# Introducing Indiana Publishing

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## Title Slide

Hi

I’m Adam Mazel, Digital Publishing Librarian, IUB Libraries

I’m here to introduce a new library publishing service: Indiana Publishing.

My hope is that you will use it and / or spread the word so that others will use it.

## What Is Indiana Publishing?

So what is Indiana Publishing?

Well, Indiana Publishing is a publishing service for IU that is located in IUB Libraries’ Scholarly Communication Department and managed by me.

It exists to publish texts created by the IU community that are not publishable by scholarly or commercial presses but that are nonetheless worthy of the affordances of a publisher.

It is free for authors, so they don’t have to pay to use it

It is also free for readers, meaning that our publications are Open Access; in other words, our publications are available to readers worldwide without cost or copyright restrictions.

~~Lastly, it is digital first, meaning that our publications are always digital, though we can produce print-on-demand versions if physical copies are wanted.~~

## Who We Publish

Indiana Publishing exists to publish texts created by members of the IU community.

That means IU Faculty, Staff, Students, Centers, Research Groups, and so on.

If a work has multiple authors from different institutions, then at least one of those authors must be affiliated with IU.

## How We Publish

We publish via one of two digital publishing platforms depending on the needs of the text

* Quarto
* IU’s PressBooks instance

Our manuscripts are published in multiple formats to facilitate access and accessibility

* HTML
* EPUB
* PDF
* ~~We also can offer print-on-demand for physical / paper copies~~

## What We Publish

So now I’ll explain what type of documents we publish.

First, we exist to publish texts that are not publishable by scholarly or commercial presses:

* perhaps the manuscript has been turned down by publishers because it is not expected to sell
* perhaps the manuscript is not appropriate for the many presses that do peer review, such as conference proceedings
* perhaps the manuscript is not appropriate for the many presses that are print based, as can be the case with projects incorporating multimedia and / or digital scholarship.

## What We Publish: Genres

Of those manuscripts that cannot find a publisher, the genres that we are most interested in publishing are:

* Books
  + And this includes both Non-Fiction, such as scholarly monographs, edited collections, memoirs, and the like
  + And Fiction, such as novels, poetry and story collections, and so on.
* We’re also interested in publishing what I’m calling, “companions,” or digital projects that accompany and extend traditional print publications, perhaps by integrating multimedia in ways would not work in a static, print publication
* In addition, we’re interested in publishing the proceedings of conferences held at IU
* And lastly, we’re open to publishing technical reports

## What We Publish: Criteria

However, we won’t publish any book or conference proceeding that is submitted to the service—there is some quality control.

On the one hand, we do not offer peer review and our manuscripts are not vetted by external readers to qualify for publication.

Instead, manuscript acceptance is determined by an application. The application is on the Indiana Publishing website—libraries.indiana.edu/publishing—and in addition to basic questions, it asks authors to make the case for why their manuscript should be published by this service, rather than by themselves.

What we’re looking for is at least one of three criteria:

1. The manuscript has impact or importance or value. The way this is signified is largely by one or more of the following:
   1. the authors—for instance, if they are a professor
   2. or by the topic—for instance, an official history of IU
   3. or by the event—for instance, a high-powered conference
   4. or by the expected audience—i.e., widely read
   5. or the manuscript has a connection to a historically excluded group—either its author, topic, event, or audience
2. [Recommended] The manuscript employs digital affordances, such as:
   1. Dynamic media
      1. Audio
      2. Video
      3. Animations
   2. Interactivity
      1. Social Annotation (e.g., Hypothes.is)
   3. Code / Data Visualizations
      1. Especially interactive data visualizations
3. There is a strong need for Indiana Publishing, as opposed to self-publishing
   1. E.g., the manuscript needs to be published in multiple formats (epub, pdf, html) rather than say PDF only,
   2. The manuscript needs the branding / certification of an IU publishing service
   3. The manuscript needs the design or editorial benefits of service publishing rather than self-publishing,
   4. etc.

## Example Publications

Our recent and forthcoming publications provide good examples of what we are looking for and the type of manuscripts we publish:

Accepted

* *Through the Looking Glass* by Curt Lively, Distinguished Professor of Biology
  + Scholarly Monograph
  + Unable to find a scholarly publisher because it was genre bending (science, memoir, etc.)
  + Written by professor
  + Data visualizations

Declined

* Collection of Interview Transcripts
  + Genre (raw data) outside of the scope of University Presses
  + Written by professor
  + But more apt for self-publishing (repository deposit) because there was no strong need for service publishing (no need for multiformat publishing / design / etc., no use of digital affordances, etc.)

## How We Help

So now I’ll explain how this service helps the IU community. And I’ll do so by explaining how we contribute to IU’s extant publishing services.

So, before this publishing service existed, IU authors of manuscripts that were not publishable by presses were limited to self-publishing, which usually took the form of either:

* depositing their manuscript (usually a PDF) in IUScholarWorks
* creating their manuscript in PressBooks

These two self-publishing options, however, have limitations:

* Authors may be unaware of these publishing services, or don’t know how to use them, or feel hindered by the time and effort needed to get comfortable with them
  + Similarly, they be uncertain about specific aspects of publishing, such as how to get a doi or which image resolution or format (png, jpg, tiff, svg, etc.) to use
* Manuscripts may be inaccessible to readers with disabilities, as PDFs are the least accessible digital format and aspects of manuscripts published by PressBooks may need a second pair of eyes to catch inaccessibly formatted sections and help with remediation
* Also, they don’t provide the certification of being credentialed with an IU publisher imprint
* And so on.

## How We Help

In sum, **authors need help**:

So that’s where Indiana Publishing comes in. We facilitate the publishing process for IU authors whose works have been accepted by advising on publishing, assisting with the process, enhancing the outcome, and above all doing most of the work for them so they don’t have to.

Here’s a little bit of how we help, which I’ll explain in the form of our workflow:

* After the manuscript is acquired, we schedule a copyright consultation with the author(s), me, and Naz to advise the author on copyright, permissions, and open licensing.
* Once that is complete, the manuscript’s non-textual media—images, videos, etc.—are assessed to ensure the aptness of the file format, resolution, size, etc.
* Then, the publication is built. The text is edited to standardize its style and format, metadata is created, the citations and bibliography are formatted, and so on.
* Simultaneously, the manuscript is assessed for accessibility and remediated as needed
* Next, the publication is made discoverable through DOI minting and Search Engine Optimization.
* Bibliometrics are then enabled so the author can know their reader counts
* Penultimately, the publication is preserved in ScholarWorks and the Internet Archive
* Lastly, the publication is publicized via library news and library publishing listservs.

And this is only some of how this service helps.

## How We Help: Goals

We’re also planning to develop our service. In the future, we want to offer the following:

* Print on Demand
  + This will probably be offered in the very near future
* Greater discoverability
  + Inclusion of publications in IUCat, WorldCat, and Library-of-Congress PID
* Graphic Design
  + Book jackets, etc.

## How You Can Help Us

Now I’d like to conclude by quickly mentioning how you can help Indiana Publishing:

* Use it yourselves
* Tell your constituents about it and encourage them to apply

<https://libraries.indiana.edu/publishing>

## Thank You + Q&A