

ARCHAEOLOGICAL PUBLISHING

July 29, 2011 Andrew Reinhard Day of Archaeology, Day of Archaeology 2011 adviser, Agora, American School of Classical Studies, American School of Classical Studies at Athens, archaeologist, Archaeology, Athens, Betsey A. Robinson, Chicago, Columbia, designer, Facebook, Gennadius Library, Google, GPS, Greece, Hellenic Ministry of Culture and Tourism, Hesperia, HTML, Italy, Malcolm H. Wiener Laboratory, Massachusetts, Missouri, New Jersey, Princeton, print media, Publications Office, publishing books journal hesperia ascsa american school athens corinth, the Bryn Mawr Classical Review, Turkey, Twitter, United States, University of Evansville, University of Missouri, Vanderbilt University

I'm an archaeologist, and I'm also a publisher. Many of my colleagues in the Publications Office of the American School of Classical Studies at Athens ([ASCSA](#), founded in 1881) in Princeton, New Jersey, were archaeologists first, and edit, proofread, typeset, and manage the creation and production of our quarterly journal, [Hesperia](#), as well as a wide variety of [books](#). We work in the field when we can, but our primary job is to publish the work of the School: excavation reports and monographs of the Athenian Agora, of Corinth, and of affiliated excavations, as well as the publication of the work of our friends in the Gennadius Library, the Malcolm H. Wiener Laboratory, and the Archives, plus the research of scholars working within the broad field of Greek archaeology of all periods. The ASCSA is charged by the Hellenic Ministry of Culture and Tourism with primary responsibility for all American archaeological research, and seeks to support the investigation, preservation, and presentation of Greece's cultural heritage. ASCSA's publications satisfy the last part of our mission.

The week leading up to the Day of Archaeology has been an extraordinary one for us in Publications. We just received our advance copies of [Histories of Peirene: A Corinthian Fountain in Three Millennia](#), by Betsey A. Robinson (Vanderbilt University). The creation of this interdisciplinary volume utilized, for the first time at the ASCSA, a dedicated project wiki, and favored the digital exchange of files and comments outside of email. Communication between project team members in several U.S. and in Greece was both constant and transparent making for quick turnaround. We used Google Sites for the wiki which was the project's hub at host for files, Skype for voice/video communication, Adobe Creative Suite 5 for design. We also assigned digital object identifiers (DOIs) for the first time within an ASCSA book so that readers could view large, high-resolution plans online. Post-production, we're using (also for the first time) Facebook and Twitter in conjunction with print media to promote and market the book, and are putting review copies into the hands of traditional reviewers like the [Bryn Mawr Classical Review](#) as well as into the in-boxes (and Dropboxes) of archaeologists in the blogosphere. Archaeological publication has to include ways of letting the world know new research has been published.

Other books in production for 2011 include volumes on Greek manuscripts, Bronze Age Tsoungiza, Sikyon, Athenian pottery, Byzantine graves and human remains at Isthmia, dedicatory monument inscriptions from the Athenian Agora, and a collection of articles on houses and households in ancient Crete. We split the editorial and proofreading duties between our full-time staff of editors and freelancers who have been trained in the ASCSA's house style (modified Chicago style) as well as in archaeology and Classics.

Hesperia, the journal of the ASCSA, has recently undergone some changes to make it more contemporary, useful, and accessible to archaeologists and other scholars worldwide. On August 1st, the

journal's full run (80 volumes from 1932 until now), becomes available on [JSTOR's Current Scholarship Program](#). All issues of the journal have never been online in a single location before, so now readers can browse across all articles from the past 80 years.

With *Hesperia* appearing both in print and online, we wanted to be able to begin to take advantage of the Internet in allowing us to host digital editions of issues that contain full-color images, something that is prohibitively expensive to print. For issue 80.2 which will be released on August 1st, we're including a free, LH IIA2 pottery catalogue from Tsoungiza both as a PDF file, but also as an HTML webpage for improved usability. For some archaeological publication of data, we need to think beyond what can be printed, and consider other ways of presenting archaeological data for the use of other scholars and researchers. We hope to host everything from color images to 3D reconstructions to entire data sets. The full-color article and online supplemental material are first-steps in that direction.

We are also venturing into open-access content for *Hesperia*, and have begun to post articles for free on our [website](#). We expect this section to grow considerably over time.

Lest people think that archaeological publishing consists of musty-dusty tomes, we are currently embarking on a program of eBook creation, providing both print and digital editions of new titles to our readers, ultimately digging into our back-list to make older books available digitally, too, in a format that can be both searched and annotated and are not merely page-scans saved as PDFs.

Ultimately we hope to produce apps that will merge archaeological texts with multimedia, GPS functionality, data, and more, providing a reader full context. As all archaeologists know, context is key.

On July 29th, the Day of Archaeology, I will be meeting with editors and archaeologists both in person and via Skype as we plan a new way to manage our publishing projects with less paper, more speed, and better communication. We'll also be reviewing the f&gs (folded & gathered sheets) for the print edition of *Hesperia* 80.2 prior to approving the issue for binding. I'll assist our designer with typesetting our monograph on Greek manuscripts. I'll be emailing several of our authors who are currently in the field in Greece and in Turkey about the status of their books and articles. I'll look at a lot of digital images of pots. And I'll probably take a break to go through the Publications archives to catalogue some correspondence from the 1930s and 1940s, finding delight in hand-written notes and typescript pages marked in pencil.

I was an archaeologist before I became a publisher. I excavated at Isthmia (Greece) and Poggio Civitate (Italy). I earned my MA in art history and archaeology at the University of Missouri – Columbia, and my BA in archaeology (double-major with writing) from the University of Evansville. I'm tickled that I am publishing an article by my undergraduate adviser this week. And I am honored to be publishing Agora "blue books", Corinth "red books" as well as *Hesperia* (and *Hesperia* supplements), series that I used extensively during my student years. I love being a publisher, and I love publishing the work of my peers and of my heroes.