

**Society of American Archivists  
Council Meeting  
August 6, 2012  
San Diego, California**

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

**I. BOOKS**

**A. New in Print!**

Since the beginning of the calendar year, SAA has published two books:

- *How to Manage Processing in Archives and Special Collections* by P. Hackbart-Dean and E. Slomba (July 2012); 500 units printed; will be launched at the Annual Meeting in San Diego and feature signed copies by the authors; available online beginning August 13.
- *The Lone Arranger: Succeeding in a Small Repository* C. Zamon (Feb. 2012); a second printing of 500 done in April; 720 units moved as of 07/27/12.

Review copies of new books are distributed to 46+ outlets. Reviews should begin trickling in this fall.

**B. In the Pipeline . . .**

- The revised manuscript for *Exhibits in Archives and Special Collections* by J. Lacher-Feldman is in review and due back to the author August 2012.
- The revised manuscript for *Conceptualizing the Archive in a Digital Age* by A. Gilliland is due from the author August 2012.
- The revised manuscript for *Women's Archives Reader* edited by T. Zanish-Belcher is due from the editor September 2012.

Among other topics to be addressed by a stellar cast of authors are: archives for librarians (J. Bastian, D. Webber, M. Sniffin-Marino), 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). The Publications Board also looks forward to working with the Committee on Ethics and Professional Conduct on ethics case studies.

**C. Archival Fundamentals Series II – Modules**

In November 2011, the “Fundamental Change” Working Group proposed the publication of a series of “modules” designed to provide foundational archival knowledge that would supplement existing volumes in the Archival Fundamentals Series II. The proposed length for each module would be between 10,000 and 12,000 words.

The first three modules are in production and will be add-ons to *Arranging and Describing Archives and Manuscripts* by Kathleen Roe (SAA, 2005):

- “Processing Digital Records and Manuscripts” by J. Gordon Daines III;

- “Standards for Archival Description” by S. Schaefer and J. Bunde; and
- “Implementing Descriptive and Access Systems” by D. Santamaria.

These modules are projected to be available in time for the second semester and will be sold individually as ePubs as well as bundled together with an introduction by Christopher J. Prom and Thomas Frusciano. The bundle will be sold both as an ePub and in print.

Plans are afoot for the Publications Board and the “Fundamental Change” Working Group to meet jointly this fall or winter and strategically plan for production of the entire module series.

With regard to ePub conversion and distribution, SAA has investigated a number of vendors and has narrowed the selection to Laser Words (for conversion) and BiblioVault (for distribution). These solutions should be in place this fall.

#### **D. SAA Sampler**

Based on the Princeton University Press “Princeton Shorts” concept, the “SAA Sampler” series is designed to give readers a taste of SAA books. Each sampler contains a chapter from three different books along with a brief introduction, with the goal of encouraging readers to buy the full book.

The first sampler is in production and projected to be available this fall. It will address law and ethics and include an introduction by Lisa A. Mix. The following content is featured:

- 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*.

Additional samplers will be under consideration shortly.

#### **E. Revenues**

As of the close of FY12 (June 30), total revenues fell short of FY11 and budget by \$36,456.48 (8.93%) and \$103,745.02 (21.81%), respectively. Expenses are in line with FY11 and budget except for cost of goods sold. An end-of-year audit adjustment de-valuing inventory and increasing cost of goods sold added \$10,000 to the already unfavorable variance. The net gain of \$54,052.80 fell short of FY11 by \$34,542.80 (38.99%) and budget by \$116,495.24 (68.31%). The continued downturn may be a combination of the need to refresh top sellers (which account for the majority of sales), search engine optimization issues with the online bookstore, and the economy.

<b>Revenues</b>	<b>FY 2007</b>	<b>FY 2008</b>	<b>FY 2009</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>
	\$505,847	\$536,786	\$500,426	\$434,846	\$408,430	\$371,973

Of the 128 marketplace items (including miscellaneous items, such as brochures and bags) that generated sales in FY 2012, ten SAA titles accounted for nearly 70.52% of the revenue. In addition, another ten titles, including two Neal-Schuman publications, contributed 16.11% of the revenue. The bulk of the items—108—contributed only 13.38% to the bottom line. The AFS II modules currently in progress are critically important to the SAA publishing program.

Here are the FY12 top sellers (in order of revenue generated and *not* units moved):

- 1) *The Lone Arranger: Succeeding in a Small Repository* (2012) / C. Zamon / 605 units
- 2) *Arranging and Describing Archives and Manuscripts* (2005) / K. Roe / 780 units
- 3) *Understanding Archives and Manuscripts* (2006) / J. O'Toole and R. Cox / 671 units
- 4) *Preserving Archives and Manuscripts* (2010) / M. Ritzenthaler / 492 units
- 5) *Describing Archives: A Content Standard* (2007) / 734 units
- 6) *Providing Reference Services for Archives and Manuscripts* (2005) / M. Pugh / 432 units
- 7) *Photographs* (2006) / M. Ritzenthaler, D. Vogt-O'Connor, et al. / 215 units
- 8) *Selecting and Appraising Archives and Manuscripts* (2005) / 345 units
- 9) *A Different Kind of Web* (2011) / K. Theimer / 549 units
- 10) *Managing Archival and Manuscript Repositories* (2004) / M. Kurtz / 347 units

## **F. e-CONTENT**

- 2012 SAA Research Forum: The agenda is posted at <http://www2.archivists.org/proceedings/research-forum/2012>. After the Annual Meeting, additional content (presenter bios, posters, and peer-reviewed research papers) will begin to be available.
- The third draft of NARA's Resources for Volunteer Programs in Archives is being reviewed by SAA. This resource will be jointly published online by NARA and SAA.

## **G. Catalog and Bookstore**

- Back, by popular demand, is the "Book a Month" mini-catalog/calendar highlighting SAA titles. A new edition is being distributed in the SAA Bookstore during the Annual Meeting and will be mailed to members with the September/October issue of *Archival Outlook*.
- SAA is currently awaiting a progress report from our database vendor on custom modifications that are in development for implementing search engine optimization for the online bookstore and other dynamic e-commerce pages published by the member database.

## **II. PERIODICALS AND SOCIAL MEDIA**

### **A. *The American Archivist***

- The spring/summer 2012 issue was published in June and features 10 articles, a review essay on historical photograph albums, and reviews of six recent books of professional interest.
- Five articles for the *American Archivist Online Supplement* Vol. 74, guest edited by William Landis and featuring content from some of the 75<sup>th</sup> Anniversary sessions at the 2011 Annual Meeting, were sent to MetaPress in August.
- Alexandra Orchard is the new Coordinator of *The American Archivist* Reviews Portal and will begin this one-year, volunteer position on August 13. Orchard, who is completing a master's of Library and Information Science and Archival Administration Certificate from Wayne State University, will be working with Reviews Editor Amy Cooper Cary to grow and expand the site (<http://www2.archivists.org/american-archivist-reviews>).

### **B. *Archival Outlook***

Two pieces of good news. First, the newsletter recently received a 2012 APEX Award for Publication Excellence for the November/December 2011 issue, which featured the late rapper Tupac Shakur on the cover. The award, given by Communications Concepts for Best Practices in Print, Web, and Publishing, cited the overall design, interior layout, and content. Hurray for AO! Second, advertising revenues were significantly higher than FY11 and budget. The additional revenues in FY12 resulted in a bottom line that was 15.11% better than budget. Thank you to all of our advertisers, many of whom are also exhibitors at the Annual Meeting.

### **C. *In the Loop***

The every-other-Tuesday e-blast includes three paid ads in each issue. A “mini feature” was introduced across several issues this summer and included a series of tips by Julia Stringfellow for preparing to take the ACA exam.

### **D. Facebook and Twitter**

SAA has 4,125 Facebook fans (up from 3,966 as reported in June) and 2,976 Twitter followers (2,711 in June). We are posting a variety of content on a daily basis and taking advantage of these social media outlets for spreading the word.

## **IV. MISCELLANEOUS**

### **A. American Archives Month**

October is American Archives Month and SAA will continue to support the effort with the third annual *I Found It In The Archives!* contest. The 2012–2013 P.R. kit for the contest, as well as evergreen resources for American Archives Month, are available at <http://www2.archivists.org/initiatives/american-archives-month>.

This year’s contest winner, Julie Dresser, a teacher’s aide from Sycamore, Illinois, discovered priceless letters from her fourth-great grandmother Special Collections in the Benjamin F. Feinberg Library at the State University of New York at Plattsburgh. She will be recognized at the Annual Meeting in San Diego during Plenary 1.

### **B. Publications Editor Search**

Publications Board Chair and Editor Extraordinaire Peter Wosh will be completing his second three-year term in February 2013. Beginning in June, SAA began advertising the Publications Editor position in a variety of outlets. To learn more about the position, see <http://www2.archivists.org/news/2012/become-part-of-saas-dynamic-publishing-tradition>. In addition, during the Annual Meeting, Peter and I will hold “office hours” in the exhibit hall on Thursday, August 9, from 5:30 pm to 6:30 pm, for interested individuals. Spread the word!

### **C. Fellows and Awards**

Hats off to the 2012 Awards Committee Co-Chairs Sharon Silengo and Erin Lawrimore and the more than 70 volunteers who served on the various selection committees for 20+ recognitions. A record-breaking 184 nominations for awards, scholarships, and Fellows were received this year. Recognitions will be made at special events throughout the Annual Meeting in San Diego.

### **D. Celebrating Writing and Publishing in San Diego!**

“A Toast to Our Authors” on August 9, from 3:00 pm to 3:30 pm in the SAA Bookstore at the Annual Meeting offers the opportunity to raise a congratulatory glass of lemonade along with those who have written books, *American Archivist* articles and reviews, and *Archival Outlook* articles for SAA this past year. The “Write Away!” Breakfast Forum from 7:00 am to 8:00 am on August 10 allows us to engage future content contributors. Join us if you can!