If Rumors Were Horses

Katina Strauch
Against the Grain, kstrauch@comcast.net

Follow this and additional works at: https://docs.lib.purdue.edu/atg
Part of the Library and Information Science Commons

Recommended Citation
Strauch, Katina (2015) "If Rumors Were Horses," Against the Grain: Vol. 27: Iss. 5, Article 3.
DOI: https://doi.org/10.7771/2380-176X.7169

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.
late last year, when Katina approached us about the possibility of editing an 
issued of ATG dedicated to STL, our first thought was “What will there be left to 
talk about by November of 2015? Won’t we all have moved on by then?” Well, the short 
answer is “no.” We haven’t entirely moved on, and the sea of scholarly communications, 
the one in which we all swim, continues to be roiled by Short-Term Loans (STL) and other 
evolving and emerging business models for digital monographs, not to mention all the other 
formats that are equally important but outside of our immediate scope here.

We are all of us living through an era in which the advent of digital everything is producing enormous disruption in many areas. The taxi drivers protesting Uber are today’s 
Luddites, smashing the equipment not because they are inherently anti-technology but because they are, as the Luddites were before them, afraid of losing their livelihoods.

STL and other new models are disrupters, and we, together, both publisher and librarian, 
need to be prepared for and to accept this as an ongoing feature of our landscape. And, equally 
important, to consider the impact on the authors and faculty we both serve.

We believe that we will continue to see new models come and go and that this iterative cycle of 
acceptance and rejection is something we need to learn to live with. Perhaps journals, 
so much farther ahead than eBooks in staking out the digital territory, offer an analogy for us 
to consider. The big deal was considered by almost all, and for some time, to actually be a good deal as well until, for some institutions, it wasn’t, as the journal-publishing world contracted and the size of the deals swelled. And, in this case, it was the market that decided it simply wasn’t sustainable. 

We need to be realistic about what is possible, and we need to keep an open mind. What we 
don’t want is to simply carry on with print models in digital as if they are one and the same. We have just begun to scratch the surface of what is possible in a digital environment for all forms of scholarly communication, and certainly new models and new modes of accessibility will come along that we have not even thought of yet.

In addition to publisher views on demand-driven acquisition models like STL and its impact on the current scholarly publishing business model, we have the consortia perspective provided by Kathi Fountain, Collection Services Program Manager of the Orbis Cascade Alliance. The Alliance was an early adopter of STL as a model at the consortial level, and Kathi explains more about their original implementation as well as how they adapted to

If Rumors Were Horses

FIRST UP! VERY IMPORTANT! Registration
for the 2015 Charleston Conference
WILL BE in the Francis Marion hotel! NOT
the Gaillard Center!!! You must stop by the
Francis Marion to get your registration ma-
terial. Red shuttle buses can take you
from the Francis Marion to the
Gaillard Center, about 4
blocks. Thanks!!

To begin, I want to thank my great teams here in South Carolina who, despite all the tor-
rential rain and flooding have carried on so that the 2015 Charleston Conference will still go on! Leah Hinds and her family who live in Gilbert, SC, near Columbia had to navigate several flooded out roads. And this past Saturday when we thought it was all over, Leah and family had another 4 inches of rain! Toni Nix and her husband Dean, who live on the Edisto River near Cottageville, SC, had to move all their vehicles, tractors, 4-wheelers, race trucks, lawnmowers, shed belongings, etc., out of the flooding waters. They even turned the Coast Guard helicopters away! What pioneers they are! At last count, water had risen 15.75 feet and was finally dropping. We are praying there is no more rain! Shanna Williams lives in the Ravenel area and had to drive her van through unbelievably deep water to get to the Conference office at the Citadel. At times,
Welcome everyone to the 35th Charleston Conference issue of ATG and to Charleston’s Gaillard Center! As always we hope for no rain. And our fingers are crossed that there are no glitches! Thank you for being here!

This issue is guest edited by Rebecca Seger and Lenny Allen and is on Short-Term Loans (STLs) and the Emerging eBook Business Models. This is an area of intense discussion between librarians, publishers, and aggregators. Articles are by Kathleen Carlisle Fountain (Orbis Cascade Evolving DDA Project), Michael Zeoli (Academic Libraries and the Scholarly Book Marketplace), Michael Levine-Clark (Evidence-Based Selection), Jason Price and Maria Savaya (DDA in a Access-Driven World), Xin Arch (Reflections on the 2011 ATG issue on PDA), and Rebecca Seger and Lenny Allen (STL: A Publisher’s Perspective). Lenny and Rebecca conclude their series of articles with an interview of Keri Paulson. Additional interviews are with Pinar Erzin, Joyce Ogburn, and Alicia Wise. Our Op Ed “I, Library” is by Lura D. Sanborn and our Back Talk by Ann Okerson talks about publishing. (BTW, did y’all notice the book review of Pagans: The End of Traditional Religion... by Jim O’Donnell, another Back Talk editor and Charleston keynoter, in the September issue?) We have book reviews from Regina Gong and Tom Gilson and a Website review from Burton Callcott. Donna Jacobs has a personal memoir of the Emanuel AME Church shooting, Tom Izbicki explains collecting for the Renaissance, Bruce Strauch gives a Cases of Note and Lolly Gasaway answers more and more copyright questions (in fact, I just recommended her book to an untutored copyright media librarian and he was reading and underlining judiciously).

Myer Kutz continues to let us into his scholarly publishing multi-client studies, Bob Holley talks retirement, Ramune Kubilius continues reports from the 34th Charleston Conference, Stacey Marien and Alayne Mundt talk about shared collecting projects and there is much, much more. Keep reading!

Meanwhile, I am sorry to say that daylight savings time will end November 1 just before the Conference! Boo hiss! If I ever ran for political office (no!), it would be on the no daylight savings ticket!

See y’all soon! Happy and safe travels! Love, Yr. Ed.

From Your (fingers crossed) Editor:

Welcome everyone to the 35th Charleston Conference issue of ATG and to Charleston’s Gaillard Center! As always we hope for no rain. And our fingers are crossed that there are no glitches! Thank you for being here!

This issue is guest edited by Rebecca Seger and Lenny Allen and is on Short-Term Loans (STLs) and the Emerging eBook Business Models. This is an area of intense discussion between librarians, publishers, and aggregators. Articles are by Kathleen Carlisle Fountain (Orbis Cascade Evolving DDA Project), Michael Zeoli (Academic Libraries and the Scholarly Book Marketplace), Michael Levine-Clark (Evidence-Based Selection), Jason Price and Maria Savaya (DDA in a Access-Driven World), Xin Arch (Reflections on the 2011 ATG issue on PDA), and Rebecca Seger and Lenny Allen (STL: A Publisher’s Perspective). Lenny and Rebecca conclude their series of articles with an interview of Keri Paulson. Additional interviews are with Pinar Erzin, Joyce Ogburn, and Alicia Wise. Our Op Ed “I, Library” is by Lura D. Sanborn and our Back Talk by Ann Okerson talks about publishing. (BTW, did y’all notice the book review of Pagans: The End of Traditional Religion... by Jim O’Donnell, another Back Talk editor and Charleston keynoter, in the September issue?) We have book reviews from Regina Gong and Tom Gilson and a Website review from Burton Callcott. Donna Jacobs has a personal memoir of the Emanuel AME Church shooting, Tom Izbicki explains collecting for the Renaissance, Bruce Strauch gives a Cases of Note and Lolly Gasaway answers more and more copyright questions (in fact, I just recommended her book to an untutored copyright media librarian and he was reading and underlining judiciously).

Myer Kutz continues to let us into his scholarly publishing multi-client studies, Bob Holley talks retirement, Ramune Kubilius continues reports from the 34th Charleston Conference, Stacey Marien and Alayne Mundt talk about shared collecting projects and there is much, much more. Keep reading!

Meanwhile, I am sorry to say that daylight savings time will end November 1 just before the Conference! Boo hiss! If I ever ran for political office (no!), it would be on the no daylight savings ticket!

See y’all soon! Happy and safe travels! Love, Yr. Ed.

Letters to the Editor:

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

Dear Editor:

I find myself more and more not deleting the Against-the-Grain.com email blasts that I receive because I find information in them and on the ATG NewsChannel Website which I do not find anywhere else. Those responsible should be congratulated. It is hard work as I know. Seeing the most recent email blast has reminded me that I shall be in Frankfurt and shall be attending the STM conference the day before and then spending two days at the Fair itself. Over the last decade there has been less library activity than there once was but I can seek items of interest if you’d like and write a report if wished.

Best wishes, Anthony Watkinson, <anthony.watkinson@btinternet.com>

Editor’s Response — Yes dearest Anthony, please do send us a report and enjoy your time in Frankfurt. Sincerely, Yr. Ed.

AGAINST THE GRAIN DEADLINES VOLUME 27 & 28 — 2015-2017

<table>
<thead>
<tr>
<th>2015 Events</th>
<th>Issue</th>
<th>Ad Reservation</th>
<th>Camera-Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 Events</td>
<td>Issue</td>
<td>Ad Reservation</td>
<td>Camera-Ready</td>
</tr>
<tr>
<td>Annual Review, PLA</td>
<td>February 2016</td>
<td>01/07/16</td>
<td>01/21/16</td>
</tr>
<tr>
<td>MLA, SLA, Book Expo</td>
<td>April 2016</td>
<td>02/18/16</td>
<td>03/10/16</td>
</tr>
<tr>
<td>ALA Annual</td>
<td>June 2016</td>
<td>04/07/16</td>
<td>04/28/16</td>
</tr>
<tr>
<td>Reference Publishing</td>
<td>September 2016</td>
<td>06/16/16</td>
<td>07/07/16</td>
</tr>
<tr>
<td>Charleston Conference</td>
<td>November 2016</td>
<td>08/18/16</td>
<td>09/08/16</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472.

Rumors from page 1

she even worked on her front porch when downtown Charleston was closed by police. We in Charleston are used to flooding plus we lived through Hurricane Hugo when most of us evacuated Charleston, but this was still an event! Thanks to everyone for persevering. Our love and thoughts go out to our friends in Columbia and the upstate. I never realized that Columbia was surrounded by so much water. Reportedly 12 dams broke! and the LSU-USC football game had to be played in Louisiana. Irony that our friends in California need rain and we have more than enough! But take heart, El Nino will supposedly solve that problem soon. Mother Nature is definitely in charge!

Meanwhile, back in our library industry world, so much has been going on!


Speaking of which, a panel consisting of Bob Nardini (Coutts), Tony Doyle (Elsevier), and Doug Way (U Wisconsin, Madison) will be delivering a Neapolitan in Charleston on an apropos topic — Industry Consolidation: Real Life Examples. Apparently ProQuest will not give us more information on the purchase right now. Stay tuned! http://www.charlestonlibraryconference.com/conference-info/program/full-schedule/.

continued on page 12
This puts librarians at a disadvantage. They find useful but non-standard data points. Vendors generate a variety of useful but non-standard data points. Librarians also rely on the more granular data that vendors provide. It provides some useful information, librarians need to continue to develop these skills that allow us to independently assess our success and adjust accordingly.

It's much more natural for publishers or aggregators to serve this role because they've been running their businesses and understand how to assess ROI using very specific metrics. The volatility in the eBook marketplace is driven in large part by what their data tell them about how new models impact their sales.

And this lack of a standard data set is an issue and will continue to be so. I don’t think there are workable models right now that serve the needs of librarians — that demonstrate to us how to analyze the data, what it means, and how to then act on it — and that’s really the crucial element. Librarians need to know, for example, what happens when STL rates increase. What impact would removing embargoed titles by one publisher have on costs? What happens when two years of titles from a new publisher are added to a DDA profile? Where is the best use, and how can we design around that? Without a standard approach for analyzing ROI, we may defer to those producing the data to model the impact of marketplace changes or we may just make some educated guesses. The libraries' users are best served when we have a shrewd understanding of the value of the products we buy and make our decisions accordingly, and good data is the foundation.

As publishers, aggregators, and librarians all continue to work together to figure out what the best, most mutually sustainable models are for eBooks, let’s also collaborate to determine the right metrics and the right analytic models. Such shared transparency may help build trust across partners while also providing librarians with confidence in their data and decisions. In the end, it will provide the widest range of content at the best possible price to the libraries’ users, now and in the future.

There were many meetings in October. The Ninth Outsell Signature event was held in Pinehurst, NC. Success in the Digital Machine Age included over 140 information industry CEOs, COOs, and presidents from the U.S. and beyond. In the evening keynote, L. David Marquet whose best-selling book Turn the Ship Around described how a submarine of followers became leaders. Other speakers included Anthea Stratigos, co-founder and CEO of Outsell who outlined trends that will matter in the future, Chris Giles, economics editor of the Financial Times, Wilma Jordan, founder and CEO of the Jordan, Edmiston Group, Inc. (JEGI), John Ross, President of Analytics at Inmar and many others completed the speakers. There were many unique networking opportunities and it’s truly impossible to do justice to all the unique approaches provided by the attendees, an amazing group of optimistic, energetic, creative, and innovative entrepreneurs.

At the Signature event, I had the good fortune to sit next to Thane Kerner, CEO of Silverchair Information Systems, who has spoken at the Charleston Conference several times. Will we see him this year? Meanwhile, heard from Oxford University Press’ Global Academic Division that they have entered into an agreement with Silverchair to migrate their extensive portfolio of journals and many online products to a new publishing platform powered by Silverchair’s SCM technology.


Dick Gottlieb of Greyhouse Publishing was also at the Signature event! It’s hard to keep up with all the distribution arrangement acquisitions that Dick is making these days — Bowker, Salem Press, H.W. Wilson, etc. Dick says he will be in Charleston for sure!

Greyhouse.com/

continued on page 71
Subscribe to the entire 14-journal package of INFORMS full-range of business and engineering journals covering operations research, management science, and analytics. You get online access or print+online to all 2016 content plus all online issues back through 1998.

- Save over $1,900
- Access to TutORials in Operation Research series
- FREE 30-day trials available

www.informs.org/inst-pubssuite

this is not always the case so that authors with good networks may still be able to identify others who would like to work with them on scholarly publications. In fact, if one collaborator is still employed, the retired author may benefit from the support services available to this co-author.

I’ve often had to pay for my professional travel once I exhausted my employee travel allocation. At least I was able to take these expenses, which could be as high as $5,000 annually if I attended an international conference, as a tax deduction. Doing so will be much more difficult now that I’m retired. When I asked this question on the RMRT discussion list, several librarians replied that their accountants told them that they had to provide justification for attending beyond professional development, which the IRS accepts as a way to keep your job and make more money to be paid back in increased taxes. I also prefer writing as a single author. I already have several serious projects in mind that I should be able to complete quite handily on my own. The big issue may be finding a way to make my professional travel tax deductible.

My final observation is that I publish not for external but for intrinsic rewards so that retiring won’t change my motivation. While I won’t say that I enjoy every moment spent in preparing the manuscripts, I get great satisfaction when my works appear in print and even more when someone cites them or tells me that they found them useful. I know of other professors like me. One of Wayne State’s most renowned English literature scholars continues to commute to campus each day to continue his research. While I hate driving too much to follow this model, I intend to spend at least a portion of each day writing or, at a minimum, gathering the information needed to write intelligently. Only time will tell if my initial expectations are accurate.

Random Ramblings
from page 70

my investigations as described above support my hypothesis that publication after retiring does not happen all that frequently. In addition to the librarian who writes about the projects that she supervises as a volunteer, one person wrote a chapter in a book about retirement, and several continued to produce book reviews, one at the rate of 50 per year for children’s books. I’m also pleased that the retirement model matches well my publication habits. Beyond my columns that are mostly opinion pieces, my more scholarly publications normally don’t require expensive equipment and can be done from my home office. I also prefer writing as a single author. I already have several serious projects in mind that I should be able to complete quite handily on my own. The big issue may be finding a way to make my professional travel tax deductible.

My final observation is that I publish not for external but for intrinsic rewards so that retiring won’t change my motivation. While I won’t say that I enjoy every moment spent in preparing the manuscripts, I get great satisfaction when my works appear in print and even more when someone cites them or tells me that they found them useful. I know of other professors like me. One of Wayne State’s most renowned English literature scholars continues to commute to campus each day to continue his research. While I hate driving too much to follow this model, I intend to spend at least a portion of each day writing or, at a minimum, gathering the information needed to write intelligently. Only time will tell if my initial expectations are accurate.

Rumors
from page 12

Speaking of which, we are lucky that so many of you attend Charleston, Frankfurt, and other meetings in October! Anthony Watkinson who is in Frankfurt has promised a report for ATG soon!

Was thrilling to meet Gregory McCaffery, CEO and President of Bloomberg BNA. Gregory told me he has several librarians working for him and that he doesn’t want that to change since librarians are so valuable and know so much. He did say that they were rethinking the name “librarian” and are leaning toward “taxonomist” instead. I remember way back when Lucretia McClure (who BTW just received the 2014 Robert F. Metzdorf Award from the University of Rochester Friends of the Library) advocated keeping the name librarian and I agreed with her. Have professionals like doctors or lawyers or dentists changed their names? Why should we?

http://www.library.rochester.edu/news/metzdorf-award-2014
http://www.bna.com/?PROMOCODE=G-PSLEGAL&utm_source=google&utm_medium=cpc&utm_campaign=bbna_home&gclid=CJ2oflU8gCFYcYHwodJkMISQ

continued on page 85
provided with several remediation lists that have enabled us to do systematic database cleanup in certain areas. We have been able to do a clean-up of records for which the title and author in records in our local database did not match the corresponding record in OCLC, records that did not have holdings set in OCLC, and records lacking an OCLC number.

Projects such as these are not necessarily meant to be perfect in their execution. When performing any process with nine million records, there are bound to be errors and inconsistencies. For example, the task force that outlined the scope of the project, retention commitments and criteria, acknowledged in their final report that there are bound to be errors with the data set, and they did not recommend an inventory of titles identified for retention as a good use of resources. However, it is the technical services staff that often carries out and maintains the day-to-day and title-by-title issues as they come up, and it is imperative that they should be included in the decision-making process with projects such as these from the beginning. Doing so will reduce potential errors and will improve the overall outcome of the project.

Let’s Get Technical
from page 84

Many of you have searched the online ATG archive at Purdue University Press. It’s a fabulous place to start looking for library issues and history. I had forgotten that Lucretia guest edited the 2000 Millennium issue of ATG, for example! Check it out! http://docs.lib.purdue.edu/

Speaking of library issues and history — It was great to run into Leigh Watson-Healey at the Outsell Signature Event. Leigh is the lead analyst for Outsell and speaks and writes frequently about key trends and issues in the information industry. Me, I remember when Leigh worked for Faxon, Dick Rowe, and Becky Lenzini!

And talking about old friends, I was excited to see names of two old ATG friends in the issue — Tom Izbicki (Collecting to the Core – The Renaissance, this issue, p.56 and Xan Arch (Reflections on the 2011 PDA issue, this issue, p.26). I remember that Thomas used to be at Johns Hopkins and Xan used to be at Stanford. We will see Xan at the Charleston Conference this year.

Another old friend, Bob Holley tells us in this issue (p.70) that there is a new ALA Retired Members Roundtable (RMRT) which will keep up with professional activities by members since retirement. Hmmm, there are plenty of active retirees. Look at our mentors at the Charleston Conference. And — Derek Law, now retired, is enjoying his grandfatherly duties BUT he will also give the Charleston Conference closing session!

OH! This is very relevant to this guest edited issue on STLs and Emerging eBook Business Models! Did y’all see that the incredible Chuck Hamaker of UNC-Charlotte has put together the Charlotte Initiative: Permanent Acquisitions of eBooks for Academic Libraries. This spring, the Atkins Library at UNC-C received a grant of $271,000 from the Andrew W. Mellon Foundation for a two-year research and planning grant to produce recommendations for the licensing and purchasing of eBooks. Contact scarab@u.arizona.edu or your journal service.

Rumors
from page 71

Many of you have searched the online ATG archive at Purdue University Press. It’s a fabulous place to start looking for library issues and history. I had forgotten that Lucretia guest edited the 2000 Millennium issue of ATG, for example! Check it out! http://docs.lib.purdue.edu/

Speaking of library issues and history — It was great to run into Leigh Watson-Healey at the Outsell Signature Event. Leigh is the lead analyst for Outsell and speaks and writes frequently about key trends and issues in the information industry. Me, I remember when Leigh worked for Faxon, Dick Rowe, and Becky Lenzini!

And talking about old friends, I was excited to see names of two old ATG friends in the issue — Tom Izbicki (Collecting to the Core – The Renaissance, this issue, p.56 and Xan Arch (Reflections on the 2011 PDA issue, this issue, p.26). I remember that Thomas used to be at Johns Hopkins and Xan used to be at Stanford. We will see Xan at the Charleston Conference this year.

Another old friend, Bob Holley tells us in this issue (p.70) that there is a new ALA Retired Members Roundtable (RMRT) which will keep up with professional activities by members since retirement. Hmmm, there are plenty of active retirees. Look at our mentors at the Charleston Conference. And — Derek Law, now retired, is enjoying his grandfatherly duties BUT he will also give the Charleston Conference closing session!

OH! This is very relevant to this guest edited issue on STLs and Emerging eBook Business Models! Did y’all see that the incredible Chuck Hamaker of UNC-Charlotte has put together the Charlotte Initiative: Permanent Acquisitions of eBooks for Academic Libraries. This spring, the Atkins Library at UNC-C received a grant of $271,000 from the Andrew W. Mellon Foundation for a two-year research and planning grant to produce recommendations for the licensing and purchasing of eBooks. Contact scarab@u.arizona.edu or your journal service.

continued on page 89
For a monograph, the model is clearly addressing cost. But the innovation Ubiquity Press is bringing to open access is with its platform that allows for the publication of the aforementioned “other digital items.” Open access will eventually extend to the datasets that inform the scholarly journal articles and monographs (and I write this as an erstwhile scholar fully aware of the currency of primary data generated by the researcher through blood, sweat and tears), and the Ubiquity Press platform allow for the open delivery of data, software, hardware, bioreources, etc. Ubiquity Press sees this platform as its main innovation and is making it available to university presses so that university-based publishing may continue to rise in importance beyond monographs.

Summary

Demand-driven models (the subject of my last column) and open access publishing have been the two most fertile grounds of innovation in the library services space over the last ten years (opinion of course!). Thinking about how these two trend lines evolve and which people, institutions and companies will push them forward is top of mind for me. Come see our plenary session at the Charleston Conference on Open Access and let me know what you think will happen in OA and DDA.

for a step for open access publishing.

Open Access Journals

I began this column by stating, among other things, that the conversation around open access needs to move aggressively beyond journals into monographs, archives and other digital items. So it may seem odd that I finish by highlighting the efforts of Ubiquity Press; a decidedly journal-oriented open access publisher. But Ubiquity Press is so much more. Brian Hole founded Ubiquity Press to address the high APC costs to publish open access and to ensure that coverage was better extended into the humanities and social sciences. With APC as low as $450 for a journal article and $4500 for a monograph, the model is clearly addressing cost. But the innovation Ubiquity Press is bringing to open access is with its platform that allows for the publication of the aforementioned “other digital items.” Open access will eventually extend to the datasets that inform the scholarly journal articles and monographs (and I write this as an erstwhile scholar fully aware of the currency of primary data generated by the researcher through blood, sweat and tears), and the Ubiquity Press platform allow for the open delivery of data, software, hardware, bioreources, etc. Ubiquity Press sees this platform as its main innovation and is making it available to university presses so that university-based publishing may continue to rise in importance beyond monographs.

Summary

Demand-driven models (the subject of my last column) and open access publishing have been the two most fertile grounds of innovation in the library services space over the last ten years (opinion of course!). Thinking about how these two trend lines evolve and which people, institutions and companies will push them forward is top of mind for me. Come see our plenary session at the Charleston Conference on Open Access and let me know what you think will happen in OA and DDA.

for a step for open access publishing.

Open Access Journals

I began this column by stating, among other things, that the conversation around open access needs to move aggressively beyond journals into monographs, archives and other digital items. So it may seem odd that I finish by highlighting the efforts of Ubiquity Press; a decidedly journal-oriented open access publisher. But Ubiquity Press is so much more. Brian Hole founded Ubiquity Press to address the high APC costs to publish open access and to ensure that coverage was better extended into the humanities and social sciences. With APC as low as $450 for a journal article and $4500