1. **Title Slide**

Hi, I'm Adam Mazel, the Digital Publishing Librarian in the Scholarly Communication Department of IUB Libraries.

My lightning talk introduces a new program that I'm establishing: IUB Libraries’ Open Publishing Service for Non-Traditional Documents.

To do so, I'll overview:

* What + whom we publish
* How we publish
* Why we publish these documents this way

I'm doing so:

* to start publicizing the service

1. **What and Whom Do We Publish?**

OK, so let’s overview what and whom we publish.

By "Non-Traditional Documents," I mean:

* Documents created by the IU community

that would benefit from being published

but are not publishable by scholarly or commercial presses.

This is because they may be

* + not apt for peer review
  + too long, or too short
  + too esoteric
  + too costly to publish or not expected to sell
  + digital-first
    - dynamic media
    - interactivity

1. **How Do We Publish? Our Principles**

So here are some of our publishing values:

Our publishing service is Diamond Open Access, meaning unlike most scholarly and commercial presses, our publications cost readers nothing and they cost authors nothing to make them free to readers.

Moreover, unlike most scholarly and commercial presses, our authors retain their copyright, so they retain ownership of their work and can distribute and republish it elsewhere.

Our publishing service is also free from most acceptance barriers, such as peer review and return on investment. This enables a broader range of documents to find an audience.

This also enables us to publish faster than traditional presses.

1. **How Do We Publish? Our Services (Now)**

So, we offer the following publishing services:

* Basic Service
  1. Multiformat Publishing
     1. default-designed and default-typeset HTML, EPUB, and PDF
  2. OA Hosting
  3. Discoverability support
     1. DOIs
     2. Google Analytics.
* Additional Services (Upon Request)
  1. Copyediting
  2. print-on-demand
  3. help with copyright and permissions
  4. use metrics

1. **How Do We Publish? Our Services (Later)**

In the future, we hope to offer these services:

* Custom Design + Typesetting
* Preservation
* Discoverability (IU Catalog)

1. **How Do We Publish: Our Software**

Our digital publication platform is Quarto.

Example / First Publication (in progress): Monography by Curt Lively, Distinguished Professor of Biology at IU

[Show Lively HTML Example—note features: accessible multiformat publishing, publicity, hypothesis, text]

This slideshow is also Quarto.

~~Quarto is a static-site generator, meaning that it takes content in Markdown, a simplified version of HTML, and converts it into a website, or in this case a digital publication in multiple file formats, such as HTML, EPUB, and PDF.~~

~~Quarto is Free of cost--both for use and to host—~~

~~it is Open Source, meaning that it its source code is open and available to the public for free.~~

~~This makes the software trustworthy, secure, interoperable, customizable, and maintained robustly and perpetually.~~

1. **Why Do We Publish These Documents This Way?**

We established this service for the following reasons.

Previously, those who wanted to publish non-traditional documents could deposit a pdf in our library’s repository, which offers the most basic form of “publishing,” the posting and hosting of pdfs.

But while pdfs are great for printing / physical copies, they are limited in other areas: they cannot handle dynamic or interactive media; they are hard to read on different screen sizes, from cell phones to desktops; they are not machine readable and the raw content is not accessible; and they are less accessible for impaired readers than ePubs.

In sum, publishing as posting and hosting a pdf limits various means of access and accessibility. Multiformat publishing—publishing not only a pdf but also html and ePubs as well as raw content--broadens access and accessibility and thus potential uses and readerships. We therefore wanted to enable multiformat publishing.

We're doing so with Quarto, rather than prominent publishing platforms such as PressBooks, to advocate platforms that are free (free of all costs, including hosting costs), more sustainable (easy to maintain, small footprint, no database), and easier to preserve (static).

Lastly, offering copyediting and design help will improve the quality and appearance of the publication, furthering its success.

~~First, there is precedent for doing so: publishing services for non-traditional documents are becoming the norm at university libraries. Charles Watkinson, AUL for Publishing at UMichigan and Director, University of Michigan Press, has shown that "the trusted relationships formed on campus in handling [non-traditional literature] offer interesting potentials for library publishers,"~~

1. **Wrap Up + Thank You!**

Is this service of interest to your constituencies? If so, please be in touch.

Thank you!