April 1997

Rumors

Katina Strauch

Against the Grain

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Money Talks But Can It Listen? — How We Found Out What Our Faculty Really Read

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Anyone who has to prepare a budget for Library materials knows that feeling of wondering if this is going to be the year when it isn't going to work. There will be no money for monographs; invoices will pile up. The Administration will be furious and the faculty will hate us. How will we stretch the budget to cover everything, preferably without canceling anything? At the University of New Hampshire (UNH), we've been through three big cancellation projects in the past decade and, to hear the faculty tell it, we are at bare bones. Collection Development has a box full of requests for new subscriptions. At this point, it is even hard for faculty to find a title to cancel in order to substitute for a new title. Serial publications are taking an 80% chunk out of our acquisitions budget. Yet, it is the portion of the collection that we know the least about. Why are we getting these titles? What made us subscribe to them in the first place? When did we first subscribe? Who initiated the first order? Are those people still around? We have been running around telling everyone who would listen that our 6,000 title subscription list was too low, yet, did we really know that? How much more did we need? What was that need? What dollar figure would Collection Development give the

If Rumors Were Horses

Wow! Just as we were “in press” — what exciting news! Dan Tonkery has been named President and COO of Faxon North America Subscription Services!

Heard from the always smiling John Long <jlong@springer-ny.com> — does he ever get depressed? After 4 1/2 years at the Institute of Physics, John has moved from IOP to Springer-Verlag NY, Inc., as of Jan. 27. He will continue to work with the North American Library Community and with major book vendors (non-medical) as a Library Sales Mgr. Here's his new phone: 401-467-8567 and fax: 401-467-8644.

Wrote Elsie Pritchard (Morehead State University) <e.prich@morehead-st.edu>, Felt guilty bugging her about Doc Aquis with all the horror stories of the flooding in Kentucky! She said that she and her family are on high ground, and her county wasn't badly hit by rain. Mary McLaren (U. of Kentucky) <MCLAREN@UKCC,UKY,EDU> is fine too. She says that they had water in the basement where they never had before — came in through the walls and even “bubbled up” through cracks in the cement floor! And, on top of all that, Winn Thierl worked on Doc Aquis in spite of having her twins in the hospital with pneumonia. So, y'all better turn — quick — to read Doc Aquis, this issue, page 73.

Word is that Joseph Brann is the new director of the University of Central Florida Libraries. Congratulations, Joe!

What To Look For
In This Issue:
JSTOR 29
Unique Identifiers 75
News Services 79
Interviews 36
Jim Ulsamer 37
Joseph Andrews 37

continued on page 16
continued on page 6
Okay. I admit it. I lost my pocketbook in the exhibits at ALA Midwinter. Thanks to Buzzy Basch and Joyce Ogburn I was able to survive for a couple of days. But it turned up two days later — all intact — thanks to Joyce and Buzzy and all the ALA people who are honest and turned it in! I am forever grateful. Librarians and publishers and vendors are honest. You heard it here.

This issue of ATG is LOADED with information. We have an article from Robin Lent, Louise Lane, and David Buckley on the “R” word (what faculty really read), and more on the “S” (serials) word from Linda Brown. Joyce Ogburn was also astute enough to get Corinne Ebbs and Laurie Preston to write about what their library is doing with full-text. We have a great article on object identifiers from Brian Green and Mark Bide of Book Industry Communication / EID EUR. Also an article on JSTOR from Ron Chepesiuk.

Interviews this time are with Jim Ulsamer and Joseph (the incredibly patient) Andrews. And we have a contribution from Irving E. Rockwood, Editor and Publisher of Choice, called “Inside Choice.” This article lets us inside this publication that all of us use for book reviews and tells us a little about how items are selected for review there.

Gotta go. I have to take my daughter somewhere and I can’t seem to find my ... pocketbook! Happy reading and happy spring. The azaleas and dogwoods are out in Charleston and the horrible heat has not set in yet. This is when it would be nice to have a convertible top on the house!
This information comes off of SERIALST. Major Russian newspapers are now available online in full image and text, delivered in Acrobat PDF format. Newspapers cover politics, government, arts, culture, family, sports and entertainment. If you would like to know more then visit [http://www.russianstory.com]. Alexander Grunatsev is President and CEO, Russian Story, Inc. [grampot@russianstory.com] Russian Periodicals Online [http://www.russianstory.com]

The newspapers have been full of details about what's going on in Albania, but I wanted to call Farfur Xiha myself just to hear her voice. Did you see the interview in *ATG*, v.8#5 (November, 1996), pp. 39-40, 42-43. Well, after a few busy signals, I was able to hook up directly with Farfur at her home in Tirana, Albania. She sounded pretty good considering. Farfur said that there is fighting in the streets and that a lot of people are armed that shouldn't be. Obviously, she and her family (husband, son, and daughter Denada) are staying indoors. The National Library is closed and there has been no school for the past two weeks. The grocery stores are closed, but they have enough food for now. She is just hoping that the new government will be able to restore order. Let's keep their fingers crossed and send her all our love and strength.


Thanks to Eamon Fennessy (The Copyright Group) [EFENNESSY@worldnet.att.net] and his staff, see this issue page 66, for all their work on *On the Street* this issue compiling some information regarding Book Reviews.

Okay. You heard it here! Sandy Paul has a new email address. Make a note of it: <skpassoc@internetmail.com>. She has also arranged for Brian Green of BIC to write a fascinating piece on product identifiers, see this issue, page 75. I mean it. This is exciting!

The Institute for Scientific Information (ISI) will be hosting celebratory events throughout 1997 in commemoration of the 40th anniversary of Current Contents (CCO), the weekly current awareness database maintained by Eugene Garfield and introduced by ISI in 1957. Events will include receptions at international conferences and industry meetings, anniversary parties, and an essay contest with a $4,000 grant award. The grant award announcement will be made at the *International Online Meeting* in London in December, 1997. I remember when I was working at Duke University Medical Center Library — a new librarian just out of the chute when I was first introduced to C/ — that was in 1975, and our researchers just had to have it: If you want to know more about all this, why not look up Judy Luther's GREAT interview with Eugene Garfield in *ATG* (see June 1996, v8#3, p. 34) and visit ISI’s Web site at [http://www.isinet.com].

Talk about lucky. Tom Leonardit was lucky enough to attend the Faxon Institute for Against the Grain! We are hoping to get reports on this awesome conference from both Julia Gelfand (UC Irvine) and Tom the Leonardit. Stay tuned...

Eleanor Cook (Appalachian State) <COOKEl@conrad.appstate.edu>, also the Editor of Acqnet, was recently at a preservation meeting being run by Harlan Green (UNC-CH, one time Charleston Historical Society, associate director) and book author, too, no less (Harlan has written, among other things, Why We Never Danced the Charleston). Anyway, small word. Eleanor stayed at a Bed and Breakfast on Halsey Street (Bed But No Breakfast) owned by some acquaintances of mine — Marion Greely and David Knott. Their son used to be in the same school as my daughter, Ileana. Eleanor and I saw a little bit of each other. The only thing that got in the way was — you might have guessed it — work! Anyway, Eleanor will be interviewing Harlan for *ATG* shortly and she says that From the Firehose will be back...

continued on page 10

[<http://www.against-the-grain.com>](http://www.against-the-grain.com)
And speaking of Johns Hopkins, just heard from Thomas Izbicki (who reminds me of my brother which of course means I like him) <izbicki@jhu.edu>. Tom is working on a “think piece” on the future of the printed journal which may lead to the “almost paperless” society, which suggests that printed journals will be replaced, but that users still will print at point of use.

The State of West Virginia and VTLs Inc., have announced that 120 of the 175 InfoMine workstations have been installed by VTLs in public and school libraries throughout the state. The workstations are installed in at least one high school in each county and in selected rural public libraries. These workstations provide West Virginia residents with access to the Internet, their email and numerous library catalogs across the state. Ask Barbara Schneid <schneidb@vtls.com> for more info.

The world’s first completely virtual university, the Universitat Oberta de Catalunya (UOC), translated — The Open University of Catalunya, opened its “doors” for classes in September of 1995. The university is unique in that the 1,500 students who attend the UOC do not sit in lecture halls, sleep in dormitories, or eat in the cafeteria. Rather, they remain at home in front of a PC equipped with a modem which enables them to connect to their classes via the Internet. There are two “virtual librarians” to help students during the day. Communication with the librarians is done by email through the virtual campus and the response time is virtually instantaneous.

Barbara Schneid (above) car tell you even more!

I don’t know what to say. When we were thinking the groundhog was correct here in Charleston (the beginning of spring, no more winter) it was **gulp** snowing other places up north! Like in Saline, Michigan where Edna Laughrey (Ad Manager, ATG) is and where Lyman Newlin (Papa Lyman) is — 5 inches for her and 10 inches for Lyman! Ouch!

At ALA Midwinter, I met Myriam Contiguglia <myriam@input-culture.com>, a vivacious new employee with Input Culture. Also spoke briefly with the fantastic Roger Williams whose wife just happens to be good friends with Drena, a non-library friend of mine (but she’s okay anyway, we have to make allowances). Myriam is going to start doing the Library Profiles (have you missed them?) with the next issue of ATG, I hope!

Got a great article from Russ Dennison <rdennison@winona.ms-usa.edu> the other day. Stay tuned ...

Heard from Jola Prinsen <jola.prinsen@kub.nl> the other day about the International Summer School on the Digital Library in Tilburg, Netherlands from August 10-22, 1997. Pretty interesting. You can find some information on the summer school at <http://cwis.kub.nl/~ticer/>.

Got excited the other day because I had a message forwarded to me from our Conference Center. Amanda Bowen (Harvard Fine Arts Library) <bowen@pop.fas.harvard.edu> was interested in getting more information about the 1997 Charleston Conference. Hey, Amanda, come on down!

Got a real nice note from Rom Steensma (Nedbook) <info@nedbook.nl> about the invoice that he got for his ATG renewal! He said that he was glad to pay it! Wow! I hope this is the start of a trend and I also hope that Rom will be in Charleston this year! Locate him in Amsterdam at <http://www.nedbook.nl>.

And you know, ATG renewal invoices allow us to renew more than a subscription! They allow us to renew old, dormant friendships. Just did so when I got an email from Larry Erlbaum (Lawrence Erlbaum Associates) <erlbaum@erlbaum.com>. He writes that he and his wife took a month-long cruise around vacation time that took them to Rio, Buenos Aires, then on a cruise down the Argentine coast, to the Falklands, through the straits of Magellan, and up the coast of Chile to Valparaiso.

And a wonderful dinner in Washington with Liz Chapman <elizabeth.chapman@economics-library.oxford.ac.uk>, Margaret continued on page 12
Rumors
from page 10

Robb (both work at Oxford University, but Margaret isn’t a Brit, like Liz. She is a “dynamic Southern woman,” Liz says.), John von Knopp (the H2K@sol.com) and his lovely wife Robin, Lyman Newlin, yours truly, and the guest of honor, John’s and Robb’s adorable little poodle Puddles. Anyway, talk was about England, of course, and John’s new publishing company, Stylus Publishing (see ATG, v.981, p.6) A good time was had by all and I think that John is on a roll.

Liz (above) had written a paper with Derek Law entitled “Death of a Salesman,” which she showed to me for my input. Very well done, this paper talks about the difficult position of serials subscription agents. Liz should be giving a version of this at the Charleston Conference — November 6-8. Will you be there?

Speaking of the Charleston Conference 1997, Barbara von Wahle (Director, SUNY Buffalo) will be the library keynoter, Fred Philipp (BNAm) will be the vendor keynoter, and Mary Ann Liebert (Mary Ann Liebert Publishers), will be the publisher keynoter. Not bad, eh?

You know, people REALLY read Against the Grain. I am not making it up. Tina Felck <FEICK@BNAMF.BLACKWELL.COM> wrote to say that she got calls about her mention in ATG’s Dec. Jan. issue (see v.986, p. 72) before she even got home to pick up her issue. How ‘bout that!

Speaking about that — how ‘bout those College of Charleston Cougars! They almost made the sweet sixteen of the NCAA basketball tournament. For those of you who didn’t think I paid any attention to sports, I don’t. I just couldn’t miss this one. And Sue Somrini-Kresse (Vice President of Enrollment Management now, but back then she was Dean of Continuing Education), the woman who supported the Charleston Conference when it got started way back when, is the wife behind College of Charleston’s coach, John Kresse.

And recently Against the Grain got a fax from Alfred Gans, Managing Director of ISA Australia. Alfred wants to reprint Dan Tonkery’s “Changing the Subscription Services Pricing Model” (ATG, February, 1997, v.981, p.65) in his firm’s newsletter, Issues. Alfred wants to continue the discussion that Dan started. Stay tuned...

Coming soon to an Against the Grain near you.

And the February — Annual Report Issue — of ATG is getting rave reviews. Also heard from Leslie Dowd of OCLC who wants to make copies of Corrie Marsh’s “Collection and Technology Trends” (ATG, February, 1997, v.981, p.22, 24). Clearly, ATG is the journal to read! Where the industry is talking first. Have you read it yet?

Rick Heldrich (Professor of Chemistry & Biochemistry at the College of Charleston who writes frequently for ATG) <heldrich@cofc.edu> tells us to check out this Web site of the ACS <http://www.acs.org/epi/library.html>. Rick has also been perusing a homepage that Edwin Shelock <edwin.shelock@turlion.loc.gov> (who seems to change email addresses a lot) and a lot of his friends are linking hard on a site for Russian scientists. So here’s another address for you to visit: <http://turlion.loc.gov/>

How many of you send contracts for licensing electronic materials by fax? There was recently a discussion on <liblicense@pantheon.yale.edu>. If you are not a subscriber to this list, you should consider it. Ann Okerson <aokerson@miner.va.cis.yale.edu> is one of the movers and shakers behind it.

Claire Fund <clairef@cofc.edu> was reading in the Chronicle of Higher Education, 24 Jan., 1997, p. A23 that a computer scientist at British Columbia has designed a set of software tools called WebCT (for Web Course Tools) that allows instructors to design online courses, create their own Web sites, hold interactive and bulletin-board-type discussions, and administer exams, all on the Internet. Professors simply enter their own material into pre-prepared forms, and the virtual classroom takes shape. WebCT is already being used in more than 70 courses at the University of British Columbia, and the program is available for testing to faculty members outside the university. Once testing is completed, the program’s authors plan to charge a fee for its use. The address is: <http://homebrew.cs.ubc.ca/webct/>.

Claire (above) is always reading. Here’s another tidbit from Science, 17 January, 1997, p. 327 — It’s coming. — The vision of computers powerful enough to organize and index huge treasure troves of scientific literature using intelligent functions such as “vocabulary switching” — 32 years after it was first outlined in J.C.R. Licklider’s Libraries of the Future (1965). Large-scale simulations on the HP Convex Exemplar supercomputer at the National Center for Supercomputer Applications have begun the latest vocabulary switching computation ever achieved in information science. Future developments will require automatic indexing with scalable semantics to coordinate searches among the one billion repositories likely in the next century.

We told you about Ken Dowlin in the last issue of ATG (see v.986, p. and v.991, p.15). Bob Neville (College of Charleston) <NEVILLER@cofc.edu> (now there’s a serious basketball fan), sends word that you can get more media details from <http://www.sfgate.com/cgi-bin/chronicle/article.cgi?file=MN13227.DTL&directory=chronicle/archive/199701/22>. Now that’s a mouthful. And there’s more in the New York Times, January 26, 1997, p.8.

Heard from Nigel Hollingworth (Sage) <NIGEL_HOLLINGWORTH@SMTPLINK.SAGEPUB.COM>, was trying to see how he’s been doing since we hadn’t talked in some time. Nigel says he’s doing great and went to Yosemite over Christmas, where it was a real English washout so he felt right at home! Did anyone run into him in Washington in February at AAP/PSP?

Recently had a ban-zowie interview with Gail Schlachter (Reference Service Press) <findaid@aol.com>. As many of you know, Gail started Reference Service Press in her mother’s apartment in 1985. Gail’s very first book that she published — Guide to Reference Services in Library and Information Services — was chosen by Choice for its “Outstanding Books of 1986” list. Gail has recently won the Louis Shores-Oryx Press Award to recognize excellence in the reviewing of books and other materials for libraries. I know you can’t wait to read her upcoming interview because I want to read it again myself. The thing about these interviews, is that you can read and re-read them!

Was “emailing with” Dave Mitchell (Guilford Publishers) <dmitch@guilford.com> who says that he’s been very busy since he came back from a visit to Stockholm right before Christmas. He said he was broke and tired, but he was still working, trying to find out what he should do about a book that is the second edition of a book by a different title. You know, I would still love to get a sort of “Group Therapy” type of column on these types of issues that publishers are especially interested in. Is anyone out there interested in helping me put this together? <strauhhh@cofc.edu>

On Monday, January 27th, 1997, Academic Book Center created the first PromptCat Shelf-Ready book for the University of California at Berkeley by attaching a locally printed spine label matching the PromptCat cataloging record. UC, Berkeley has selected Academic Book Center to provide shelf-ready materials through PromptCat for its approval plan and firm order books. They are one of four OCLC-approved field test participants to receive PromptCat spine labels, but are the first to actually have a book so processed.

I saw Dick Dougherty (U. of Michigan) <rdough@umich.edu> briefly at ALA Midwinter. Can you imagine that he thought I was avoiding him? What can I say? Between my hateful bifocals and my loss of my pocketbook (see this issue page 6), I was pretty discombobulated in Washington. Ah, the once and future librarian.

Anyway, if I could have talked to Dick (above), I would have asked him about this intriguing workshop that he is planning — continued on page 14

Was reading a post on Serialist from Kelly Cannon (Muhlenberg College Library) <k cannon@HAL.MUHLBER.GE> who will be presenting CARL at this summer's annual ALA conference. She is discussing the subject of computer centers merging with libraries. She was seeking input from serials librarians who have experienced such a merger firsthand, or who are in the process of merging.

CARL Corporation has announced the introduction of DIALOG@CARL™, a Web-based interface to DIALOG databases, available exclusively from CARL Corporation, a Knight-Ridder Information company. With DIALOG@CARL, information users of all kinds can now for the first time search more than 300 DIALOG databases quickly and easily. Prior to the introduction of DIALOG@CARL, this wealth of information resources required a familiarity with DIALOG search language to navigate the databases. DIALOG@CARL reinforces CARL's commitment to delivering the best public access tools available to library users online. Links to URLs in the full bibliographic record lead the user to new Websites or new subject searches in the DIALOG databases. Searches can be broadcast against DIALOG databases and Z39.50-compliant library catalogs and predefined quick searches give users easy, fast searches in various subject areas. In addition, links to UnCover and SourceOne document delivery services provide easy, expedient access for ordering articles and other documents. One agreement with CARL is that is needed for access to the hundreds of databases, many of which are not available through any other suppliers. DIALOG@CARL is purchased on a flat annual fee basis. This allows a subscribing institution to have unlimited use of any of the DIALOG@CARL database collection on a per simultaneous user access basis. For further information, contact Cindy Yan at <cyan@carl.org>.

And there’s more. CARL Corporation and Research Libraries Group (RLG), a consortium of universities, archives and other institutions serving research and learning, have just announced a strategic partnership to expand DIALOG@CARL™ to include RLG’s CitaDel databases and the RLIN Bibliographic Database.

"By marrying the richness of RLIN and CitaDel with the breadth of DIALOG databases, we are giving libraries and their users a powerful resource for unequalled access to information," said Martha Whittaker, vice president of marketing at CARL Corporation. The CitaDel files are a set of international article-citation files that index and abstract journals, conference proceedings, books and dissertations. The CitaDel files cover a significant range of research and scholarly disciplines, ranging from anthropology and art to Latin-American studies to international science. The RLIN Bibliographic Database is a combined catalog created by more than 250 university libraries, museums, and archives. RLIN's 27 million titles describe books and periodicals, manuscripts and personal papers, films and photography, records and music scores, maps and drawings, and more. The RLIN database is a key resource for scholars. DIALOG@CARL plus RLIN and CitaDel will be offered to RLG's 155 member libraries and other subscriber libraries. Contact: Dodie Ownes, 303-758-3030. <downes@carl.org> <http://www.carl.org/news/rlg.html>

I tell you, ATG is being quoted everywhere. It’s the journal to read! Just heard from Jenny Lorentowicz <jenny.lorentowicz@city.mississauga.on.ca> who has just taken over as Editor of the CSISAC newsletter, the Canadian counterpart of CSISAC. She wants to reprint from ATG. I’m looking forward to getting a copy!

Julia C. Blikrud (Senior Program Officer, Association of Research Libraries) <jbl@oci.org> sends word that the Association of Research Libraries has published “Licensing Electronic Resources: Strategic and Practical Considerations for Signing Electronic Information Delivery Agreements,” written by Patricia Brennan, ARL Information Services Coordinator, Karen Hersey, Intellectual Property Counsel at Massachusetts Institute of Technology, and Georgia Harper, Office of the General Counsel for the University of Texas System. This 23-page booklet is designed to assist librarians in the development of a process for reviewing and negotiating license agreements. The authors provide a general overview of the strategic and practical questions that academic and research library license negotiators should consider before entering into any formal agreement. They also provide a checklist of the educational, library, and fair uses permitted under copyright law and new conditions that may be introduced by the terms of a license. Individual copies are $10 each and orders must be prepaid to ARL Publications — Licensing Department 0692, Washington, DC 20073-0692, fax: 202-872-0884 <npras@cnri.org>.

This issue of ATG (the one you’re just reading) has some interesting followup on the fulltext issue that Joyce Ogburn (Old Dominion Univ.) <ogburn@lib.edu> raised in ATG (“Is fulltext half full or half empty?” v.8#4, p.70). See this issue, p.7 for some letters to the editor as well as a new installment of Acquiring Minds want to know, by Corinne Ebbs and Laurie Preston of James Madison University, this issue page 70.

And speaking of fulltext, Judy Luther <luther@earthlink.net> is doing an article on fulltext options through subscription agents and publishers and indexing services prior to ALA summer (ATG, June 1997, v.9#3) (as a guide for folks in the exhibits) with notes of new developments (from Faxon, EBSCO, Blackwell's, SWETS, IAC, OCLC). Wow! Sounds like just what we need. And be sure to look at Judy’s innovations column in this issue, page 79. It’s about news services on the desktop.

Debbie Wilcox (New Hampshire College, Manchester, NH) <wilcoxd@saxone.edu> — a many-times attendee of the Charleston Conferences wrote to say that she missed 1996, but is planning for 1997.

Stopped by to see the new electronic subscription service by ADONIS and spoke at length with the awesome Paul Ashton <74674.3144@CompuServe.COM>. ADONIS believes that the new electronic subscription service is a very big step forward from the old Document Delivery process. Henk Courrier, ADONIS managing director from Amsterdam was also at the booth. If you aren’t familiar with this product, you might want to write Paul and he also promised me an article for ATG. Soon, right Paul?

This is from the liblicense listerv — An up-to-date view of how Australia is dealing with “fair use” can be found at <http://www.copyright.com.au/doc/calendar.html>.

Loved hearing from Maggie Rioux (Information Systems Librarian, MBL/WHOI Library, Woods Hole Oceanographic Institute, Woods Hole, MA 02543-1541.) <mrioux@mbl.edu> She did a library profile a few years back for ATG (see ATG, April 1994, v.6#2, p.12-13 & 80). You may want to re-read it! Anyway, Maggie says that she’s riding the electronic collection development theme this year! Like a lot of us.

I recently communicated with Natalie Seweryn (New York Public Library) <nseweryn@nypl.org> who is a regular at the Charleston Conference but had too many irons in the fire to come in 1996 (but, yes, she renewed her sub to ATG!). Anyway, next time you run into Natalie, please tell her that she has to let us interview her for ATG! Okay?

Ran into Leigh Watson-Healey <leighwh@concentric.net> at ALAMW. She looked as good as always and her consulting business is going great!

Alison Grant (Acquisitions Department, University of Auckland Library, New Zealand) <A.GRANT@LibraryServer.Ibr.auckland.ac.nz> is coming back to the Charleston Conference and this time she is going to speak! She is thinking about discussing fallacies that are commonly held. Sounds pretty interesting, doesn’t it? And you know who else (I hope) is coming? Gita Gunatilleke (Head of continued on page 60)
Inside Choice
from page 59

coupled with increasing use of approval plans and outsourcing, have reduced many college libraries' need for the type of service traditionally provided by Choice. Over the longer run, they may pose a potential threat to the future of the scholarly book itself.

Dealing with the transition to electronic publishing: Last but hardly least, Choice, like other scholarly journals, is in the midst of a transition to electronic publishing. While electronic publishing may, or may not, ultimately reduce Choice's costs of publication — the jury is still very much out on this much discussed issue — in the short term it represents an added expense. In fact, the initial investment required to make this transition will have a significant impact on the Choice budget over the next several years. Some "creative" financial thinking will be required if Choice is to fund this transition entirely from its own limited resources.

And yet all is not gloom and doom. Choice's future holds promise as well as challenges, and there are tools available for dealing with these obstacles. These include:

Increased Automation: Choice has a long history of "pushing the envelope" in publication technology. Some of the experiments involved, like the "sequential camera" of 1963-64, were unsuccessful. Others, like the installation of the STAR database in 1988, have proven highly beneficial. In the past year, Choice has completed the expansion of the office network (LAN) so that all staff members now have access to the network and a common set of Windows applications. Email was added in the spring of 1996. Web access, first provided in 1995, will shortly be greatly enhanced, and a search is now underway for a new subscription system to be purchased in the current fiscal year. In addition, we hope shortly to greatly reduce the amount of in-house keyboarding by automating the review entry process and streamlining the process by which bibliographic records are created. Within the next 12-18 months, we will begin accepting reviews by email, a process that will both increase Choice's operating efficiency and reduce the interval between title selection and the appearance of the published review.

Marketing: Over the years, Choice has devoted far more time and energy to editorial matters than to marketing. While this has helped ensure the quality of Choice's basic product and to maintain its good name and reputation within the library community, it has also meant that marketing has been somewhat neglected. In fact, Choice does not currently have — and so far as we can determine never has had — a staff position devoted to marketing. By the end of the current fiscal year, it will.

Product Development: The greatest promise of all for Choice's future lies here, in product development. In fact, Choice has already made significant strides in this area by licensing its reviews for use in electronic products from well-established library vendors such as Reed/Bowker, SilverPlatter, CARL, Brodart, and Primary Source Media. The great virtue of licensing is that it allows Choice to tap new markets — library patrons for example — at relatively little cost. Through increased efforts in this area, we hope to greatly expand Choice's presence in a variety of markets that would be impossible for Choice to reach via its own resources. In addition, the mandatory transition to electronic publishing, however painful, will bring with it a plethora of new possibilities, including customized publications and publications directed to new audiences. Finally, by steadily increasing its coverage of new types of library materials, notably electronic products, Choice can and will ensure the continued relevance of its services to the library community.

As Choice looks forward to its 35th anniversary and beyond, it is clear that the next few years will be a time of transition. At some point in the not too distant future, it may be possible to see more clearly what lies ahead — or it may not. Perhaps Choice, like other human organizations, will continue to chart its course from day to day, its daily maneuvers shaped by the tides and breezes of the present even as it steers toward a future that invariably lies tantalizingly close yet always just over the horizon. Of this we can be sure. If Choice's future continues to be shaped by its past, there is great cause for optimism.

Rumors
from page 14

Collection Management, Victoria University of Wellington, New Zealand)
<gita.gunatilleke@vuw.ac.nz>.

This site has a special report on copyright law — including a quiz that helps determine whether you follow legal procedure — <www.news.com/Quiz/Entry>.

I have a confession to make. One of my favorite people in the world is Glenda Alvin (Acquisitions/Collection Management Librarian, The College of New Jersey, 609-771-2412)<alvin@TCNJ.EDU>. Glenda just sent Against the Grain a great article. You will read it here soon ...

Speaking of favorite people, I missed Sharon McKay (Blackwell North America) <SMckay3746@aol.com> at ALA Midwinter but talked to her over the phone about Blackwell's Collection Manager. I did speak to Alison Roth, a charming and very astute salesperson herself!

The homepage for the study "Public Libraries and the Information Society" is <http://www2.echo.lu/libraries/en/plugins/homeplis.html>.

The March 17, 1997 issue of The Nation is a provocative read. Called "The Crushing Power of Big Publishing: The National Entertainment State II," its fifty pages are packed with articles about the publishing era that we are living through. It's a contrast of several publishing worlds — conglomerate publishing versus serious, university, and independent publishing. You should read it and maybe write an essay about it for Against the Grain.

Nicholas Veliotes is retiring as president of AAP and Patricia Schroeder has accepted the position of president and CEO of the Association of American Publishers. Woman Power!

Well, that's about all the space we have this issue — so — see you next issue ... and Happy Spring! 🌸