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## Adding Media, Adding Value

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## Adding Media, Adding Value

by **Susan Doerr** (Assistant Director, Digital Publishing and Operations, University of Minnesota Press) <doer0012@umn.edu>

provide eBooks where once no books would have arrived is clearly a win for our mission of information dissemination.

Yet we clearly have more to do on this front, as thorny obstacles relating to distribution and access in the digital environment still remain: competing digital rights management formats that hinder reader satisfaction but seem to do nothing to discourage piracy; multiple software formats that need to be downloaded depending on your device, and issues with ease of highlighting and annotation.

What else needs to change with the times? From a marketing perspective, our budgets are torn between the many buyers who still prefer to receive print catalogs and promotional materials, and the opportunity to reach more people through digital promotion. We've had success with our social media channels and blog tools for reaching individual readers. The goal here is not to sell books through Facebook, but to drive awareness of our brand and books to populations that may not ordinarily find out about books through more traditional channels. We see the large trade houses expanding their D2C marketing efforts considerably, finally realizing that understanding the end reader, not just the store buyer, is key to maintaining, much less increasing, relevance. This is one area where being specialized is really helpful: university presses have strong connections with many of our individual readers already as a result of creating a home for unique and specialized work and connecting readers and writers to one another.

And while we're on the topic of change, as the largest percentage of our books are bought through online retailers, the perennial issue of helping readers discover our books has led us to devote additional staff time to the creation and dissemination of increased metadata: more formats, more accurate, more thorough, and delivered more quickly to vendors. Current projects we're working on at **MIT Press** include increased frequency of ONIX feeds, releasing book data on ONIX feeds earlier than in the past, and including greater keywords in our ONIX feeds and **Amazon** book descriptions.

As we transition more thoroughly into a more digital, more open space, there may be books published in exclusively Open Access formats, where generating sales is no longer the driving force it is today. Still, the value of excellence, the skill of advocating for the reader, the relationships with distributors and buyers all over the world, the knowledge and network of individual readers, and the granularity of our metadata will only enhance the value we bring as publishers to the reading ecosphere. 🍷

**Author's Note:** *This article discusses the expanded media resources that may accompany a web-based, edition of a monograph and the impact the higher number of media brings to bear on a publisher's time.* — **SD**

**P**ublishers have heard countless authors ask to include many images, tables, charts, even multimedia in their scholarly books and are used to saying, "Sorry, but it is not possible. The print format and space constraints just don't allow for that material." Today, with the creation of new digital platforms, the space and format constraints of print is becoming a thing of the past. Those of us who are building these new platforms are realizing that more is not always better, and that more media can lead to higher costs.

Two digital publication platforms that are currently in development, **Manifold**, from the **University of Minnesota Press**, and **Fulcrum**, from **Michigan Publishing** at the **University of Michigan Library** — both funded by grants from the **Andrew W. Mellon Foundation** — allow authors and publishers to expand the amount and types of media that can be included in a published project. As more media are added, a press' editorial and production staff, and the author, will spend more time preparing these media for publication. At the **University of Minnesota Press** we were able to quantify the increase in the amount of time we spent on our first projects prepared for the **Fulcrum** and **Manifold** platforms, giving us an idea of how much more time we might expect to spend on this work.

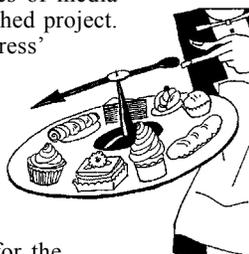
**Manifold**, developed in collaboration with the **GC Digital Scholarship Lab** at **CUNY** and the digital development agency, **Cast Iron Coding**, is a platform being developed to publish a monograph as a dynamic web-based digital edition — the "Manifold edition." In the grant proposal for the **Manifold** platform we defined the characteristics of a **Manifold** edition as:

- A book that makes visible its own process of creation (published iteratively, in pieces as the research and writing evolves) culminating in a formal, peer-reviewed Release Version;
- A book that is versioned, while still allowing access to (and citations of) previous iterations of the text;
- A book that enables access to the primary research documents and data;
- A book that links to archives (either through hyperlinks or by embedding archival materials, as permissions allow);

- A book that incorporates rich media, such as audio, video, and interactive game files;
- A book that integrates scholarly conversations in social media channels;
- A book that incorporates social reading practices such as reader feedback and critique (separate from peer review).

Enabling access to primary research documents and data, embedding or linking to archival materials, and incorporating rich media all require that editors and authors secure — and pay for — permissions, prepare and deliver media files to production staff, and create metadata for each item. While we are not limited by technology to a maximum number of media that we can include in a **Manifold** edition, both the author and press staff are limited by the time that they can realistically devote to a project, and this imposes a limitation on the number of media we are able to include in a **Manifold** edition.

At the **University of Minnesota Press** we estimate that our editorial and production staff collectively spend approximately 20 to 30 minutes on each media resource that appears in a book. This time is spent working with the author to determine if permission is required for illustrative content, quoted texts, and previously published chapters of works and securing required permissions; working with the author on captions; and adding information to our rights and permissions logs within a manuscript's record in our database.



Securing permission is a hybrid responsibility. Many university presses ask that authors seek permission and pay any licensing fees required by the copyright holder. The press is responsible for maintaining permissions records and adhering to the restrictions imposed by the copyright holder. In practice, editorial staff often advise authors about when/if permission is needed and provide template letters and forms for requesting and granting permission. The **Association of American University Press** offers a 21-page permission FAQ for authors and university presses (<http://www.aaupnet.org/policy-areas/copyright-a-access/copyright-a-permissions/copyright-a-permissions>), a document that both press staff and authors use in doing this work.

Creating metadata for media begins with the author. At the **University of Minnesota Press** we provide authors with a permissions log in which they list all the media they wish to include in a book. This document asks for the media's title, creator, copyright holder, is permission needed, if so, was it obtained, caption, and location within the text. Upon com-

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pletion, the author sends the permissions log to the editorial assistant at the press who will add the information to the permissions log in our title database. When media are published in a Manifold edition, or on a companion web site to a book (as on the Fulcrum platform), we must create additional descriptive metadata that is not part of our existing process. This new metadata includes alt-text for accessibility, additional or new descriptive text because these media may be viewed without the context of the book's text, adjustment to the captions to remove references specific to the print edition (i.e., "the image to the left"), DOI assignment and registration.

The **University of Minnesota Press** hired a graduate student from the History department to assist the authors and editorial assistant with securing permissions and generating metadata for the illustrative material in *Canoes: A Natural History in North America* by **Mark Neuzil** and **Norman Sims**. *Canoes* has a companion website for its illustrative content, hosted on the Fulcrum platform. Our graduate student spent approximately 80 hours completing the metadata spreadsheet required for the Fulcrum platform. *Canoes* has 323 photos, maps, paintings, and other media, which means our graduate student's 80 hours of work equaled approximately 15 minutes of time per item to create the metadata needed for Fulcrum.

Manifold adapted the Fulcrum metadata spreadsheet for media and the Digital Projects Editor at the **University of Minnesota Press** is presently at work to prepare the metadata and media for *The Perversity of Things: Hugo Gernsback on Media, Tinkering, and Scientifiction* by **Hugo Gernsback** and edited by **Grant Wythoff** for upload into the Manifold platform. As we refine the process of composing the additional metadata required — as we build it into our routine workflow — we expect the time for metadata creation will be

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remains essential. Connecting scholarship to readers, opening the academy, and fostering the impact of scholarship in communities will remain part of our mission, as it is for our larger institutions.

**Lydia Otero** documented the history of a place. The **University of Arizona Press** helped take that history to the community. While the story of *La Calle* is an extraordinary example, it exemplifies our values as a publisher and the value of university presses more broadly. Books can take root in communities, and university presses help scholarship flourish. 🌱

reduced by about one-third to half the amount of time our graduate student and Digital Production Editor have spent, or approximately seven to ten minutes per media item. For a project with 323 media items this would equal 37 to 53 hours of staff time, or about a week of work.

For one or two projects an additional week of work can be absorbed by our existing staff. The **University of Minnesota Press** publishes approximately 110 books per year. If one-third of our list, or 36 projects, were to be published on dynamic platforms that required the creation of additional metadata this would equal 1,332 to 1,908 staff hours, or 33 and 48 weeks of time — almost a full time employee. The amount of staff time we are able to allocate to working with an author on media permissions and metadata will be a significant factor in determining how many books we can publish as Manifold editions.

The conversation between author and editor about inclusion of media is both a curatorial and practical consideration of time. Do all the media that an author proposes to include enhance a reader's understanding and experience within this project, and if so, does it merit the time? Not every scholar will

have 300 media resources to publish in their project. Not every project will benefit from the inclusion of 300 media resources, even when platforms like Manifold and Fulcrum are able to include them.

**University of Minnesota Press** author **John Hartigan**, in his blog post, "Writing the Continuous Book," <http://www.umninpressblog.com/2014/11/upweek-writing-continuous-book.html> says, "The best part is that though I keep accumulating more material than I know what to do with, my anxieties over what to do with it all are dissolving. I'm just watching what unfolds and trying to learn from it all, rather than worrying about how it will fit in the next book — or anticipating all that won't make it between the next set of covers." Platforms like Manifold and Fulcrum will allow authors like **John** to include many of the materials they are accumulating in their published projects. We believe that when selected thoughtfully more media will enrich a reader's engagement with a scholar's work. The addition of more media in a Manifold edition will be a meaningful investment of both the author's and press staff time and effort. Our challenge then, is to make this work an efficient part of our workflow. 🌱

## Rumors from page 6

created Logo art utilizing both the **ATG** and **Charleston Conference** graphics. Some audio content from the **2016 Charleston Conference plenary sessions** is being configured to put into podcasts. These will be made available shortly on the **Charleston Conference** and **Against the Grain** websites. Stay tuned!

<http://atgethepodcast.libsyn.com/podcast>

Do you keep up with libraries by reading the **ATG NewsChannel**? Did you read that **Jackie Gleason**, the television comedian and motion picture actor had "a deep and abiding interest in parapsychology and its many components." So much so that he collected "approximately 1,700 volumes of books, journals, proceedings, pamphlets, and publications in the field of parapsychology." His collection consists of "both scholarly and popular works published in the United States and abroad" and will impress anyone interested in this fascinating topic. (See also: Special Collections: The Jackie Gleason Collection.) Fortunately, **Marilyn Gleason**, the widow of **Jackie Gleason**, donated the collection to the **University of Miami Library** in 1988 and their Special Collections has assembled a website featuring numerous examples from the collection. <http://scholar.library.miami.edu/gleason/index.html>  
[www.against-the-grain.com/](http://www.against-the-grain.com/)



The **National Federation of Advanced Information Services (NFAIS)** has an-

nounced that the energetic, innovative, and incredible **Judith Russell**, the Dean of University Libraries at the **University of Florida**, has been selected to receive the **NFAIS 2017 Miles Conrad Award**. **NFAIS's Miles Conrad Award**, long considered the information community's premier annual honor for achievement in fostering the growth of information services, is being given to **Russell** in recognition of her significant achievements in librarianship and for her leadership in information services throughout a career spanning academia, government, the non-profit and private sectors. **Russell** will be honored at the **NFAIS 2017 Annual Conference**, February 26-28, in Alexandria, VA, and will deliver the annual **Miles Conrad Memorial Lecture**. You all will remember **Ms. Russell** was also featured with **Charles Watkinson**, Associate University Librarian for Publishing at **University of Michigan Libraries** and Director of **University of Michigan Press**, at the **2016 Charleston Conference** in the presentation **The Devil is in the Details: Challenges of Collaborative Collecting**.

Also — Check out our **Penthouse Suite interview with Judith Russell from this year's Charleston Conference!**

<https://www.youtube.com/watch?v=VMYU294IZxs&list=PLIGL162pr1M6F-QSIR1X9FkGPM9AP-Ah&index=19>

<https://nfais.memberclicks.net/miles-conrad-lectures>

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