GreyNet International

Back Office Report 2011

Dominic Farace and Jerry Frantzen
GreyNet International, Netherlands

This business report is intended to provide a comprehensive overview of the workings of TextRelease and its Grey Literature Network Service. TextRelease is an independent program and conference bureau specializing in the field of grey literature and networked information.

GreyNet, Grey Literature Network Service, was founded in 1992 and re-launched in 2003 under the leadership and direction of TextRelease. Since its relaunch, it has developed into an international network capable of serving various sectors of government, academics, business and industry as well as subject based communities producing, processing, and distributing grey literature. The mission of GreyNet, which is dedicated to research, publication, open access, and education in the field of grey literature, requires now more than ever an infrastructure commensurate to its real potential.

In order to further expand and develop future capabilities for the Grey Literature Network Service, an infrastructure other than that of a sole proprietorship is essential. While TextRelease provided a basis for GreyNet's relaunch in 2003, it alone cannot render the needed capital and investment for GreyNet's potential to develop and expand on the global information landscape. The ideal organization would be focused internationally and have genuine interest in the field of grey literature both in digital and print formats.

Following the example of other international organizations, the vision and direction for GreyNet would do well to model upon an infrastructure of that of an association. To this end, TextRelease seeks to cooperate with leading institutions in the transfer and registration of GreyNet as a new legal entity i.e. an international association with a designated seat of governance.

While the Twelfth International Conference on Grey Literature (December 2010) provided a unique opportunity to open discussion on the future of GreyNet, succeeding conferences in this series will continue the discussion and negotiation with stakeholders in the grey literature community. Your involvement in this transitional period is considered vital to GreyNet's future.
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Part I. Company Information

| TextRelease | Established April 1, 2003 |
| Address: Javastraat 194-hs, 1095 CP Amsterdam, Netherlands |
| Phone/Fax: +31 20 3312420 (International); 020 3312420 (Domestic) |
| Legal Status: Independent, Sole Proprietorship |
| Commercial Banking: Rabobank Amsterdam Account No. 3135.85.342 |
| Credit Card Recipient of: Visa Card, MasterCard, and American Express |
| Tax Office (NL): VAT No. NL1203.62.867.B01 |
| Registered (NL): Amsterdam Chamber of Commerce No. 34188522 |
| Registered (US): DUNS No. 408545049 |

1. Leadership in the field of Grey Literature

Dominic Farace (2011)  
Jerry Frantzen (2011)

Dr. Dominic J. Farace, Founder/Director GreyNet, Grey Literature Network Service since 1992. In the above capacity, he is author, journal editor, guest lecturer, part-time instructor, and curriculum developer in the field of grey literature. Farace is also a recipient of the Golden Candle Award in 2000 for his work in the field of grey literature as well as the Victorine van Schaick Prize in 2008 for The Grey Journal (*CV available on request*).

GreyNet under the leadership of Dominic Farace powered by

- MCB/UP GreyNet 1998-2000, Amsterdam Chamber of Commerce No. 33229159

GreyNet’s Freelance Technical Assistant

Jerry Frantzen B.A., since 1996 (*CV available on request*)
2. Partnerships and Agreements

Over the years, TextRelease has signed a number of agreements with other businesses and organizations in the advancement of its work in the field of grey literature. Among these include:

ICSTI GreyNet Partnership, 2009…
INIST-CNRS GreyNet Conference Preprints via OpenGrey Repository, 2007…

Agreements:

CSA/PAIS Int. A&I Service for The Grey Journal, 2006…
MLA International A&I Service for The Grey Journal, 2006…
LISA Index A&I Service for The Grey Journal, 2006…
SCOPUS/Elsevier A&I Service for The Grey Journal, 2009…
Thomas Reuters A&I Service for The Grey Journal, 2009…
Thomas Reuters A&I Service for the GL Conference Proceedings, 2009…
EBSCO Subscription Agent, 2005…
Swets Subscription Agent, 2005…
Emerald Rights to former GreyNet content 1994-2000 via OpenSIGLE, 2009
De Gruyter/Saur Monograph on Grey Literature, 2010…
GLISC Steering Committee on Standards in Grey Literature, 2006…
FEDGREY Federal Working Group on Grey Literature, Memorandum of Understanding 2011
3. Member Organizations and Conference Sponsors

GreyNet provides two levels of organizational membership - Associate as well as Institutional. A third type of membership, which is offered to individuals, resembles more a subscription to GreyNet's range of products and services.

**Associate Members 2011**

INIST-CNRS, France  
NYAM, United States  
NTK, Czech Republic  
FLICC-FEDLINK, United States  
EBSCO Publishing United States  
JST, Japan

**Institutional Members 2011**

IIA, Information International Associates, United States  
CVTI, Slovak Republic  
ISTI-CNR, Italy  
KISTI, South Korea
## PREVIOUS SPONSORS TO THE GL-CONFERENCE SERIES ON GREY LITERATURE

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Library</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>BIOSIS</td>
<td>United States</td>
</tr>
<tr>
<td>City of Amsterdam</td>
<td>Netherlands</td>
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<tr>
<td>City of Nancy</td>
<td>France</td>
</tr>
<tr>
<td>CRL</td>
<td>United States</td>
</tr>
<tr>
<td>CUA</td>
<td>United States</td>
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<tr>
<td>CVTISR</td>
<td>Slovak Republic</td>
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<td>DTIC</td>
<td>United States</td>
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<tr>
<td>EAGLE</td>
<td>Luxembourg</td>
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<tr>
<td>EBSCO Publishing</td>
<td>United States</td>
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<tr>
<td>Endeavor</td>
<td>United States</td>
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<tr>
<td>EU Bookshop</td>
<td>Luxembourg</td>
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<tr>
<td>EU CEC/DG XIII</td>
<td>Belgium</td>
</tr>
<tr>
<td>EU Cordis</td>
<td>Luxembourg</td>
</tr>
<tr>
<td>FLICC-FEDLINK</td>
<td>United States</td>
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<tr>
<td>GESIS</td>
<td>Germany</td>
</tr>
<tr>
<td>ICSTI</td>
<td>France</td>
</tr>
<tr>
<td>INIST-CNRS</td>
<td>France</td>
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<tr>
<td>Ila</td>
<td>United States</td>
</tr>
<tr>
<td>JST</td>
<td>Japan</td>
</tr>
<tr>
<td>LLC</td>
<td>United States</td>
</tr>
<tr>
<td>MCB University Press</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>NASA</td>
<td>United States</td>
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<tr>
<td>NTIS</td>
<td>United States</td>
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<tr>
<td>NLE</td>
<td>United States</td>
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<tr>
<td>NLM</td>
<td>United States</td>
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<tr>
<td>NTK</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>NYAM</td>
<td>United States</td>
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<tr>
<td>OSTI-DOE</td>
<td>United States</td>
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<tr>
<td>Swets</td>
<td>Netherlands</td>
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</table>
Part II: Products, Services, and Professional Initiatives


Activities of TextRelease as Program and Conference Bureau include the identification and negotiation with potential conference hosts regarding the annual conference venues and the identification and acquisition of conference sponsors and advertisers. The formation of Program Committees and Chairpersons along with the initial draft of conference themes incorporated in the announcements and call-for-papers. TextRelease maintains contact with authors throughout the lead-up to the conference providing them with guidelines for their content submissions and informing them of their status on the conference program. TextRelease further processes all conference registrations, organizes a suited social program, facilitates hotel accommodations, and coordinates and implements a host of web based and other promotional activities in order to raise conference participation. TextRelease is further responsible for the design, compilation, editing, and publication of conference materials and documents issuing from the Conference Series. Foremost among these are the conference programs and proceedings.

5. International Conference Series on Grey Literature

The GL Conference Series began as a biannual event in the early ’90s, however with the relaunch in 2003, the international conference series became an annual event. The GL Conference Series maintains a transatlantic character alternating between Europe and North America. Participants nevertheless from recognized organizations worldwide attend.

GL1  Weinberg Report 2000
Amsterdam RAI Congress Center (NL), 1993

GL2  Grey Exploitations in the 21st Century
Catholic University of America, Washington D.C. (USA), 1995

GL3  Perspectives on the Design and Transfer of Scientific ... EU Jean Monnet Building, Luxembourg (LU), 1997

GL4  New Frontiers in Grey Literature
Kellogg Conference Center, Washington D.C. (USA), 1999
GL5  Grey Matters in the World of Networked Information  
KNAW Congress Center, Amsterdam  
(NL), 2003

GL6  Work on Grey in Progress  
NYAM Conference Center, New York  
(USA), 2004

GL7  Open Access to Grey Resources  
INIST-CNRS Congress Centre, Nancy  
(FR), 2005

GL8  Harnessing the Power of Grey  
UNO Conference Center, New Orleans  
(USA), 2006

GL9  Grey Foundations in Information Landscape  
Provincial House, Antwerp  
(BE), 2007

GL10 Designing the Grey Grid for Information Society  
Amsterdam Science Park,  
(NL), 2008

GL11 The Grey Mosaic, Piecing It All Together  
Library of Congress, Washington D.C.  
(USA), 2009

GL12 Transparency in Grey Literature, Grey Tech Approaches …  
National Technical Library, Prague  
(CZ), 2010

GL13 The Grey Circuit, From Social Networking to Wealth Creation  
Library of Congress, Washington D.C., 5-6 December  
(USA), 2011

GL14 Tracking Innovation through Grey Literature  
National Research Council, Rome, 29-30 November  
(IT), 2012

GL15 Fifteenth International Conference on Grey Literature (Conference-in-Spec)  
2013
6. GreyWorks – Series of Workshops on Grey Literature

GreyWorks, Benchmarks and Forecasts on Grey Literature, Amsterdam (NL) 2009
GreyWorks, Transparency Governs the Grey Landscape, Washington DC (USA) 2010
GreyWorks, Ten Strategies for Grey Literature, Amsterdam (NL) 2011

GreyNet’s Associate Members together stand for corporate authorship. GreyNet is tasked with capturing the various types of information issuing from the annual conference series. These include factual, bibliographic, biographic, documentary, statistical, full-text, legal, and other metadata encompassing enhanced publication.

8. GreyNet Serial and Non-Serial Publications

Corporate Authored and Edited Publications
Conference Programs and Abstracts on Grey Literature, 2003-2011 ISSN 1386-2308
Conference Proceedings on Grey Literature, 2004-2011 ISSN 1386-2316
GreyNet Newsletter, 2009-2011 ISSN 1877-6035
The GreyWorks Series, 2009-2011 ISSN 2211-1425
The Grey Journal, International Journal on Grey Literature ISSN 1574-1796

TGJ Volume 7, Number 1, Spring 2011
TGJ Volume 7, Number 2, Summer 2011
TGJ Volume 7, Number 3, Autumn 2011

TGJ Volume 6, Number 1, Spring 2010
TGJ Volume 6, Number 2, Summer 2010
TGJ Volume 6, Number 3, Autumn 2010

Transparency in Grey Literature
System Approaches to Grey Literature
Research and Education in Grey Literature
Government Alliance to Grey Literature
Shared Strategies for Grey Literature
Research on Grey Literature in Europe
Spring Issues on Grey Literature. In: Publishing Research Quarterly, ISSN 1053-8801
Grey Literature in Library and Information Studies. - De Gruyter/Saur ISBN 978-3-598-11793-0

Other Web-based Resources:
GreyNet LinkedIn Group http://www.linkedin.com/groups/GreyNet-3718857
9. GreyNet Collections in the OpenGrey Repository

Currently 254 metadata records originating in the GL Conference Series including the full-text papers, PowerPoint slides, abstracts, biographical notes, and commentaries are available to net-users via the OpenGrey Repository http://www.opengrey.eu. This web-based resource has become a significant reference tool for GreyNet’s own referral service.

10. Research Initiatives in Grey Literature

Since the initial launch of the GL-Conference Series, GreyNet in collaboration with other researchers has created information resources and carried out research projects beneficial to authors and other stakeholders the international grey literature community.

- 1993-2000 Bibliographic Databases on the Topic of Grey Literature
- 1995-2000 International Guides to Persons and Organizations in Grey Literature
- 1997-2000 Glossary of Terms in Grey Literature
- 1999-2000 Launch of the International Journal on Grey Literature
  
**Relaunch**

- 2003 Literature Review of Pioneers in the field of grey literature
- 2004 General Survey on Grey Literature and a Citation Analysis
- 2005 Author Survey on Grey Literature and a Citation Analysis
- 2006 Project Information Data, PID-Study
- 2007 Design and implementation of a distance education course on Grey Literature
- 2008 OpenSIGLE-GreyNet: A Service and Data Provider Project
- 2009 OpenSIGLE-GreyNet: e-Infrastructures FP7 Proposal
- 2010 Comparative study of peer review by commercial and grey publishers
- 2011 Enhanced Publications Project linking datasets and commentaries to full-text
11. Educational Initiatives in Grey Literature

Course modules and training are available not only to instructors and students at Schools and Colleges of Library and Information Science, but also to professionals and practitioners working to serve their knowledge based communities. In recent years, GreyNet has taken an active role in curriculum development and instruction. Examples of such initiatives include:

**Workshops and Seminars**
Introduction to Grey Literature, Supply and Demand Side Grey, Strategies and Future Trends

**Distance Education Program 2007-2009**
Undergraduate Accredited Course on Grey Literature via the University of New Orleans

**Guest Lecture Series**
Lectures on Grey Literature for Masters Students at the University of Amsterdam

**Presentations at Meetings and Events**
Invited Papers and Presentations on topics related to Grey Literature

12. GreyNet Annual Award for Outstanding Achievement in Grey Literature

Since 1999, GreyNet has issued an award in recognition for an author(s) contribution to the field of grey literature. Nominations for the GreyNet Award are based on a number of criteria (1) Results from the Conference Evaluation Forms, (2) Publication of the authors’ full-text paper in the official Conference Proceedings, (3) Selection and publication of the authors’ work as a journal article, thus exporting and distributing research results originating in the GL Conference Series, and (4) Prior history of the author in the field of grey literature.

**Award Recipients 1999-2011**

1999 Julia Gelfand, University of California Irvine, USA
Awarded for her work as journal editor on grey literature

2000 Daniela Luzi, National Research Centre, Italy
Awarded for her methodological approaches to grey literature

2004 Bertrum MacDonald, Dalhousie University, Canada
Awarded for his study on the marine science community and grey literature

2005 Keith Jeffrey, CCLRC U.K. and Anne Asserson, University of Bergen, Norway
Awarded for their work on CRIS systems for grey literature

2006 Marcus Banks, New York University School of Medicine, USA
Awarded for his work on open access to grey literature
2007 Todd A. Chavez [et al.], University of South Florida, USA
Awarded for his research on the Karst community and grey literature

2008 Anne Gentil-Beccot, CERN, Switzerland
Awarded for her research on the physics community and grey literature

2009 Debbie Rabina, Pratt Institute's School of Information and Library Science, USA
Awarded for her research on copyright licenses and legal deposit of grey literature

2010 Christiane Stock, INIST-CNRS, France
Award presented for her work and publication on the OpenSIGLE Repository

2010 Joachim Schöpfel, University of Lille, France
Award presented for his extensive research and publications on grey literature

2011 Bonnie C. Carroll and June Crowe, Information International Associates, Inc. USA
Awards presented for their work on scientific data in grey literature and NGOs

Part III: Use and User Statistics

The statistics provided here are from a number of sources including: Network Solutions Web logs, EBSCO licensed publishing, the GreyNet's OpenGrey webpage, Subscriptions, A&I Services, as well as GreyNet's in-house administrative files.

GreyNet affiliates are in some 60 countries worldwide - GreyNet maintains contacts with more than 200 organizations worldwide - GreyNet's Author Base exceeds 300 contributors - GL Conference Participants average 100 - GL Conference Sponsors in 2011 numbered 11 - GreyNet’s Distribution List numbers over 1400 email addresses - GreyNet’s Listserv numbers over 160 subscribers - GreyNet’s LinkedIn Group numbers over 230 members - GreyNet Website page views in 2011 over 40,000 - TextRelease Website page views in 2011 near 14,000 - TGJ articles downloaded via EBSCO LISTA-FT were over 4750 full-texts - OpenSIGLE Repository via GreyNet Website were 3250 hits in 2010 - GreySource Index to web based resources were 5000 hits in 2010 - GreyText Archive of in-house publications were 2800 hits in 2010.
Part IV: Financial Indicators

Financial Indicators

Since 2003, TextRelease via GreyNet has increased and diversified its sources of revenue. Where it initially was dependent almost solely on participant fees to the international conference series, TextRelease now also has increased revenues issuing from membership fees, sponsorship fees, advertising, sale of publications, journal licensing, royalties, as well as educational and training initiatives.

Sources of Revenue

<table>
<thead>
<tr>
<th>Sources of Revenue</th>
<th>1997</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Courses/Seminars</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Publications</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Memberships</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Translations</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Sponsors and adverts</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
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Gross Income:

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<tr>
<th></th>
<th>2003</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Income</td>
<td>€11.400</td>
<td>€29.800</td>
<td>€41.150</td>
<td>€43.800</td>
<td>€40.816</td>
</tr>
</tbody>
</table>
These figures are based on direct revenues, while other indirect revenues also have to be taken into consideration. For example, a conference host that provides the location, equipment, and catering for the annual event circumvents costs to the Program and Conference Bureau. A sponsor for a social event linked to a conference is yet another example of indirect or non-accounted revenues without which TextRelease would be unable to meet operating costs.

Part V: SWOT ANALYSIS

Strengths
Leadership role, an established international network and recognition, GreyNet as Brand Name, Corporate memory, Partnerships, Good Will, Committed to Open Access, More than 20 years expertise in the field of grey literature, Sustained information resources, and a track record of before and after sales delivery and service.

Weaknesses
ICT issues such as website functionality including graphic design, online ordering, use/user statistics and their analysis. Underdeveloped marketing, sales, and promotional activities. Insufficient reserves for investment. A sole proprietorship seen as an obstacle to GreyNet's potential Membership. Insufficient presence at key national and international conferences where grey literature is either directly or indirectly related to themes and programmes.

Opportunities
Further role in training and education, as well as research and (digital) publication. Ability to upgrade and enhance existing products and services. Increased potential for sponsorship. Better access to funding and grants. Streamlining the workflow through outsourcing. Further cooperation with the Open Access Community as well as potential partnerships with Commercial Publishers. More use of available social networks, etc.

Threats
Continuity, inability to respond to growth leading to missed opportunities, infrastructure's command of the ever changing information landscape, current financial climate, etc.
## Part VI: GreyNet Timeline

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<tbody>
<tr>
<td><strong>2011</strong></td>
<td><strong>2010</strong></td>
<td><strong>2007</strong></td>
<td><strong>2003</strong></td>
<td><strong>1999</strong></td>
</tr>
<tr>
<td>GreyWorks’11 Summer Workshop Series; OAI7 Open Access Workshop in Geneva</td>
<td>Edited monograph on Grey Literature published by De Gruyter/Saur</td>
<td>First Grey Literature accredited course via the University of New Orleans; OpenSIGLE – GreyNet Bilateral agreement with INIST (Service provider) and GreyNet (Data Provider)</td>
<td>First GreyNet Award Dinner held in New York</td>
<td>GreyNet merged with MCB University Press</td>
</tr>
<tr>
<td><strong>2012</strong></td>
<td><strong>2008</strong></td>
<td><strong>2004</strong></td>
<td><strong>1994</strong></td>
<td><strong>1993</strong></td>
</tr>
<tr>
<td>GL14 – Fourteenth International Conference on Grey Literature in Rome, Italy with CNR as Host</td>
<td>GL10 – Tenth International Conference on Grey Literature in Amsterdam Science Park; GreyNet’s Collections 2003-2007 accessible via OpenSIGLE; The Grey Journal, TGJ received a Dutch National Award</td>
<td>GL6 – Sixth International Conference on Grey Literature in New York with NYAM as Host; First GreyNet Award Dinner held in New York</td>
<td>First volume of the Conference Proceedings published</td>
<td>GL’93 – First International Conference on Grey Literature in Amsterdam with EAGLE as Main Sponsor</td>
</tr>
<tr>
<td></td>
<td>2009</td>
<td>2005</td>
<td>1992</td>
<td></td>
</tr>
<tr>
<td>GL11 - Eleventh International Conference on Grey Literature in Washington with FLICC-FEDLINK as Host; GreyWorks’11 Summer Workshop Series; GreyNet’s collections 2003-2007 accessible via OpenSIGLE</td>
<td>GL7 – Seventh International Conference on Grey Literature in Nancy, France with INIST-CNRS as Host</td>
<td>GreyNet established under TransAtlantic</td>
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