People Profile: Bruce Heterick

Editor

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Recommended Citation
Editor (2008) "People Profile: Bruce Heterick," Against the Grain: Vol. 20: Iss. 4, Article 15.
DOI: http://dx.doi.org/10.7771/2380-176X.5151

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**Interview — Helen Parr**

from page 14

**HP:** We offer flexible licensing models. The concurrent user model is very popular, though many institutions do prefer the unlimited site license. Individual titles may also be licensed at both the individual and institutional levels, however, with fewer special features and functionalities.

**ATG:** What might be some features to look forward to in future enhancements? What are some industry trends you hope to follow or consider? Or perhaps you want to set some new industry standards?

**HP:** The value and importance of providing educational and high-quality online multimedia resources has been thoroughly impressed upon us as we have launched the specialty Websites. Online users want to not only read what the best minds in the field think on a topic, but they also want to be able to view a Grand Rounds from a renowned lecturer at a different institution, watch a surgical video while listening to a detailed explanation of the operational approach, or view an animation demonstrating how to conduct a key physical examination. Technical enhancements to these resources will be made to make our multimedia even more practical and usable and engaging. Going forward we intend to increase the media on AccessMedicine and apply these lessons learned.

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**Editor’s Note:** Thank you, Helen, for your answers. Good Luck with the latest redesign and have fun planning future enhancements. — RKK

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**Rumors from page 10**

haven’t read this article yet, check it out. Bell and John Shank have come up with a “redesigned” librarianship. Is blended librarianship a model for proactive librarians? home.learningsites.net/library?go=1845668

My bosom swelled with pride (à la Gilbert and Sullivan’s HMS Pinafore) when the alert Joyce Ogburn sent me the URL to this write up about the AAUP (American Association of University Presses) recent meeting in Montreal. (“Digital Daze” by Scott McLemee). Reported the Charleston Conference and ATG were mentioned repeatedly in AAUP meetings, panels, and less formal discussions. ATG was hailed as a “must-read for anyone in academic publishing who wants a glimpse of how their colleagues across campus are discussing the new information tools.” But then, you knew that already, didn’t you? www.insidehighered.com/views/2008/07/02/mclemee

And more praise for the Charleston Conference courtesy of the alert Dr. Elaine Yontz <eyontz@valdosta.edu>. It’s a paper on an MLIS’ student’s attendance at the Charleston continued on page 24

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**Remembering 1968 ... from page 1**

accomplishments that we — as a community — can point to and say “good job.” Most of the major publishers (commercial, university presses, and societies) have adopted a long-term preservation strategy for their e-journal content and a few are getting out ahead of the issue with eBooks. “At-risk” content is getting some focus, as are open-access journals. Third-party preservation initiatives have moved from infancy to early adolescence, and important lessons have been learned and shared with the community. Preservation choices have emerged for libraries and publishers: commercial vs. not-for-profit, 3rd-party vs. national vs. local solutions; migration strategies vs. emulation strategies, etc., etc. And, for the first time, academic libraries in particular are beginning to see that there is a sustainable migration path from print to electronic.

But the work is not yet done. Preservation and archiving is a community-wide problem that requires contributions from across the community, lest we endure a tragedy of the commons. There are still too many free riders relying on the work and contributions of the few; too many libraries allowing a small number of their colleagues to carry the “preservation freight” on behalf of the entire library community; too many institutions talking about the importance of the long-term preservation of born-digital content, but still too few willing to ante up and support the still-nascent initiatives that are attempting to address — collectively — this preservation challenge. It is a classic manifestation of the “commons dilemma” that Hardin described in his influential 1968 article.

There is no doubt that this remains fairly new and complex territory. While there has been good progress, we are not yet near the point of having the robust, comprehensive, and multi-layered solution we need to have in place to confidently make the complete transition to electronic access, with all of its benefits. And, the long-term preservation of electronic journals is not, and cannot be regarded as, just a “large research library problem.” It is a community problem that requires broad support across the spectrum of libraries — higher education in particular. Every survey that I have seen on the topic — including the Ithaka/Portico survey outlined in this issue — leave no doubt that librarians philosophically believe that the long-term preservation of these assets is incredibly important. However, as they say, the road to hell is paved with good intentions. So, as Elvis sings in his 1968 classic, “a little less conversation, a little more action please...”

Whoduvu thunk that Garrett Hardin and Elvis Presley had so much in common? 🎵

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**Endnotes**
