



## Annual Report 2020

2020 marked the real launch of **mediastudies.press**, with the publication of the press's first two books. This report lists significant developments over the year, followed by a brief financial breakdown.

### 1. First Two Books Published

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mediastudies.press published its first two books, both in the **Public Domain series**: *Our Master's Voice: Advertising* and *Liberty and the News*.

The books were released in five formats: **online**, **PDF**, **ePub**, **Mobi**, and **paperback**. In keeping with our mission to spread the books as far and wide as possible, the singles are hosted on six platforms: **mediastudies.press** (PubPub html) itself, as well as **Project Muse** (PDF), **OAPEN** (PDF), the **Internet Archive** (PDF), **Google Books** (ePub), and **Apple Books** (ePub).

As our friends at **punctum** and **Open Book Publishers** have documented, keeping track of readership and download tallies is a challenge at best. One goal for 2021 is to develop a humane means to report usage to authors, without over-feeding the metrics beast.

On the paperback side, we are working with the UK-based **Printondemand-worldwide**. We can upload and order small batches, for our own fulfillment—or use PODWW’s wholesaling service. We are still getting a feel for the distribution and point-of-sale side, but the print-on-demand service itself has proven excellent. (Thanks to punctum’s **Dan Rudmann** for recommending the operation.) For direct sales from our website, we are using an indie Stripe-enabled storefront service, **Checkout Page**. Here’s an **example**.

## 2. New Affiliation: Project MUSE

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We were excited to join Project Muse’s **Open Access Book Program**, which now hosts our first **two books** by PDF chapter. One major advantage is that MUSE—whose nonprofit mission resonates with ours—enables OCLC integration and inclusion in many libraries’ catalogs, along with preservation.

## 3. New Affiliation: OAPEN and DOAB

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mediastudies.press is now hosting its books on **OAPEN**, the respected nonprofit OA book host. We are also listing our titles on the **Directory of Open Access Books** (DOAB).

## 4. New Affiliation: Radical Open Access

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We have also joined **Radical Open Access**, a horizontal consortium of like-minded OA organizations. RadicalOA also maintains a **Directory of Academic-Led Presses**, which **now lists mediastudies.press**.

## 5. Newsletter

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We are launching a **quarterly newsletter**. In fact, this Annual Report, in a nhtml version, will be the first, January 2021 edition.

## 6. Donation Portal

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To simplify the donation process—since [mediastudies.press](#) currently relies on charitable donations while its library patronship model is planned—we created a [Donorbox account](#).

## 7. Designer and Copy Editor

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As our first two Public Domain books moved into production in late spring, we recruited a designer, [Mark McGillivray](#), and a copy editor, [Petra Dreiser](#). Mark designed our Public Domain cover template, while Petra proofed the books and line-edited new material. We're excited to keep working with both of them.

## 8. New Series

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We launched two new series, with the first titles for both to appear in 2021: the [Open Reader series](#), html-only, media-themed collections of works available on the open web, selected and ordered with university courses in mind; and the [History of Media Studies series](#), devoted to monographs and other original scholarly works centered on the history of media, communication, and film studies. The plan with the [latter series](#) is to encourage authors to include, and link to, archival materials cited in the text.

## 9. New Board Member

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Earlier in the year, Tim Elfenbein—a wayward scholar of infrastructure and labor in publishing, based in Madison, WI—joined the [mediastudies.press Board](#). For this and other organizational details, see the agenda and minutes from our [January 2020 meeting](#), listed on our [Transparency page](#). Tim is also advising on the publishing workflow and other infrastructure matters.

## 10. New Policies

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The Board approved our **Open Access Principles** in January. Two new policies—one on **Preservation** and the other on **Peer Review**—will go before the Board in the month ahead.

## 11. Finances

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In keeping with our commitment to transparency, we publicly list our **expenses**, our **income**, and our **monthly financial picture**. We began the year with \$1,531.36, and ended 2020 with a balance of \$258.37. Our expenses—mostly proofing and copy editing—totaled \$4,923.06, while our income—mostly donations from the director—totaled \$3,280.69.

These figures are in line with expectations. Our **2020 budget** expected \$5,542.04 in spending, and—on that basis—a minimum of \$3,651.30 in income. Since our **expenses** were a bit lower than expected, the donation income was also lower.

One of our key goals for 2021 is to develop a library partnership program, with a careful study of **punctum**, **Open Book Publishers**, **Open Library of Humanities**, and the work coming out of **COPIM**. Stay tuned!