# Introducing Indiana Publishing: Grey Literature

Script: Collection Managers

Adam Mazel

17 April 2024

## Title Slide

Hi, I’m Adam Mazel, Digital Publishing Librarian.

And welcome to my presentation.

I’m here to introduce a new library publishing service that the Scholarly Communication department is launching called, “Indiana Publishing: Grey Literature.”

## What Is Indiana Publishing: Grey Literature?

So, what is “Indiana Publishing: Grey Literature”?

Well, Indiana Publishing: Grey Literature is a publishing service for 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.

Lastly, it is digital first, meaning that our publications are always digital, though we will probably soon offer print-on-demand.

## Who We Publish

Now, I’ll briefly discuss who we publish.

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

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

If a work has 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

* There is Quarto, on the left, which is well suited for STEM-based publishing, as it has extensive support for math equations and code and data visualizations
* And we also use IU’s Pressbooks instance, on the right, for other genres, such as conference proceedings

## How We Publish

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

* HTML
* EPUB
* PDF

## 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:

This ranges from manuscripts that have been turned down by publishers because they not expected to sell, to genres that are not appropriate for the many presses that do peer review, such as conference proceedings, to multimedia and / or digital scholarship projects that are not appropriate for the many presses that are print based.

## 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 addition, we’re interested in publishing the proceedings of conferences held at IU
* And lastly, we’re open to publishing technical reports and white papers

## 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. This application is on the Indiana Publishing: Grey Literature website, and, in addition to basic questions, it asks authors to explain how their manuscript has impact or value—in other words, to make the case for why their manuscript should be published by this service, rather than by themselves.

We’re also particularly interested in manuscripts that employ digital affordances, such as multimedia or data visualizations.

And we especially welcome manuscripts connected to a historically excluded group—either its author, topic, or audience

## Example Publications

To help clarify what we’re looking for, here are examples of a manuscript we accepted and one we turned down.

The accepted example is *Through the Looking Glass*, a scholarly monograph by Curt Lively, Distinguished Professor of Biology. We were particularly excited about it because it is written by a professor, is a substantial and interesting book that blends science and memoir, is apt for digital publication by blending text, images, and data visualizations, and it has a clear audience of graduate students and early career faculty in biology.

The example that we had to turn down recently is a collection of interview transcripts. While these were compiled by a fellow IU professor, we thought that these were more apt for deposit in our repository because they are raw data rather than a substantive work, no use of digital affordances, and because there was no strong need for publishing support, such as design, etc.

Hopefully this distinction will clarify somewhat what we’re looking for.

## 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 tools or not know how to use them.

Similarly, they be uncertain about specific aspects of publishing, such as how to get a doi or how to choose the right image format.

Likewise, their manuscripts may need accessibility support, as PDFs, in the case of ScholarWorks, are the least accessible digital format, and manuscripts published by PressBooks may be formatted inaccessibly.

And so on.

## How We Help

In sum, **authors need help**.

So that’s where Indiana Publishing: Grey Literature comes in. We facilitate the publishing process for IU authors whose works have been accepted by advising on publishing, enhancing the publication, and above all doing most of the publishing 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 we acquire the manuscript, we schedule a copyright consultation with the author(s), me, and our copyright librarian, 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 for physical copies
  + This will probably be offered in the very near future
* Greater discoverability
  + Getting our publications into IUCat and WorldCat
* Graphic Design to offer book cover creation

## How You Can Help Us

So that is how we hope to help authors and contribute to the publishing landscape.

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

* Use it yourselves
* Tell your constituents about it and encourage them to apply: <https://libraries.indiana.edu/publishing>

## Thank You + Q&A