If Rumors Were Horses

Katina Strauch

Against the Grain, strauchk@earthlink.net

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The Amazon Effect, Virtual Approval Plans, and the Changing Nature of Book Selection

by Rick Lugg and Ruth Fischer (Partners, R2 Consulting, 63 Woodwell’s Garrison, Contoocook, NH 03229; Phone: 603-746-5991; Fax: 603-746-6052) <rick@r2consulting.org> www.ebookmap.net

The Amazon Effect, Virtual Approval Plans, and the Changing Nature of Book Selection. Although the phrase sounds more like the title of a Robert Ludlum thriller than an actual phenomenon, the Amazon Effect echoes through the working days of all of us who deal with books and information: librarians, publishers, and vendors. From its inception, Amazon used the Web to expand the fundamentals of retail bookselling, bringing to readers a vast selection of titles and previously unknown levels of convenience. Because of its prominence in the media and mass market, Amazon has also influenced user expectations for library services: i.e., why doesn’t the library’s OPAC look more like Amazon.com?

The appeal is easily understood. This morning, I pointed my Web browser at Amazon, where I was welcomed by name. Several recommendations for new book titles anticipated my arrival — some inexplicably, but several of genuine interest. Clustered around the cover image of each title were satellites of bibliographic and evaluative information: a description; publication data; reviews, both editorial and customer; sample pages, including front & back flap copy, full index, table of contents, preface and introduction, excerpts from the text; links to other works by the same author; subject browsing capabilities; and a pre-formulated search by subject category.

In addition, a number of transaction options appeared, including:
- View alternate editions of the content (new/used; paper/cloth; audio CD/audio cassette; various eBook formats)
- Obtain price information for each format
- Add titles to a wish list
- Add titles to shopping cart (select and order)

In essence, a complete suite of services to help an individual identify, evaluate, choose, and transact: upon titles of interest. As patrons with the OPAC, library selectors may well ask: “Why don’t library book selection tools look more like this?”

We have already seen the beginnings of the transformation of the online library catalog, first in the advent of Web OPACs over the past few years. The Library Journal has published numerous articles by Steven Korn, and others, about the impact of the Web on library selection. As we move into the new millennium, the question becomes: what role will the library have in the selection process? Will the library continue to play a role, or will the user find the information on the Web?

If Rumors Were Horses

Blackwell Publishing has purchased Futura Publishing and Futura Media Services company assets on Friday April 19th, 2002. Futura Publishing Company, a leading publisher in cardiology and vascular diseases, was founded in 1970 by Steven Korn and Jacques Strauss, who will remain with the company as the Futura imprint is integrated into Blackwell Publishing. The Futura list includes six journals and over 200 books, CD-ROMs and runs a growing program of continuing medical education (CME) meetings each year under Futura Media Services. The acquisition enables Blackwell to extend its medical publishing presence. In turn, Blackwell’s global sales, marketing and online services will increase the profile of Futura copyrights and boost the readership of Futura’s authors. Nigel Blackwell (Chairman of Blackwell Publishing) commented, “The addition of such a strong programme with its outstanding authors and editors will I hope be taken as a clear signal that we are serious in our ambitions for the company and for medical publishing.” For more information, contact: Emily Gillingham <emily.gillingham@blackwellpublishing.com> continued on page 6
Hello all! The ALA Election is over, the budget crisis has passed, at least for
now, and the Charleston lazy, hazy summer is coming. Daughter Ileana is back
home after her first year of college. She came back on Friday night and woke up at 3
AM sobbing because she had a horrible earache. Enter Mom for little girls trying to
comfort her and play MD. Ileana is fully recovered now and off gallivanting. Enter Mom
for the adult. Talk about switching gears!

Meanwhile, back at the ATG ranch, another issue has been completed thanks to all
of you, our loyal readers! This issue is guest edited by the team of Rick Lugg and Ruth
Fischer and includes articles on book selection the 21st century way by Michael
Holdsworth, Amy McColl, Amy Morrison, Eric Pumroy, Norm Medeiros, Linda Bills,
Stephen Pugh, and Ted Fons. We have interviews with John Kennerly and Colin
Harrison. Carolyn Morris has begun a new column called Short Subjects which exami-
nes trends in academic publishing. Allison Mays and Larry Madison’s “dueling op ed”
is about embargoes. There’s a library profile from Erskine College Library and Papa
Lyman has returned after a long hiatus to tell us about BEA. Neil Jaffe enlightens
us regarding Print on Demand and Group Therapy is about introducing and mainta-
ining information on electronic resources. Whose job is it anyway? Mark Sandler’s
“What Movie Is This Anyway: La Dolce Vita or My Life as a Dog?” reflects pub-
licly on the world shared by vendors and librarians. And that’s just all I have room
to tell you about!

Letters to the Editor

Send letters to <strauchk@earthlink.net>, phone or
fax 843-723-3356, or snail mail: Against the
Grain, MSC 98, The Citadel, Charleston, SC
29409. You can also send a letter to the editor
from the ATG Homepage at <http://

Dear Editor:

I just wanted to let you all know how much I enjoyed Scholarly Publishing. A
well-written and informative book that I will be recommending as a must read to my
contemporaries in the library bookselling business. Well done!

Sincerely, Steve Sutton
(Regional Sales Manager, Library Services, Alibris)
<ssutton@alibris.com>

Editor’s note: Scholarly Publishing: Books, Journals, publishers, and Librar-
ies in the Twentieth Century, edited by Richard E. Abel and Lyman W. Newlin,
Wiley, 2002, was mailed to all ATG subscribers gratis as a Special Issue of Against
the Grain. Wiley bore all the costs associated with this book and we should all
extend our thanks to them! Let me know what you think of the book! — KS.

And, just but not least, the Charleston Conference call for papers is in this issue,
p.79. The theme this year is Two Faces Have I: One for Books and One for Bytes. See
you October 31-November 2! Website is http://www.cofc.edu/~library/conference.
Cheers and have a good summer!

Yr. Ed. 🏙️

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blacksci.co.uk> or www.blackwellpublishing.com.

After careful consideration, the dynamic duo of Ana Terry <ana.terry@redstoneglobal.com>
and Judy Luther <j Luther@informedstrategies.com> have decided to dissolve their partnership.
While it was a challenging decision to make, this change will enable each of them to pursue
new areas of business while they continue to leverage their complementary skills through
ongoing collaboration on projects. Judy will continue to operate under Informed Strategies.
Her contact information and Website remain the same, www.informedstrategies.com. Judy offers
expertise in assisting clients with market insights that allow effective decisions on Strategy,
Marketing, and Product Introductions. Ana will now be working under Redstone Global
Consulting and her new Website is www.redstoneglobal.com, but the rest of her
contact details remain the same. She’ll continue to offer services in the areas of Writing, PR,
Spanish-Language Business Opportunities, and Acquisition Referrals.

Well, we know a celebrity and he is an ATG regular! Jack Montgomery and his band Lost
River recently (March 30) appeared at Barnes and Noble for a cozy concert in the cafe. They
played many selections from band member
Crown. He especially enjoyed his extensive work with the corporate sales and marketing department. In 1994 Scott was promoted within the company to the newly created position of Field Inventory Associate for the Southeast Region. He succeeded in revitalizing backlist book sales to independent retailers in that territory. Scott became the Random House, Inc. Territory Manager for the state of Florida in 1995. He managed the efficient sales of frontlist titles for the Random House, Crown, Times Books, and Fodor’s Imprints to independent wholesale and retail accounts. Scott moved back to New Jersey in 1997 when he became the Random House Territory Manager for Pennsylvania, New Jersey, and Delaware. He made a career change in 1999 working as a Financial Advisor with Morgan Stanley for two years before joining Ambassadors Books and Media, as Northeast Regional Marketing Manager. Scott currently lives in Cherry Hill, NJ with his wife and two sons. He is an avid reader and enjoys playing golf. I want to meet him, don’t you? Maybe he’ll be in Charleston?

This is from BBC News Online’s Ivan Noble and comes courtesy of the SSP website — http://ssnet.org/public/news/details.cfm?id=107 — “Boost for research paper access, Campaigners want free access to research results” — Plans to extend free access to scientific and academic research papers have received a boost with the announcement of a $3m grant from financier and philanthropist George Soros’ Open Society Institute. Open access advocate Professor Steven Harnad of the University of Southampton, UK, says the money could make it easier for academics wanting to set up their own alternatives to commercially run journals. It calls for “free availability on the public Internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them to software, or use them for any other lawful purpose.” Professor Harnad’s colleagues Chris Gutteride and Rob Tansley developed a piece of software called Eprints, which, they hope, makes the process of publishing easier and therefore cheaper. He says the Soros money could be used to “seed” schemes where academics will pay a small fee to have their papers reviewed but users will pay nothing to read them. “To start up and fill an institutional Eprint Archive costs less than $10,000; to start up and fill an alternative journal costs less than $50,000; so $3m can do a good job of three years,” he says. More important than the money, he adds, is for there to be a critical mass of research available from free archives online. “It’s a question of when the dominos start falling.”

This is pretty fabulous. Benjamin J. Black — Miriam Gilbert’s <mgilbert2@aol.com> son — is a winner in this year’s Tattered Cover poetry contest. Ben won in the fifth/sixth grade category. The award ceremony was at Tattered Cover’s Cherry Creek store and the poem is published on the Tattered Cover Website: www.tatteredcover.com. Click on Kids and Teens. The poem is called “White Crystals” and is all about snow. Miriam says we can’t show Ben this copy of ATG because he wouldn’t appreciate her bragging!

More about Tattered Cover. For those of us not in Colorado, Miriam writes that “the Tattered Cover is the premier independent bookstore in Colorado, if not the country. The Tattered Cover is a celebration of the written word and the power of the imagination. Joyce Meskis, founder and owner, has lectured worldwide about bookstores, www.chelseacon.com — books and Borders have copied her winning formula with their superstores.” I agree. When I visited Becky Lenzini <rlenzini@charlestonco.com> many years ago in Denver one of the first places she took me was the Tattered Cover.

And more on Joyce Meskis — who we hope to have in Charleston — The Colorado Supreme Court on April 8, 2002, reiterated this state’s long tradition of protecting expressive freedoms in unanimously holding that a city’s attempt to obtain customer book-purchasing records from the Tattered Cover was precluded by the government’s inability to demonstrate a compelling need for the records. http://www.tatteredcover.com/TatteredTimesOnline.

And, speaking of Becky Lenzini <rlenzini@charlestonco.com> besides producing the fabulous, incredibly useful (I use all the time and so do most of you!) Charleston Advisor, a “consumer reports” regarding electronic databases, www.chelseacon.com — she has a houseful of company this month. Especially for the graduation of her youngest, Anne, from high school the end of May. Anne is salutatorian, no less, and is going to the University of Puget Sound, one of the VERY FIRST subscribers to ATG way back when. I remember that the director bought a three-year subscription right off the bat! Talk about confidence!

This article was recently in the Washington Post (May 4) http://www.washingtonpost.com, concerns the Government Printing Office and comes courtesy of Pru Adler <prue@arl.org> and ARL. To view the entire article, go to http://www.washingtonpost.com/dynamic/ A33355-2002May4.html — “Government Printing Office May Lose Its Exclusivity” by Larry Margasak. The article reports that the OMB (Office of Management and Budget) has asserted that the government would save significant money in printing and copying if the contracts were put on competitive bid rather than being handled exclusively by the GPO. Andrew Sherman of the GPO says among other things, that the plan would destroy the GPO’s program that: deposits federal records in 1,300 libraries. He added, “The costs and the threat to public access to government information are so significant that Congress rejected this in 1987 and in 1994.”

ALA President John W. Berry has announced the appointment of Keith Michael Fiels, 52, as ALAs new executive director, effective July 1, 2002. Fiels has over 15 years of senior level administrative experience in the state library arena, including his current position continued on page 10

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tion as the director of the Massachusetts Board of Library Commissioners. He also has experience working in public and school libraries. Fiel has been a member of ALA since 1976, and is active in ALA committees and divisions, as well as various state library associations. Fiel has signed a three-year contract. His first year salary is $183,000.

More. ALA has just released its first online Annual Report for FY 2001 (September 1, 2000—August 31, 2001). The Annual Report can be found at www.ala.org/annualreport. Hard copies printed from the online Annual Report are available through the Public Information Office at info@ala.org, or 50 East Huron Street, Chicago, IL 60611; 312-280-5041/5044.

Choice has announced that Wallace Library at the Rochester Institute of Technology (RIT) has become the latest academic library to license Choice reviews for inclusion in its OPAC. As a result of this initiative, all Wallace patrons faculty, staff, students and walk-ins now have seamless point and click access to the reviews of titles included in the OPAC and reviewed since September 1988. The addition of these reviews was made possible by Choice’s recent alliance with Sydentic Solutions, Inc., of Portland, as a result of this new partnership, libraries can now license the entire Choice review database (80,000+ reviews dating from September 1988 plus monthly updates) for inclusion in their OPAC. Libraries can update through Sydentic Solutions or through their ILS vendor. Participating ILS vendors include: Brodart Automation, DRA, En-deaver, epi-tech, Ex Libris/SFX, Gaylord Information Systems, Gecan, Innovative Interfaces, Sirs, TICCAR, VTI S. The wonderful Irv Rockwood, Choice editor and publisher, noted that, “We commend the Wallace staff for their initiative in providing this new service to their customers.” Interested libraries are urged to contact any of the ILS vendors listed above or visit the Sydentic Solutions, Inc. Website at http://www.sydentic.com. Also, I’ll bet that Irv will be at the 2002 Charleston Conference!

And, I forgot to mention that at PLA, besides Charles Halpin <charles@bookstreaminc.com> at the Sydentic Solutions (above) booth, I encountered the wonderful Allan Graham <agraham@sydentic.com> (once of Blackwell’s) who is working with them. Sydentic is a provider of specialized bibliographic data to producers of electronic databases in the retail book trade, and a developer of custom thesauri, indexes, and vocabulary analysis and processing services for database producers, Internet search engines, and Internet directory services. The word “sydentic” is defined as “serving to connect or to unite.” The company’s products and services are designed to provide “sydentic” solutions to improve precision in the search and retrieval of information contained within large electronic databases. What these friends of ours don’t get up to!

Copyright Clearance Center, Inc. (CCC) and Scoop ReprintSource (Scoop) have formed a strategic alliance that will enable publishers who use Rightslink, CCC’s digital rights management solution, to streamline delivery of custom reprints to their customers by taking reprint orders right at their Websites. Customers who wish to order reprints of articles, news items and other content click on a link located near the item they wish to reprint. The Rightslink service instantly forwards the order to Scoop which, in turn, will provide price quotes for high-quality customized reprints and then produce the reprints to fulfill customers’ orders. CCC’s Rightslink suite of services also includes Rightslink Security, a document security service that allows publishers to restrict access to their content. Rightslink is licensing and delivering content on a number of leading publishers’ Websites, among them the online editions of The New York Times, The Wall Street Journal, Barron’s, Dow Jones Reprints and InformationWeek. MSNBC, Cahners Business Information, CMP Media LLC, and Blackwell Publishing have also contracted to use Rightslink to instantly license and deliver content from over 150 Websites. Speaking of which, just learned that Rightslink just became live on MSNBC.com.

OCLC Digital & Preservation Resources will use Olive Software to help libraries provide full online searchable access to their historical newspapers so that these resources can be preserved and made accessible over the World Wide Web. Through a unique process that builds an index of every article, photograph and page, newspapers in print or on microfilm can be quickly and easily converted to digital format and delivered back to the library to make accessible via its own Website. Founded in 1999, Olive features a diverse management team experienced in both publishing and technology development. Olive Software’s investors include Elbit Imaging Ltd. (Nasdaq: EMITF) and Dainippon (EMC executives’ VC; NYSE: EMC). The company holds its headquarters in Denver, CO, with an R&D subsidiary in Israel.

More about OCLC. What’s one of the 100 best places to work in information technology (IT) according to IDG’s ComputerWorld? The Best Places to Work list is an annual ranking of the best work environments in the United States for IT workers. www.oclc.org.

Recently got an email from Digital Sales (Collection Development Manager, University of Cape Town Libraries) <digby@actlib.uc.ac.za> who tells me he will be in Charleston in November. Also, good news! With a slight improvement in the exchange rate and an extra R5 million from the university administration they are not having to do a journal cancellation exercise this year. UCT has more students than expected and the library is very busy.

The Knowledge Commons is a huge success and they are planning an extension of it later in the year which will enable some other reconfigurations which have been identified since the opening of the new library. Sound familiar?

SPARC (the Scholarly Publishing and Academic Resources Coalition) has announced its partnership with BioMed Central http://www.biomedcentral.com. BioMed Central (BMC), an independent publishing house, is committed to providing free access to peer reviewed biomedical research and has made a permanent commitment to open access, regardless of future changes in ownership of the continued on page 12

<http://www.against-the-grain.com>
Rumo(u)rs from Paddington

by Daryl Rayner (Marketing Director, xrefer; Phone: +44 (0) 20 7479 9204; Fax: +44 (0) 20 7479 9212; <daryl@xrefer.com> www.xrefer.com

London has been spoilt with e-publishing events over the past few weeks. South Bank University at the Elephant & Castle hosted e-Content 2002: Dreams and Realities on April 10th and Content Management for Information Professionals on April 11th. I went to the e-Content event and can report that it was highly informative and very lively at times! Keynote speaker was the amazing Clifford Lynch of the Coalition for Networked Information — who, even though he had arrived at some unearthly hour in London that morning, delivered one of his incredibly lucid, thought-provoking speeches and, yes, all without notes (what else would you expect of him?) and he still had enough energy to join me for a drink in a local pub afterwards!

Joining him on the rostrum throughout the day was the ever-enthusiastic Louise Edwards from JISC and Cranfield University Librarian, Dr. James Dearnley from Loughborough University, Janet Mitchell-Lees Director of OCLC Pica and speakers from Oxford University Press, Labyrinth Data, McGraw-Hill and RightsCom plus our very own Adam Hodgkin (xrefer Managing Director) http://lccc.shu.ac.uk/econtent/programme.html.

The People’s Network (http://www.peoplesnetwork.gov.uk), is a UK Lottery-funded initiative which is managed by Resource and forms part of the UK Government’s initiative to give everyone in the UK the opportunity to use computers and access the Internet via their local public library. Over the past weeks Resource have been hosting a series of meetings on the subject of Shared Information Environments. I attended their e-Procurement and Public Libraries event on April 16th held not far from Westminster Abbey. Helen Baignet and Susi Woodhouse from Resource both spoke about how public libraries in the UK were procuring electronic content and the types of content that they were procuring. David Ball from Bournemouth University spoke about the issues to reflect on when considering procuring e-content and Linda Berube, as lively and interesting as ever, gave a case study presentation on the e-content procurement experience at CoEast. We are lucky to have such an enthusiastic and knowledgeable American librarian as Linda sharing her experience with us here in the UK. Thanks Linda!

JISC have announced that http://www.jisc.ac.uk/TASI has redesigned its Website. TASI stands for The Technical Advisory Service for Images and is a service that has been set up to provide advice and guidance to the Further and Higher Education community in the UK on the issues of creating, delivering and using digital images together with managing digitisation projects. It is funded by JISC and hosted at the University of Bristol. TASI is managed by Karla Youngs <karla.youngs@bristol.ac.uk>. If you are interested in digital imaging the redesigned Website is well worth a visit: http://www.tasi.co.uk.

The British Library have announced that they have launched an ISP service: http://www.blislibrary.net/. British Library Net—this offers local call access to users throughout the United Kingdom, with unlimited email addresses and 24 hour a day technical support. There are no registration fees, no hidden charges, no adverts, no junk email, and no need to change your telecomms supply company. Sounds like a good deal!

At Reading University, Julia Munro has been appointed Librarian. Julia had been Deputy Librarian since 1993 and previously worked at the University of London.

The East Midlands Museums, Libraries and Archives Council has appointed Timothy Hobbs as its first Chief Executive. Dr. Hobbs is currently University Librarian at Leicester and will take up his new post in April.

Robert Oiroy has announced that he is retiring from his post of Director of Library Services at Nottingham University in August. He will be greatly missed.

Chris Beckett has been promoted to Vice President of Library Services at ingenta. Chris became International Publisher Sales Director at the company following its acquisition last year of CatchWord, where he was Sales and Marketing Director. Before that he was at Blackwells for 13 years. Good Luck in the new position, Chris!

And last — but not least (!!) — xrefer is hosting a conference in conjunction with the British Library on May 13th. The conference is called “Living up to user expectations: The librarian’s challenge of delivering online reference within and without the library.” Speakers include Mike Crump from the British Library, Chris Rusbridge from Glasgow University, Linda Berube from Co-East, Louise Rice from Oxford University Press and Linda McCabe and Katharine Schaplin from the BBC. No doubt there will be some lively exchange!

And finally we are pleased to announce that Carole Myles joins xrefer as Senior Vice President, US/Canada, Library Services on April 29th based in Boston, MA. She was previously with ingenta Inc as Director of Library Business Development and before that, Director of US sales at Books24x7. She will be making frequent trips to the xrefer offices at Platform One Paddington Station. We are looking forward to it!
Speaking of Elsevier (Lexis/Nexis), talked to Leslie Miller who tells me that newborn Sydney is sleeping through the night and has been since December. She turned over for the first time in April. Enjoy it while you can, Leslie!

Speaking of money, North Carolina libraries are not doing well. Apparently, a government-wide spending freeze has been ordered by Governor Mike Easley for the next 60 days. Only “essential payments” will be allowed! Gulp! The full article (“Easley Freezes N.C. spending” by Sharif Durhams <sdurhams@charlotteobserver.com>, Charlotte Observer, May 4, 2002) will be available on the Web for a limited time. http://www.charlotte.com/mlb/charlotte/3195013.htm.

Speaking of North Carolina, was talking to Eleanor Cook <cookie@conrad.app-state.edu> (Acqenet maven extraordinaire) who tells me that they are riding it out. They are doing a big serials cancelation and looking at document delivery options beyond what they’re already doing. Despite travel budget cuts, frozen staff and positions, she says she is coming to Charleston and hopes to bring Paul Orkiszewski <orkiszewski@appstate.edu> as well.

Marketing to Libraries for the New Millennium: Librarians, Vendors, and Publishers Review the Landmark Third Industry-Wide Survey of the Library Marketing Practices and Trends by two great gentlemen, pros, I’d say, the indefatigable Hendrik Edelman and the energetic and resourceful Robert P. Holley will be released at ALA Annual 2002. Co-published with Scarecrow Press, this publication is based on the all-day program, “Marketing to Libraries for the Millennium,” sponsored by the AAP/ALCTS Joint Committee, leading figures identify and respond to the challenges of maintaining a foot in both print and electronic worlds. Discussion topics include buying consortia; mergers and acquisitions; discussion lists versus traditional review media; on-demand print services; advances in catalog plans, blanket orders, and leasing plans; the development of collaborative services; and the omnipresent importance of price. Also included are the questionnaire and results of the 1999 “Third Industry-Wide Survey of Library Marketing Practices and Trends.”

Speaking of maintaining a foot in both worlds, your intrepid committee of Charleston Conference 2002 Directors - Rosann Bazirjian, Barbara Dean, Stuart Grinnell, Ramune Kubilis, Inc., Editor, Miller, Jack Montgomery, Marietta Plank, Michael Young, and yours truly have come up with the theme for this year’s conference — Two Faces

Have I: One for Books and One for Bytes. See the call for papers, panels, whatever, in this issue, p.79.

In collaboration with SOLINET, ALCTS announces two preservation workshops to be held in Chicago, July 19 & 20. Environmental Control and Monitoring, July 19 from 9:00 a.m. to 4:00 p.m. and Attack of the Giant Mold Spore, July 20 from 9:00 a.m. to 4:00 p.m.


PsycARTICLES, the American Psychological Association’s full-text electronic journal article database, is now available on the OCLC FirstSearch service. Will the awesome Linda Bette, senior director of PsycINFO be at the Conference this year so we can talk to her about this? http://www.oclc.org/.

Heard from the fabulous Elizabeth Connor <conf23@bellsouth.net> who called all the way from the island of Dominica the other day! She is going to MLA (May 17-24) in Dallas where she’ll meet up with her mom and husband. Hope we’ll see her in Charleston this year!

And, speaking of MLA. Anne <akr772 @mac.com> and Ken Robichaux just headed that way for Majors! I tell you, I never see Anne anymore since she retired! She’s never home in Charleston! Talk about gallivanting!

Speaking of which, Rosann Bazirjian <rvb1@paula.psu.edu> says that Rick Anderson <rick@unc.edu> can’t come to Charleston because it’s his daughter’s birthday. Well, I guess that’s an excuse, but why don’t you make it real special, Rick, and bring the whole family to Charleston?

And, another Rosann bulletin. She says that Neil Jaffe won’t be in Charleston either because his wife is having a baby the week of the conference! Hmph! Poor planning!

Well, Buzzy Basch <basch@basch.com> is doing his usual popular preconference on Managing Serials before the 2002 Charleston Conference. I guess he hasn’t lost all his marbles. But he is running for Treasurer of SLA! Good luck, Buzzy!

Speaking of running for office, most of you know that I lost the ALA Presidential election but I got a tone of votes for and for that I thank you all, my loyal supporters. Incredible numbers of people helped, supported, contributed, whatever was needed. Thank you!! But, I am not sad I lost. I learned a lot but I’d rather pen than pre-side. Plus acquisitions and collection development, the Charleston Conference, and Against the Grain are my first loves.

Speaking of Rosann, above, she is going on vacation to North Carolina from July 18-28 or so. Sounds great to me!

Dee Boggan <boggan dmuscu.edu> (Collection Development, MUSC) tells me she’s retiring in six months to spend time with her grandchildren. Dee says she lives in a houseful of “bitches” — her sry eighty-seven-year-old mother and her daughter Holly and three...
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Seymour dogs. Quite a crew!

And congratulations are in order! Janet Flowers' son Thomas got married in February to Jennifer Yelle. Anyway, Janet will be at the conference, so we can ask her all about being a mother-in-law!

After managing the accounts for my ALA campaign, the indefatigable Julia Gelfand needed something to do. So — she became an aunt! Plenty of time to play with babies! Her younger brother had a son born March 11. She says it's a great diversion and a lot of fun.

In late May, representatives from the new nonprofit Creative Commons http://creativecommons.org outlined the company's plans to help lower the legal barriers to creativity through an innovative coupling of law and technology. The Creative Commons will provide
a free set of tools to enable creators to share aspects of their copyrighted works with the public.
"Our tools will make it easier for artists and authors to make some or all of their rights available to the public for free," Stanford Professor and Creative Commons Chairman Lawrence Lessig explained at the O'Reilly Emerging Technologies Conference. "If, for example, an artist wants to make her music available for non-commercial use, or with just attribution, our tools will help her express those intentions in a 'machine-readable' form. Computers will then be able to identify and understand the terms of an author's license, making it easier for people to search for and share creative works."

Creative Commons was formed by a coalition of academics from a broad range of institutions, including Duke, Harvard, MIT, Stanford, and Villanova. Its aim is to use the flexibility of copyright law to help support a rich public domain alongside traditional copyrights. In a separate Creative Commons presentation, Molly Van Houweling, Executive Director, and Lisa Rein, Technical Architect, previewed the Web-based application that will help scholars, artists, and others make their works available for copying, modification, and redistribution. Authors and artists who use the tool may choose to dedicate their works to the public domain or choose to retain their copyright while allowing creative reuses subject to custom combinations of conditions. An illustrator seeking exposure, for example, might choose to let anyone freely copy and distribute her work, provided that they give her proper credit. An academic eager to build a public audience could permit unlimited noncommercial copying of his writings.

Creative Commons expects to launch these applications for general public use this fall. In the meantime, Creative Commons is inviting feedback on its prototype and its mission. Creative Commons has a longer-term plan to create an intellectual property conservancy. Like a land trust or nature preserve, the conservancy will protect works of special public value from exclusionary private ownership and from obsolescence due to neglect or technological change. The conservancy will house a rich repository of high-quality works in a variety of media, and help foster an ethos of sharing, public education, and creative interactivity. (press@creativecommons.org) And there's even a pertinent article in the New York Times (May 13, 2002) called "A New Direction for Intellectual Property" by Anya Harmon http://www.nytimes.com/2002/05/13/technology/13FREE.html.

This is from the Chronicle of Higher Education and was sent courtesy of the wonderfully astute Ann Okerson <aokerson@yale.edu> and ibillicense. (We are trying to get her to Charleston this year! Bring chocolates!). "Journals Boycott Over Online Access Is a Bust" by Jeffrey R. Young (5/16/02), Re: Public Library of Science - Few scientists (30,0052 have promised to date) who pledged to boycott journals that don't make their content free online after six months have actually followed through on that threat. So now the boycott's leaders are planning instead to start their own journals so scientists can have a viable alternative. Some of the PLoS leaders are Harold E. Varmus (a former head of the National Institutes of Health and president of Memorial Sloan-Kettering Cancer Center) Michael B. Eisen (assistant adjunct professor of genetics and development and a staff scientist at Lawrence Berkeley National Laboratory) and others. http://chronicle.com/free/2002/05/2002051601.htm.

Well, on May 9, 2002, there was an out-of-court settlement with Margaret Mitchell's estate regarding publication of Alice Randall's The Wind Done Gone, reportedly a GWTW parody from the slave's point of view. "Settlement reached over 'Gone With the Wind' parody by Bannini Chakraborty (Associated Press). Apparently, Houghton Mifflin (Randall's publisher) has agreed to make a contribution (amount not specified) to Morehouse College, a historically black school in Atlanta. The Wind Done Gone was published in June 2001 and was on the bestseller list before publication was blocked by an Atlanta judge. I think I'll buy a copy immediately! Read about it at http://www.nando.net/entertainment/story/ 39764725 province/39764725.htm.

The marvelous Chuck Hamaker <cchamake@email.uncc.edu> as I have pointed out before, seems to keep on top of everything. And Chuck recently got tenure at UNC-Charlotte! Hooray! It was how many years ago that ATG reported that the Nemesis (that's what his column used to be called) had gotten tenure at LSU libraries. (see "The Tenured Nemesis," ATG, v.13#3, September, 1989, pp.23-26). The second time around is always the best, Chuck!

Well, another hooray! Tom Leonard begins very soon as director at Stayton Public Library near Salem. It's a long commute both ways, but, hey, Tom likes libraries! http:// www.open.org/~stayton/dept/library/.

Talked to Steve McKenzie <mmckinnie@ dickinson.edu> from Dickinson College who sent in an ATG op ed about virtual reference with Jonathan D. Lauer <lauer@messiah. edu> (Messiah College). You'll get to read it in the September Reference Publishing issue of ATG guest edited by the fantabulous Tom Gilson <gilsont@cofc.edu>. Steve is the social science librarian at Dickinson.

And speaking of Tom Gilson, he is the president-elect of South Carolina Library Association (SCLA). Congratulations, Tom!

Talked to the incredible Phil May (Mumford Library Books) the other day. Even though he is moving, he was leaving for a river cruise down the Danube with his lovely wife Gloria. A friend of Phil's from Princeton days lives in Budapest so they will visit him before heading to Amsterdam and Paris on their way home. I just hope he saves time for Charleston!

You talk about incredible! Lyman Newlin and his son Fred went to Book Expo and just got back! Read his comments on in this issue, Papa Lynan, p. 64.

The Association of Research Libraries (ARL) announces the launch of the Scholars Portal Project, a collaboration between several ARL member libraries and Fretwell-Downing Inc. (FD). The initial libraries participating in the project are the University of Southern California, University of California-San Diego, Dartmouth College, University of Arizona, Arizona State University, Iowa State University, and the University of Utah. Plans call for expanding the number of participating libraries over the course of the three-year project. The goal of the Scholars Portal Project is to provide software tools for an academic community to have a single point of access on the Web to find high-quality information resources and, to the greatest extent possible, to deliver the information and related services directly to the user's desktop. The initial focus will be on deploying ZPORTAL to deliver cross-domain searching of licensed and openly available content in a range of subject fields and from multiple institutions. The portal will aggregate and integrate the results of the search, and support delivery of the content to the user.


We welcome Carolyn Morris <CMorris@ADEcom> who is instituting a new ATG column called Short Subjects. It's a detailed look at a specific discipline and this month the discipline is Psychology. Check it out, this issue p.8.

And, speaking of new columns, just got off the phone with Barry Fast <barry 0112@acnl.com>, Barry had just been to Italy (stayed in Elba, among other places) with his wife Carol and was all enthusiastic about everything. He said he was going to start a new column tentatively titled Talk of the Trade.

Due to a technical problem, we only have one interview (with John Kennerly, it's wonderful and he's quite a guy) and one profile (of the place where my Dad went to College and it's a charming place with similar problems that we all have) in this issue of ATG and we have filled in the space with some Bet You Missed Its. Sorry about that. We promise that more interviews will return in September!

continued on page 83
The Charleston ADVISOR
Critical Reviews of Web Products for Information Professionals

Yes ENTER MY SUBSCRIPTION FOR ONE YEAR

Name__________________________________________
Title __________________________________________
Organization _____________________________________
Address __________________________________________
City/State/Zip ________________________________
Phone __________ Fax __________ Email __________
Signature _______________________________________

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HOW MUCH ARE YOU SPENDING?
Web Database and Quarterly Print are now available at the low
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$295.00 for Libraries
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International Dateline from page 82

PELICAN homed in on a problem, which will be familiar to readers world-wide, although the terminology used and the way the system operates varies from country to country. If an instructor recommends a (print) textbook to his or her students, not all of them buy it and the number purchasing will depend to some extent on whether or not it is advocated as a core text for essential reading or as a text recommended for additional reading. The library may buy multiple copies for a short-Loan collection but essentially the problem of accessing this text is one for the students. If an instructor, through his or her library, clears a digital coursepack through HERON the coursepack is characteristically provided for all the students. The library, which takes responsibility for such provision in the UK, pays for this provision at a fee per page multiplied by the number of enrolled students. The end-result is that the library cannot afford this fee and there is an unsatisfied patron.

How does PELICAN deal with this central problem? Coming from Europe a centralised agency, perhaps HERON again, is recommended for the administration of a system. It would do much of what the CCC is now doing but it would have to be trusted by all parties. Like all sensible researchers, the PELICAN team call for further research, but on the way to what is a central conclusion they throw up some fascinating models and provide a record of a lot of feedback from all relevant sectors. For those who like models these are great, but to my mind they do not hit the spot. My own view is that the future researchers, whom surely JISC will fund, should read TCA and Landesman and look seriously at the apparent possibility of micropayments being manageable and not prohibitively expensive. If micropayments are possible usage can be the key and some aspects of the problem set out above will disappear. But of course success will depend on publisher pricing, library funding, an understanding of what end-users want, and of course co-operation.

Rumors from page 16

And, speaking of INTERVIEWS, is there someone YOU would like to interview? Maybe a colleague? It's great fun and very stimulating. If you want to interview someone or if you want us to interview someone specific, write and tell me! <strauchk@earthlink.net>.

Sad news. Judy Luther's longtime mate - Dick North — passed away recently with cancer. We send her our condolences, sympathy and love.

An apology! To the fabulous, splendidious, wonderful, handsome, eloquent Don Jaeger — We called him Alfred Jaeger in the February issue (v.14(1)), not once but twice! In the Table of Contents (p.5), and in his actual On the Road article (p.36). Excuse me, Don! Mei culpa, culpa, culpa! Oops!

Please note: Bob Molyneux — the great — is a Devil's Advocate for this issue. We were not able to include it. See it online at http://www.against-the-grain.com.

Well, I have to go. We are having Tony Ferguson’s son, Matt, over for supper tonight. Matt is in Charleston training for the INS! We are looking forward to meeting him! Happy summer and see you in Atlanta and Charleston!

<http://www.against-the-grain.com> 83