

NATIONAL ENDOWMENT FOR THE HUMANITIES



SAMPLE APPLICATION NARRATIVE

Reference Materials Grant

Institution: YIVO Institute for Jewish Research

Statement of Significance

Jews in Eastern Europe: The YIVO Encyclopedia is an unprecedented project. It will be the first, full-fledged encyclopedia dedicated exclusively to the centuries-long history and culture of East European Jewry. Alphabetically arranged entries will be written so any reader can comprehend the subjects presented in this two to three-volume work of approximately 2 million words, over 1000 graphics, and more than 100 maps.

Drawing from current scholarship and written by leaders in their fields, the encyclopedia will reflect *all* aspects of Jewish life. The aim is to cover everything of cultural or historical significance using an ecumenical, non-denominational, and non-ideological editorial approach. By serving as the definitive guide to East European Jewry (a culture from which the majority of American Jews can trace their origins) and based on the best and most up-to-date information and historiographical approaches, *The YIVO Encyclopedia* will contribute substantially to helping all Americans better understand themselves and their neighbors.

Editor-in-Chief Gershon David Hundert, professor of history and chair of the Department of Jewish Studies at McGill University, has assembled an internationally recognized group of scholars to serve as editors and contributors. *The YIVO Encyclopedia* not only will provide a forum for their collective knowledge, but also will serve as a meeting point for a new generation of scholars from former Communist Europe and their colleagues from North America, Israel, and Western Europe. The encyclopedia will bring their scholarship together for the first time.

This encyclopedia also is envisioned as a multimedia project. Consultants have been engaged to help plan the production, marketing, and distribution of electronic versions of the encyclopedia. Its web site will be designed to serve as a portal into the study of East European Jewry by placing educational, archival, and reference resources at the fingertips of users worldwide. Indeed, the integration of a basic reference work with public access to a major archival and library collection makes *The YIVO Encyclopedia Online* perhaps the only project of its kind currently in development.

Indiana University Press and YIVO will publish the print and electronic versions of *The YIVO Encyclopedia* in 2008. Presently, the encyclopedia's staff consists of the editor in chief and the managing editor. We intend to hire one or two additional full-time employees by the end of 2002 as the workload increases. Twenty-eight editors have committed to the project, as well as a growing list of contributors. Contributor guidelines have been drafted, and contracts with editors will be finalized by the end of the summer 2002. Invitations to contributors will begin in early 2003.

To date, the project has been awarded outside grants totaling \$550,000. Additionally, YIVO's Board of Directors has pledged \$600,000 over a five-year period to the encyclopedia project, helping to ensure its financial health. As the project progresses, funds will continue to be solicited from other private and public sources.

YIVO requests \$711,896 in outright and matching monies for a funding period of two years (June 2003-June 2005) to continue the planning and initial production of the print edition and to plan the online edition. When completed, *Jews in Eastern Europe: The YIVO Encyclopedia* will offer a much needed revision of the memory of the East European Jewish experience. With its up-to-date scholarship, diversity of contributors, and attention to overlooked aspects of history and culture, *Jews in Eastern Europe: The YIVO Encyclopedia* will be a valuable addition to the humanities bookshelf.

PA-50197

Jews in Eastern Europe: The YIVO Encyclopedia

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Jews in Eastern Europe: The YIVO Encyclopedia

I. INTRODUCTION TO PROJECT:

The need for Americans to understand themselves and each other has never been more pressing. As we begin the twenty-first century, attention to cultural background has increased dramatically and there is a changing and more positive attitude to the very concept of diversity among people. We believe that *Jews in Eastern Europe: The YIVO Encyclopedia* will contribute substantially to helping Americans better understand themselves and their neighbors. This encyclopedia will make it possible for Americans to have at their fingertips a thorough presentation of the cultural heritage of their Jewish fellow citizens—most of who trace their origins to Eastern Europe—and for Jewish Americans and their descendants to find their heritage reflected in a reliable and comprehensive reference work.

Published by Indiana University Press, *Jews in Eastern Europe: The YIVO Encyclopedia* will constitute the definitive reference work on all aspects of the history and culture of Jews in Eastern Europe from the beginnings of their settlement in the region to the present time. This copiously illustrated encyclopedia of approximately 2 million words will draw on the most current scholarship in all relevant fields and will explore Jewish life in all its variety and complexity. The goal is to create a work that is so useful and compelling that all who have an interest in the subject will want to have it in their homes. *The project is unprecedented. To this day, a full-fledged encyclopedia dedicated exclusively to the centuries-long history and culture of East European Jewry has never appeared.* And, with the opening of archives and the revitalization of scholarship in former Communist Europe, there has never been a better time to recover the rich civilization of Jews in Eastern Europe.

While it is impossible to define the borders of Eastern Europe unequivocally (e.g., are they determined linguistically, culturally, politically?), *The YIVO Encyclopedia* will consider the geographical limits to be the regions east of Germany, north of the Balkans, and west of the Ural Mountains—borders corresponding roughly to today’s Czech Republic, Slovakia, Hungary, Romania, Poland, Ukraine, Belarus, Russia, and, the Baltic States. The entries will cover events, people, places, and related topics from the earliest Jewish settlements to 2000 (there are wide variations of chronology depending on the specific region. Jews were in Crimea by the 1st century; in Kiev by the 8th century; but not in Poland before the 11th century). The encyclopedia’s scope thus will include the period and events of the Second World War. However, attention to the Holocaust will be limited in light of the existence of massive amounts of easily accessible literature on the subject (including several encyclopedias).

Jews in Eastern Europe: The YIVO Encyclopedia may be envisioned as a massive work of translation. This is meant both literally—the language of the culture was Yiddish (and later also Hebrew and the vernacular languages)—and metaphorically. The encyclopedia, therefore, will draw on multilingual sources to cover all aspects of Jewish life: religious and secular; male

and female; urban and rural; Yiddishist and Hebraist; Zionist and assimilationist; Russian and Polish; Romanian and Ukrainian; Lithuanian and Galician; even Karaite and Rabbanite.

As an integral component of this project, YIVO and Indiana University Press (IUP) also intend to release a full electronic version of *Jews in Eastern Europe: The YIVO Encyclopedia* simultaneously with the publication of the hard-copy encyclopedia, though a pilot edition might be made available online as early as 2005.

The YIVO Encyclopedia Online is being planned to serve as a “knowledge gateway” to the history and culture of East European Jewry. The encyclopedia’s entries will provide a meaningful framework for delivering resources from YIVO’s Archives and Library to scholars and the general public—resources that include 355,000 library volumes and over 22 million archival documents. Indeed, the integration of a basic reference work with public access to a major archival and library collection makes *The YIVO Encyclopedia Online* perhaps the only project of its kind. We are creating a new way of disseminating information that may serve as a model for other groups and institutions.

Why an Encyclopedia on Jews in Eastern Europe?

Not only can most American Jews trace their origins to Eastern Europe, but the majority of Jewish immigrants who continue to come to the United States arrive from those same regions. Many American Jews seek information about their origins and the lives of their ancestors, but—as obvious as it might seem—no publication has ever attempted to systematically represent the entire historical legacy of East European Jewry. Until now. Any American who wishes to understand the historical background and the cultural heritage of the Jewish community in the United States will have a ready reference in *Jews in Eastern Europe: The YIVO Encyclopedia*.

Jews in Eastern Europe: The YIVO Encyclopedia also will provide an authoritative reference for scholars in such fields as Jewish Studies, East European Studies, and Slavic Studies. In addition, the volumes will provide East Europeans with a much needed resource for studying aspects of their national histories that were neglected and even suppressed for decades under the Soviet system.

Furthermore, as the study of the Holocaust becomes more and more established in American high schools and universities, and Holocaust museums in many cities and towns draw thousands of visitors, there is a growing recognition that awareness of the Holocaust needs to be placed within a broader framework of knowledge about the people and culture destroyed by the Nazis. In some Holocaust museums, special exhibitions have been developed to address this specific concern. *The YIVO Encyclopedia* will offer the general public a high quality resource for learning more about “The World Before,” as more than one museum calls the topic.

This is the unique contribution that *The YIVO Encyclopedia* can make to readers in America and beyond—an authoritative summary and guide to the history and culture of East European Jewry based on the best and most up-to-date information and historiographical approaches.

Why a YIVO Encyclopedia?

Jews in Eastern Europe: The YIVO Encyclopedia is a new expression of the preeminent role that YIVO has played in Jewish scholarship and communal life for over 75 years. Founded

in Berlin in 1925 and headquartered in Wilno [Vilnius], Poland, YIVO set out to bring modern culture to all sectors of the Jewish community. This mission was to be accomplished by studying Jewish society through the prism of the modern social sciences: sociology, folklore, linguistics, psychology, history, and economics (see appendix 1).

In 1940, concurrent with the destruction of both YIVO's collections and Europe's Jewish communities, YIVO director Max Weinreich (who had escaped from Europe) formally reestablished the organization in New York City, where a branch of YIVO had existed since 1925. After the war, portions of YIVO's library and archives were discovered in Germany, and in 1947 the U.S. Army shipped the recovered materials to New York. These remnants of YIVO's prewar holdings served as the basis for rebuilding the institute's collections in the United States.

YIVO is the only pre-Holocaust scholarly institution to have transferred its mission to the United States. From its base in New York City it continues to serve as the foremost center for the study of East European Jewry and Yiddish language, literature, and folklore. It also has established itself as one of the world's leading resources for the study of the American Jewish immigrant experience.

The institute continues to publish scholarly journals and monographs; mount public programs such as exhibitions, lectures, and film series; and educate and train through seminars and Yiddish language courses. Every year, over 4,000 scholars, students, curators, writers, filmmakers, artists, performers, historians, and family history researchers visit the YIVO Library and Archives—the world's largest collection of Yiddish books, documents, and other artifacts related to the history of East European Jewry. YIVO's staff fields an additional 9,000 research inquiries per year via letters, emails, and telephone.

In 1999, YIVO moved into the Center for Jewish History (CJH) marking the start of a great cooperative venture in the world of Jewish scholarship. Housed under one roof are five institutions committed to educating the public on the culture and history of the Jewish people (see appendix 1). Additionally, and perhaps most importantly, the CJH shelters the combined holdings of its partners which includes thousands of library and archival collections, thus offering the public an opportunity to piece together fragments of Jewish history in a way previously impossible.

As the guardian of the cultural treasures of the Jewish people in Eastern Europe, the Americas, and elsewhere, YIVO sees *Jews in Eastern Europe: The YIVO Encyclopedia* as a fresh opportunity for opening the doors of its archives and library to the general public and as the best way of carrying its legacy of Jewish scholarship into the future.

Why an Online Encyclopedia?

There is widespread agreement that as we move further into the digital age, the public will increasingly turn to the Internet to find information and conduct research. Indeed, every day, new resources, such as library catalogs, digital collections, and e-books, are added to the Internet, enlarging the already sizeable reservoir of online knowledge.

Many people already take the availability of online reference materials for granted. This assumption is particularly true of younger students and scholars who increasingly expect to be able to carry out at least part of their research projects while seated at their computers. Today, some of the most frequent questions asked of librarians and archivists are variations on: "How

much of your collection is online? Are your photographs (or documents, posters, pamphlets, periodicals) digitized?”

Most libraries and archives, however, are unable to keep up with the public demand for online resources. Automation and digitization projects are costly and labor-intensive, requiring financial and staff resources that all but the most well funded institutions lack. Public perception notwithstanding, the day when all the library and archival holdings in the world are available in digitized format is *not* at hand. At best, institutions find they are in a position to digitize only a fraction of their holdings—perhaps one collection as a showpiece. Some archivists and librarians have begun to wonder if digitization efforts are really efficient allocations of their scarce resources. Most would agree that computerized finding aids accessible over the Internet greatly benefit researchers (e.g., catalogs of collections and library holdings). But when it comes to digitizing actual artifacts, these professionals have begun to pose tough questions: How can the benefit of online collections to scholars and the public be accurately measured and evaluated? What educational agendas go unfulfilled by posting artifact collections with no further context on the Internet? What legal problems (e.g., protection against theft, copyright issues) are posed by digitization projects?

The YIVO Encyclopedia Online is conceived as a unique attempt to address the above issues—a solution that will bring together demands for public access to library and archival collections with the realities of the library and archival world. *The encyclopedia web site will serve not only as a portal to the study of East European Jewish culture, but also as a gateway to YIVO's extensive archival and library collections, educational initiatives, and public programs.*

Items from YIVO's library and archives will not, by and large, be offered *en masse* as digitized collections. Instead, they will be accessed through the framework of articles and essays, adding meaning for researchers and other users. Alternate interfaces will allow users to access artifacts through encyclopedia articles *or* encyclopedia articles via artifacts, as well as through general indexes. Bibliographies and citations in the encyclopedia entries will provide links to finding aids for collections in the YIVO Archives or to items in the collections themselves. This approach also will help focus YIVO's institutional decision-making process about what should be digitized.

The YIVO Encyclopedia Online will serve as a model for other institutions that are searching for ways to make the most of their staff and financial resources, particularly university libraries with notable collections. Using YIVO's example, these institutions would be able to draw on their own scholars to help create online publications that integrate scholarship and educational agendas with reference services and increased public access to library and archival holdings.

II. EXISTING SCHOLARSHIP AND SIGNIFICANCE OF *THE YIVO ENCYCLOPEDIA*:

The best-known existing Jewish reference work, the *Encyclopaedia Judaica* (1972), treats many topics germane to the study of East European Jewry, but not in-depth. Moreover, many of its entries are now out of date. In the more than three decades since the publication of the *Encyclopaedia Judaica*, the so-called “anti-Zionist” purges in Poland in 1968, the mass

exodus of Jews from the Soviet Union, the fall of the Communist rule in the East, and attempts at rebirth of Jewish communities under the new post-Communist regimes have taken place. Yet, there is no reference work to turn to for information on these particular events and the many more like them.

The YIVO Encyclopedia will update scholarship on Jewish life in Eastern Europe over the last thirty years. Moreover, the political changes in these countries offer the opportunity, now as never before, to create an authoritative reference work on this subject. The fall of Communism in Eastern Europe gave millions the hope of achieving true political, economic, cultural, and religious freedom. In Russia, Lithuania, Poland, Hungary, Romania, and other former Eastern Bloc countries, today's scholars have an unprecedented freedom to research topics without political and ideological constraint, as well as access to hitherto sealed archives and libraries. This openness has led to a veritable explosion of new information and fresh interpretation. And, significant to the editors of *The YIVO Encyclopedia*, a new crop of scholars active in the countries of Eastern Europe themselves has appeared. With their proximity to materials and their facility with local languages, they have begun to make their mark on the study of East European Jewry. This new generation of scholars joins Jewish Studies colleagues in North America, Western Europe, and Israel in what has become an international field. These experts are at the height of their careers and bring a fresh perspective to scholarship free of the ideological biases of the past. Important for the field of Jewish Studies specifically and to historical inquiry in general, *The YIVO Encyclopedia* will bring their work together for the first time.

Jews in Eastern Europe: The YIVO Encyclopedia will not only address the inadequacies of the *Encyclopaedia Judaica* and provide the opportunity to mine the growing scholarship of Jewish Studies, but also will differentiate itself from its predecessors by its sensitivity to gender issues and its attempt to be more inclusive as a whole. Scholars today are interested in the experience of all sectors and classes of society, as well as material culture of all types, not just art and literature. In some areas, there is a clear need for recovered history—with women's history being the obvious example. Jewish Studies has been delinquent in recognizing the lives, concerns, and roles of women, and *The YIVO Encyclopedia* intends to redress this omission. Contributors will be urged to have their articles reflect recent scholarship in which gender is an important category of analysis.

The encyclopedia will also redress the imbalanced attention Poland and Russia have received at the expense of other communities, such as those in Hungary and Romania. In addition, while *Jews in Eastern Europe: The YIVO Encyclopedia* will meticulously cover traditional and conventional topics such as literature, music, and fine arts, it also will give space and weight to life cycle events, material culture, folk practices and beliefs—items kept on the fringes, if addressed at all, in other reference works.

With its up-to-date scholarship, diversity of contributors, and attention to overlooked aspects of history and culture, clearly, *Jews in Eastern Europe: The YIVO Encyclopedia* will be a valuable contribution to research and education—and to the humanities in general.

III. HISTORY OF THE PROJECT:

In early spring 1998, Ralph Carlson, Special Projects Editor for Indiana University Press, and YIVO's Executive Director, Tom Freudenheim, began discussions about publishing an encyclopedia on the history and culture of East European Jews. IUP was enthusiastic about adding such a work to its extensive and diverse list of Jewish Studies publications, and actively pursued YIVO's participation. The target audience was the general public although both entities recognized the specific appeal such a publication would have for scholars, students, libraries, and synagogues. In the fall of 1998, YIVO entered into a contract with IUP for publication of the work in 2004.

Concurrent with these negotiations, YIVO started a search for the encyclopedia's editor in chief. In May 1999, an offer was extended to Gershon David Hundert, professor of history and chair of the Department of Jewish Studies at McGill University in Montreal, Canada. Though contract details would not be finalized until 2001, Professor Hundert, a respected and widely published scholar on the history of Polish Jewry and Eastern Europe, nonetheless started the task of defining more precisely the scope of the project, the format, and the contributors. As Ralph Carlson noted in a letter dated 7 September 1999 "...we now have the great good fortune of having Gershon Hundert involved in the project. As an experienced editor and one of the foremost scholars in the field of Eastern European studies, he has a much better idea of exactly what needs to be done to accomplish the work necessary to make this the major publication which we all want."

In 1999 and 2000 a number of key players involved in the encyclopedia project left their respective organizations—at YIVO Freudenheim and Dr. Lisa Epstein, Director of Research, and at IUP Carlson and longtime director, John Gallman—requiring some re-positioning and re-evaluating of the project's budget and timeline. In August 1999, Dr. Carl J. Rheins, a former vice president at Adelphi University who holds a doctorate in Modern European history from the State University of New York–Stony Brook, was appointed as YIVO's new Executive Director. In May 2000, IUP appointed Peter-John Leone as Director, and he soon named Dr. Janet Rabinowitch, senior editor for Slavic and Jewish Studies, as Editorial Director. In this capacity, Rabinowitch became the Press's principal liaison for *The YIVO Encyclopedia*. With a Ph.D. in Russian Studies from Georgetown University and twenty-five years of experience in academic publishing, Rabinowitch was well positioned to help bring this project to fruition. In February 2001, the Press formed an Electronic Publishing Department, headed by Dr. Kathryn Caras. Subsequent to these changes, YIVO and IUP discussed new arrangements to take into account the expanded nature of the print edition (originally Carlson had conceived of an oversized, one-volume work of 1.2 million words), and the addition of the online encyclopedia. With a larger budget and a revised publication date of 2008, YIVO and IUP moved forward with their respective tasks.

In 2001, Dr. Gershon Bacon, Associate Professor of Jewish History at Bar-Ilan University, was commissioned to review and evaluate YIVO's encyclopedia plans. His charge was to comment on the potential value of the project; the extent and nature of its audience; the types and varieties of entries; conception of alternative media that could be employed in conjunction with a print encyclopedia; an administrative structure for seeing the project through

to completion; and any potential pitfalls that should be avoided. Dr. Bacon's conclusion was that YIVO's encyclopedia was a project whose time had come.

“At this moment we find ourselves at a fitting juncture to carry out such a project—in our maturing understanding and appreciation of the history and culture of East European Jewry, in the unprecedented access to archives and historical sources, and in the ongoing expansion of the community of scholars dealing with East European Jewish life” (Bacon position paper, p. 7, see appendix 2).

Besides giving an overall “stamp of approval” for the project, Dr. Bacon offered his own succinct and intelligent suggestions for moving the project forward (see appendix 2).

Professor Hundert's contract was finalized in the fall of 2001, and at this time he formally began his duties as editor in chief. He assembled a senior work group (see appendix 3) and convened a meeting in New York City in December 2001. At this meeting, the attendees discussed the myriad of issues related to producing a work of this scope. Among the topics covered were: What is considered Eastern Europe? How will the editors handle the constantly shifting boundaries of the region? How much attention should be devoted to the Holocaust? How many words should be allocated to various time periods? To various countries? Should the encyclopedia include entries on living people?

As an outgrowth of this meeting and in conjunction with his attendance at the Association for Jewish Studies conference in Washington and a short trip to Israel, Professor Hundert discussed the project with numerous experts in the various fields of East European Jewish Studies. As a result of these discussions, he extended invitations to about 30 leading scholars to join the encyclopedia's editorial board. All have accepted (see appendix 4). Additionally, a preliminary list of major essays and word counts was developed to assist the editors in formulating a structure for each of their sections (see appendix 5). To assist the editor in chief in his Montreal office, two research assistants were hired. Their main charge was to prepare materials such as the compilation of lists of topics treated in existing reference works in various languages in order to help *The YIVO Encyclopedia's* editors focus their coverage.

In late 2001, YIVO conducted a nationwide search for a managing editor that resulted in the hiring of Peggy Hermann. Ms. Hermann came to YIVO from the Colorado Historical Society where she had served for five years as the Deputy State Historian and Project Manager for the Roadside Interpretation Program. The latter position's responsibilities made her uniquely qualified for managing editor as it required juggling the needs of state, federal, local, and private entities and individuals; managing federal and state grants; researching, writing, editing, and overseeing the conception, development, and completion of over 600 short essays on Colorado's history; researching, locating, and obtaining photographs from various sources; and managing on-site staff as well as contractors around the state. Since arriving at YIVO, she has overseen the production of a fundraising brochure; coordinated the production of grant proposals; drafted a contributor's manual; drafted editor and contributor contracts; investigated databases for tracking the encyclopedia project; undertaken the arrangements for various editorial meetings; and continued discussions with Indiana University Press on technical and other guidelines.

While crafting the vision for a print encyclopedia, YIVO has also been laying the groundwork for an online version of *Jews in Eastern Europe: The YIVO Encyclopedia* planned to launch simultaneously with the print edition. Under the coordination of Roberta Newman, YIVO's Director of New Media, consultants have been retained (see appendix 6), and a basic outline for the goals of the online encyclopedia have been drafted (see appendix 7).

Concurrent with all of the above (publisher negotiations, hiring of staff, organization of editorial board, etc.), YIVO has been identifying and pursuing a variety of funding sources to support the encyclopedia project. YIVO's Board of Directors have personally pledged \$600,000 to fund this project over the next five years—a clear demonstration of their belief in this project and the position it holds in YIVO's long-range plans. Externally, the Conference on Jewish Material Claims Against Germany, Inc. agreed this project merited support and in 2000 awarded YIVO \$250,000. In June 2002, The Righteous Persons Foundation awarded the project \$100,000 of unrestricted support over the next two years. Also in June 2002, the Charles H. Revson Foundation pledged \$200,000 to the project. All funders have indicated great enthusiasm for this project and made it clear that they would look favorably on applications for further support as the encyclopedia develops.

IV. METHODOLOGY AND STANDARDS FOR THE PRINT ENCYCLOPEDIA

In an effort to ensure that the finished product will reflect the most up-to-date and accurate scholarship and will serve as a standard work of reference for many decades, the encyclopedia's editors and staff are committed to the development of sound methodologies and a solid work plan for the project. Using his extensive connections to scholars the world over, Professor Hundert has recruited an impressive list of colleagues to review the goals of this project, to come up with some solutions to the challenges posed by the subject matter, and to serve as editors and contributors (see appendices 4 & 8).

The Encyclopedia's content and format:

In December 2001, Professor Hundert convened a senior working group (see appendix 3) to discuss the framework needed for organizing *The YIVO Encyclopedia's* immense and varied content. Based on this meeting and subsequent deliberations, *The YIVO Encyclopedia* will define Eastern Europe as roughly coterminous with the areas where "eastern" Yiddish was spoken, i.e., the area that today encompasses the Czech Republic, Slovakia, Hungary, Romania, Poland, Ukraine, Belarus, Russia, and, the Baltic States. Judicious use of maps and text will help readers understand the region's constantly shifting boundaries.

Though this encyclopedia will by no means exclude the Holocaust, it was decided, since so many other reference volumes address this topic, that *The YIVO Encyclopedia* will focus specifically on the Jewish experience and Jewish response to this cataclysmic period. For those readers wishing for more in-depth information about this topic, bibliographies will direct them to the enormous body of literature already available.

From the outset, the developers intended the entries to be written so that anyone with an interest in the subject matter would benefit from the consulting the encyclopedia. After careful

scrutiny of various reference books, it was concluded that the most useful format would be to present the topics alphabetically. This arrangement is held to be the most convenient, the most intuitive, and the most "user-friendly."

The goal of producing an encyclopedia of no more than three volumes dictates rather strict limitations of space. Articles therefore will be devoted to only the most important individuals, communities, and themes. Word counts will be assigned with an eye to redressing the imbalanced attention some countries, for example Poland and Russia, have received at the expense of others. For individuals to be included in *The YIVO Encyclopedia*, they will have to have made their contributions while living in Eastern Europe. So many individuals from this region made their marks after emigrating to Western Europe, North America, and Israel that to include them all would make the encyclopedia unwieldy. For much the same reason, it was decided that only deceased individuals would be included in the final publication.

One of the main distinguishing features of *The YIVO Encyclopedia* will be the forty or so major essays that will anchor the volumes (see appendix 8). These essays of approximately 5000-6000 words not only will present up-to-date syntheses of the history of Jews in various countries, but also will highlight the special features of the East European Jewish experience. For example, there will be extended treatments of Jewish regional cultural identities (i.e. Litvak, Galitsianer); Hasidism and the Jewish Enlightenment movement; political parties and ideologies; and Talmud study in Lithuanian academies. In addition to providing broad, synthetic, and thoughtful treatment on important subjects, these essays will incorporate people, places, and events for which, because of the space limitations, an individual article is not possible. The remaining articles will average 500-750 words, although there will be some entries with word counts of 1000-3000 depending on the topic.

Another unique aspect of this encyclopedia will be the incorporation of images never before published due to the relatively recent opening of East European archives and un-mined treasures in YIVO's collections. Through careful and thorough selection of photographs, *Jews In Eastern Europe* will serve YIVO's long-standing goal of revising the iconographic memory of the East European Jewish experience—a memory that has been distorted by the enormous impact of images of pogroms and the Holocaust. This encyclopedia intends to provide a more comprehensive reflection of Jewish life in Eastern Europe, which includes the portrayal not only of anti-Semitism and its victims, but also of a rich and heterogeneous culture. This culture embraced scholars and unschooled villagers; the licentious and the ascetic; mystics and merchants; boxers and actors; industrialists and revolutionaries; chess champions and hoodlums; poets and prostitutes; summer camps and motorcycle clubs; shops and unions and cafés. All this vitality and variety will be reflected in the illustrations, photographs, paintings, and drawings reproduced in *The YIVO Encyclopedia*.

Every entry will be signed by its author and will contain a list of resources for further inquiry. Entries also will include bibliographies of varying length: for articles up to 1000 words a maximum of 3 bibliographic entries; for articles 1000–1500 words a maximum of 5 entries; and for articles 1500–3000 words a maximum of 10 entries. There will be numerous blind entries, extensive cross-referencing and a comprehensive index. Additionally, a time-line and glossary of special terms will contribute to the encyclopedia's utility.

Process

With format, approximate word count, major essays, and various inclusions/exclusions decided upon, Professor Hundert began the process of recruiting the leading Jewish Studies scholars and asking them to join the project. All those to whom an invitation was extended have accepted their assignments (see appendix 4).

Concurrent with solicitation of editors, Professor Hundert enlisted the services of Claude Conyers, former Vice-President and Editorial Director of Oxford University Press's Scholarly and Professional Reference Department. With guidance from Conyers, Hundert developed a synoptic outline from which all aspects of the encyclopedia's content will follow (see appendix 9). In a succinct format this outline shows where everything fits and how an entry relates to the larger work. Conyers also assisted the encyclopedia's editorial office with drafting scopes, creating a contributor's manual, and preparing template contracts for both editors and contributors (see appendices 10 & 11). Additionally, the editorial office, under the auspices of the managing editor has been investigating databases and expects to have selected and implemented a system by September 2002. Inquiries have been made to managing editors of similar projects to find out what systems are in use, which ones work best, what to avoid, and what to include. It is anticipated that a Microsoft Access database will be chosen. Additionally, to help editors communicate with one another, a users group web site will be available by the end of the summer, 2002. This site will allow for the posting of essays, questions, and other information, and help the editors to engage in an on-going dialogue about content, crossover of coverage, and other matters relating to the encyclopedia's development.

In March 2002, over half of the editors met in New York to go over the draft lists for various sections and to begin to unravel topic overlaps, to discuss the word count given to various entries, and other related issues. As of the end of June 2002, all of the editors will have developed a list of entries, each entry's word count, and two to three possible contributors for each entry. Although standard payment for contributors usually averages about ten-cents/word, *The YIVO Encyclopedia's* editor in chief made a conscious decision to offer somewhat more substantial remuneration to reflect the scholarly prominence of the contributors and the dignity and importance of the project as a whole.* It is anticipated that invitations will be extended to contributors beginning no later than January 2003 and that all entries will be assigned by December 2003. These invitations will originate from the encyclopedia's editorial office, and all invitations, contractual correspondence, and documents will be supervised by the managing editor. Authors will be given a scope description for each entry as well as a contributor's manual to answer various questions that might arise while preparing their text. They will be given a firm deadline that will be determined based on the length of their entry and all these details will be entered into and tracked through the editorial office's database. (This database will link articles, contributors, graphics, and multimedia to one another, allowing the editorial office to assess which articles have been submitted; returned to the contributor for revisions; are ready for copy editing; are overdue; who has been paid; and so on.)

* Payment for 5,000-6,000 word essays: \$3,000
Payment for 2,000-2,500 word essays: \$1,000
Payment for 1,500 word essays: \$500
Payment for 750 words or less essays: \$250

Contributors will submit their articles on computer disc and in hard copy. When an entry arrives at the editorial office, staff will make a copy of the document, note its arrival in the database, and send the submission to the appropriate editor. If the entry is written in a language other than English, the editorial office will have it translated and then forwarded to the editor for review. The editor will read and evaluate the entry and alert the editorial office of any changes or revisions they consider necessary. Entries will be assessed for their adherence to the scope, accuracy of scholarship, word count, sensitivity to issues such as race and gender, and to the overall goal of imparting the importance of the person, place, or event to the Jewish experience in Eastern Europe. If necessary, the editorial office will contact the contributor and ask for a revision. When returned, the revised article will be circulated to the editor. If approved, the article will then be reviewed by the editor in chief. In some cases another expert also may review it in order to be absolutely certain of the reliability of the scholarship. Entries deemed final by the editor and the editor in chief will then be edited by a staff writer to fit into the encyclopedia's overall style and tone. Entries also will be edited by a transliterator for consistency and accuracy of Yiddish and other foreign words that appear in the text. The editor in chief is in a unique position to ensure the quality of the encyclopedia's transliteration, as the standard most commonly used by publishers and scholars for Yiddish orthography and for the transliteration of Yiddish into English are those developed by YIVO. When precise transliteration of Hebrew is required (e.g. transliteration of poetry), the encyclopedia will follow scientific guidelines established by the *Encyclopaedia Judaica*. For general transliteration (e.g. titles of books) a highly simplified system of transliteration will be used. This system acts as a guide to pronunciation. The reader who knows Hebrew will be able to deduce what word is meant while the reader who is not familiar with Hebrew will be able to know how the word is pronounced.

As the process continues, a graphics editor will be hired to research and obtain images for the encyclopedia. Though contributors will suggest illustrations, it will fall to the graphics editor to obtain the necessary permission, negotiate use fees, and follow through on all aspects of use. Similarly, a cartographer or cartographic firm will be hired to create the original maps necessary for this project. Appropriate persons will be hired to prepare the glossary and time-line and to verify the accuracy of bibliographical references.

Once the staff writer has completed their revisions, the editor in chief will again review each submission for the final draft, in addition to reviewing all graphics and maps for accuracy, coherence, and consistency of style and tone. In late 2006, the completed manuscript will be sent to Indiana University Press for copyediting, production, and publication.

V. METHODOLOGY AND STANDARDS FOR THE ONLINE VERSION

Comprehensive planning for the electronic editions of *The YIVO Encyclopedia* will begin in earnest during 2002 and 2003 under the coordination of YIVO's Director of New Media Roberta Newman and in consultation with IUP's Electronic Publishing Director Kathryn Caras. Consultants from the publishing and Internet worlds will be asked to help plan the production, marketing, and distribution of electronic versions of the encyclopedia. Four of these web

consultants have already been engaged for the project (see appendix 6.) At present, the partners envision the initial online version as parallel to the print edition, with the addition of multimedia resources, including images, artifacts, sound recordings, and links to related web sites. Though the details of this plan are still under discussion, the current idea is that some of the multimedia content will be open access, with only limited entry to the encyclopedia's text, while purchasers of the online version will have full access to the entire encyclopedia and all of the multimedia resources.

The first of several meetings of the web consultants, the encyclopedia's Editorial Staff, and the publisher will be convened in early spring 2003, to address conceptual and technical issues and to begin to develop specs for the online and multimedia editions. Topics for discussion will include:

- Definition of user groups (scholars, non-scholars, high school students, college students, graduate and post-graduate researchers). What are the different needs of these groups and what capabilities must the online encyclopedia have to address these needs?
- Development of a technology plan and model for the database and user interface of the encyclopedia, with discussion of metadata, search engines, coding schemes, open architecture, interface design, platforms, hardware, and software.
- Development of a business plan, including goals and objectives, products and services, dissemination, marketing, possibilities for fee structure and/or funding models, and sustainability (ongoing management of the publication).
- Preliminary production plan, including an implementation strategy, staffing and management roles, and preliminary budget.
- Postproduction issues related to sustainability, such as editorial roles and staffing needed to affect updating of entries, adding of new content, and ensuring quality control of content.
- Identification of potential vendors for development of online editions.

The key goal of these consultant meetings will be to define the project specs for inclusion in an RFP that will be circulated to a select group of vendors (i.e., design firms with experience in producing online reference works and/or educational media) in late 2003. To that end, YIVO will hire a project director for the online version in mid-2003, whose first task will be the preparation of the RFP in consultation with the project's consultants and staff. The next project milestones will be the selection of a vendor (early 2004), and the formal start of production of prototypes (mid- or late 2004).

While detailed technical specs for the Internet version of the encyclopedia have not yet been developed, there is a growing consensus that the Internet is already well on its way to becoming an XHTML environment and that future Web markup standards will be based on XML. This assumption and the desire to facilitate the smooth transition of data to electronic editions will be taken into consideration during the initial phases of planning the print edition of the work, particularly in terms purchasing software and establishing editing protocols.

Indiana University Press will produce the electronic version of the encyclopedia from the print version's files. YIVO will take the lead in developing the multimedia enhancements and

links to other resources. The details of this arrangement and its implementation are still under discussion.

VI. WORK PLAN

Production of the print edition of *Jews in Eastern Europe: The YIVO Encyclopedia* has been conceived as a 7-year project, with publication of both print and the full-version of the online editions tentatively scheduled for 2008.

2001: 4th Quarter

EDITORIAL

- Meeting of Senior Working Group
- Attend Association for Jewish Studies Conference in Washington and meetings in Israel
- Consult with colleagues about membership for Encyclopedia's Editorial Board
- Editor in Chief's research assistants begin groundwork

ADMINISTRATIVE

- Contract with Editor in Chief signed
- Ad for Managing Editor formulated and placed
- Montreal office organized

2002: 1st Quarter

EDITORIAL

- Identification and invitations to Editorial Board
- Editors meet in planning workshop to determine guidelines, establish responsibilities, and identify potential contributors

ADMINISTRATIVE

- Managing Editor hired

2002: 2nd Quarter

EDITORIAL

- Editors attend planning workshop to determine responsibilities and begin preparation of lists of articles by word count
- Fundraising brochure is developed for YIVO's board
- Editors submit lists of articles, word counts, scopes, and proposed contributors

ADMINISTRATIVE

- Managing Editor begins work; sets up New York Office
- Investigation of editorial database technology begins
- Preparation of NEH grant
- Formulation of template for contracts with editors and contributors
- Formulation of contributor manual
- Preparations for Editorial Board meeting

- Consultations with Indiana University Press on technical guidelines

2002: 3rd and 4th Quarters

EDITORIAL

- Design of work-flow system
- Review of proposals for articles and allotment of word length
- Identification of editors and contributors
- Editorial Board meeting
- Manuscript Preparation Guidelines/Editorial Style sheet for contributors developed
- Refine article scopes

ADMINISTRATIVE

- Administrative Assistant is hired
- Editorial database technology installed
- Establish Internet chat room for editors
- Technical/style guidelines for copy editors established (in consultation with IUP)
- Fundraising brochure is finalized and printed
- Facilitate Editorial Board meeting

2003: 1st and 2nd Quarters

EDITORIAL

- Contracts signed with editors
- Begin extending invitations to contributors
- Continue consolidation and review of lists of articles by editors

ADMINISTRATIVE

- Facilitate discussions among participants in chat room
- Paperwork for contributors sent (contracts, scopes, manuals, etc)
- Tracking of contributors and contributions begins
- Editorial Assistant hired
- Identification of translators begins

ONLINE ENCYCLOPEDIA

- Meeting of consultants to conceptualize electronic versions of the work
- Web Project Director hired

[START OF NEH GRANT]

2003: 3rd and 4th Quarters

EDITORIAL

- Editorial Board reviews full list of entries
- Discussion and revision on the basis of review
- Invitation process continues as necessary
- Contributed articles reviewed and revised
- Approved articles submitted to staff writer

- Fact checking begins

ADMINISTRATIVE

- Staff writer hired and begins revising articles approved by Editors to conform to guidelines and standards
- Graphics Editor hired
- Begin securing reprint permissions
- Translators hired as needed
- Tracking of contributors and contributions continues

ONLINE ENCYCLOPEDIA

- Continued conceptualization of electronic versions of the work
- Drafting a Request for Proposal
- Start formulation of business/distribution plan
- Dissemination of RFP to vendors

2004: 1st and 2nd Quarters

EDITORIAL

- Deadline for submission of major articles
- Contributed articles reviewed and revised
- Approved articles submitted to staff writer
- Preliminary review of photos and maps
- Fact checking continues

ADMINISTRATIVE

- Cartographer hired
- Photo research and permissions continues
- Staff writer revises articles approved by Editors
- Translation as needed
- Tracking of contributors and contributions continues

ONLINE ENCYCLOPEDIA

- Selection of design firm based on responses to RFP
- Begin production of prototype web site
- Finalize business/distribution plan
- Other hires as necessary

2004: 3rd and 4th Quarters

EDITORIAL

- Contributed articles reviewed and revised
- Approved articles submitted to staff writer
- Continued review of photos and maps
- Alternates sought for missing entries (defaulting contributors)
- Fact checking continues

ADMINISTRATIVE

- Staff writer revises articles approved by Editors
- Cartography continues
- Photo research and permissions continues
- Transliterator hired
- Translation as needed
- Tracking of contributors and contributions
- Launching of publicity campaign planned

ONLINE ENCYCLOPEDIA

- Production of prototype web site continues

2005: 1st and 2nd Quarters

EDITORIAL

- Deadline for the submission of all articles
- Contributed articles reviewed and revised
- Approved articles submitted to staff writer
- Continued review of photos and maps
- Alternates sought for missing entries (defaulting contributors)
- Completion of front matter: Preface/Introduction
- Fact checking continues

ADMINISTRATIVE

- Tracking of contributors and contributions
- Staff writer revises articles approved by Editors
- Transliteration continues
- Translation continues
- Cartography continues
- Photo research and permissions continues

ONLINE ENCYCLOPEDIA

- Launch prototype web site

[NEH GRANT ENDS]

2005: 3rd and 4th Quarters

EDITORIAL

- Contributed articles reviewed and revised
- Approved articles submitted to staff writer
- Continued review of photos and maps
- Compilation of contributors, photo credits, abbreviation list
- Fact checking continues

ADMINISTRATIVE

- Tracking of contributors and contributions
- Staff writer revises articles approved by Editors

- Transliteration continues
- Translation continues
- Cartography continues
- Photo research and permissions continues
- Chronologist hired
- Glossary prepared
- Bibliographer hired
- Publicity campaign begins

ONLINE ENCYCLOPEDIA

- Continued production of multimedia enhancements for web site

2006: 1st 2nd and 3rd Quarters

EDITORIAL

- Final editing of all entries
- Final selection of photos and maps

ADMINISTRATIVE

- Finalize glossary
- Finalize bibliography
- Finalize time line
- Finalize maps
- Finalize graphics
- Finalize securing permissions for use
- Contributors' s id checks completed

ONLINE ENCYCLOPEDIA

- Continued production of multimedia enhancements for web site

2006: 4th Quarter

- Manuscript goes to IUP for copyediting

ONLINE ENCYCLOPEDIA

- Refinement of prototype web site

2007: 1st and 2nd Quarters

EDITORIAL

- Copyedited manuscript is proofed by editors and editorial staff

ADMINISTRATIVE

- Contributors paid as approved submissions returned to editorial office
- Indexer hired

ONLINE ENCYCLOPEDIA

- Beginning production of full online encyclopedia

INDIANA UNIVERSITY PRESS

- Copyeditor inserts changes into electronic manuscript and finalizes for typesetting
- Interior and jacket of encyclopedia designed by IUP
- Galleys prepared

2007: 3rd and 4th Quarters

INDIANA UNIVERSITY PRESS

- Galleys prepared
- Proofing of galleys (also proofed by YIVO editor in chief and editorial staff)
- Collating of proof by IUP
- Proofing of second and subsequent pass proofs by IUP
- Typesetting and proofreading of index by IUP
- Typesetter marks text for online edition
- IUP submits final files and all illustrations and maps to printer

ONLINE ENCYCLOPEDIA

- Continued production of full online encyclopedia

2008

- Launch of print and online encyclopedias

VII. STAFFING

Current Staff:

The **Editor in Chief**, Gershon Hundert, devotes approximately 25% of his time to the encyclopedia. Initially, he focused on conceptualizing the project and consulted with many experts in the various fields of Jewish Studies. Professor Hundert personally contacted all the editors and contributors of major articles to discuss their submissions, and continues to maintain lively contacts with these scholars. In addition to preparing the synoptic outline and drafting scopes to assist the editors, Hundert contributes substantially to the preparation of applications for support from various granting agencies. When the encyclopedia is in full production, he will personally read every submission twice—before and after stylistic revision—and where appropriate, he will identify outside referees to provide further review of certain articles. From the outset he has served as the project's liaison with YIVO's Executive Director and the Board of

Directors. The editor in chief is the direct supervisor of the managing editor. (See appendix 12 for resumes of key staff.)

Since being hired in April 2002, **Managing Editor**, Peggy Hermann's time is 100% focused on the encyclopedia. She supervises the project's daily operations including: coordinating the work of the twenty-eight editors (in tandem with the EIC); developing (with input from consultants) scope templates, contributors manuals, author contracts, etc.; preparing and managing all contractual correspondence with editors and contributors; serving as the main liaison with Indiana University Press; overseeing the development of the online version of the encyclopedia in coordination with YIVO's Director of New Media and IUP's Director of Electronic and Serials Publishing; directing the use/management of the database; hiring support staff; developing fundraising materials; coordinating with YIVO's Director of Finance and Administration regarding budgetary matters; overseeing initial receipt and acknowledgement of all entries; coordinating requests for revisions of submitted entries; supervising in-house editorial staff, indexers, photo researchers, cartographers, etc.; supervising the preparation of the final manuscript for delivery to Indiana University Press.

At YIVO's headquarters, **Director of Finance and Administration**, Andrew Demers helps the managing editor with various financial matters as well as processing check requests, producing monthly spending reports, etc. Approximately 10% of his time is taken up by encyclopedia business.

Roberta Newman, YIVO's **Director of New Media**, has been involved in the encyclopedia project almost since its inception. Besides her input on various aspects relating to the print version, Ms. Newman is principally concerned in crafting the direction and plans for the online encyclopedia. She spends approximately 10% of her time on encyclopedia-related tasks.

The list and qualifications of the **Editors** can be found in appendix 4. Their duties in relationship to this encyclopedia are: to participate in general discussions relating to the project as a whole; general supervision of their assigned section of the encyclopedia; writing the major essay for their section or proposing a contributor for this task; suggesting illustrations for their section; developing list of entries to be included in their assigned section (this list will contain proposed word counts and any scopes/guidelines not covered in the general templates developed by the editorial office); identifying authors for each entry and alerting the encyclopedia's staff of contact information for each author; reading and critiquing section entries for suitability and adherence to length, contributor's guidelines, etc.; alerting encyclopedia staff of acceptance and/or return to contributor for rewrite; signing off on finalized entry.

Indiana University Press:

Janet Rabinowitch, **Editorial Director** at Indiana University Press, and her staff work in full partnership and consultation with the encyclopedia's editorial office. She is apprised of all aspects of this project and is involved in planning for the print and online editions. (See appendix 12 for Rabinowitch's CV.)

Peter-John Leone, **Director of Indiana University Press** is actively involved in policy decisions and contractual matters concerning the encyclopedia. Before coming to IUP in May 2000, Leone was Marketing Director and Editor-in-Chief for Science, Technology, and Medicine, Cambridge University Press, New York.

Within IUP's Electronic Publishing Department, **Director of Electronic and Serials Publishing** Kathryn Caras works with YIVO's managing editor, Director of New Media, and outside consultants to conceive, develop, implement, and distribute the electronic version of the Encyclopedia. As Director of Electronic and Serials Publishing, Dr. Caras oversees the IUP's digital and journals publishing programs.

Staffing Needs During Funding Period:

During the funding period requested in this grant (June 2003-June 2005), the encyclopedia's staff and consultants will expand exponentially as the project enters its most intensive phase. A number of these positions will be filled before the start of the grant period and will continue to be on staff after the funding period has ended. These positions are:

Administrative Assistant. Under the supervision of the managing editor, the administrative assistant will support the editorial office by undertaking a variety of tasks including: basic correspondence; basic data entry; all tasks associated with organizing meetings; ordering/keeping track of office supplies; working with designers and printers on fundraising/promotional materials; investigating possible sources for funding; assist with grant preparation; other duties as assigned. (Once hired, this position will be on staff until the project's conclusion.)

Editorial Assistant(s). This project will require the services of an editorial assistant to be hired in either late 2002 or early 2003. One, if not two, editorial assistants will be required in 2004 and 2005 during the height of entry submittals, revisions, editing, and finalization. Their primary responsibilities will be to track submissions, assist editors with requested tasks, work with translators and transliterators—basically any tasks associated with getting entries finalized for editor approval. (At least one of the editorial assistants will remain on staff until the manuscript goes to IUP.)

Web Project Director. Working under the direction of the managing editor and YIVO's Director of New Media this position will be responsible for shepherding the web-based version of the encyclopedia from conception to completion. During the funding period, one of the main tasks for the project director will be coordinating meetings of the web consultants, developing a business plan, overseeing the RFP, and the selection of the vendor. (This position will be on staff until the project's conclusion.)

Staff Writer. This person will be responsible for any substantial revisions that may be required (in consultation with editors and contributors and under the supervision of the managing editor). They will also be charged, under the supervision of the editor in chief or managing editor, to revise text in order to adhere to a common "voice" throughout the manuscript. (Once hired, this position will be on staff until the manuscript goes to IUP.)

Graphics Editor. Although contributors will suggest illustrations for their entries, we need to contract a graphics editor who will research and suggest images for inclusion in the encyclopedia, and undertake all the tasks associated with using the image such as contacting the source of the image, negotiating use fees, following through on permission paperwork, etc. (This position will be required to be on contract through 2006.)

Translators. For many of the encyclopedia's contributors, English is not their first language. In order to maintain the quality of scholarship we require for this project, scholars are instructed to write their entries in the language in which they feel most comfortable. As such,

the editorial office needs to contract for translation of various submissions, and, under the supervision of the managing editor, for these translators to work closely with the contributor and editors. (These positions will be required to be on contract through 2006.)

Transliteration Editor. In order to maintain consistency throughout the manuscript, and to adhere to accepted guidelines for transliterating Hebrew, Yiddish, and Slavic languages, the encyclopedia needs to contract with a transliterator. The thorniest problems are presented by the transliteration of Yiddish, but in this regard the editors of the encyclopedia are in a unique position to ensure the transliteration's quality, as YIVO is the acknowledged authority on the Yiddish language. (This position will be required to be on contract through 2006.)

Cartographer. This project intends to incorporate at least 100 maps to help readers understand the changing nature of Eastern Europe and Jewish settlement in this region. In all probability, *The YIVO Encyclopedia's* editorial office will contract with Carta, one of the world's foremost cartographic companies, to produce maps specific to this project. (Cartography services will be required during 2004 and 2005 only).

Chronologist. This position will prepare a comprehensive time-line to provide readers with a bird's eye view of East European Jewish history. (This position will be contracted for approximately one year beginning in 2006.)

Bibliographer. This person will verify for accuracy all of the bibliographical entries that are submitted with individual articles. (This position will be contracted for approximately one year beginning in 2006.)

Indexer. Under the supervision of the managing editor, this position will be responsible for indexing the encyclopedia. The indexer will read the page proofs, making a list of headings and subheadings, and the location of each pertinent reference. After completing the rough index the indexer edits it for structure, clarity and consistency, formats it to specifications, proofreads it and submits it. (This position will be contracted for approximately one year beginning in 2007.)

VIII. DISSEMINATION

When *Jews in Eastern Europe: The YIVO Encyclopedia* is published in 2008, both YIVO and Indiana University Press anticipate that the book and the online version will hold wide appeal for a broad spectrum of individuals and organizations. Clearly there is a Jewish audience for these volumes with more than 13 million Jews worldwide (including over 6 million in the U.S., 5 million in Israel, and more than 650,000 in Eastern Europe). Thus, thousands of Jewish libraries and homes are prospective purchasers of this encyclopedia.

The expansive nature of the work, its cutting-edge scholarship, and the international make-up of the contributors additionally suggest that interest in this work will not be limited to the Jewish Studies field and the Jewish community. The encyclopedia also will be marketed to Russian and East European Studies scholars, as well as to the general public, which is increasingly interested in Jewish culture, partly because of a new awareness of the Holocaust and partly because of the attention drawn to Jewish history by current events in the Middle East. Public relations outreach also will target policy-makers involved in trade and cultural contacts with East European countries. Additionally public libraries, universities and colleges, high schools, and other such organizations will want this encyclopedia for their shelves and online

resources. (Presently, YIVO and IUP are aiming to price the print encyclopedia at \$300 to \$350, though these figures are still tentative.)

Indiana University Press is in a strong position to market this reference work. A highly respected press, it publishes more than 150 new books and 15 journals annually and maintains a backlist of some 1,800 titles (see appendix 13). IUP has published several CD-ROMs in the field of African Studies and is developing electronic publishing programs for a large database of *Tales on Line*, in association with the Indiana University's Folklore Institute and *Indiana e-Books*, a cooperative program with the IU Libraries. Currently, IUP is the second largest public university press in the nation, as measured by titles and income level. Its books have won many awards for scholarly merit and design, including two National Book Awards, two Koret Jewish Book Awards, two Vucinich Awards in Slavic Studies, and several National Jewish Book Awards. Numerous IUP titles are selected every year by *Choice* as outstanding academic books. Among the subjects the press specializes in are Jewish, Russian, and East European studies. This specialization and its international reputation as a scholarly press makes IUP uniquely qualified to reach *The YIVO Encyclopedia's* target audiences.

IUP will market the print and electronic editions of *The YIVO Encyclopedia* throughout North America and abroad by sales and publicity campaigns, direct mail, space advertising, and through exhibits at trade shows and academic meetings. During the encyclopedia's development, YIVO hopes to create a special page on its institutional web site where visitors can follow the project's progress and look forward to the day that they can purchase the work for their home or organization. The electronic edition of *Jews in Eastern Europe* will be publicized via specially targeted venues, such as newsgroups focused on Jewish and Russian/East European Studies, but also via more general public relations vehicles such as articles and ads in print media. The development of a business model for the online edition in 2003-2004 will enable the formulation of a more detailed distribution plan.