

**Society of American Archivists
Council Meeting
June 8 – 10, 2012
Chicago, Illinois**

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

I. BOOKS

A. Additions in FY12

Since the beginning of the fiscal year (July 1), SAA has published the following five books (number of units moved, which includes comp distribution, is listed as of 05/16/12):

- *The Lone Arranger: Succeeding in a Small Repository* by C. Zamon (Feb. 2012); 540 units moved.
- *A Different Kind of Web: New Connections between Archives and Our Users* edited by K. Theimer (Aug. 2011); 461 units moved.
- *I, Digital: Personal Collections in the Digital Era* edited by C. Lee (Aug. 2011); 382 units moved as of Jan. 31.
- *Waldo Gifford Leland and the Origins of the American Archival Profession* edited with an introduction by P. Wosh. (Aug. 2011); 200 units moved.
- *Public Relations and Marketing for Archives* edited by P. Wosh and R. James (jointly published with Neal-Schuman Press, Aug. 2011); 45 units moved (N-S Press took care of comp distribution).

Review copies of new books are distributed to 45+ outlets. Favorable reviews have begun to trickle in with notices received from the *Journal of the Society of North Carolina Archivists*, *NEA Newsletter*, *C&RL Journal*, *Archives & Manuscripts*, *Archivaria*, and *The American Archivist*.

B. Acquired for Distribution

Academic Archives: Managing the Next Generation of College and University Archives, Records, and Special Collections by A. D. Purcell (Virginia Tech) was published in March by Neal-Schuman and acquired for distribution by SAA in May.

C. In the Pipeline

- *How to Manage Processing in Archives and Special Collections* by P. Hackbart-Dean and E. Slomba is in production and projected to be published July 2012.
- The first draft of the manuscript for *Telling Stories About Stories: Archives in the Digital Age* by A. Gilliland was reviewed and returned to the author with feedback in May 2012.
- The first draft of the manuscript for *Women's Archives Reader* edited by T. Zanish-Belcher was submitted to SAA and distributed to reviewers in May 2012.
- The revised draft of the manuscript for *Exhibits in Archives and Special Collections* by J. Lacher-Feldman is due SAA in May 2012.

Among other topics to be addressed by a stellar cast of authors are: archives for librarians

(J. Bastian, D. Webber, M. Sniffin-Marinoff), archives diversity (M. Caldera and K. Neal), effective processing (M. Greene and D. Meissner), local government records (J. Slate and K. Minchew), and religious archives (M. Sly and M. Duffy).

D. Modules for Archival Fundamentals Series II

The Publications Board gratefully acknowledges the generosity of the SAA Foundation to fund in FY 2012 the planning initiative for the “Fundamental Change” project—modules to complement volumes in the Archival Fundamentals Series II. The proposed approach to delivering information involves discrete modules, like chapters in a book, which will communicate foundational archival knowledge. But unlike chapters, modules will be conceived and written as stand-alone pieces. The modular approach is a work-in-progress and there are many details to work out regarding editorial oversight, the universe of content, production in print and electronic formats, and distribution. The following modules, which will complement *Arranging and Describing Archives and Manuscripts* (K. Roe, 2005), have been commissioned and are in the writing/editing stage:

- “Standards for Arrangement and Description” by *Sybil Schaefer, Rockefeller Archive Center, and Janet Bunde, New York University*
- “Implementing Descriptive and Access Systems” by *Daniel Santamaria, Princeton University*
- “Processing Digital Records and Manuscripts” by *J. Gordon Daines III, Brigham Young University*

We are pushing as hard as possible to have at least one of the modules available in August. The next planned modules will address digital preservation and appraisal.

E. SAA Sampler

Based on the Princeton University Press “Princeton Shorts” concept, the “SAA Sampler” would contain a chapter from three different books along with a brief introduction. The goal is to encourage readers to buy the full book. A pilot sampler is in production and projected to be available this summer. It will address law and ethics, with Lisa Mix preparing the introduction. The three chapters from different books will be:

- Danielson, Elena. "Case Study: The Cigarette Papers." Ch. 5 in *The Ethical Archivist*.
- Rowe-Sims, Sarah, Sandra Boyd, and H. T. Holmes. "Balancing Privacy and Access: Opening the Mississippi State Sovereignty Commission Records." Ch. 10 in *Privacy & Confidentiality Perspectives: Archivists and Archival Records*.
- Behrnd-Klodt, Menzi. "Copyright & Related Rights Issues: Permissions, Releases, Music, and Moral Rights." Ch. 21 in *Navigating Legal Issues in Archives*.

F. Revenues

As of April 30, 2012, total revenues fell short of FY11 and budget by \$42,992 (11.63%) and \$91,512 (21.89%), respectively. Expenses are in line with FY11 and budget despite a \$17,619 unfavorable variance in cost of goods sold. The net gain of \$52,957 fell short of FY11 by \$40,131 (43.11%) and budget by \$95,836 (64.41%). The continued downturn may be a combination of the economy, the need to refresh top sellers (which account for the majority of sales), and search engine optimization issues with the online bookstore.

Revenues	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012 (projected)
	\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$475,719

Of the 109 marketplace items (including a few miscellaneous items, such as brochures and bags) that generated sales in FY 2011, ten SAA titles accounted for nearly 65% of the revenue. In addition, another ten titles, including two Neal-Schuman publications, contributed 13.5% of the revenue. The bulk of the items—89—contributed only 22% to the bottom line. The trend continues in FY 2012. The AFS II modules currently in progress are critically important to the SAA publishing program.

G. Marketing

Efforts in this area are ongoing. Here's what has been done since January:

- Executed a work order with our association management software provider to add search engine optimization to the online bookstore.
- Promoted SAA books in *In the Loop*, *Archival Outlook*, *The American Archivist*, assorted listservs, and on the website.
- *The Lone Arranger*: Invited 20 regional associations to promote the book at their spring meetings. Eight regionals took us up on the offer and received promotional flyers and sample copies of the book, which were raffled off to attendees. The author (C. Zamon) participated in a book signing at MARAC's spring meeting—40 books sold at the event!
- *Waldo Gifford Leland*: Created ad for *College & Research Libraries* journal (May 2012 issue) and website.
- *Using Archives* (in progress): Emails have been sent to AHA, OAH, NCPH, and AASLH describing the project and the fact that the organizations can add the badge to their websites. We have also offered to have author Laura Schmidt prepare an article if they think it would be a good fit for any of their publications.
- Promos for various SAA titles in workbooks for 33 SAA education workshops.

F. e-CONTENT

- 2011 SAA Research Forum: Six peer-reviewed research papers and research reports have been posted at <http://www2.archivists.org/proceedings/research-forum/2011/peer-reviewed-research-papers>.
- The second draft of NARA's *Resources for Volunteer Programs in Archives* was reviewed in April by SAA. This resource will be jointly published and should be available online shortly.

II. PERIODICALS & SOCIAL MEDIA

A. *The American Archivist*

- The spring/summer 2012 issue is in production and features ten articles, a review essay on historical photograph albums, and reviews of six recent books of professional interest. The journal will go to press and be posted online in June.
- The first-ever supplement to the journal is in production. *The American Archivist Online Supplement* Vol. 74 is guest edited by William Landis and features content from ten of the 75th Anniversary sessions at the 2012 Annual Meeting. Available content currently is posted in the journal's area of the website and will eventually be posted at <http://archivists.metapress.com/>.

B. *Archival Outlook*: Production continues apace and we hope you are enjoying the member-driven content featured in this bimonthly publication.

C. *In the Loop*: The same goes production-wise for this every-other-weekly e-blast that now includes three paid ads in each issue.

D. Facebook and Twitter

SAA has 3,966 Facebook fans and 2,711 Twitter followers. After attending a seminar on "Social Media and Business," we are developing plans to enhance our usage of this media and continue growing our following.

IV. MISCELLANEOUS

A. Election 2012

Coordinated tellers for certifying the election in April. VoteNet Solutions provided the tabulations electronically, so the work of the tellers can be done from their computers and via conference call.

B. Fellows and Awards

Selection committees are winding up their work on 19 of the 21 recognitions. Shortly we will prepare and distribute press releases about the recipients. Note that the deadline for the Theodore Calvin Pease Award is May 31. New this year due to the sheer number of awards, award presentations will occur at four different events during the Annual Meeting in San Diego:

Thursday, August 9

8:00 AM – 9:30 AM

New Fellows (During Plenary I)

7:30 PM – 9:30 PM

Student Awards/Scholarships (During the All-Attendee Reception)

Friday, August 10

4:30 PM – 5:30 PM

Diversity, J. Franklin Jameson Archival Advocacy, and Council Exemplary Service Awards (During Plenary II)

5:45 PM – 7:15 PM

All other awards (10 awards – Distinguished Service, Sister M. Claude Lane, Spotlight, Archival innovator, Emerging Leader, Hamer-Kegan, Coker, Posner, Preservation, and Leland) will be presented at the Awards Ceremony

C. Publications Editor Search

Publications Board Chair and Editor Extraordinaire Peter Wosh will be completing his second three-year term in February 2013. At its meeting in March, the Publications Board discussed succession planning, reviewed the Publications Board charge, and drafted a call for applications for the position (see page 5). The announcement will be disseminated in a variety of outlets beginning in June.

Be a Part of SAA's Dynamic Publishing Tradition!

Call for Applications: PUBLICATIONS EDITOR

The Society of American Archivists seeks an energetic individual to serve as Publications Editor and continue the momentum of a dynamic publishing tradition. SAA's robust publishing program has brought to readers more than 100 publications since the 1970s. The 40 titles published by SAA since 2000 include original research, advanced texts, fundamentals, readers, classics, and case studies. And there are more projects in the pipeline. The Publications Editor has the opportunity to play a key role in the development of the next Archival Fundamentals Series.

The new Publications Editor will serve a three-year term beginning no later than March 1, 2013. (The term of the current Publications Editor ends February 28, 2013.)

The Publications Editor is responsible for:

- Setting a vision for the program and providing philosophical direction;
- Directing the work of the Publications Board;
- Seeking external financial support for specific projects;
- Acquiring manuscripts, writing, editing, and collaborating with authors;
- Maintaining a clear and transparent review process; and
- Establishing and maintaining partnerships with other professional associations.

The Publications Editor reports directly to the SAA Council and works closely with the Director of Publishing, who handles production and business matters. The honorarium is commensurate with experience (\$20,000–\$25,000 per year).

Qualifications:

- SAA member with substantial archival experience;
- Published author, skilled writer, and experienced editor;
- Excellent communication, collaboration, and leadership skills;
- Ability to nurture authors and board members;
- Sufficient financial skill to ensure that the program remains within the budget established for it; and
- Knowledge of current trends in the publishing industry.

Application:

Please send letter of interest and curriculum vitae **by October 1, 2012**, to PubsEditorSearch@archivists.org. Interviews of finalists will be conducted in November 2012.

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Questions about the position should be directed to SAA Executive Director Nancy Beaumont (nbeaumont@archivists.org or 312/606-0722) or the current Publications Editor Peter Wosh (pw1@nyu.edu or 212/998-8601). In addition, during SAA's Annual Meeting in San Diego, Peter Wosh and the Director of Publishing Teresa Brinati will hold "office hours" in the exhibit hall on Thursday, August 9, from 5:30pm to 6:30pm for interested individuals.