

Outreach

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Outreach – Service Overview

Service name	Outreach
Service status	Live
Service description	<ol style="list-style-type: none">1. The creation of publicity around particular releases, the back catalog, the front catalog, and author events2. Outreach to libraries
SERVICE MANAGEMENT INFORMATION	
Service Owner	Eileen (eileen@punctumbooks.com)
Service Manager	Livy (livy@punctumbooks.com)
In Service Catalog (Y/N)	N
Service Agreements	N/A
SERVICE ARCHITECTURE	
Core Components	Email Social Media
Additional Components	Blogging Chat Mailing List
Dependencies	Publication , Administration

FINANCES & RESOURCES	
Cost to provide	(social media costs per year)
Funding	General revenue
Pricing	N/A

Publication Outreach – Process

1. Introduction

2. Goal & Objectives

The primary goal of this process is to generate continuous public attention on the punctum books publication catalog, as well as the activities of authors (readings, exhibitions, writings, etc.) and directors of the press.

The process covers the following objectives:

- The successful announcement and promotion of a new release.
- The continued attention of the public to our front and back list.

3. Role Model

The following roles are relevant in the context of this process and need to be assigned to persons or teams / groups involved in the process.

Role	Task	Assigned staff
Process Manager (PM)	<ul style="list-style-type: none">• To maintain the process definition / description (this document)• To perform process reviews as a basis for the continual improvement of the effectiveness and efficiency of the process• To ensure adequate communication to increase the awareness for the process• To organize trainings on the process for people involved in the process	Livy

Release Outreach Officer	<ul style="list-style-type: none"> • To release a blog post and social media posts upon new release • To inform the author • To send out author copies • To develop and implement an outreach strategy with the author 	Vincent, Livy
Catalog Outreach Officer	<ul style="list-style-type: none"> • To develop and implement an outreach strategy around the back catalog and forthcoming titles 	Livy, Eileen
Event Outreach Officer	<ul style="list-style-type: none"> • To develop and implement an outreach strategy around author events 	Livy

4. Relevant Business Objects

Business objects are “things” that are required, produced, or processed by the process or one of its activities. The following objects are relevant:

Business Object	Description
Blog Post	A blog post announcing the release of the publication.
Social Media Post	A social media post concerning a publication
Book Web Page	The page on the publisher website dedicated to the publication
Front Cover JPG	The JPG of the front cover of the publication

5. Activities

5.1 Release Outreach

5.1.1 Sending Out Hardcopies Post-Release

Input	-
Roles Involved	Release Outreach Officer
Outputs	-

Actions	1. Post-Release Hardcopy Dispatch
Alternative Actions, Exceptions, Additional Information	

5.1.2 Announcing the Release in a Blog Post

Input	Book Web Page, Front Cover JPG
Roles Involved	Release Outreach Officer
Outputs	Blog Post
Actions	<ol style="list-style-type: none"> 1. Post-Release Blog Post 2. Post the blog post in the Chat platform's Production and Town Square channels.
Alternative Actions, Exceptions, Additional Information	

5.1.3 Notifying the Author

Input	Book Web Page, Notification of Publication
Roles Involved	Release Outreach Officer
Outputs	Email
Actions	<ol style="list-style-type: none"> 1. Email the completed Notification of Publication to the author.
Alternative Actions, Exceptions, Additional Information	

5.1.4 Announcing the Release on Social Media

Input	Book Web Page, Front Cover JPG
Roles Involved	Release Outreach Officer
Outputs	Social Media Post
Actions	<ol style="list-style-type: none"> 1. Social Media Release Announcement
Alternative Actions, Exceptions, Additional Information	

5.2 Catalog Outreach

5.3 Event Outreach

Document Control

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Library Outreach – Process

1. Introduction

2. Goal & Objectives

The primary goal of this process is to generate interest of academic libraries to support punctum books through our Supporting Library Membership Program.

The process covers the following objectives:

3. Role Model

The following roles are relevant in the context of this process and need to be assigned to persons or teams / groups involved in the process.

Role	Task	Assigned staff
Process Manager (PM)	<ul style="list-style-type: none">• To maintain the process definition / description (this document)• To perform process reviews as a basis for the continual improvement of the effectiveness and efficiency of the process• To ensure adequate communication to increase the awareness for the process• To organize trainings on the process for people involved in the process	Eileen

4. Relevant Business Objects

Business objects are “things” that are required, produced, or processed by the process or one of its activities. The following objects are relevant:

Business Object	Description

5. Activities

Document Control

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Author Group – Process