Adventures in Librarianship: DonCo

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Adventures in Librarianship: DonCo

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[Run title script: Iron Mike Library Systems... Produced by Don King and DonCo Enterprises... filmed before a live audience. Cut to stage camera one with applause.]

OG: Ahh... Thank you. Thank you. Ladies and Gentlemen, I’m your host, Oscar Gossett, and I’m here to tell you about an extraordinary new product.

Audience: [Gasp]

OG: Let me ask, how many of you work in libraries?

Audience: [All hands go up. Heads nod in approval.]

OG: And how many of you are happy with your integrated systems?

Audience: [Hands quickly go down. Annoyed mumbling.]

OG: Folks, do I have a product for you. Mike Tyson got together with Don King of DonCo Enterprises to produce the library system of your dreams. Because he’s so excited about this product, Mike has graciously agreed to come here to tell you about it. Should we bring him out?

Audience: [Applause, hoots, whistling.]

[Mike Tyson enters. Smiling. Waving. Bashful.]

OG: Mike, great to have you here. You’re not going to bite me, are you?

Audience: [Laughter]

MT: That’s very humorous, Oscar.

OG: Seriously, Mike, why are you so excited about the Iron Mike Library System? With all the big-name systems out there, what’s different about yours?

MT: It’s... It’s a very good system, Oscar.

Audience: [Applause]

OG: I mean, specifically, what’s so special about the Iron Mike System? How about circulation? How does circulation work?

MT: Yes, circulation does work. It works spectacular. I’ve used it myself and I can tell you. I’ve used it while traveling, at my training camp, in the shower. The circulation is great.

OG: And cataloging?

MT: Yes, cataloging. I’m pretty sure that works too. That works especially well. I’m pretty sure.

Audience: [Applause]

OG: And I’ll bet it has a wonderful OPAC display, doesn’t it?

MT: Oh, yes, very much so. Whenever ladies come over to my house they inevitably comment on how wonderful that OPAC display is.

OG: Now, Mike, if you were going to walk into a store and buy some other library system with all those features, how much would you expect to pay?

MT: Oh, I... I think millions of dollars, Oscar. Several million.

OG: But how much do you think we’re selling the Iron Mike Library System for? A thousand? Five Hundred? One hundred?


OG: Mike, what if I told you that by calling now, we’ll sell the Iron Mike Library System for just $79.95?

Audience: [Gasp]

MT: I would be astounded, Oscar. Simply flabbergasted. Did my agent agree to that price?

OG: That’s right, folks! Call now and get the Iron Mike Library System for just $79.95!

MT: [Moves threateningly close to OG] I said, did my agent agree to that?

OG: The first ten callers will receive as a special bonus the Iron Mike barcode wand!

Audience: [Applause. Whistling. Hooting.]