

2014

Dr. Frances Pinter Profile

Follow this and additional works at: <http://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

Recommended Citation

(2017) "Dr. Frances Pinter Profile," *Against the Grain*: Vol. 26: Iss. 2, Article 29.

DOI: <https://doi.org/10.7771/2380-176X.6714>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

FP: We asked librarians what kinds of publishers they wanted to see in the group. We insisted that books be peer reviewed. Then we wanted to see a broad representation of university and commercial presses, large and small presses, and a geographic spread including North America, UK, and Continental Europe. In future we'll be broadening the range, but insisting on top quality control.

ATG: *Can you download KU books onto your personal computer or mobile device? Are there any plans to offer print-on-demand?*

FP: Yes, you can download the books on your computer or mobile device. Print copies are available through the normal channels from publishers.

ATG: *Once the books are ordered and "unlatched," how are they delivered to the library for patron use? Does Knowledge Unlatched have its own platform? Are they delivered via the publisher's platform?*

FP: The books will be hosted in three locations. **HathiTrust**, **OAPEN**, and the **British Library**. Larger publishers may choose to host the books on their own platforms, though smaller ones won't have platforms themselves. **Knowledge Unlatched** does not have a platform. More information about the status of any individual book can be found on our site. While some books were newly available in March when we were able to announce the unlatching, a few were not yet published and information about these is updated regularly.

ATG: *Evidently you worked with LYRASIS, JISC Collections, and the Max Planck Society to facilitate library sign up. Can you describe that process? What other strategies did you employ to get library buy-in? What role did pricing play? How many libraries have jumped on board?*

FP: Our relationship with each of these bodies was different. **LYRASIS** was the sales agent for North America. And we benefited greatly from **Tom Sanville's** advice. **Lorraine Estelle** of **JISC Collections** made it possible to advertise the collection through their channels and provided billing services for the UK. **Ralf Schimmer** of the **Max Planck Society** kindly held a one-day workshop for key librarians in Germany to workshop through the model with me.

Social Media played an important role in promoting the Pilot Collection, too. I spent a lot of time at conferences presenting the concept. In the end there was one main message. Libraries can do good by supporting open without it costing them any more than it would do staying closed and buying books unit by unit, whether print or digital.

The average cover price for the hardback of each of the books in the collection is \$95. Of course, some are available at less in paperback, and libraries receive discounts via vendors and aggregators. Once we knew that the average Title Fee per book was \$12,000, we thought the price of \$60 per book would be acceptable and then we thought we could rally 200 libraries

against the grain people profile

Executive Director, Knowledge Unlatched
2 Palmer Street, London SW1H 0AD, United Kingdom
Phone: +44 7740434499 • <frances@knowledgeunlatched.org>
www.knowledgeunlatched.org

Dr. Frances Pinter

BORN AND LIVED: Born in Venezuela, lived in Australia, United States, Hungary, United Kingdom.

EARLY LIFE: Nomadic.

PROFESSIONAL CAREER AND ACTIVITIES: Publisher and passionate about scholarly communications.

FAMILY: Very patient husband.

IN MY SPARE TIME: None.

FAVORITE BOOKS: Too many to list.

PET PEEVES: Not enough hours in the day.

PHILOSOPHY: Continue to be dazzled by human ingenuity.

MOST MEMORABLE CAREER ACHIEVEMENT: Working in Central and Eastern Europe and the former Soviet Union in the '90s — opening up access to global scholarship through publishing and helping libraries through a difficult time of transition.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Very different from the one we have now. I'd like to see real progress with sustainable open access. The fruits of reducing barriers to knowledge will be tremendous. 🐼

to join up. In the end 296 libraries came on board, bringing the average price per book per library down to just under \$43. I'm hoping that in the future more libraries will join thus bringing the cost down even further for future books for each and every library.

ATG: *As we understand it, the Pilot Collection is being purchased in its entirety by these libraries. Correct? Is there any way to purchase individual titles?*

FP: For the pilot collection we chose to offer it as a single collection that included a number of subject areas rather than on a single title basis simply because the task of selecting and tracking was more complex than we wanted for the pilot. Going forward we intend to offer smaller subject-based collections, and thereafter hopefully title by title.

ATG: *The first phase of the project has ended and sign-up for the KU Pilot Collection has now closed. If you were rating it like you would rate a book on Amazon, how many stars would you give it? Why?*

FP: It really is not for me to rate the project. It would be like an author writing a review of their book, wouldn't it? I'm profoundly grateful to the libraries and publishers who took a risk with this new concept. There are small areas of execution that need improvement and we're working on them. Everyone is being very patient as we iron out a few bugs.

ATG: *From what you have learned so far from Knowledge Unlatched what would you say are the key elements in a financially sustainable open access model for offering large numbers of scholarly monographs? Do you think they are attainable on an industry-wide scale? If so why?*

FP: At the end of the day the academic community will decide whether monographs are worth having. I believe they will continue to need the long form publication for complex arguments, theories, and discussion of research. As I said earlier, I doubt that there will be one route to open access. However, we need to be clear who pays for the work that needs to be done to get the content out of the author's head, turn it into a readable form, and make it available to readers anywhere in the world. With a handful of transparent models and much clearer understanding of costs than we have now we can move away from selling books unit by unit which incurs so many unnecessary costs. Monographs generally do not make large amounts of profit for anyone. If the publishing process is streamlined on the one hand, and we can show that by making the content open there is greater readership, then sustainability can be attained.

With regard to the latter point, metrics on usage of open books are only just coming in from other projects. As you know, I am also the CEO of **Manchester University Press**. There my predecessor placed 80 titles on the **OAPEN** platform three years ago. These were mainly backlist titles that had already recovered their investment. In the first two years the average download per book per month was 69 copies. Far more usage than any of the few hundred copies sold in print to libraries. But what was even more astonishing was that in the third year the average number of downloads per month per book was 138. The OA version was hitting markets we hadn't reached and interest was growing not declining. I really believe that with closed books, print or digital, we are only skimming

continued on page 54