

Memorandum of Understanding for Activities Related to the LYRASIS Open Access Community Investment Program

Between

LYRASIS and mediastudies.press

mediastudies.press, a scholar-led, diamond OA nonprofit publisher, and LYRASIS, a 501(c)3 membership organization, agree to work together to reach the funding goals for North America for *History of Media Studies* through the LYRASIS Open Access Community Investment Program (OACIP).

How will LYRASIS and mediastudies.press work together?

LYRASIS will act as an administrative agent for mediastudies.press to coordinate fundraising in North America for *History of Media Studies*. *History of Media Studies* is described in Appendix A. LYRASIS staff will support mediastudies.press in its efforts to engage the North American library community with marketing, outreach, participation agreement management, and fiscal activities.

LYRASIS and mediastudies.press will work together to create and execute an outreach plan to the North American (NA) academic library community starting in September 2021. Outreach, marketing, participation agreement management, and associated fiscal activities will continue through August 30, 2026. After this date, LYRASIS and mediastudies.press will extend this MOU annually by mutual consent.

If both parties agree, additional programs published by mediastudies.press may be added to this MOU in Appendix A as arrangements are completed. The general responsibilities and agreements outlined in this MOU will apply to those as well.

Expected Areas of Work

- Marketing and outreach to the library community in North America
 - In coordination with mediastudies.press staff, promote *History of Media Studies* to the North American academic library community via a variety of channels including newsletters, the sharing/further dissemination of press releases, webinars, email lists, social media, and directly speaking to interested libraries
 - Through promotional and educational activities related to Open Access, with frequent discussion of *History of Media Studies*.
 - LYRASIS staff will approach its full complement of members as well as non-members in North America. Targeted email lists of key stakeholders within and adjacent to the library community will also be generated for outreach in coordination with mediastudies.press staff.
 - Participation in regular calls or email communications as needed between LYRASIS and mediastudies.press to track progress during the pledging period.

- Participation Agreement Management, invoicing, and collecting payments from pledging organizations in North America
 - LYRASIS will provide the system that captures and monitors pledges from libraries. LYRASIS will regularly report new and renewing pledge information to mediastudies.press.
 - LYRASIS will invoice new and renewing organizations through the term of this agreement.
 - mediastudies.press will provide LYRASIS necessary information to support the invoicing process as needed.
 - Payments to mediastudies.press of amounts received from pledging institutions will be provided by LYRASIS in two installments each funding campaign term:
 1. After the end of the calendar year;
 2. After the end of each annual funding campaign term (July 31), or until all payments from libraries are received through the duration of this agreement.
 - LYRASIS requires a 60-day payment term on invoices from mediastudies.press because the libraries are given 30 days to pay LYRASIS after they are invoiced. LYRASIS will pursue in-house collection activities for those library invoices that are past 30 days due.

Financial Terms

LYRASIS agrees to coordinate a funding campaign to raise \$12,500 per year for 5 years or \$62,500 total for *History of Media Studies*. The campaign will run through July 30, 2026. LYRASIS does not guarantee that the funding goal will be met.

Staff from the LYRASIS Content & Scholarly Communication Initiatives Team, Member Communications, Member Outreach, and Fiscal Services teams will provide support for OACIP operations including marketing, outreach, invoicing, and managing participation agreements. In return, mediastudies.press will pay an administrative fee in the amounts noted below:

- 7.5% of invoiced amounts when a participation agreement is needed by the pledging institution
- 6.5% of invoice amounts with no additional documentation needed by the pledging institution

LYRASIS will provide a report at the end of the pledging period that indicates what invoices had accompanying participation agreement management. The Administrative Fee will be deducted from the total amount collected for *History of Media Studies* pledges.

Signatures

Jefferson Pooley

mediastudies.press Representative

Director

mediastudies.press

September 14, 2021

Celeste Feather

Senior Director, Content & Scholarly Communication Initiatives

LYRASIS

Date

Appendix A

Product(s) Description

History of Media Studies is a new, peer-reviewed, scholar-run, diamond OA journal founded to augment our understanding of the ways that media have been conceived, investigated, and studied around the world. The journal has three overlapping aims.

1. to address the absence of publishing outlets for rigorous work on the history of the overlapping fields of communication research, cultural studies, film studies, information science, media studies, speech, and rhetoric.
2. to provide a platform for scholarship on these fields' complex institutional, social, and intellectual histories from around the world, reaching beyond the North American and Western European lens of much existing literature.
3. to take advantage of open access, multimedia publishing, on the assumption that historians of media studies might illuminate these fields' pasts in dialogue with new forms of scholarly communication.

The journal has modest costs, inclusive of professional copy-editing/proofing, software, platform hosting, memberships, and other infrastructure and overhead. All other editorial and production labor is volunteer, which helps keep per-article costs to \$750 while maintaining the highest quality standards.

The journal is low-volume by design, aiming to publish up to 10 full-length articles per year on a rolling basis, in addition to shorter contributions. The journal is published by mediastudies.press, a scholar-led, diamond OA nonprofit publisher launched in 2019 with a commitment to financial transparency.