

# Book's Face

**Giulia Bussotti is 31 and has a son. She graduated in Literature at Rome University and has been working in the publishing industry since 2009. She started as web content editor in a little publishing house. In 2012 she joined the LIA project that in May 2014 evolved in the Fondazione LIA, created by the Italian Publishers Association and where she deals with e-book accessibility and reading system for visual impaired people.**



## 1. Can you please describe your job in 100 words?

My job title is Technical Department Manager. What I do is taking care of all the technical aspects related to LIA's services: my office manages the workflows of the files provided by the Italian publishers who joined the Foundation. We also verify the compliance of the files to our EPUB accessibility guidelines and whenever they are not accessible we correct them. Finally we certify them by adding the LIA compliant metadata that will be included in the mainstream distribution flow. A very important part of my job is to supervise and test apps and reading systems in terms of accessibility to provide our users with useful updates.

## 2. What did you want to do when you were five years-old?

The first job I wished to do was the policeman on horseback. I have lived in Rome since I was a child and when my parents took me along the tree-lined paths of Villa Borghese, the most beautiful park in Rome, and I saw policemen on horseback I was really envious. In my imagination they just passed their time on the back of these marvelous Arab horses around the villa. I don't know why I dreamed to be a policeman and not a groom or a farmer! Maybe since I was already a pragmatic girl I was aware that I didn't live in Montana and that to be a policeman on horseback I had to

become a real policeman. In high school I changed my mind and I thought to become a theatre actress, for a few years, like every girls growing in the eighties. Eventually the writer: that's why I ended up working in the publishing industry!

## 3. Can you describe a typical working day?

My working day is made of ordinary and extra-ordinary activities. LIA's catalogue management is my main duty as well as the continuous interaction with Italian publishers. As for the monitoring of software and apps, I have the chance to work with visual impaired users in the testing phase, an activity that allows me to have immediate feedbacks on

our work. I'm also involved in international working groups devoted to standards, formats, metadata and accessibility. In addition to these activities, I am also involved in the training courses for publishers, professionals and users, technical advisory, communication campaigns. LIA is a small team: everyone's involved in every activity, despite its job role.

## 4. What would happen to the book if you were not there?

Without me and my work Italian e-books would be not accessible to visual impaired people, I guess, the LIA catalogue will stop to be upgraded with new titles and our users would no longer have the same supply and



## EDITORIAL

- . Reading panel
- . Commissioning or acquisition
- . Copy editing/Full text editing
- . Proofreading
- . Index making
- . Translation
- . Technical revision
- . Infographics
- . Legal reading if necessary
- . Relations with the author



## FINANCIAL

- . Authors royalties & copyrights fees
- . Managements accounts
- . Creditors & debtors
- . Legal procurement
- . Sponsors
- . Audits
- . Tax



## PRODUCTION

- . Typesetting
- . File conversion
- . Layout & design
- . Paper buying & storage
- . Printing
- . Insurance & shipping



## SALES & MARKETING FULFILMENT & DISTRIBUTION

- . Representation
- . Marketing plans
- . Foreign rights
- . Publicity
- . Contracts with the media & PR approaches of opinion
- . Leaders & institutions
- . Social media
- . Parties
- . Order processing & servicing
- . Fulfilment & delivery
- . IT systems
- . Warehouse management
- . Digital warehouses & distribution
  - . Physical bookstores & other stores selling books
  - . Electronic bookstores
  - . Libraries
- . Consignment processing, returns, used/damaged books sales
- . Management of unsold stock



choice of books we have guaranteed them up to now. In the LIA technical office we play an important work of check, certification and creation of metadata on the accessibility requirements of the file, there is nowadays any other organization that would do it in our place. Beyond technical activities, I have daily exchanges with publishers and testers, I listen to their issues and I bring their ideas and requirements in international environments where solutions can be achieved. If I had to answer your question, I'd say also that in the long distance there wouldn't be the glue that holds all these information and the interest

of all the players involved: accessible files are not enough on their own, they need to be integrated in a wider system, both in terms of technology and relationships.

### 5. What is the most exciting /striking thing that ever happened to you in your job?

What we do is to enhance tools, provide a path in the journey towards content accessibility and, therefore, culture. It's a question of freedom. The most satisfying parts of my job are the moments when I feel like what

I'm doing is actually useful to someone. The Reading in Dark we organize are the most empathetic parts of my job. Famous writers and visual impaired readers read the same e-book (LIA complaint, of course!). Visual impaired readers can show what it means to read by enlarging characters, by using a braille display or speech synthesis. These events show how LIA's work and the opportunities provided by digital.