

Society of American Archivists
Meetings of
Council | Publications Board | American Archivist Editorial Board
New Orleans
August 12 – 14, 2013

Report of the Director of Publishing
(Prepared by Teresa Brinati)

I. PROJECT STATUS

A. *Yippee!* New Output since May 2013 . . .

- ***Describing Archives: A Content Standard (Second Edition)*** by TS-DACS
This newly revised standard is freely available in the Standards Portal (and cross-referenced under Free Publications); the print version was launched in the SAA Bookstore in June.
- ***Perspectives in Women's Archives*** edited by Tanya Zanish-Belcher with Anke Voss
The print version debuts during the CoSA-SAA Joint Annual Meeting in New Orleans.
- ***Exhibits in Special Collections, Libraries, and Archives*** by Jessica Lacher-Feldman
The print version debuts during the CoSA-SAA Joint Annual Meeting in New Orleans.
- **Brochures: *A Guide to Deeds of Gift + Donating Your Personal or Family Records to a Repository + Donating Your Organization's Records to a Repository*** edited by Ellen Doon and Steering Committees of the Manuscript Repositories, Electronic Records, and the Acquisitions & Appraisal Sections
The print versions debut during the CoSA-SAA Joint Annual Meeting in New Orleans. (The brochures are not revenue generators; they are sold in packets of 25 just above cost.) The brochure content also will be posted to the SAA website and available for free.
- **Campus Case Studies** by Aprille McKay (*Case 14: Partnering with IT to Identify a Commercial Tool for Capturing Archival E-mail of University Executives at the University of Michigan* and *Case 15: Will They Populate the Boxes? Piloting a Low-Tech Method for Capturing Executive E-mail and a Workflow for Preserving It at the University of Michigan*) published on the SAA website in July.
- **E-publication:** *Archival Arrangement and Description (EPUB); Module 1: Standards for Archival Description (EPUB); Module 2: Processing Digital Records and Manuscripts (EPUB); Module 3: Designing Descriptive and Access Systems (EPUB); Arranging and Describing Archives and Manuscripts (EPUB); and The Ethical Archivist (PDF).*

B. In Production

- **SAA Sampler: Archival Advocacy** compiled with an introduction by Cheryl Oestreicher
Projected availability by Fall 2013.
- ***Conceptualizing 21st Century Archives*** by Anne Gilliland
Projected availability by January 2014.
- ***Through the Archival Looking Glass: A Reader on Diversity and Inclusion*** edited by Mary Caldera and Kathryn Neal
Projected availability by January 2014.

C. In the Pipeline

- **Trends in Archives Practice: *Digital Preservation Essentials***, edited with an introduction by Paul Conway and Christopher J. Prom
 - *Module 4: Acquiring Knowledge and Skills*, by Helen Tibbo
 - *Module 5: Achieving Organizational Readiness*, by Nancy McGovern
 - *Module 6: Preserving Digital Objects*, by Erin O’Meara
 - *Module 7: Implementing Storage Technologies*, by Jessica ColatiSlated to be available May 2014.
- **Trends in Archives Practice: *Rights in the Digital Era***, edited with an introduction by Menzi Behrnd-Klodt and Christopher J. Prom
 - *Module 8: Understanding Copyright Law*, by Heather Briston
 - *Module 9: Balancing Privacy and Restrictions*, by Menzi Behrnd-Klodt
 - *Module 10: Managing Rights and Permissions*, by Aprille McKaySlated to be available June 2014.

D. Adopted for Distribution

- *Archivists, Collectors, Dealers, and Replevin: Case Studies on Private Ownership of Public Documents* by Elizabeth Dow (Rowman and Littlefield, 2012)
- *Organizing Archival Records: A Practical Method of Arrangement and Description for Small Archives* - Third Edition by David W. Carmicheal (Rowman and Littlefield, 2012)
- *Tribal Libraries, Archives, and Museums: Preserving Our Language, Memory, and Lifeways* Edited by Lorlene Roy et al. (Rowman and Littlefield, 2012)

E. Glossary Working Group

The twice-monthly conference calls are proceeding apace and review of the 2,000 + terms is in process. Given the enormity of the task, four additional folks have been appointed to the Working Group bringing the total to nine members.

II. REVENUES

Although *Archival Arrangement and Description* (February 2013) was launched last winter, it has not gone through a full cycle of semester sales and, therefore, it is too soon to assess its impact; and while publications such as *The Lone Arranger* (February 2012) and *How to Manage Processing* (August 2012) are meeting expectations, dozens of other publications are on a downward trend. However, we remain optimistic that new products along with titles in the pipeline will reverse the course and bolster revenue in this fiscal year.

Revenues

FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY2013	FY 2014 Projected
\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$371,973	\$320,247	\$353,666

III. MARKETING

A. Regionals, Institutes and Workshops

Since May, publications have been promoted at and/or used by the Georgia Archives Institute, Western Archives Institute, Tribal Archives Institute in New Mexico, and 22 SAA Continuing Education Offerings.

B. CoSA-SAA Joint Annual Meeting - August 2013

This conference at the Hilton New Orleans Riverside offers the publications program its biggest marketing opportunity of the year, especially with 1,500+ attendees projected! The Bookstore (Grand Ballroom A) will feature inventory for more than 75 titles so that attendees can purchase product onsite. There are new product launches, special promotions, and freebies.

Publishing program events include:

- Brown Bag Lunch Reading Groups – "A Critique of Social Justice as an Archival Imperative: What Is It We're Doing That's All That Important?" by Mark A. Greene, forthcoming in *The American Archivist* 76:2 (2013):
Group 1 | Leader - Gregory Hunter | Thurs. | Aug. 15 | Noon–1pm | 27 registered participants
Group 2 | Leader - Katie McCormick | Thurs. | Aug. 15 | Noon–1pm | 26 registered participants
- "Salute to Authors" Toast in honor of the approximately 150 contributors to *The American Archivist*, *Archival Outlook*, Campus Case Studies, Trends in Archives Practice modules, and books in the past year (Aug. 15 at 3pm in the Bookstore); and
- "Write Away" Breakfast Forum (Aug. 16, 7am-8am, in the Elmwood Room) for anyone interested in publishing with SAA.

V. PERIODICALS

A. *The American Archivist*

- A responsive new design made its debut in the Spring/Summer 2013 (76:1) issue. The next issue—Fall/Winter 2013—begins production in August and is slated for publication November 15.
- In the past fiscal year, subscription revenues were up 6.72%.
- Earlier this year, in celebration of achieving its 75th year of continuous publication (1938 through 2012), *The American Archivist* embarked on an initiative inviting readers to share their favorite articles and say what they liked about them (in 500 words or less). With thousands of articles to choose from—and all of them available online—surely *you* have a favorite, too! Please add it to the mix in the Reviews Portal at <http://www2.archivists.org/node/17206>.
- The final three contributions for *American Archivist Online Supplement to Vol. 74* are in production and will be posted as available in the next couple of month (see <http://www2.archivists.org/american-archivist/supplement/aaos74>).

B. *Archival Outlook*

Advertising revenue in the past fiscal year exceeded budget by \$14,000 thanks to the addition of a half-dozen new advertisers.

C. *In the Loop*

The every-other-Tuesday e-blast has a new advertiser, bringing the total to four paid ads per issue.

VI. AWARDS and RECOGNITIONS

With generous funding from the SAA Foundation, SAA recognizes professional achievement with 21 different awards. Hats off to the 2013 Awards Committee and the more than 70 volunteers who served on the various selection committees, as well as the Committee to Select SAA Fellows. Since completing their tasks in May, news announcements about the various award recipients have been prepared and sent out. There are three different ceremonies taking place during the CoSA-SAA Joint Annual Meeting to recognize the superior achievements of these individuals and groups:

- Plenary 1 (Aug. 15, 8am) will include the naming of the four new Fellows and the Council Exemplary Service Award.
- Plenary 2 (Aug. 16, 8am) will include a segment honoring students: Josephine Forman Scholarship, Mosaic Scholarship, F. Gerald Ham Scholarship, Theodore Calvin Pease Award, Harold T. Pinkett Minority Student Award, Oliver Wendell Holmes Award, and Donald Peterson Student Travel Award.
- The traditional Awards Ceremony (Aug. 16, 5:45 pm) will feature a dozen recognitions: Distinguished Service Award, J. Franklin Jameson Archival Advocacy Award, Diversity Award, Sister M. Claude Lane, O.P., Memorial Award, Spotlight Award, Philip M. Hamer-Elizabeth Hamer Kegan Award, Fellows' Ernst Posner Award, Waldo Gifford Leland Award, Preservation Publication Award, C.F.W. Coker Award, Emerging Leader Award, and Archival Innovator Award.

Lastly, during the Annual Membership Meeting (Aug. 17, 11:30am), a Council Resolution honoring an individual contribution will be announced.