

History and Context

- Presses are judged on the character of their content
- The crisis of the monograph in the 1970s to today
- Changes in the disciplines, especially the Humanities
- List-building: textbooks and trade titles



Content, Process & Audience

- Content is king to merit high price tags
- Leading the (specific) field
- Your publishing as authorfacing
- The illusive general reader





Organizational Story

- Positive storytelling
- Authentic Leadership
- Vulnerability and Connection



Strengths & Values

- Playing into organizational strengths and history
- Accepting who the organization is, including flaws
- List-building as collective identity



Framing & Narrative

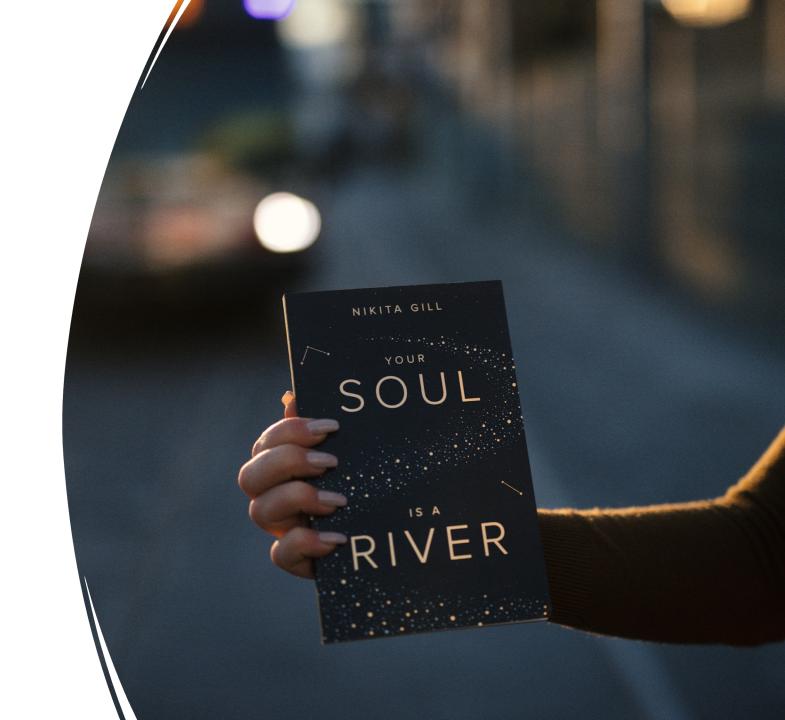
- Framing: a set of assumptions you carry with you
- Re-framing shifts within the disciplines
- Focus on emotion rather than importance





An Organization's Soul

- Soul: a resolute sense of character and confidence in who we are
- Stress creates ethical questions for a press
- The business of authorship and building an organizational story together



Messaging & Independence

- Content and author names as a part of organizational story
- Manuscript ownership
- Embracing authors and other strengths across the disciplines



Author Care & Inspiring Evangelists

- Press/author relationship: reinforcing brand
- (Lack of attention) affects where an author chooses to publish
- Supporting large authors vs supporting small authors
- Digital storytelling





Inter-Press Partnership

- Formal associations and meetings
- Collaboration as a tool for reframing



Conclusion

- Staying true to mission, vision and values
- Creativity within constraint
- Authors as evangelists
- Questions?



Closing Recommendations

Proposed Recommendations for Publishers:

- Be more transparent with authors, especially debut authors about the publishing process
 Keep authors appraised of progress
- made on their work
- Prioritize creativity and storytelling over pure financial gain
- Remain true to core mission, vision and values
- Authors as evangelists
- Connections with other presses and collaboration

