

Report by the Director of Publications 2012

While I am delivering a report for the IIC financial year which ended on 31 July last year, it makes sense to provide updates to the present month, since IIC is changing its processes so rapidly. All the changes made in 2010-11 - or put in place following earlier decisions - have been made to ensure that past practices are not preventing IIC from moving on to new and important initiatives. All the changes are inter-related, and their dependence on the IIC fiscal year, the need to have Council approve for proposals at one of three meetings per year, and for changes in IIC's articles of association be notified some weeks in advance of an AGM to members, made their sequencing seem at times insanely complicated. In parallel, Velson Horie was reassessing email communications - also with due notice to all these cycles of activity - to make future plans less hedged about by interconnected schedules. As an IIC officer, it is a challenge to keep track of all this, and to introduce a proposal in a timely manner so that the change need not wait 12 months for agreement and implementation. Members must find it even harder to see the logic and logistics behind the scheduling of actions. Indeed, my report is not even easy to present by dividing it up by publication, as has been my practice in previous years.

The most obvious change remains that of the publisher for *Studies in Conservation*. At the last AGM I introduced the Director of Maney Publishing, who has produced the journal since issue 56-3 published in autumn 2011. Maney is now also the publisher for the forthcoming IIC Vienna congress preprints, which will appear as a digital *Supplement to Studies in Conservation*, free to members, thus taking advantage of the uniquely good ISI citation status that *Studies* has, in comparison to all other printed conservation journals. And the preprints will still be printed, in a style to complement the A4 format for *Studies* from volume 57, and distributed to all delegates in Vienna. The 40 papers should as I speak all have been received for editing, and they are providing a live trial of new production processes.

From the 2012 Maney subscription year - which is 6 months out of step with the IIC fiscal year - library subscribers will have full digital access to *Studies in Conservation* back to 2000, *Reviews in Conservation* back to the same date, which covers its entire run, and the 3 most recent IIC congresses in Istanbul, London and Munich. Earlier congresses and *Studies* issues will follow, until all are available, in the next few years. Members, who can digitally access all IIC publications, can at present use the IIC web site - whose new underlying structure went live in January 2012 - as before. Members' subscriptions all include access to and searching in the Maney-hosted papers too, and they go live very soon. The retrodigitisation took considerable input from Maney, who are always efficient and helpful, and considerable time on IIC's and my part (here I must thank Graham Voce and David Compton-Taylor in the IIC office), since we asked authors to assign copyright in their papers to IIC.. Where we had an active email address for a member, the response has been very positive, and many authors have grappled with copyright in images, which is a separate and thorny problem, since our field includes both modern and historic works or art, the first of these covered by EU copyright law. (It is EU law, because IIC is incorporated in the UK.) I am just rounding off that process of due diligence now.

The move to Maney brings huge advantages, which I outlined at the last AGM. Digital access on a par with other scientific journals is a significant advantage to authors - which means it increases paper submissions and ultimately makes publication in *Studies* more prestigious and the journal more valuable - and another major advantage is the use of online manuscript submission and workflow. This is significant to IIC's dedicated volunteer editors and reviewers, the majority of whom are full-time conservation professionals. The changeover is almost complete, and the editors and I have seen the first proofs for the new-look *Studies*. Members will

see it in March/April 2012. Chandra Reedy, editor-in-chief, has ably managed the process of change and should this year achieve her ambition of having an upcoming issue completely edited, proofed and ready to go while the previous one is still being printed and distributed by post. Potential authors should note that the house style and submission are now improved and different, and that papers need not be sent (ever again) to the often over-worked IIC office, staffed by less than two full-time positions. The Maney site also hosts links to datasets and supplementary information, which is valuable to some authors of scientific papers. Some of the review papers formerly carried by *Reviews in Conservation* are now available in *Studies*, and the Maney system allows far faster publication of review papers than could be achieved in *Reviews in Conservation* which was published once a year. I welcome new editors of *Studies* Shing-Wai Chan, Gunnar Heydenreich, Lorenzo Lazzarini, and warmly thank Marika Spring for many years service to IIC in the editing of review papers. I also offer grateful thanks to the long-serving and at times hastily-recruited new translators of abstracts for the 2011 volume of *Studies*. The changes of publisher and due dates made their work highly pressured, and led to another decision this year: to cease abstract translations in *Studies*. The intention is to create a wiki-style translation point for future abstracts on the IIC web page, which will eliminate the time pressure and open the way to a wider and more relevant range of languages being supported, including those best suited to the subject of each abstract. Those editors who attended the 2011 AIC conference has a useful meeting with Chandra, and those at ICOM-CC meeting, as it happened a mutually exclusive group, had a meeting with me in Lisbon. Thanks to the Maney contract, IIC can set up such meetings in future. While we are all used to email communications as the norm, the opportunity to discuss the journal was very productive.

The change of publishers was made complicated by two factors: the original contract with Earthscan which required 12 months notice, and the purchase of Earthscan by Taylor & Francis before the 12 months notice ran out at end-June 2011, in step with IIC's fiscal year end.

The IIC office move occurred last September. The old IIC office was stacked from floor to ceiling with IIC publications from the last 25 years or more, which were laboriously packed and mailed, counted annually for the auditors, and which loomed all too large - and dustily too - in the consciousness of IIC staff and volunteers. Well before the move - and therefore in the fiscal year under discussion - I grappled with sales, advertising and cost-benefit analyses, and instituted a publications sale, keeping only the 2010 Istanbul preprints at the old price, already calculated not to deliver IIC a net loss on sales. Copies of IIC publications have been distributed to Maney for retrodigitisation, to IIC World Members through the Opportunities Fund, and were offered free to conservation programmes that would pay for their shipment. Some took up the offer. Members and others did buy some sale copies, but not hundreds. This was a useful indicator of the real value of 20-year-old printed publications. The effort required from the office to do all this was massive. Archetype Publishing purchased the remaining copies, and has now become the sole seller of IIC printed publications other than *Studies in Conservation*, which will be sold by Maney, with profit-sharing to IIC. IIC recycled surplus copies that had been printed in excessive quantities in the first place. IIC's holding of other conservation bodies' publications was streamlined, and some were distributed to libraries that offer better-used access. Again, much had to be recycled. The new office is a less oppressive place, there is no need to mail and carry about large packages of books any more, and the actual cash loss incurred by devoting staff time to this task is ended. IIC now has a much clearer idea of a sensible print run for congress preprints, the numbers of free copies needed for World Members, and to meet its charitable objectives, and a policy for archival retention of publications,. I thank the IIC staff, officers and volunteers profoundly for slogging through this.

Last January I reported that *News in Conservation* would continue to be a printed newspaper for some time. But the decision to invest in the IIC web page, and to acknowledge that internet access is so key to present and potential members that continued investment will be necessary, fed into the decision taken early in 2011 to make *News in Conservation* digital only when possible. It was re-designed in landscape A4 format for easier reading online, and is now to be found on the public side of the IIC web page. Cost constraints for printing and postage had restricted it to members before: now we can use the digital version to raise awareness of IIC. Members' response has been positive: indeed there have been requests for an iPhone-format too. *News* will continue to evolve, constrained by the reasonable expectation of members that the distribution of *News* should not change within a membership year. In the year I am reporting, *News in Conservation* loses its editor Vicki Humphries to the National Museum of Australia, and I welcome Barbara Borghese, recently moved to the south-east of England, as the new editor for digital-only *News*. She is working with Amber Kerr-Allison, who manages IIC's Facebook and Twitter content, and with Athanasios Velios and Eike Friedrich, architects of the new IIC web page structure, to streamline IIC communications and to keep IIC up to speed on other social media platforms. Lucy Wrapson, predecessor to Vicki Humphries, kindly agreed to edit one issue of *News* during that changeover, which coincided with the office move too.

Members currently receive a simple email alert that a new issue of *News* is available for download, or reading online. This process sounds simple, but it is not. It was one driver for investing in improved website structure. Members have had little need in the past to supply and update IIC with current email addresses, and gathering them takes time. That process is still going on, and it obviously needs the co-operation of members. It proved simpler for this and other reasons, such as preservation of IIC's status with regard to UK sales tax (known as VAT), to print small numbers of *News in Conservation*, with a limited distribution by post, in the current membership year.

IIC is still debating the point where publications end and website content begins. The list of languages offered for the *Dialogues for the New Century*, the roundtable discussions initiated and managed by President Jerry Podany, is as impressive as the turnaround for posting new transcripts. With the new website structure, IIC can be more proactive in looking for events, transcripts and other texts for posting to the site. It is our aim to provide more news and information to members and potential members, since IIC with its international is uniquely positioned for this.

The last year has been quiet exhaustingly busy for all involved with IIC publications, but I can assure members that it has left our busy volunteers (only the editor of *News*, who proactively and continuously generates content, is paid) with more time to devote to the planning, development and improvement of IIC's publications, their content and their wider dissemination.

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