Exploring business models for open access at the LSA

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Linguistic Society of America
Current business models:

**LANGUAGE**

Generates net revenue of $310K per year through:

- institutional subscriptions (libraries)
- royalties from Project Muse, JSTOR, and the Copyright Clearance Center
- Print Advertising
- Individual membership dues/subscriptions (@50%)
E-LANGUAGE

- LSA donates €10,000/$15,000 year to Heinrich Heine Universität
- Also supported through in-kind and monetary donations from various entities in Germany
- Does not accept advertising
- Does not require LSA membership to submit papers or to view articles
- Institutional subscriptions not required
- Operates at a net loss to the LSA
Goals for new model:

- To expand access to LSA publications
- To maintain LSA’s net revenue for support of ongoing programs and services.
- To attract and retain new members and readers for LSA publications
Business models for open access publishing

- **Article Processing Charges**
  - Paid by author and/or institution
- **Institutional subsidies**
  - Currently used for eLanguage
- **Advertising/Sponsorships**
- **Charitable contributions**
A delicate balancing act...

- What are the incentives for members to join/remain in the LSA?
  - How important are the membership submission and access requirements?
- Will libraries discontinue print subscriptions and at what rate?
  - How do they perceive various publishers and aggregators?
- Are there better publishing partners than MUSE and JSTOR?
  - More lucrative for LSA? Greater capacity?
- Can authors afford to pay APCs?
New model for Language

- Expand digital content to take advantage of online capacity and timeliness
- Delayed Open Access: One year Embargo
- Charge APC of $400 for immediate open access
- Maintain parallel content delivery mechanisms:
  - Print and online via Muse, JSTOR and LSA website
- Membership requirement for submission and to access content during embargo period.
- Author retains copyright, but licenses content to LSA.
A new model for eLanguage

- **Discontinue annual donation to HHU after 2013**
- **Empower co-journals to make a choice, subject to negotiation:**
  - Publish as independent LSA journals
  - With distinct policies and procedures
  - Publish content within a distinct section of *Language*
    - Subject to policies and procedures for *Language*
  - Publish as a journal external to the LSA
  - Discontinue publication as a free-standing journal
- **Pending: disposition of non-journal content**
Experimentation & Evaluation

- **eLanguage and Open Access**
- **New digital content for Language:**
  - Teaching Linguistics
  - Phonological Analysis
  - Public Policy
  - Perspectives
- **Semantics & Pragmatics**
- **Welcoming new proposals**
- **LSA Publications Fund??**
Further discussion:

**LSA BUSINESS MEETING**
**SPECIAL DISCUSSION SESSION ON CHANGES TO THE LSA’S PUBLICATIONS PROGRAM**

**FRIDAY, JAN. 4TH @ 5:30-7:00PM**

**FAIRFIELD ROOM**
Contact Information

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