It is likely that in our roles as researchers or librarians we have discovered a journal we believe is relevant to the field of art history not indexed in the standard print or electronic resources. [S2] Open access journals, self-published and small run artist journals, journals published prior to the mid-1970s, and journals published outside of North America and Western Europe are all underrepresented in the standard indices. The lack of article level indexing makes discovering relevant information within the journals difficult. This omission means that students and scholars often overlook these publications when doing their research. How can we alert researchers to these valuable resources? What about researchers lacking institutional affiliation or the funds to subscribe to online indices? Scanning everything and putting it online is not enough. As evidenced through search results of Google Scholar and JSTOR, the lack of precision in free-text searching leads to an overabundance of misfire results. Additionally, many databases do not include advertisements or letters in their indexing, rendering important journal content invisible. This paper will seek to generate a discussion on how to enhance the discoverability of otherwise hidden publications while highlighting a few free online periodical indices. Resources to be discussed include those that cover multiple publications, such as the Contemporary Culture Index and the Artist Journal Index as well as single journal indices like the Burlington Magazine Online Index and forthcoming BOMB Index.

[S3] Small press and avant-garde art journals that are created as part of an art movement, particularly those journals created by artists, can often be studied as primary source documents, offering a window onto specific art movements through their content that includes artworks created for the page, artists’ writings and interviews, and
documentation of artworks, performances, and events. The tone is immediate and their audience is narrow and intimate, consisting of readers (including other artists) familiar with the art movement, which allows for a more specific kind of content. Unfortunately, this content is often undiscovered by researchers of the art movement from which they arose.

A search in databases such as Art Index and ArtBibliographies Modern results in pages of articles about art journals but the journals themselves are not indexed. This means that the story of art history is being told in large part by the more mainstream art publications that are included in the indices. Small press and avant-garde journals are objects of discussion, not participants in the conversation. This is partly a result of the scarcity and inconsistency in publication. Many small press periodicals are not able to maintain a regular print schedule, which makes it a challenge to manage the subscription and indexing. The publications themselves are often difficult to access as they are housed in library special collections and, due to their small print runs are often not at many libraries. [S4] Happily, several publications such as 0-9, Avalanche, and FILE have recently been reissued in facsimile or reprint editions or [S5] like Radical Software and Aspen made available online. [S6] In addition, articles such as Susan Thomas’s Zeroing In on Contemporary, Independent Visual Arts Magazines and [S7] exhibitions of artist journals, such as “Millennium Magazines” currently on view at the Museum of Modern Art, New York, [S8] and the forthcoming exhibition “In Succession: Contemporary Artists' Periodicals,” which opens in May at the Art Institute of Chicago’s Ryerson & Burnham Libraries, serve as information points for librarians who want to actively collect contemporary art and artist journals. With the increased availability of art journals
through reprints and the heightened awareness of librarians to their existence, we next need to index these publications so that our patrons discover them in their research. While nothing as in depth as EBSCO’s Alternative Press Index exists for art publications, there are several independent indexing projects taking place, all online, and all open access.

[S9] The Contemporary Culture Index is a cross-disciplinary resource that includes small run publications, some of which are no longer published, as well as a few scholarly journals that are also included in subscription indexes. The contemporary culture index’s selection policy is described on the website, “contemporary culture index does not pretend to be exhaustive. Aware that exhaustivity is impossible, ccindex has opted for a rigorous selection of titles in terms of their research quality; an important ambition is to connect materials that are seldom juxtaposed, in order to favour new research approaches. A high number of non-Western and European journals are not indexed in existing databases; contemporary culture index’s aim is to make this valuable information its core.”

” [S10]Contemporary Culture Index has two sections, Infoweb and Database. The Infoweb contains overview essays about each journal that include cited references as well as personal essays that reflect on the publication and its importance. The infoweb also has links to the journal’s website or WorldCat record, and assigned subject headings and images from the journal. [S11]The Database serves as the index and is searchable by title, author, or subject and uses Library of Congress Authority headings when possible.

I am working on my own project to thoroughly index select artist journals. The Artist Journal Index currently includes two publications: Avalanche, and Decollage,
chosen because they are so important in the study of the art movements they represent. [S12] *Avalanche* was published in New York City from 1970-1976. Founded by curator and artist Willoughby Sharp and editor and filmmaker Liza Béar, *Avalanche* is closely associated with post-minimalist, post-studio conceptual artists in the United States and Europe and contains artist interviews, documentation of performances, and pieces created for the magazine.

[S13] *Décollage*, founded by the German artist Wolf Vostell and published from 1962-1969, documents performances, lectures, and exhibitions by Fluxus and other artists working in the realm of performance and Happenings. Vostell himself was an artist and organized one of the first Fluxus Happenings.

[S14] The journals are indexed in their entirety— including captions and advertisements. The index is navigable through browse lists of artists and performers, writers and curators, venues, businesses, publications, and exhibition titles. These browse lists exist because the search functionality of the site is poor. There are currently few images due to difficulty in obtaining permissions. [S15] The next journal to be indexed is the multimedia magazine *Aspen*, which was published from 1965-1971, by Phyllis Johnson. While Johnson was not an artist herself, each issue was edited and designed by an artist. *Aspen* is currently available online through ubuweb so I will be able to link to full content.

[S16] For some journals, inclusion in a subscription database is not deemed sufficient for making their content discoverable. Two journals currently included in JSTOR and several EBSCO databases are creating their own indexes. The publications, *Burlington Magazine*, a journal of fine and decorative arts published since 1903, and
BOMB Magazine, a journal published since 1981 and best known for its unique artist on artist interviews, both received funding through Scholarly Communication and Information Technology grants from the Andrew Mellon Foundation. [S17] Burlington has been in JSTOR since 2003 and started the indexing project in 2005 in part as a response to JSTOR’s method of full text searching and lack of an index beyond author/title. [S18] The Burlington Index allows users to develop specific searches through drop down menus or browse categories of contributors, artists, collectors, museums, galleries, and patrons. Articles and image captions are indexed and advertisements will soon be as well. [S19] Citations in the Burlington Index include links to JSTOR pdfs so in effect, the Burlington Index is an index to JSTOR content.

[S20] The BOMB Magazine index will exist within the BOMB website and include full text of all journal content. BOMB decided to house the index and articles within its site so that researchers did not need to be affiliated with an institution that subscribed to JSTOR or EBSCO in order to discover and access the content. They also felt the need to provide their own discovery mechanisms that would make visible connections between the artists and authors featured in the magazine and include their web only content such as filmed interviews and performances. This project is just getting started so I don’t have information on how the index will be structured, but I do know that the editors at BOMB are committed to making their resource conscribe to library standards and will use librarians and library science students with an art history background to do the indexing. I have been involved with this project since the grant writing phase and am currently working with the tech and design team to develop the backend. Indexing will begin in late spring.
While it is a positive development for researchers that journals are developing specialized, open access indexes to their resources, this does present a challenge to librarians to keep up with the new resources and make them known to our users without overwhelming them with dozens of places that they now need to search to find information.

[S21] Open Access and other born digital journals are also underrepresented in periodical indices. The article “Discovering Open Access Art History: A Comparative Study of the Indexing of Open Access Art Journals” searched several art periodical indexes: Art Full Text, Art Bibliographies Modern, Art & Architecture Complete, and International Bibliography of Art as well as Google Scholar, for 30 journals focused on visual arts and conservation that were included in the Directory of Open Access Journals.

[S22] The DOAJ is a repository for open access scholarly journals covering all subject areas in all languages. The results of this 2010 study showed that of the 30 Open Access titles, only 6 were indexed in at least one commercial database, and 15 were included Google Scholar. [S23] The problem with relying on Google Scholar to serve as an index has been discussed in several articles, including Hannah Rozear’s from 2009, which highlights Scholar’s lack of authority control, lack of subject headings or keywords, and limited search features. Likewise, having all 30 journals included in the Directory of Open Access Journals isn’t enough. The DOAJ is a repository, not an index, so getting article level content information is difficult at best, usually impossible.

And what about online journals that do not fit the DOAJ’s definition of scholarly? [S24] Such as East of Borneo, an online journal with content that is text based as well as multimedia? Like other born digital publications, it is making full use of its web presence
by including elements that enrich and expand upon the text-based content. Not only is *East of Borneo* not indexed it is also not included in the main source for open access journals, DOAJ. At the very least I wish there was a directory of online and multimedia art publications in a manner similar to [S25] Dilimag, a repository of German literary magazines hosted by the Innsbruck Newspaper Archive. To be included in Dilimag, journals must be in existence for at least 6 months with updates to content provided during that time, and the publications should be known and important in the sense that they are mentioned in other publications or forums. Like DOAJ, a record is created for each journal that includes a link to the publication as well as subject terms for the publication itself.

[S26] Developing indexes for small press and avant-garde art journals that include the multimedia aspects of born digital publications and the web extras of print publications is just one (large) part. We also need to educate researchers, students, and their professors that not all relevant and scholarly information is found in subscription databases. I look forward to a continuing discussion on how we can increase discoverability of articles in these specialized publications.