	ANIMALS: THEIR WORLD, OUR WORLD.	1967
2.	Webb, G.C.	THE COMMON AFRICAN TOAD: BUFO REGULARIS.	1979
3.	Webb, G.C.	GUIDE TO WEST AFRICAN MAMMALS.	1957

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A	Author	Title	Year of publication
		ADMINISTRATION	
1.	Adedeji, Adebayo and Hyden, Coran (ed).	DEVELOPING RESEARCH ON AFRICAN ADMINISTRATION SOME METHODOLOGICAL ISSUES.	1974
2.	Adedeji, Adebayo	THE FUTURE OF LOCAL GOVERNMENT IN NIGERIA: REPORT OF THE NATION CONFERENCE IN LOCAL GOVERNMENT.	1974
3.	Adedeji, Adebayo and Rowland, L. (Ed).	MANAGEMENT PROBLEMS OF RAPID URBANISATION IN NIGERIA: THE CHALLENGE TO GOVERNMENTS AND LOCAL AUTHORITIES.	1973
4.	Baker, Colin and Balogun, M.J. (Ed)	IFE ESSAYS IN ADMINSTRATION.	1975
5.	Adedeji, Adebayo and Rowland, L. (Ed).	LOCAL GOVERNMENT FINANCE IN NIGERIA: PROBLEMS AND PROSPECTS (NEW EDITION).	1973
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1.	Igbozurike, M. Uzo	AGRICULTURE AT THE CROSS ROADS: A COMMENT ON AGRICULTURAL ECOLOGY.	1978
2.	Imevbore, A.M.A. and Adegoke, O.S. (eds.)	THE ECOLOGY OF LAKE KAINJI. THE TRANSITION FROM RIVER TO LAKE.	1974
3.	Williams, S.K.T.	RURAL DEVELOPMENT IN NIGERIA.	1978

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		THE ARTS	
1.	Eicher, Joanne	NIGERIAN HANDCRAFTED TEXTILES.	1976
2.	Fabunmi, M.A.	IFE SHRINES	1969
		EDUCATION	
1.	Fafunwa, Urbs A. and Adeniji, Adeniaiegbe(Ed)	EDUCATION IN NIGERIA- TOWARDS BETTER ADMINISTRATION AND SUPERVISION. OF INSTRUCTION.	1969
		GENERAL	
1.	Oluwasanmi, E. Mclean, E. and Zell M.(Ed).	PUBLISHING IN AFRICA IN THE SEVENTIES.	1975
		HUMANITIES	
1.	Spitzer, Lee	THE CREOLES OF SIERRA LEONE: THEIR RESPONSES TO COLONIALISM 1870-1945.	1975
2.	Crowder, Michael and Obaro Ikime (ed).	WEST AFRICAN CHIEFS: THEIR CHANGING STATUS UNDER COLONIAL RULE AND INDEPENDENCE.	1970
3.	Nwoeh, E.C.	AFRICA IN FRENCH AND GERMAN FICTION(1911-1933).	1978
		FACULTY OF ARTS LECTURE SERIES.	
1.	Ekoku, E.F.	ECONOMIC DEVELOPMENT. ITS CONDITIONS AND STRATEGIES.	1974
2.	Williams, S.K.T.	THE APPLICATION OF SCIENCE AND TECHNOLOGY TO THE AGRICULTURE OF DEVELOPING COUNTRIES.	1974

	Author	Title	Years of publication
3.	Biobaku, S.O.	THE PRESERVATION OF CULTURE AS FACTOR IN NATION BUILDING.	1975
4.	Jekande, L.K.	THE ROLE OF THE MASS MEDIA IN A DEVELOPING COUNTRY.	1975
5.	Okoye, N.	POLITICS AND PROBLEMS OF THE FIRST REPUBLIC OF NIGERIA.	1975
6.	Afolabi, Ojo G.J.	CULTURE AND MODERNIZATION IN NIGERIA.	1975
		INAUGURAL LECTURES.	
1.	Hoyet, G.C.	NOT BY BREAD ALONE.	1973
2.	Coorey, P.G.	THE GEOLOGICAL SCIENCE IN THE SERVICE OF NIGERIA.	1973
3.	Adagbola, A.A.	ALL FLESH IS GRASS,	1973
4.	Halstead, L.S.	IFE AND BIOLOGY.	1973
5.	Inevbore, A.M.A.	MAN AND ENVIRONMENT: THE NIGERIA SITUATION.	1973
6.	Bodipo, J.O.	PHILOSOPHY AND CULTURE.	1973
7.	Sanford, W.W.	THE ROLE OF THE IMPRACTICAL.	1973
8.	Aluko, Sam	MONEY IN ECONOMIC THEORY	1973
9.	Damann, K.E.	DRINKING WATER OR SEWAGE: IS THERE A DIFFERENCE ?.	1973
10.	Cook, H.L.	BIG FOOD PROCESSORS IN RURAL DEVELOPMENT.	1974
11.	Ojo, A.	THE CULTURAL DIMENSION IN GEOGRAPHY.	1973
12.	Harrison, C.V.	MEDICAL ADVANCES AND THEIR IMPLICATIONS.	1974
13.	Duncan, E.R.	A ROLE FOR THE UNIVERSITY OF IFE IN INCREASING AGRICULTURAL PRODUCTION.	1974

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14.	Ramy,K.	WEST AFRICAN CONTRIBUTION TO THE LAW OF INTERNATIONAL WATER COURSES.	1974
15.	Williams,S.K.T.	RURAL POVERTY TO RURAL PROSPERITY: A STRATEGY FOR DEVELOPMENT IN NIGERIA.	1974
16.	Igun,A.Adenola	POPULATION: THE PRIMORDIAL AND UNIVERSAL DENOMINATOR.	1976
17.	Ademosun,A.Akin	LIVERSTOCK PRODUCTION IN NIGERIA: OUR COMMISSION AND OMISSION.	1976
18.	Oloruntimehin,B.O.	HISTORY AND SOCIETY.	1976
19.	Awokoya,S.O.	MODERN STRATEGY OF EDUCATIONAL PLANNING.	1978
20.	Bacon,R.C.K.	CHEMISTRY AND THE COMMUNITY.	1978
21.	Ogunlana,E.O.	QUALITY DRUG AND THE CONSUMER.	1978
22.	Agboola, Akin S.	THE SPATIAL DIMENSION IN NIGERIAN AGRICULTURAL DEVELOPMENT.	1978
23.	Samarakunga,A.D.S.	ACCOUNTANCY SOCIETY AND ECONOMIC DEVELOPMENT.	1978
24.	Abimbola,'Wande	THE STUDY OF YORUBA. LITERATURE.	1979
25.	Makanjuola, G.A.	AGRICULTURAL MECHANISATION IN NIGERIA. THE PROSPECTS AND PROMISES.	1979
26.	Akinjogbin,I.A.	HISTORY AND NATION BUILDING.	1979
27.	Obaya,T.I.	SOILS CIVILIZATION AND MARCH OF TIME.	1978
28.	Ademiyi-Jones,C.C.	HEALTH: A HUMAN RIGHT.	1979

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29.	Ijalaye, D.A.	NIGERIA AND INTERNATIONAL LAW	1979
30.	Taylor, R.J.	COMMITMENT TO CRITICISM.	1978
31.	Adegoke, O.T.	ANCIENT SEAWAYS, SEDIMENTS AND THEIR RECORDED HISTORY IN NIGERIA.	1978
32.	Williams, V.A.	ELECTRONIC AND TECHNOLOGY.	1978
33.	Ekundare, R.O.	ECONOMIC HISTORY AS CRITIQUE OF THE THEORY AND PRACTICE OF ECONOMICS.	1978
34.	Adaralegbe, Adeniyi.	EFFICIENCY IN EDUCATIONAL ADMINISTRATION.	1979

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1.	Sagay, Esa	THE LEGAL ASPECTS OF THE NAMIBIAN DISUTE.	1976
2.	Olawoyin, O.A.	STATUS AND DUTIES OF COMPANY DIRECTORS.	
3.	Faculty of Law, University of Ife (Ed.)	INTEGRATION OF CUSTOMARY AND MODERN LEGAL SYSTEMS IN AFRICA.	1971
4.	James, R.W.	MODERN LAND LAW OF NIGERIA.	1973
5.	Ekundare, R.O.	MARRIAGE AND DIVORCE UNDER YORUBA CUSTOMARY LAW.	1969

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IFE MUSIC EDITION

1.	Euba, Akin	SIX YORUBA SONGS FOR VOICE AND PIANO.	1974
2.	Euba, Akin	SCENES FROM TRADITIONAL LIFE, FOR PIANO.	1974

	Author	Title	Year of publication
3.	Bankole, Ayo	THREE PART-SONGS FOR FEMALE CHOIR.	1974
4.	Okelo, Anthony	KYRIE FROM MISSA MALENG FOR CHOIR AND AFRICAN INSTRUMENTS.	1976
5.	Turkon, Ato	THREE PIECES FOR FLUTE AND PIANO.	1975
6.	Bankole, Ayo.	THREE SONGS FOR BARITONE AND PIANO.	1976
7.	Bankole, Ayo	SONATA NO. 2 C'THE PASSION FOR PIANO.	1977
8.	Bankole, Ayo	TOCCATA AND FUGUE FOR ORGAN.	1977
9.	Okelo, Anthony	MISSA MAYOT FOR UNACCOMPANIED CHIOR (SATB).	1978
10.	Okelo, Anthony	MAGNIFICAT FOR UNACCOMPANIED CHOIR.	1978
11.	Duba, Akin	THE MANDERER FOR CELLS AND PIANO.	1978
12.	Ajobola, J.O.	ORIN YORUBA/YORUBA SONGS.	1973

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1.	Adejuyigbe, Omolade	BOUNDARY PROBLEMS IN WESTERN NIGERIA: A GEOGRAPHICAL ANALYSIS.	1975

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	Author	Title	Year of publication
1.	Davison, Robert	INDUSTRIAL RELATIONS DEGREES IN NIGERIA.	1977
2.	Gamboari, Ibrahim	PARTY POLITICS AND FOREIGN POLICY.	1980
3.	Hicks, Andrew	INTRODUCTION TO THE NIGERIAN LAW OF HIRE-PURCHASE.	1977
4.	Skinner, Neil	ALHAJI MAHMOUD KOKI.	1977
5.	Usman, Bala Yusuf	THE TRANSFORMATION OF KATSINA.	1981
6.	Yahaya, A.D.	THE NATIVE AUTHORITY SYSTEM IN NORTHERN NIGERIA.	1980
7.	Urquhart, Alvin W.	THE PLANNED URBAN LANDSCAPES OF NORTHERN NIGERIA.	1977
8.	Abubakar, S.	THE LAMIBE OF FOMBINA.	1977
9.	Mahdi Adamu	THE HAUSA FACTOR IN WEST AFRICAN HISTORY.	1978
10.	Hogendorn, John.	NIGERIAN GROUNDNUT EXPORTS.	1978
11.	King, Bruce and Ogungbesan Kolawole	A CELEBRATION OF BLACK AND AFRICAN WRITING.	1975
12.	Lovejoy, Paul	CARAVANS OF KOLA.	1980
13.	Noemoka, Andrew	LOCAL RADIO.	1981

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	Author	Title	Year of publication
1.	Anumonye, Amechi	ADAPTATION TO BLINDNESS IN NIGERIA (CASE STUDY OF THE PACELLI SCHOOL, LAGOS.	1981
2.	Kwofie, N Emmanuel.	L'USAGE SYNTAXIQUE FRANCAIS (AN XIXE SIECLE D'APRES LES ROMANCIERS).	1980
3.	Omotola, J.A.	ESSAYS ON THE NIGERIAN LAND USE ACT 1978.	1980
4.	Durojaye, M. Susan.	NURSERY EDUCATION IN A NIGERIAN ENVIRONMENT (CASE STUDY OF THE IBADAN URBAN AREA).	1980
5.	Adesina, Segun & Johnson, Tinuke	COST-BENEFI ANALYSIS OF EDUCATION IN NIGERIA.	1981
6.	Akinsanya, Adeoye	THE LAW OF THE SEA: UNILATERALISM OR MULTILATERALISM ?.	1980
7.	Ojo, T. Ade & Adewunmi 'Wole	CO-OPERATIVE BANKING IN NIGERIA (EVOLUTION, STRUCTURE AND OPERATIONS).	
8.	Biobaku, S.O.	THE ORIGIN OF THE YORUBA.	1971
9.	Olusanya, G.O.	THE EVOLUTION OF THE NIGERIA CIVIL SERVICE 1861-1960.	1971
10.	Omotola, J.A.	THE LAND USE ACTS: REPORT OF A NATIONAL WORKSHOP.	1982
11.	Folayan, Ojo	NIGERIAN UNIVERSITY AND HIGH LEVEL MAN POWER DEVELOPMENT.	1982
12.	Akpata, E.S.	MEDICAL ETHICS: PROCEEDINGS OF A WORKSHOP ORGANIZED BY COLLEGE OF MEDICINE UNIVERSITY OF LAGOS.	1982
13.	Oyedeji, 'Lekan	U.P.E IN NIGERIA: ITS IMPLEMENTATION FOR NATIONAL DEVELOPMENT.	1982

APPENDIX B

Department of Library
Science,
Ahmadu Bello University,
Zaria.

Date: ----------

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Dear Sir/Ma,

UNIVERSITY PRESSES IN NIGERIA: DESCRIPTION AND ANALYSIS.

I am currently undertaking a research project entitled "University Presses in Nigeria: description and analysis" for the completion of my Master of Library Science (M.L.S) degree programme at the above named University by June 1983.

In order to collect the necessary materials I am sending out a number of questionnaires to the universities that have functioning presses, who have experience of the various problems in this area. I would therefore be very grateful if you could fill the attached questionnaire and return it to me as soon as possible.

I hope that this project will make a contribution to knowledge by highlighting some of the problems faced by universtiy presses and suggesting with your help possible solutions.

Thank you in advance for the help and accelerated action.

Yours sincerely,

Ibidapo Oketunji

QUESTIONNAIRE

NOTE: Please attach extra sheets for your answer wherever necessary.

1. ORIGIN

   a. Name of organization .....

   b. Date of establishment .....

   c. Are you an affliate of another organization ? Yes/No.

   d. If yes, which ? .....

   e. How many Managing Directors had since run the press ? .....

2. MANAGEMENT AND CONTROL

   a. Could you please attach the organization chart of your press.

   b. How many departments or sections do you have in your press ? .....

   c. Name them .....

   d. Do you have a publication committee ? Yes/No

   e. If yes, how many members make up the committee ?

   f. What category of people are members ? .....

   g. Describe briefly the role of the publication committee .....

   h. If your answer to (d) above is no, why ? .....
   .....

   i. Is there a Board of Directors ? Yes/No

   j. If yes, what category of people are members ?
   .....

   k. How many members are there in all ? .....

3. BUILDING

a. Was the building you occupy originally meant for the press Yes/No.

b. Do you have enough space for your staff ? Yes/No

c. If no, do you have plan for expansion or to move to a new site ? .....

d. Have you already moved to a new building since the inception of the press ? Yes/No.

e. If yes, when did you move ? .....

f. What is the total space available for the press .....

4. STAFF

a. Total number of staff is .....

b. Please give the breakdown (e.g Director, Editor typist etc) .....

c. No of Nigerian Staff .....

d. No of expatriate staff .....

e. Name and title of Chief Executive .....

f. Nationality of Chief Executive .....

g. Have you an editorial board ? .....

h. If, yes, how many people are members? .....

5. FINANCE

a. Who finances the organization? .....

b. Do private individuals participate in financing the press ? Yes/No.

c. What is your annual budget average since inception ? .....

d. What is your annual expenditure average since inception .....

6. PRINTING

a. Do you print and publish ? .....
b. Do you print only ? .....
c. Do you publish only ? .....
d. Do you carry out publishing service to third parties ? .....

7. PUBLICATIONS

a. What are your main fields of specailization e.g academic/educational, general etc .....
b. If your publications are mainly academic, indicates what level of education e.g Post-primary, University .....
c. Do you publish in any of the Nigeria languages? ..... if yes which ? .....
d. What European languages do you publish? .....
e. Any plan to publish in languages other than English Yes/No.
If yes, which ? .....
f. Do you publish journals/periodicals ? Yes/No
g. If yes name them (i) .....
(ii) .....
(iii) .....
i. Do you publish references works ? if so what are they ? .....
j. Do you have your printing done in Nigeria or abroad ? ..... Give reason for your choice .....
k. Do you publish children's books? .....
l. How are decisions on publication made ? .....
.....

8. PRODUCTION

a. Could you please list or attached titles published by you on yearly basis since the inception of your press .....
.....

b. Could you also list titles under making
.....

c. Do you publish mainly paperback or hard cover ? .....
Give reasons for your preference .....
.....

d. What is the usual print run for a new title?
.....

9. AUTHORSHIP

a. What are your criteria for publishing authors?
.....

b. Who are your greatest contributors?
.....

c. Are your clients mostly Nigerians or expatriates ? .....

d. Do you solicit contributions from Nigerian creative writers ? .....

10. ADVERTISING, DISTRIBUTION AND SALES

a. How are your books distributed/sold ? i.e what contacts do you have with booksellers for selling your publications ? .....

b. With whom do you have the widest contact ? tick e.g

i. Libraries (type) .....

ii. Institutions (type) .....

iii. Bookshops (type) .....

c. How is a new title publicized ?
.....

d. Could you give some indication of sales of typical publications, including any periodicals?
.....

e. Do the University provide the primary smarket? Yes/No.

f. What kind of readership is outside the University University ? .....

11. GENERAL

a. Comment on any other vital issues about your organization which needed knowing .....
.....

b. What are some of the problems facing your press ? .....
.....

c. What do you see as future direction of University presses in Nigeria ... .
.....

d. Please, suggest possible solutions to some of the problems listed under (b) above .....
.....
.....