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BEST PRACTICES IN CURATED PUBLICATION: A GUIDE

Joan Fragaszy Troyano, Ph.D
Stephanie Westcott, Ph.D

Project supported by the Alfred P. Sloan Foundation

The abundance of gray literature on the open web has created a need for the development of web publications that aid research communities by aggregating, curating and redistributing material of value to that community. The use of technologies, like the PressForward plugin, makes this possible for those with only modest time and labor to dedicate to the publication.

This report outlines the findings of the PressForward Project's three years of research on best practices in developing community publications. We describe the intellectual goals, publication venues, editorial processes and workflows necessary to consider when beginning a new web publication based on a curated model of content development. We also offer our own successful prototype publication, *Digital Humanities Now*, as an example and discuss the intellectual and logistical decisions made during its development.

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I. Introduction

An ever-increasing amount of scholarly communication happens on the open web¹. Staying current in a field requires finding journal articles on personal websites, informally published reports in funding agency repositories, and personally published conference presentations shared in blog posts and slide decks. Although it may be overwhelming for individual scholars, communities with shared topical or methodological interests can work together to identify and circulate work they value.

For the past three years, PressForward has been developing methods and technologies to aggregate, curate, and distribute informally published scholarship. Our prototype publication *Digital Humanities Now* <digitalhumanitiesnow.org> collects, selects, and shares work from an emerging and extremely diverse field that involves the disciplines of history, literature, art and media, and the professional worlds of libraries, archives, cultural heritage organizations, academic institutions, and entrepreneurial startups.

The digital humanities community — drawn from the overlapping worlds of humanities scholars and teachers, technologists, librarians and archivists, and cultural heritage professionals — has long actively created, shared, and discussed their work on the open web. As individual publishing becomes easier through blogs and microblogs, our community of practice monitors an increasingly overwhelming number of web feeds and Twitter accounts to see what our colleagues are producing and thinking. In an attempt to reduce duplicative efforts and increase the visibility of informally published materials, in 2009 Dan Cohen, then Director of the Roy Rosenzweig Center for History and New Media, created *Digital Humanities Now* (*DHNow*) as a weekly publication to highlight relevant and timely work in this emerging field.

Since 2009, *DHNow* has maintained a constant niche in the scholarly communication ecosystem for digital humanities. Rather than focusing solely on one discipline, genre, medium, topic, or method, *DHNow* intentionally distributes gray literature, or works that lack venues for formal publication. Every week *DHNow* highlights salient content in any form as “Editors’ Choice,” by providing an excerpt and link to the original site of publication. Additional links are provided to news items such as jobs, resources, funding and opportunities, CFPs and conferences, reports, and announcements.

Even though our mission remains consistent, we are rapidly adjusting the processes, technologies, and communities behind *DHNow*. From fewer than 300 feeds and Twitter profiles in 2011 to more than 600 feeds in 2013 to a robust number well over 400 at the end of 2014, we aggregate content and count the items we review each week in the thousands. We have moved from using Google products to read, nominate, and discuss content, to using our own PressForward plugin for editorial workflow. We have grown from an individual editor in 2009, to core group of three co-editors in 2011, to a staff of graduate student assistants and faculty who rotate as weekly editor-in-chief, responsible for selecting

¹ See the PressForward white paper, “Discovering Scholarship on the Open Web: Communities and Methods.” <http://pressforward.org/discovering-scholarship-on-the-open-web-communities-and-methods/>

and preparing the featured works. Most importantly, we have welcomed over 200 volunteer “editors-at-large” who filter through the aggregated content and nominate pieces for broader distribution.

These adjustments to our sources and editorial pool in turn have influenced our development of the PressForward plugin. In order to facilitate collaborative editing, we designed an interface for editors to read and nominate the items from the feed they find valuable and relevant for broader distribution. In order to incorporate content from beyond our feeds, we created the *Nominate This!* bookmarklet feature to excerpt and attribute content from any web page. By rapidly iterating *DHNow*, we have built a publication and technology that reflects our priorities of community sourcing and collaborative editing.

In addition to developing a successful web publication, the PressForward project has been engaged in researching best practices for developing a curated publication. This white paper, originally published as a series of blog posts, serves as a report on those practices as well as a guide to introduce the intellectual and practical considerations for initiating and sustaining a collaboratively-edited publication that sources and distributes scholarship on the open web, including:

- Identifying Intellectual Goals;
- Preparing Sources and Publication Venues;
- Establishing Editorial Criteria; and
- Workflow and Logistics.

Please note that this guide details the process for using WordPress and the PressForward plugin to collect, nominate, discuss, and republish content from web feeds and websites. If you prefer to use a different platform, the recommendations for establishing intellectual goals and much of the editorial workflow will still apply. If you are new to WordPress, there are free resources online² and many universities offer training courses.

² For instance, http://codex.wordpress.org/First_Steps_With_WordPress and <http://www.wpbeginner.com/category/wp-tutorials/>.

II. Identifying Intellectual Goals

When developing a community publication, the first step is to consider your intellectual goals by asking the traditional journalist's questions in a particular order: *what, why, who, where, how, and when?*

- **What** content do I want to curate? Is it material that is topical or interdisciplinary, or focused within a particular field or subfield? Is there a specific genre I want to highlight? Is there work that needs a wider audience? Perhaps materials without formal outlets, such as multimedia, reports or reflections on methodologies. Conference papers or works in progress also may be important to you. Or maybe you would like to highlight formally published works deserving of a wider audience? Would unique content, such as commentary or reviews be useful?
- **Why** do I want to do this? What is the intention behind distribution of this content? To collect valuable work in one place? To highlight a variety of work in the field? To aggregate attention on overlooked material? To gather contributions related to a particular event, conference, or panel? To share announcements and goings on?
- **Who** is my desired audience? Is there an existing community that has expressed the need or desire for a new venue? Or is this readership a dispersed community that doesn't recognize its shared interests yet? Does this audience have an existing outlet already? If so, how does it differ from yours? If there have been failed attempts at creating one, do you know why have they not continued? Can you learn any lessons from those attempts? And do you know how to reach your intended audience to let them know about your publication?
- **Where** is the content you want to distribute? Do you have web feeds for the websites, journals, or repositories you want to include? Can you draw on collaborators or the community at large to assemble or expand the source base?
- **How** will you run this publication? Do you have committed collaborators? Can you draw on the efforts of an existing community or will you need to develop a stable of volunteers or employees? How will your website be hosted, by a paid contract or institutional support? Can you confirm any financial or technical support necessary for a trial period?
- **When** will you do this? How many hours a month do you realistically have to give this publication? For what initial period of time will you commit to this project?

After you have thought about these questions then you get to focus on preparing the **source base** and **publication venue**, **establishing editorial criteria**, and **determining workflow**.

III. Establishing Sources, Publication Venues, and Editorial Criteria

After you and your collaborators have an initial agreement upon the intellectual goals of your curated publication (namely *what, why, who, where, how, and when*), you will need to **build your source base, develop a web presence** for your publication, and **establish editorial criteria**.

Build Your Source Base

Begin to identify the websites and Twitter accounts you think will provide valuable content for your publication. By creating a list of the syndicated web feeds (RSS or Atom) from these sources in an editable spreadsheet such as Excel or Google Docs first, you will be able to adjust and maintain a copy of your subscription list that you can export as an OPML file³ whenever you are ready to set up your feed aggregator. You are not limited to curating content only from these web feeds, however, since the PressForward plugin's *Nominate This!* bookmarklet enables users to capture an excerpt and attribution for any content on the open web that gets added to the nomination pool. And as you continue to identify sources that regularly provide content of interest, you can always add to your subscriptions.

Develop Your Web Presence

In order to publish online, you will first need to identify a host for your site and choose a title. You may choose to pay for hosting⁴ and buy a web domain⁵ for your publication, or obtain institutional hosting. You should install WordPress as the content management system for your site, or choose it from the options provided by your web host. A basic WordPress installation will allow you to create and publish posts, but you can customize your site through the use of plugins⁶ that provide an easy user interface for additional functionality and control. You will need to install the PressForward plugin via the plugin menu on your dashboard. You can also download it from our GitHub site at <https://github.com/pressforward>.

You can influence the look of your website by choosing a theme, and you can either stick with the default setting, or customize it by modifying the layout, fonts, and colors. You can even choose a theme to reflect the intentions of the publication. Perhaps you would like to look like a newspaper, or formal journal? Present a lot of content, or have fewer, larger features? You also can choose ways to build out your site, such as enabling commenting, displaying live feeds from social media, etc.

³ An OPML file is a file formatted to, among other things, allow an aggregator like the PressForward plugin to aggregate from a list of feeds. See <http://www.rss-tools.com/opml-generators.htm> for information and tools for generating an OPML file.

⁴ For WordPress hosting information, see <http://wordpress.org/hosting/>.

⁵ For information on buying a web domain, see <http://www.wpbeginner.com/beginners-guide/tips-and-tools-to-pick-the-best-domain-for-your-blog/>.

⁶ Plugins are a useful tool that allow you to customize your wordpress site and theme. For more information, see http://codex.wordpress.org/Managing_Plugins.

In addition, you will want to start identifying and creating the social media accounts you wish to use for distribution of your curated content (e.g. Twitter, Facebook, Pinterest, Academia.edu, LinkedIn).

As you begin to develop your site you may want to keep the URL private, or have a static homepage, while you practice selecting and publishing contents. You may also choose to keep posts and pages private. Likely you will want to wait until you have established a workflow and confirmed commitment before making a public announcement.

Establish Editorial Criteria

The best way to develop your editorial criteria is to coordinate a period of time to practice reviewing, discussing, selecting, and republishing content in a private space. Once you have identified your initial source base you can begin to aggregate all your content in the PressForward plugin so your editorial group can review and nominate content for dissemination through your publication. Editors also can suggest additional material they discover on the web via the *Nominate This!* bookmarklet and continue to expand the source base.

As you begin to consider development, you can have editorial conversations using the commenting feature in PressForward or shared documents. In-person or interactive meetings are the most conducive to discussing the selection criteria for the type and quality of material you wish to distribute through your publication. This criteria may include attention to genre, authorship, source, or topic. It also could include consideration of altmetrics (such as number of comments on a piece, number of downloads, or engagement on Twitter).

As you begin to come to some agreement on the desired content for distribution, next consider how you want to display content on your site. Will your readers find a title, snippet, and link? Do you wish to add any additional editorial commentary to contextualize the selections? Will you provide an image, a quote, or something else?

At the same time you practice selecting content, you also should practice publishing the selections on your private web space to confirm the process. Sometimes seeing material in its published form can help you re-evaluate editorial priorities and determine the best method for presentation. As an added bonus, you will begin to populate your site prior to its public launch.

While you are having editorial conversations about content selection and presentation, you should also spend some time populating the “About Page” on your website. You can draft a version based on your initial editorial goals now and revisit them throughout the process.

IV. Workflow and Logistics

Now that you have thought about the intellectual goals of your curated publication, and collected and selected sources within the context of your own publication, it is time to establish the workflow and logistics of running the publication.

Determine Responsibilities and Workflow

As an editorial group you will need to decide the frequency of publication and assign responsibility for the final selections. Must decisions be made as a group, or can individuals make them on a rotating basis? How frequently do you expect participation from editors in the review and nomination process? Will you open any part of the process to volunteers, and on what timeline? Who will oversee the volunteers? What are the expectations and process for editors to communicate? If you plan to publish original content, who will oversee its preparation? Who will handle the public-facing social media accounts and correspondence for the publication?

Establish Community Involvement

You may wish to involve your community in the development of your source base. You can use Google Docs and Forms to provide a list of your current feeds and accept suggestions for new ones (see, for example the “Nominate” page on *Digital Humanities Now*: <http://digitalhumanitiesnow.org/submit-your-work/>). The PressForward plugin also will create a new RSS feed of all your incoming content, should readers wish to read all the content you aggregate. You may also consider inviting community participation in the nomination or selection process as volunteer editors. If your goal is to develop a community space for discussion, you may allow comments on your website. You also will want to consider whether your source base and editorial board reflect the intellectual goals of the project: to select the most valuable or provocative work, to show diversity and range, to utilize an existing pool of volunteers, a combination of the above, or something else entirely?

Before the Launch

Before you launch, you will want to fully review your sources, editorial criteria, responsibilities, and workflows. Make sure that you have defined and agreed-upon roles and responsibilities, timelines for publications, and length of the initial trial period.

You also will want to solicit feedback from trusted colleagues on the source base, the selections, the website, and the editorial workflow.

In addition, your editorial group will need to agree upon the timelines for publication and establish the point at which you will review how the publication is working and discuss long-term strategies.

As you come closer to the public launch, you will want to make sure that you have the site ready, you know the outlets where you want to place the announcement, and have specific

people in charge of the site launch, public announcements, and responding to queries. Then you can begin to alert members of your community.

After the Launch

Make sure that you continue to review and refine editorial practices as content and editor availability ebbs and flows. You will need to consider the long-term viability for your existing editorial board and how it might be sustained, as well as sources for technical or financial sustainability.

V. *Digital Humanities Now*: A Sample Curated Publication

In order to better illustrate the methods described above, this section will outline how PressForward's prototype publication, *Digital Humanities Now (DHNow)*, was developed. For the past three years the PressForward team has been experimenting with methods for catching and highlighting web-based scholarly communication by concurrently developing our *Digital Humanities Now (DHNow)* publication and our PressForward plugin for WordPress. We began with a central question: Is it possible for scholars to scan the rapidly growing corpus of scholarship available on the open web? How can communities identify relevant and timely materials and share these discoveries with peers? Anyone who tries to stay current with new research and conversations in their field — ourselves included — faces an overwhelming amount of material scattered across the web.

It is important to note that nothing about this scholarly communication problem is specific to the digital humanities, and neither is our solution: we prototyped a generic model for any community who wishes to build a lightweight, collaboratively-edited publication both sourced from, and published on, the open web.

The Intellectual Goals:

Like any publication, *Digital Humanities Now* had to begin by laying out our intellectual goals and considering the what, why, who, where, when and how.

What: *Digital Humanities Now* disseminates scholarship and news announcements of interest to the broad, interdisciplinary “digital humanities” community. The topics, approaches, practitioners, genres, formats all vary. All material, however, is informally released. Rather than curating works formally published in journal articles, manuscripts, or association newsletters, *DHNow* curates content that is essentially self-published on the open web. These materials project reports and white papers; reports on research methodologies or results; conference presentations, multimedia productions, working papers, and news announcements. Occasionally there is an editor-curated “round-up” that highlights a group of related works on a particular topic.

Why: The intention behind *DHNow* is to aggregate attention on dispersed, often overlooked material. By highlighting the variety of work and practitioners in the field, *DHNow* aims to help colleagues find each other and share resources.

Who: The audience for *DHNow* includes researchers, practitioners, and students working at the intersection of humanities and technology in educational and cultural heritage spaces. Often these folks are interested in the work of each other (even if they don't know it yet). Other venues exist specifically to support community engagement with questions and assistance, pedagogy, or resources, but *DHNow* is meant to be a weekly newsletter that curates work in one place, rather than a discussion forum.

Where: Twitter, blogs, and personal networks are the main forms of communication for our digital humanities audience. The web feeds followed by *DHNow* are open for self-inclusion

through a web form, but since 2011 the subscriptions have been vetted and managed by *DHNow* staff.

When: An integral part of the PressForward Project since 2011, in its current iteration it is supported by the Alfred P. Sloan Foundation. *DHNow* is committed to the time necessary to prototype this publication for the duration of the PressForward grant, through December, 2014. This three-year grant period allows for experimenting with sources, processes, and methods in order to produce recommendations and guides such as this one.

How: *DHNow* is an experimental publication that is a testing venue and prototype for aggregation and curation of scholarly work from the open web. The internal staff of faculty and graduate research assistants (GRAs) are responsible for the sourcing, curation, and publication of the materials. The broad digital humanities community nominates content for inclusion by volunteering as editors-at-large, and by supplying the source base — as well as the work itself — that is disseminated on the front page.

At the moment, volunteer editors-at-large should total approximately 5 hours/person for 25 total hours each week, but in reality is probably more like 15 hours total. A rotating staff of GRAs spend approximately 8 hours selecting and publishing content, as well as administrative responsibilities. Research faculty staff provide approximately 2 hours/week of oversight and sometimes as much as 6 hours a week doing weekly duties.

Technical Setup

Source Base

While the scope of *DHNow* has remained constant — English-language materials related to digital humanities that are informally published on the open web and aggregated through web feeds — the feeds in our source base and the works distributed through *DHNow* have shifted over time.

The initial source base for *DHNow* began with a self-identified registry of people working in digital humanities, who provided their name, Twitter handle, and web feed into an open Google document started by Dan Cohen in 2009. This list grew through personal additions until the dedication of staff time to expand the number of RSS feeds in Fall 2011.

Though there is now staff time dedicated to maintaining the source base for the publication, it remains public and open to self-nominations. At several points we have intentionally researched new sources and actively sought input from our readership. The addition of volunteer editors-at-large in 2012 has greatly increased the range of genres, materials, and fields circulated by *DHNow*, beyond those included in our feed subscriptions. Moreover, we created the *Nominate This!* bookmarklet for the PressForward plugin to allow any editor to nominate content from anywhere on the open web for distribution through *DHNow*.

Web Presence

The same digitalhumanitiesnow.org web presence has been maintained since 2009, and amplified through Twitter. The site was offline and used a workspace during the redevelopment period in Fall 2011, after which Facebook was included as an outlet.

Over the past five years the site has had several looks, determined by the WordPress theme. Roy Rosenzweig Center for History and New Media staff designer Kim Nguyen helped to customize the site for the Fall 2011 relaunch, after which Graduate Research Assistant Sasha Hoffman customized a new theme to improve the publication process and visibility of various types of content.

In its current iteration, the site priorities are to feature Editors' Choice pieces with an image and long snippets of text, and to simply list news items. The site does not allow commenting because our goal is to send readers back to original content.

Prior to the development of the PressForward plugin a combination of Google products (Reader and Google+) were used to aggregate and discuss potential content. Since 2013 the site utilizes the PressForward plugin for the aggregation, nomination, discussion, curation, and publication workflow.

Establishment of Editorial Criteria

For the Fall 2011 relaunch of *DHNow*, the four-member editorial group reviewed all incoming content for eight weeks, during which we had regular in-person discussions about the criteria for selection. We determined the categories and formats to use for the disseminated content and how to present each item with a title, snippet, and link back to the original. During this period we also practiced the nomination, review, discussion, and publication workflow to populate the site before public release.

Responsibilities and Workflow

During the initial trial period of Fall 2011 and Spring 2012, *DHNow* published materials five days a week. After several months of jointly deciding the content distributed by *DHNow*, we began to rotate among the editorial group the responsibility for a particular day or week.

After this initial period, we reduced publication to twice weekly in Summer 2012. This decision reflected the curatorial goals of the publication and accommodated the real constraints of editor availability. At this point the editors began to rotate weeks and we continue to work mostly independently.

After eight months of internal editorial work we were ready to open the process to additional volunteers, who began to sign up for weekly rotations reviewing and nominating content from the pool of all content. We continue to rely on volunteers to provide the first round of review and filtering, while internal editors who have regular commitments to *DHNow* and the PressForward project make the final selections and prepare content for dissemination.

Community Involvement

Because *DHNow* is invested in raising the visibility of scholarship on the open web, we measure its value not only in terms of the quantifiable numbers of readers, but also community participation and role in the communication ecosystem. The inaugural winner of a digital humanities community award, in the past few years *DHNow* has greatly expanded our readership who access the publication via the website, Twitter, and our own feed. Given the digital humanities community's active use of social media and the web, the wide reach of *DHNow* can be tracked through the engagement of our 17,000 Twitter followers (as of December, 2014, up from 2,000 in 2011), in addition to the hundreds of readers of the featured pieces each week, and over time, as recorded in our server statistics.

Truly a community publication, in both the material featured and volunteer participation, *DHNow* also has a growing pool of volunteer editors, many of whom are new to the field. In fact, many volunteers report that their desire to survey the large amount of diverse work occurring in the field is their reason for volunteering. For the graduate assistants at RRCHNM, reviewing and selecting content for *DHNow* is an important component of their training.

Because *DHNow* distributes scholarly works that lack formal venues for publication, we also measure its value in its consistency and long-term use. By regularly surfacing scholarship first informally published online, *DHNow* reveals the large amount of gray literature that reflects and inspires dynamic work and conversation in the digital humanities. As a feeder to the more selective *Journal of Digital Humanities* <journalofdigitalhumanities.org>, *DHNow* also provides an opportunity for informally released works to circulate and receive feedback before developing into formal publications. We are proud that *DHNow* and *Journal of Digital Humanities* regularly appear on course syllabi. For our thousands of readers, *DHNow* clearly fills an unmet need in the communication ecosystem of this expanding community of practice.

Appendix: Publication Checklist

Previous parts of this Guide introduced considerations for establishing intellectual goals, a source base and venue for publication, a workflow, and an approach to sustainability when curating scholarship from the open web. This section provides a checklist of steps and questions for reference.

Creating a Curated Publication

Editorial requirements

- defined intellectual goals
- committed collaborators (to expand curatorial interests, labor, reach)
- set period to experiment and develop editorial guidelines and workflow
- shared criteria and strategies for selection
- detailed workflow and logistics
- approach to financial and labor sustainability

Technical requirements

- web sources (RSS feeds from blogs, repositories, or journals, Twitter accounts, etc.)
- website running WordPress, with any desired social media integrated
- established editorial guidelines, assigned responsibilities, and processes

Step 1: Identify Intellectual Goals

The first step is to consider your intellectual goals for a curated publication by asking the traditional journalist's questions in a particular order: *what, why, who, where, how, and when?*

- **What** is the scope of content you want to distribute?
 - focused on a topic or methodology? represent a subfield, discipline, or interdisciplinary concern?
 - any particular genre?
 - formally published articles or informally published works such as reports, white papers, conference presentations?
 - news items?
 - any unique content or editorial commentary?
- **Why** distribute this content? What is your intention?
 - highlight variety of work in the field?
 - collect valuable work in one place?
 - aggregate attention on overlooked material?
 - gather contributions related to a particular event (conference, panel, etc.)?
 - share announcements and goings on?
 - other?
- **Who** is your desired audience?
 - has an existing community expressed the need or desire for a new venue?
 - is there a dispersed community that doesn't recognize its shared interests yet?

- do any similar outlets already exist for this audience?
- have there been attempts and why have they not continued?
- what differentiates your publication from others?
- do you know how to reach this audience?
- **Where** is the content you want to distribute?
 - do you have RSS feeds for the websites, journals, or repositories you want to include?
 - can you draw on collaborators or the community at large to assemble or expand the source base?
- **How** will you run this publication?
 - do you have committed collaborators or employees?
 - can you draw on a community effort?
 - where will your website be hosted?
 - do you have any financial or technical support for a trial period?
- **When** will you do this?
 - how many hours do you realistically have to give this publication?
 - for what initial period of time will you commit to this project?

*After you have thought about these questions then you get to focus on preparing the **source base and publication venue, establishing editorial criteria, and determining workflow.***

Step 2: Build Sources and Web Publication

- Create your source base of RSS feeds in editable spreadsheet
- Choose a name for your publication
- Arrange for a website running WordPress
 - pay for hosting and buy a web domain or obtain institutional hosting?
- Install the PressForward plugin and subscribe to feeds
- Create social media accounts you wish to use for distribution (e.g. Twitter, Facebook, Pinterest, Academia.edu, LinkedIn)
- Choose the look of the website using a theme (off-the-shelf or customized) to best reflect the intentions of the publication
- Make sure to practice selecting and publishing content in a private web space

Step 3: Establish Editorial Criteria

- Choose a period (for example, 6 weeks) to have all editors review all incoming content in PressForward Plugin
- Have all editors nominate items for consideration
- Have all editors add any additional content via *Nominate This!* bookmarklet
- Have discussion among editors about which materials to select for distribution
- Determine the selection criteria for all types or categories of content you wish to circulate
- Determine the amount of content to republish on your site:
 - title, snippet, and link?
 - title and link?
 - any additional commentary or editor's note as well?

- Establish your mission statement and populate “About Page” on your website

You may want to wait until you have an established workflow and confirmed commitment before publicly announcing your website and forthcoming publication.

Step 4: Determine Responsibilities and Workflow

- How frequently will you publish content on your site?
- Who will make the final editorial selections: e.g., on a rotating basis or as a group?
- How frequently do you expect participation in the review and nomination process?
- Will you open any part of the process to community volunteers?
 - on what timeline?
 - who will oversee volunteers?
- What are the expectations and process for editors to communicate?
- Who will handle the soliciting and vetting of original content?
- Who will organize editorial statements?
- Who will handle public-facing social media accounts?

Practice publishing content in a private webspace to confirm process and populate site before for the public launch.

Step 5: Outline Community Involvement in Project

- Will you reveal your source base or all your incoming content?
- Will you allow community participation in the nomination or selection process as volunteer editors?
- Will you allow open commenting or public feedback on your website?
- Does your source base and editorial board reflect your intellectual goals?

Make sure to revisit your publication’s “About Page” and adjust the text as needed to reflect and articulate your goals.

Step 6: Prepare for Launch

- Have defined and agreed-upon roles, responsibilities, and timelines for publication for a specific period of time
- Establish the point in the future at which you will discuss long-term strategies
- Enable your own RSS feed out of your own publication
- Ask trusted colleagues to review the sources, preliminary selections, and editorial workflow
- Determine plan for public announcement and launch
 - have material ready
 - know outlets
 - have person in charge of rollout and responding

Once you have a plan and know the timing of your publication launch you can begin to alert members of your targeted community.

Step 7: Consider Sustainability and Viability

- Continue to review and refine editorial practices as content and editor availability ebbs and flows
- Evaluate community response to the publication
- Assess long-term prospects for editor and volunteer involvement
- Consider sources for long-term technical or financial sustainability

After launch you should continually reassess the scope, processes, reach, and objectives of your curated publication as your community and intellectual goals change over time.