2007

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation

Available at: http://docs.lib.purdue.edu/atg/vol19/iss6/1

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Orphan Works: A Look at the Issue from Varying Perspectives

by Edward W. Colleran (Senior Director, Rightsholder Relations, Copyright Clearance Center, 222 Rosewood Drive Danvers, MA 01923) <ecolleran@copyright.com>

One of the most vexing copyright issues facing librarians and other content users who respect copyright is identifying and then finding rightsholders for photographs, articles and other works in order to get permission to use them and pay the associated royalties. When the rightsholder search comes to a dead-end, you’ve got an “orphan work.” From a moral perspective, the orphan works challenge is a little like shopping at a store when the cashier has left his post: You want to pay for your goods, but no one’s there to accept your money.

In the following pages you’ll read articles on orphan works reflecting the different perspectives of content creators and users. From the user perspective, we have an article from Karen Oye, Head of Customer Services at Case Western Reserve University. She works in a demanding environment serving nearly 10,000 students, 75 percent of whom are at the graduate level where library staff devote significant staff resources to identifying rightsholders and securing permissions.

Karen discusses the orphan works pressures faced by information professionals and the various approaches taken by different organizations, such as the Library of Congress (of which the Copyright Office is a part), to help address the problem.

“But if you are an archivist trying to find the original photographer from a 1940s image,” she writes, “or an author trying to locate an architect from a now-defunct firm so you can use a measured drawing, or an author trying to locate another author without benefit of any publisher’s trail, you may never reach your desired result. More than likely, driven by fear of a later infringement claim, or the daunting task of detective work and high research fees, you’ll give up entirely on your quest.”

continued on page 16

Orphan Works: A Look at the Issue from Varying Perspectives

by Edward W. Colleran (Senior Director, Rightsholder Relations, Copyright Clearance Center, 222 Rosewood Drive Danvers, MA 01923) <ecolleran@copyright.com>

One of the most vexing copyright issues facing librarians and other content users who respect copyright is identifying and then finding rightsholders for photographs, articles and other works in order to get permission to use them and pay the associated royalties. When the rightsholder search comes to a dead-end, you’ve got an “orphan work.” From a moral perspective, the orphan works challenge is a little like shopping at a store when the cashier has left his post: You want to pay for your goods, but no one’s there to accept your money.

In the following pages you’ll read articles on orphan works reflecting the different perspectives of content creators and users. From the user perspective, we have an article from Karen Oye, Head of Customer Services at Case Western Reserve University. She works in a demanding environment serving nearly 10,000 students, 75 percent of whom are at the graduate level where library staff devote significant staff resources to identifying rightsholders and securing permissions.

Karen discusses the orphan works pressures faced by information professionals and the various approaches taken by different organizations, such as the Library of Congress (of which the Copyright Office is a part), to help address the problem.

“But if you are an archivist trying to find the original photographer from a 1940s image,” she writes, “or an author trying to locate an architect from a now-defunct firm so you can use a measured drawing, or an author trying to locate another author without benefit of any publisher’s trail, you may never reach your desired result. More than likely, driven by fear of a later infringement claim, or the daunting task of detective work and high research fees, you’ll give up entirely on your quest.”

continued on page 16

If Rumors Were Horses

It’s the new year and we are amazed at all that has been happening while Santa was working!

Wow! Talk about landing on your feet! Bob (Robert E.) (“drdata”) Molyneux has joined Equinox Software, Inc., the Evergreen Experts, as Vice President for Business Development. Bob will be directing corporate planning and developing strategic partnerships.

Bob has an MLIS from Western Reserve University and a PhD from the University of North Carolina-Chapel Hill. He has worked in libraries, taught in three library schools, and made contributions to the library literature in data compilation and analysis and in information technology. He is working on a second edition to his textbook, The Internet Under the Hood, where he plans to expand the coverage of open source applications to capture the exciting capabilities that open source promises for the library community. “I am extremely pleased to welcome Bob to the Equinox family. He brings a unique blend of real-world experience, practical knowledge, and extensive education to the table,” said Brad LaJeunesse, President of Equinox. Bob can be reached by phone at 1-877-OPEN-ILS (673-6457) or by email at <bob@eslibrary.com>. www.eslibrary.com

Matt Dunie is leaving his role as president of CSA then ProQuest, after twelve years. Dunie was president of Bethesda, Maryland based CSA at the time of its merger with ProQuest Information and Learning earlier this year. Dunie will remain an integral contributor to Cambridge Information Group (CIG), parent of ProQuest. He will join its Advisory Board and will serve on the RefWorks Management Board beginning January 1, 2008. He will also lead various special projects for ProQuest and other CIG companies. His new role will allow him to spend more time with his wife, Elaine, and their three young children. Andy Snyder is President of Cambridge Information Group. Marty

continued on page 6

What To Look For In This Issue:

And They Were There — Reports from the 2007 Charleston Conference .......... 33
Database Trials........................................ 65
Why Is Private Equity Interested In Publishing?........................................ 69
Enhancing the OPAC through LibraryThing......................................... 72
The Wiki of Acq........................................ 78
Pop-up and Moveable Books.......... 82
What’s So Free About Freelancing?.................................................. 84
Interviews
Jonathan Dahl........................................ 32
Dr. Mehdi Khosrow-Pour ............... 34
Profiles Encouraged
Edward Colleran ............................ 16
Karen Oye........................................... 20
Eugene Mopsik.............................. 24
Dan Duncan.................................. 28
Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone 843-723-3336, or fax 843-805-7918, 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://www.against-the-grain.com.

Dear Editor and Colleagues:

It is with a mixture of anticipation and regret that I announce my retirement as of April 1st, 2008 — my 38th anniversary at the University of North Carolina at Chapel Hill, all but eight months of it in Acquisitions. I wanted to write to thank those who have so frequently helped me with the many challenges I faced in recent years. And I wanted to buy around!

With warm regards,

Janet L. Flowers (Head / Acquisitions Department, CB 3902, University Library, University of North Carolina at Chapel Hill, Chapel Hill, NC 27514-8890 US; Phone: 919-962-1120; Fax: 919-962-4450) <jflowers@email.unc.edu> http://www.lib.unc.edu/acq/

FROM YOUR (CELEBRATING) EDITOR:

I love this time of year. Maybe it’s because it’s my birthday month but as I get older I really don’t look forward to the big event anymore. No. Now I have a real reason to like this time of year. My first grandbaby was born December 20! His name is Trifton Raymond Walser and he is a cute little bundle of energy. Even when he cries he is cute!

Ever faithful to Against the Grain, we have persevered and turned out another great issue. Ed Colleran of the Copyright Clearance Center has put together several papers by Karen Oye, Eugene Mopsik, Victor Pearlman, and Dan Duncan dealing with orphan works, the problems associated with them, and the legislation that has been pending for some time. We have interviews with Mehdi Khosrow-Pour (IGI-Global) and Jonathan Dahl (IEEE).

Dear Editor:

Returning after a few years hiatus, I just can’t live without ATG! Thanks for an engaging, informative source!

Flora G. Shrode (Head, Reference & Instruction Services, Merrill-Cazier Library, Utah State University, UMC 3000, Logan, UT 84322-3000; Phone: 435-797-8033; Fax 435-797-2880) <flora.shrode@usu.edu>

AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

<table>
<thead>
<tr>
<th>2008 Events</th>
<th>Issue</th>
<th>Ad Reservation</th>
<th>Camera-Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Report, PLA</td>
<td>February 2008</td>
<td>12/12/07</td>
<td>01/09/08</td>
</tr>
<tr>
<td>MLA, Book Expo</td>
<td>April 2008</td>
<td>02/20/08</td>
<td>03/05/08</td>
</tr>
<tr>
<td>SLA, ALA Annual</td>
<td>June 2008</td>
<td>04/16/08</td>
<td>04/30/08</td>
</tr>
<tr>
<td>Reference Publishing</td>
<td>September 2008</td>
<td>07/16/08</td>
<td>07/30/08</td>
</tr>
<tr>
<td>Charleston Conference</td>
<td>November 2008</td>
<td>09/03/08</td>
<td>09/17/08</td>
</tr>
<tr>
<td>ALA Midwinter</td>
<td>Dec. 08/Jan. 09</td>
<td>10/29/08</td>
<td>11/19/08</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or Edna Laughrey <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711 Address: 291 Tower Drive, Saline, MI 48176.

FROM YOUR (CELEBRATING) EDITOR:

I love this time of year. Maybe it’s because it’s my birthday month but as I get older I really don’t look forward to the big event anymore. No. Now I have a real reason to like this time of year. My first grandbaby was born December 20! His name is Trifton Raymond Walser and he is a cute little bundle of energy. Even when he cries he is cute!

Ever faithful to Against the Grain, we have persevered and turned out another great issue. Ed Colleran of the Copyright Clearance Center has put together several papers by Karen Oye, Eugene Mopsik, Victor Pearlman, and Dan Duncan dealing with orphan works, the problems associated with them, and the legislation that has been pending for some time. We have interviews with Mehdi Khosrow-Pour (IGI-Global) and Jonathan Dahl (IEEE).

Dear Editor:

Returning after a few years hiatus, I just can’t live without ATG! Thanks for an engaging, informative source!

Flora G. Shrode (Head, Reference & Instruction Services, Merrill-Cazier Library, Utah State University, UMC 3000, Logan, UT 84322-3000; Phone: 435-797-8033; Fax 435-797-2880) <flora.shrode@usu.edu>

AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

<table>
<thead>
<tr>
<th>2008 Events</th>
<th>Issue</th>
<th>Ad Reservation</th>
<th>Camera-Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Report, PLA</td>
<td>February 2008</td>
<td>12/12/07</td>
<td>01/09/08</td>
</tr>
<tr>
<td>MLA, Book Expo</td>
<td>April 2008</td>
<td>02/20/08</td>
<td>03/05/08</td>
</tr>
<tr>
<td>SLA, ALA Annual</td>
<td>June 2008</td>
<td>04/16/08</td>
<td>04/30/08</td>
</tr>
<tr>
<td>Reference Publishing</td>
<td>September 2008</td>
<td>07/16/08</td>
<td>07/30/08</td>
</tr>
<tr>
<td>Charleston Conference</td>
<td>November 2008</td>
<td>09/03/08</td>
<td>09/17/08</td>
</tr>
<tr>
<td>ALA Midwinter</td>
<td>Dec. 08/Jan. 09</td>
<td>10/29/08</td>
<td>11/19/08</td>
</tr>
</tbody>
</table>

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or Edna Laughrey <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711 Address: 291 Tower Drive, Saline, MI 48176.

Rumors from page 1

Kahn continues as CEO of ProQuest.
www.cambridgeinformationgroup.com
www.proquest.com
www.csacom

Speaking of ProQuest, did y’all see Tina Orozco in Charleston? She had just returned from her HONEYMOON. Tina is now Tina Taylor. Congratulations, Tina!

I can’t believe it! Jack Montgomery <jack.montgomery@wku.edu>, our wonderful, caring, johnny-on-the-spot colleague, has been out of pocket! Here’s the story. Monday, December 3rd, Jack and Tina were at the local mall and had just finished dinner. As he waited for Tina, Jack began to feel a bit wobbly. He took a step and began to stumble. When he tried to get up, he couldn’t move his left arm. Medics came within minutes and gave him oxygen and he regained the movement in his arm, leg and speech. He stayed in the hospital for several days. It seems that Jack had a Lacunar infarct which usually occurs as a result of arterial blockage caused by high blood pressure (hypertension).

continued on page 8
2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

2008 Proposed Theme — “The Best of Times — The Worst of Times”

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase
Thursday-Saturday, November 6-8, 2008 — Main Conference
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The Charleston Conference prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We’ll probably love it...

The Conference Directors for the 2008 Charleston Conference include — Beth Bernhardt, Principal Director (UNC-Greensboro) <beth.bernhardt@uncg.edu>, Glenda Alvin <galvin@tstate.edu>, Cris Ferguson (Furman University) <cris.ferguson@furman.edu>, David Goodman <dgoodman@princeton.edu>, Chuck Hamaker <crahamake@email.uncc.edu>, Heidi Hoerman <hoerman@se.edu>, Ramune Kubilius (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, Heather Miller (SUNY-Albany) <hmiller@uamail.albany.edu>, Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>, Audrey Powers (UFS Tampa Library) <powers@lil.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkinson (Consultant) <anthony.watkinson@btopenworld.com>, Katina Strauch (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference.

Send ideas by July 31, 2008, to any of the Conference Directors listed above.

Or to: Katina Strauch, MSC 98, The Citadel, Charleston, SC 29409
843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell)
<kstrauch@comcast.net> http://www.katina.info/conference

Rumors from page 6

Jack says that he is really ok; both physically and mentally. This type of stroke has the best prognosis for full recovery. In the meantime, Jack is changing his diet and exercising more! Sounds like something we all should be doing! And, Jack, we love you! Take care of yourself! Hugs!

And, in the meantime, Jack (above) has arranged for a fantastic Wandering the Web on Pop-up Books written by Deana Groves. See this issue, p. 82. Remember the article on Movable books by Eleanor M. Heldrich that was in the September, 1998 issue of ATG, v.10#4?

Next up! Andrew Pace, the genius Head of Information Technology at North Carolina State! Andrew is joining OCLC as Executive Director, Networked Library Services, effective January 7, 2007. In this position, Andrew will guide the future development of network level services for libraries. Mr. Pace spent the last nine years at North Carolina State University Libraries. As Head of Information Technology since 2001, he has led a staff of 16 librarians, programmers and systems specialists to support the Libraries’ information technology directives. As Assistant Head from 1999-2000, he was primary liaison to the Department for Digital Library Initiatives and the UNC System’s Automation and Networking Committee. Andrew was a Systems Librarian and Product Integration Specialist at Innovative Interfaces, from 1996-1999. He serves on a variety of professional boards and organizations, including the LITA Board (Director-at-Large 2004-2007; Vice President/President-elect 2007-2009), NISO Metasearch Initiative (Co-chair, 2004-2006), and the Open eBook Forum (OeBF) Library Special Interest Group. As we all know, Andrew has written extensively about libraries, and has contributed regularly to American Libraries, Computers in Libraries and Smart Libraries Newsletter publications. His book, The Ultimate Digital Library: Where the New Information Players Meet, was published by ALA Editions in 2003. He blogs weekly for American Libraries’ “Hectic Pace.” Andrew earned a Master of Science in Library Science from The Catholic University of America, and holds a Bachelor of Arts degree in Rhetoric and Communication Studies from the University of Virginia. Andrew will reside in the Dublin, Ohio, area.

More about OCLC. Do you remember when Cindy Cunningham spoke in Charleston? It was at the 20th Charleston Conference: Issues in Book and Serial Acquisitions: Is Bigger Better? (November, 2000). Her topic was listed as “Should Libraries be More like Amazon.com” but she preferred the title of her talk to be “The Impact of E-Commerce on Libraries.” Anyway, Cindy will join OCLC as Director, Partner Programs on January 7, 2007. She will play a leadership role in expanding the coverage of WorldCat, and in managing external partnerships. She will work from Seattle, Washington. Cindy spent the last three years as Director, Media Metadata, for Corbis, a resource for advertising, marketing and media professionals worldwide, that provides photography, footage and rights services. From 1998 through February 2004, Ms. Cunningham held a variety of positions at Amazon, including U.S. Catalog Librarian/Program Manager. Before joining Amazon, Ms. Cunningham was Head of Reference and Information Services at Kitsap Regional Library in Bremerton, Washington. Cindy earned a Master’s degree in Library Science from the University of Washington, and holds a Bachelor of Arts degree in International Relations from Stanford University. In addition to her professional volunteer work, Ms. Cunningham also served four years as President of the Board of World Corps, a non-profit organization based in Seattle which oversees the installation of Internet kiosks-with accompanying training and economic development activities in four rural areas, in Kenya, India, Mexico and the Philippines. www.oclc.org

More news from OCLC. The awesome Larry Alford, Dean of University Libraries, Temple University, has been named Chair of the OCLC Board of Trustees. He replaces Betsy Wilson, Dean of University Libraries, University of Washington, as Chair of the OCLC Board. Betsy served four consecutive one-year terms as Board Chair, which is the maximum allowed. She remains on the Board. Larry was elected to the OCLC Board of Directors earlier this year.

www.katina.info/conference

8 Against the Grain / December 2007-January 2008
<http://www.against-the-grain.com>
The CHARLESTON REPORT

Business Insights into the Library Market

You Need The Charleston Report...
if you are a publisher, vendor, product developer, merchandiser, consultant or wholesaler who is interested in improving and/or expanding your position in the U.S. library market.

Subscribe today at our discounted rate of only $75.00

The Charleston Company
6180 East Warren Avenue, Denver, CO 80222
Phone: 303-282-9706 • Fax: 303-282-9743

Rumors
from page 8

Trustees in May 2002 by the OCLC Members Council, the 71-delegate discussion forum and communications link between member libraries, regional networks and other partners, and OCLC management. He was Members Council President for the 2000/2001 session, and served as a delegate from SOLINET, the Southeastern Library Network. As we are all aware, Larry was named Dean of University Libraries at Temple University in 2005, where he has responsibility for a federated library system that includes the five libraries of the Paley library system, a newly constructed 2 million volume remote storage facility, the three libraries that comprise the Health Sciences Libraries, and the Law Library. Prior to joining the Temple Libraries, he worked in a variety of positions in the libraries at the University of North Carolina at Chapel Hill over a 30-year period. He holds a Bachelor of Arts and Master’s degree in Library Science from the University of North Carolina at Chapel Hill. He received the Distinguished Alumnus Award from the University of North Carolina School of Information and Library Science in May 2005.

www.oclc.org

More great news. Terry Hulbert is joining The American Institute of Physics as its new Director of Business Development. He will begin with AIP effective at the beginning of January, 2008. Terry was formerly Head of e-Development & Strategy for Institute of Physics Publishing (IOPP) where he worked for 13 years, during which time he was a driving force behind the development and marketing of online products and services. Terry has also served on international committees and standards bodies, including COUNTER. The American Institute of Physics is a non-profit corporation chartered in 1931 to provide publishing and distribution services for scientific and technical societies. AIP’s online publishing platform, Scitation, currently hosts over one million articles from more than 150 scholarly publications of 25 learned society publishers.

www.aip.org

College and university librarians play a key role in academic success. Part of that mission is educating students on when to use the free Web for homework and research assignments, and when using the free Web is a serious mistake. Juggling many priorities in addition to this crucial goal, staff members are hard-pressed to create awareness of the library’s online resources and to encourage time-challenged students to give them a try. To address this, ProQuest has launched a free Library Marketing Toolkit designed for academic librarians. “The Toolkit idea is an outgrowth of work we’ve done with a number of libraries and consortia to develop marketing strategies that build awareness and desire for the library’s online collections,” said Lynda James-Gilboe, senior vice president of marketing and customer care for ProQuest. “The warm reception for last year’s marketing kit for public libraries led us to tackle one for academic libraries. Based on real issues our customers face, this kit focuses on positioning library resources versus the open Web.” The Library Marketing Toolkit combines a wealth of “how-to” advice from Beth Dempsey, library marketing expert, speaker, and author, with library best practices and print and digital marketing that are easy to customize for individual libraries. The Library Marketing Toolkit was recently mailed to academic libraries across the United States and is available free to any interested library. To download the materials visit the ProQuest Website at www.il.proquest.com/division/libraryadvocacy.shtml.

www.cambridgeinformationgroup.com

We all know the hard-working Lawrence Nagel, once the Western Regional Manager for Midwest Library Service. Well, as of November 1st, after almost 28 years this position, Lawrence is no longer a member of the Midwest staff. Here’s his contact information: telephone (541) 482-5717, <nagel@mind.net>. Good luck in your next endeavors, Lawrence! Keep in touch!

Scopus® has announced that Scopus Custom Data is being used to help establish the annual THES-QS World University Rankings. The THES, (Times Higher Education Supplement), a London-based weekly newspaper that reports specifically on higher education issues, has published its World University Rankings annually since 2004. The Times Higher Education Supplement was founded in 1971 and is no longer affiliated to The Times [of London]. It works closely with QS, Quacquarelli Symonds, a careers and education specialist which provides guidance for higher education and career choices. The decision to move to Scopus was made based on the quality of the data. QS found that Scopus can provide enhanced transparency and clarity for the rankings and have expressed various reasons why Scopus data was preferred. First, more data is available, also for institutions outside the United States providing a more representative global picture for this indicator. Second, Scopus covers a larger number of papers and journals from 1996 onwards leading to a greater representation from universities and institutions that have adopted academic systems with different publication patterns. Third, Scopus incorporates non-English language content resulting in better numbers for institutions with large volumes of high quality research in their own language. And finally, Scopus provides access to greater data details that enhances the quality and transparency of the ranking process.

www.thes.co.uk
www.topuniversities.com
www.info.scopus.com
www.elsevier.com

A report by the Association of College and Research Libraries (ACRL) explores the gaps in our understanding of the ways that scholars create and share new knowledge.

continued on page 12
No two faces are alike

The same holds true for libraries. Brockhaus/German Books recognizes that every collection is as unique as a face.

We develop a deep understanding of each customer’s library and its unique requirements. Our customers choose from a full range of library services and enjoy services tailored to their individual needs.

Rumors

The white paper, “Establishing a Research Agenda for Scholarly Communication: A Call for Community Engagement,” encourages academics, librarians, and their key partners to gather more data on practices that both enable and inhibit the production of scholarship and its communication. The report identifies eight themes, with research possibilities in each area. The paper resulted from a one-day invitational meeting in July, 2007; to collectively brainstorm the evidence needed to manage and influence the changing environment. Attendees included representatives from ACRL, the Council on Library and Information Resources, the Coalition for Networked Information, Ithaka, the Andrew W. Mellon Foundation, and SPARC (Scholarly Publishing and Academic Resources Coalition). ACRL scholarly communication committee co-chairs John Ober of the University of California and Joyce Ogburn of the University of Utah convened the meeting and discuss the report at http://blogs.al.org/acrlpodcast.php. The document is available online for public comment at http://www.acrl.al.org/scresearchagenda.

Speaking of which, we have a few comments on this report in this issue! See Sandy Thatcher’s “From the University Presses: How to Establish a Research Agenda for Scholarly Communication, Part I: A Paranoid View,” this issue, p. 50. Sandy is the Director of Penn State University Press and a column editor for ATG. We hope to have an interview with Joyce-Ogburn, one of ATG’s Associate Editors and co-chair of the committee in the next issue of ATG. Send us your comments and questions!

Always interesting to keep up with old colleagues. Chuck Hamaker <chahamake@uncc.edu> always alert to changes and news, sends us this news of Dick Rowe from OLPC Community-News (2/3/2007), posted by Walter Bender <walter.bender@gmail.com>:

“Dick Rowe has joined us as President of the OLPC Foundation. Former associate dean at the Harvard Graduate School of Education, member of the Massachusetts State Board of Education, and Chair of the Massachusetts Business Alliance for Education, Dick spent several years working in Nigeria with the West African Examinations Council and more recently directed the Internet and Information Services team of the Howard Dean Campaign. With Dick’s leadership, the Foundation will be responsible for the ‘bottoms up’ work of the OLPC mission: raising investments from corporations, foundations, and individuals that will be used to stimulate local grassroots initiatives designed to enhance and sustain over time the effectiveness of XO Laptops as learning tools for children. OLPC’s new Website contains information about the Foundation under the ‘Participate’ arrow.”

We missed the awesome Carol Richman (Director of Licensing, Sage Publications) <carol.richman@sagepub.com> in Charleston in November. She sprained her ankle, of all things!

Speaking of Sage, it is supporting the newly formed Peter Lyman Graduate Fellowship in New Media by making a substantial donation of $100,000. The fellowship is being created in memory of Peter Lyman, former university librarian and professor emeritus of the School of Information at the University of California, Berkeley, who died recently of brain cancer. Professor Lyman was nationally known from his widely-cited, landmark study on information overload entitled, “How Much Information?” which was co-authored with Hal Valerian. The Peter Lyman Graduate Fellowship in New Media will support the living and educational expenses of selected Ph.D. students at the UC Berkeley Center for New Media, who are pursuing cross-disciplinary research involving new media, children, and K-12 education. Professor Lyman actively mentored students from a variety of disciplines, and this fellowship will carry on his work.

www.sagepublications.com

Speaking of Charleston, I ran into the amazing John McDonald <jmdonald@library.caltech.edu> in Charleston. He had one of those fancy new iPhones (I think it was) that we have been hearing about. Boy, was it “way cool”! John was showing me pictures of his newborn little girl. He was navigating by touching the screen and it was much more user-friendly than the touch screens that we are familiar with from restaurants and all. (This is not a paid commercial ... and, no, I do not have, nor do I plan to buy an iPhone.) (But I wish I could!)

Also, ran into the versatile Tom Mulak <tmulak@liebertpub.com> in Charleston. He had a “Flip” — a camera that will take up to 60 minutes of movies. Tom, a great photographer, (some of his pictures from the Conference are on our Website www.katina.info/conference) was putting the camera to good use!

Maney Publishing has announced the appointment of Kimberly Martin to the new position of Executive Publisher in North America. The appointment is the latest step in Maney’s expansion into the American market, and Kimberly’s role will be to develop the list and strengthen contacts in the US. Maney’s Managing Director is Michael Gallico. Kimberly has previously worked with ME Sharpe and Taylor & Francis, and before that in a wide variety of production, marketing, and managerial roles. She lives near Philadelphia.

Maney Publishing was founded in 1900 and has offices in the UK in Leeds and London, and in North America. With a collection of over 70 journals in materials sciences, the humanities, and healthcare, Maney also publishes for learned societies, universities, and professional bodies.

www.maney.co.uk

We at the College of Charleston have a library which is two years old. But it’s still continued on page 14

12 Against the Grain / December 2007-January 2008
new and we love it. After many years in an old building, we have come to appreciate the feel of a “new” place. Anyway, recently we had a big meeting/debate over food and drink in our new library and I was interested to read Tony Ferguson’s latest Back Talk on the same topic. But I’m not sure he’d agree with our decision. See this issue, p.86.

Speaking of this issue, remember when the bam-zowie Bob Schatz used to be a column editor? Well he is making an appearance as guest editor of Bob Nardini’s Issues in Vendor/Library Relations column in this issue and he is talking about the transformation of the book. See this issue, p. 74.

Also, I hope you all heard about the TCA Annual Awards this year. One of the recipients was Library Thing and it is featured in the Innovations column, this issue, p.72. We also welcome Elaine Robbins, our guest editor for this Innovations column! Elaine is a brand new graduate from the University of South Carolina School of Library and Information Science.

www.charlestonco.com

Speaking of USC School of Library and Information Science, we greatly missed the incredibly energetic Heidi Hoereman <hoereman@sc.edu> at the Charleston Conference this year! Heidi was under the weather but she sent her students anyway. We missed News From Yesterday too, Heidi. I hope it returns next year!

As always, liblicense is frequently on my computer screen. Read the Richard Poynder fascinating interview with Peter Suber, widely regarded as the de facto leader of the open access movement. It’s part of the Basement Interviews with leaders of the open access movement.

poynder.blogspot.com/2007/10/basement-interviews-peter-suber.html

Did you hear James O’Donnell speak in Charleston? The Panel, organized by the amazing Ann Okerson was called “What Do Users Want?” and included Ann, James, Lucinda Covert-Vail (NYU), and Cecily Marcus (CLIR postdoc fellow). Based on extensive user studies at several institutions, it is clear that librarians are listening more to their end users and re-imaging libraries as places that meet traditional and new, unimagined needs.

Just heard the sad news that the wonderfully gentle Lenore Dudley once of Appalachian State University Library, died Wednesday, December 19, 2007, at her home. She was 73. I remember Lenore fondly as one of the first attendees of the Charleston Conferences many years ago. She was always smiling and upbeat. Born Lenore Wiedman Dudley of Sheridan Avenue, Boone, she was a former resident of Ashebula, Ohio. Born November 17, 1934 in Ashtabula, Ohio, Lenore was a daughter of the late Helen Danko and Charles Allen Wiedman. Lenore graduated from Ashatabula High School in 1952. She attained both a BA and MA and retired from Belk Library at Appalachian State University. Her love of animals and especially dogs, led her to serve many years on the Board of Directors for the Watauga Humane Society, in which she served in many capacities. At one time she had adopted dogs from the shelter. She enjoyed gourmet cooking and was a fan of TV cooking shows. Stricken with polio as an infant, she did not let her handicap affect her endeavors in education, library work, or interest in protecting animals. Surviving are her brother, Charles Wiedman and wife Dolores of Frisco, Texas, three nieces, two grand nieces, and one grand nephew. In lieu of flowers, memorials may be made to the Watauga County Humane Society, in care of Jan Watson, 196 Paul Critcher Road, Boone, NC 28607. May she rest in peace.

www.austinandbarneysfuneralhome.com/obituary.php?name=54

And this news trumps it all! Guess what? Yours truly is a grandmother, or Yiayia, as we say it in Greek. Grandson, Trifon Raymond Walser was born at 2:58 AM on December 20! He weighed 7 lbs, 6 ounces and was 20 ½ inches long. He is in San Antonio, Texas, where I am going shortly, as soon as I finish this issue of ATG! Gosh! Pretty awesome!

More news! Duke University Press has announced the development of a new pilot electronic book product for trial during 2008. The e-Duke Scholarly Books Collection will provide perpetual online access to at least 100 new scholarly books published by Duke University Press in the humanities and social sciences in a calendar year. With the purchase of the current year’s titles in the e-Duke Scholarly Books Collection, libraries will also receive access to all of the Press’s backlist books now available in electronic form. The e-Duke Scholarly Books Collection will be hosted on the ebrary platform. The business model of the e-Duke Scholarly Books Collection builds on that of the e-Duke Scholarly Journals Collection, which evolved with much collaboration and feedback from the library community. The Collection will feature a tiered pricing structure based on Carnegie classifications and a print add-on option. Undertaken with the guidance of Project Consultant and online content and library market specialist October Ivins, the pilot project (launching in January 2008) has been extended to a select group of partner libraries. The goal of the project is to refine the product according to actual practice, so that it fully meets library needs when it is made available to the larger institutional community in 2009. Duke University Press will be soliciting feedback from the pilot participants regarding issues such as access, pricing, the site license, and vendor preferences.

www.dukeupress.edu/library/edukebooks.html

www.ebrary.com

Got a great email from a long-lost Charleston Conference attendee the other day – Phil Dankert! Phil is having hip replacement surgery on December 31, 2007. He is somewhat apprehensive but I told him it would be a piece of cake based on my husband’s experience in July, 2007. Anyway, Phil sent a great letter to the editor (see it in the February issue, 2008; BTW, have you renewed your subscription?). He says he is hoping to come back to Charleston for a reunion some time soon!

Speaking of renewing your subscription – drumroll – ta da – we have a new ATG Website. It’s called the ATG News Channel and every individual and library which is a PRINT subscriber to the journal will get a user name and password shortly to access the full site. You can post your own Rumors, jobs, articles, discussion topics, whatever. Check is out and participate!

www.against-the-grain.com/

A footnote here – Can you believe that ATG is no longer a teenager! We are 20 years old! That’s right, we begin volume 20 with the February issue! Renew! Renew!

Coutts Information Services Inc was recently awarded a five-year contract to supply United States, Canadian, and United Kingdom books to Dartmouth College Library. Dartmouth College and its Library were founded in 1769 by Eleazar Wheelock is one of the oldest academic research libraries in the U.S. The library includes nine facilities: Baker-Berry Library, Sherman Art Library, Paddock Music Library, Feldberg Business and Engineering Library, Rauner Special Collections Library, Kresge Physical Sciences Library, Dana Biomedical, Library, Matthew-Fuller Health Sciences Library, and the Storage Library. Dartmouth College Library has been a member of the Association of Research Libraries since 1932. The collections include 2.5 million bound volumes, 2.6 million microforms, 20,000 manuscripts and archives, 35,000 sound recordings, 500,000 graphic materials, and 49,000 current serials, and the Library is a Federal Depository Library. The Library’s staff of 175 serves 5,700 undergraduate and graduate students and 780 teaching faculty. The fiscal year 2007 acquisitions budget topped $8.3 million. The Library plans to consolidate its English-language monographic approval plans, firm orders, and standing orders. In announcing the Library’s decision, Elizabeth Kirk, Associate Librarian for Information Resources at Dartmouth College Library, said: “Our goal was to simplify the selection and acquisition of both print and electronic monographs so we can devote more time to the increasingly complex issues that academic libraries face today.” Jeffrey Horrell is Dean of Libraries and Librarian of the College at Dartmouth College.

library.dartmouth.edu/ www.couttsinfo.com www.ingrambook.com

And speaking of Dartmouth, ran into David Seaman at the Fifth Readex Digital Institute in Chester Vermont in October, 2007. You will remember that David joined continued on page 20
much like The Harry Fox Agency\(^6\) for music, The Copyright Clearance Center\(^7\) and publishers for print publications, Websites for image sharing, or the Creative Commons\(^8\) licenses for digital works, we clearly need to find reasonable solutions to discovery of copyright holders. A new orphan works section also could benefit from a look-back provision, much like the three-year cycle in reviewing the Digital Millennium Copyright Act (DMCA).

The Executive Summary Conclusions (Report on Orphan Works) should remain front and center, for the enrichment of the public interest and access to works: the problem is real, elusive to quantify and describe, and we need a meaningful solution to the problem as we know it today. For all the disintegrating films, the music that might not be played, the research that won’t occur, let the rest of us “opt-in” on orphan works…read some more and become conversant, and comment when we have the next opportunity. 

### Endnotes

2. U.S.C. §107, Art 1, Sect.8
4. Ibid.
7. [http://thomas.loc.gov/cgi-bin/bdquery/z?d109-h.0.5439:](http://thomas.loc.gov/cgi-bin/bdquery/z?d109-h.0.5439:)
10. [http://www.copyright.gov/orphan](http://www.copyright.gov/orphan)
14. Digital Case, university institutional repository and archive [http://library.case.edu/digitalcase](http://library.case.edu/digitalcase)
15. Conversation with Tim Robson, Kelvin Smith Library, Case Western Reserve University, October 31, 2007.
16. [http://www.harryfox.com](http://www.harryfox.com)
17. [http://www.copyright.com](http://www.copyright.com)
18. [http://creativecommons.org](http://creativecommons.org)

### Rumors

from page 14

Karen Oye

**FAMILY**: Married, with a daughter who is an accomplished artist & metalsmith in San Francisco.

**PROFESSIONAL CAREER AND ACTIVITIES**: NASA Research Center (Cleveland)

Technical Library — Librarian, early days of Web design; Case Western Reserve University — Librarian; Copyright, Public Services, Marketing & PR; Chair of InterCampus Services Committee, OhioLINK; President, SLA Cleveland Chapter; First Chair of ILLiad Users Group; Committee Chair, ALA/RUSA Virginia Boucher OCLC Distinguished ILL; Librarian Award; Invited presenter to ALA, SLA, OCLC, various state library user days.

**IN MY SPARE TIME I LIKE TO**: Finding spare time, then reading, photography, travel.

**FAVORITE BOOKS**: Historical biography that leads me somewhere new; mysteries for pleasure and the puzzle solution.

**PHILOSOPHY**: Engage in the love of learning, embrace change, and let it show! It energizes you and others, and the momentum is exciting.

**MOST MEANINGFUL CAREER ACHIEVEMENT**: Campus copyright policy and getting others to understand what copyright does for them; also guiding support staff to new ways of understanding and living customer service.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW**: It’s my hope that continuous advancement with technologies should just become normal to all of us. It’s already a natural part of our lives. We use what tools we have, from printed tomes, to fiche, to digital, to wikis, blogs, and other new things that help us teach others. In an environment where change is normal we’d be more agile, faster to change, and in so doing, more truly speak the same language as our customers, who are less concerned than we are about new things. If we could get to that point, we’d be more effective teachers, and would hopefully contribute to the changing landscape, helping to drive it.

Karen Oye

Head of Customer Services, Kelvin Smith Library
Case Western Reserve University
11055 Euclid Avenue, Cleveland, OH 44106-7151
Phone: 216-368-5309 • Fax: 216-368-2937
<karen.oye@case.edu>

Karen Oye — Bringing...

from page 18

the Dartmouth College Library in late 2006 as Associate Librarian for Information Management. He says he is happy to be staying close to home these days with his wife and young children. Sounds like an idyllic environment.

Three college textbook publishers, Pearson Education, Cengage Learning and John Wiley & Sons, Inc., have won a $213,000 judgment in damages against Yustianto Tjiptowidjojo, Atlanta, Ga., who was engaged in the sale of counterfeit electronic copies of instructors’ solutions manuals. The court also awarded the publishers $115,000 in attorneys’ fees and costs. While Tjiptowidjojo’s liability for copyright and trademark infringement had earlier been determined by the Court as a matter of law, a jury trial was necessary to determine whether Tjiptowidjojo’s infringement was willful, thereby expanding the range of money damages that could be imposed upon him. Tjiptowidjojo’s infringing conduct was in fact willful, and consequently found him liable for an award of increased damages to the publishers. The publishers’ complaint, filed in U.S. District Court of the Southern District of New York, alleged that Tjiptowidjojo, while working at the Georgia Institute of Technology, Atlanta, obtained copies of instructor solutions manuals, reproduced the manuals, and sold them through online sales under the user names “vernamarol,” “micheladolfo” and “godfrey_of_Ibelin.”

continued on page 24
When the Copyright Owner ...
from page 22

right Office and the publishing community have said that it is the responsibility of the creative community to digitize its archive of analog images and deposit them in private databases accessible on the Internet. In theory, that position seems to make sense. However, it ignores some crucial realities. First, we are talking about fundamental changes in the Copyright Act upon which business models have been in place for decades. As a practical matter, the legislation that was introduced last year would have the effect of making visual artists retroactively lose much of their previous copyright protection for any of their images that are not posted on the Internet with robust identifying information. There is a certain basic unfairness about that approach.

Second, and perhaps more significant, is the fact that most artists, illustrators and photographers are sole practitioners or tiny enterprises. They have little or no support staffs. They work full time to earn an income that averages something in the area of $30,000 - $40,000 per year. Each of them has an archive of analog images that probably numbers in the hundreds of thousands. For them, having to edit, digitize, and keyword their existing archives of analog images would mean having to pay someone else money that they don’t have, or stop working for a long period of time to accomplish those tasks, themselves. That is, the choice is to protect their existing copyrights by ceasing to work, or abandon those copyrights in order to continue making a modest living. This is, at best, a Hobson’s choice. The cost of a project of this magnitude is clearly demonstrated by considering the resources of the two entities that have already attempted it on a limited scale: Corbis, owned by Bill Gates, and Getty Images, started by the Getty family and publicly traded.

Probably the most logical candidates for creating a digitally searchable archive of images currently in analog form are the U.S. Copyright Office and its parent, the Library of Congress. They already possess a substantial archive of images through deposit copies of registered and/or published works. They also have access to the resources of the U.S. government, at least to the extent that Congress will allow. Since helping users to locate copyright owners is a public service, it is a task that should be well within the charges of both entities. However, the Copyright Office has taken the position that it will not, under any circumstance, allow online searches of deposit copies, even after it has completed implementation of it’s online system for registering copyrights and depositing copies. That is a Gordian Knot that appears to be too strong for any sword to sever.

Where does all of this leave us? The goal here is to provide a solution that will allow users to have access to copyrighted works in spite of the inability to locate the copyright owners while not sacrificing the rights of photographers, artists and illustrators on the altar of orphan works. One elegantly simple solution would be to take the previous legislation and limit the scope of the protection afforded under it to non-commercial uses that are non-revenue producing or are works of non-fiction. This would leave intact copyright protection where uses are for things like advertising, product packaging, t-shirts, coffee mugs, etc. However, it would provide a safe harbor for uses such as non-fiction books, articles, special interest Websites, documentary films, etc. As always, the devil is in the details, but we believe that this concept paves the way to a fair and workable solution to this quandary.

Currently, social networks and other file sharing Websites have created tremendous pressure to make images free and accessible to all. This makes the ability to identify a rights holder and track the various uses made of a particular image of paramount importance. Growing public pressure may, over time, lead to a diminution of the copyright protections currently afforded to creators. It is the interests of the public that drive legislation, not the concerns of rights holders. We need an equitable solution to the Orphan Works dilemma — particularly for images — and the maintenance of copyright protection in order to ensure the viability of photography as a profession.

PROFESSIONAL CAREER AND ACTIVITIES: Worked for 32 years as a corporate/industrial photographer.

IN MY SPARE TIME I LIKE: Sail, garden, and cook.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: For the future, I want ASMP to continue as the premier association for publication photographers with expanded information, education and advocacy efforts and a membership grown to over 7000.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Would like to see photographers take back control of the sale and license of their images through the use of the Web. Concerned over the dilution of copyright protection for visual artists.

Eugene Mopsik

Executive Director, American Society of Media Photographers
150 N. 2nd Street, Philadelphia, PA 19106
Phone: 215-451-2767 • Fax: 215-451-0880
<mpsk@asmp.org>

people profile

When Tjiptowidjojo repeatedly refused to stop the illegal activity, the publishers sued to halt the sales and seek damages.
www.pearsoned.com
www.wiley.com
www.cengage.com

Sage and the Westchester Academic Library Directors Organization (WALDO) have signed an agreement to offer participating member libraries access to Sage’s online journals. Researchers at participating WALDO libraries in New York, Connecticut, New Jersey, Massachusetts, Pennsylvania, New Hampshire, and Vermont can now explore content in over 400 journals (including backfiles to 1999) via Sage Premier. WALDO is a not-for-profit multi-type library membership consortium supporting the procurement and administration of electronic information services for libraries in the Northeast United States since 1982.

Robert Karen is the Director of Member Services.
www.sagepublications.com
www.waldolib.org/

Bill Easton has been promoted to Senior Director, Asia-Pacific Sales at Innovative Interfaces, effective January 1, 2008. Since joining Innovative in 2006, he has served as a Customer Sales Representative in the Midwest region of the U.S. Bill has over two decades of experience in library automation, having held positions in systems support, system installation, and sales. He has also worked in all types of libraries — academic, public, and special.

www.iii.com

The Council of Graduate Schools (CGS)/
continued on page 28

Rumors
from page 20

When Tjiptowidjojo repeatedly refused to stop the illegal activity, the publishers sued to halt the sales and seek damages.
www.pearsoned.com
www.wiley.com
www.cengage.com

Sage and the Westchester Academic Library Directors Organization (WALDO) have signed an agreement to offer participating member libraries access to Sage’s online journals. Researchers at participating WALDO libraries in New York, Connecticut, New Jersey, Massachusetts, Pennsylvania, New Hampshire, and Vermont can now explore content in over 400 journals (including backfiles to 1999) via Sage Premier. WALDO is a not-for-profit multi-type library membership consortium supporting the procurement and administration of electronic information services for libraries in the Northeast United States since 1982.

Robert Karen is the Director of Member Services.
www.sagepublications.com
www.waldolib.org/
Will Anyone Adopt the Orphans?  
from page 26

nal consideration of the orphan works measure. In the end, the House Judiciary Committee tried to create an omnibus bill that included the orphan works legislation, but that measure (H.R. 6052) also contained controversial digital music licensing provisions that were enough to guarantee that neither the full House nor the Senate would take up the measure.

Since that time the debate on orphan works has gone silent. Partly that is because both the House and Senate Judiciary Committees have been focused on patent reform, and no other rights-related legislation is likely to be considered until that debate has run its course. At the same time, it is not unusual for legislation from a previous Congress — no matter the amount of time and effort devoted in carefully crafting compromises — to be open for full reconsideration.

Indeed, that appears to be the case. Both sides of the debate have been focusing on the “diligent search” requirements from last year’s bill, and both can be expected to offer revisions — from the library and academic communities probably less strict, and from the publisher and author communities more specific statutory guidelines. Other issues may also arise. For example, third-party licensing arrangements — sometimes granting exclusive rights and sometimes not — have become commonplace among copyright owners. The bill last year did not address situations where the copyright owner is found but the third-party licensee to whom rights have been granted cannot be located, or vice versa. In addition, it is uncertain whether libraries and universities have less energy or enthusiasm for the legislation, perhaps because a great deal of their effort has been devoted to the Copyright Office’s current Section 108 study group or because of those sovereign immunity provisions contained in last year’s bill.

All of these issues, and more, will be further debated before a final orphan works bill is introduced again — let alone before a final bill is blessed by Congress. In the long run, the chances for passage of orphan works legislation seem dimmer as each day passes without reintroduction of a bill. The real push must come from those who see a policy or political advantage in finalizing a measure — and that means publishers and users must come together and determine whether and what kind of orphan works bill they want.

Rumors  
from page 24

UMI Distinguished Dissertation Awards, honors for doctoral dissertations, were presented to Dr. Michael D. Chasar of the University of Iowa and Dr. Cristobal Uauy of the University of California, Davis. The winners were announced at a ceremony during the 47th CGS Annual Meeting in Seattle, Washington, on December 6, 2007. Presented annually since 1982, the awards are selected by an independent committee from the Council of Graduate Schools. Dr. Uauy received the 2007 Award in Biological and Life Sciences for his research on improving the nutritional composition of wheat. He received his Ph.D. in Genetics earlier this year from the University of California, Davis. The Award in Humanities and Fine Arts was presented to Dr. Chasar for his work on the role of poetry in popular culture. He completed his doctorate in English at the University of Iowa this year as well.

www.proquest.co.uk
www.csaw.com

Alibris, Inc. founder Marty Manley has announced that Brian Elliott will take over as CEO of Alibris as of the new year. Elliott is an eight-year veteran of Alibris and has served as the company’s President and COO since 2006. “I have had a very rewarding ten years,” declared Manley, who launched the company with bookseller Dick Weatherford in late 1997. “When we started Alibris, we thought the Internet could help sellers find new customers and help book lovers find what we used to call ‘hard-to-find-books.’ Alibris has grown from a few employees working out of my house to a large, consistently profitable, global exchange for books, music, and movies. The end of a decade is the right time for me to make a transition that we have been considering for some time. Brian is the right person to lead this company through the next stage of its growth, and I am proud to turn the business over to him.” Manley indicated that he is starting a new company and will announce details in the new year.

www.alibris.com/about/press-releases-2007-12-05

And, remember when we interviewed Martin Manley <marty@reputationnetworks.com>.

continued on page 45
The Encyclopedia of Society and Culture in the Ancient World (2007, 978-0816069415, $360) is a four-volume set published by Facts on File. Edited by Peter Bogucki of Princeton University and containing contributions from more than 100 scholars, the articles in this encyclopedia are geared to advanced high school students and college undergraduates, as well as interested lay readers.

The set is organized alphabetically and views 69 different topics as they are seen in the Ancient Greeks and Romans. Each of the topics covered starts with an introductory essay and is then followed by discussions of the topic as it relates to 8 individual centers of civilization including “Africa, Egypt, the Middle East, Asia and the Pacific, Europe, Greece, Rome, and the Americas.”

The topics covered in the set are those that you would expect from a work that focuses on society and culture. Essays deal with subjects ranging from physical adornment to household goods, from health and disease to roads and bridges, and from laws and legal codes to sports and recreation. In addition, 14 of the 69 topics address what the editor terms as “major” subjects like agriculture, art, the economy and science.

The articles offer broad surveys and as such are useful as background information for further research with each article having a bibliography leading to more specific sources. Value added features include a glossary, a chronology, and a general index. In addition, relevant primary sources are interspersed within related articles making their use easier and their importance more obvious to the reader.

The Encyclopedia of American Journalism (2008, 978-0415969505, $195) is a one-volume treatment of a subject that is of increasing interest to a variety of students. Published by Routledge and edited by Stephen L. Vaughn, this work consists of 405 articles varying “in length from 500 to 5,000 words” that offer scholarly coverage American journalism reflecting its historic development, both past and present.

Individual articles cover topics ranging from journalistic practices to major publications, technological developments to influential journalists, and relevant laws and legislation to important associations and organizations. Accordingly, entries vary from those on practices like investigative reporting, feminist journalism and blogs to sketches of people ranging from Thomas Paine to Nellie Bly to Bill Moyers. Specific attention has also been paid to foreign language, as well as ethnic newspapers. Readers will find articles on “the Chinese-American, German-American, Japanese-American, Jewish, Native American, Latino press” and more.” Other articles treat topics as distinct as the Alien and Sedition Acts, satellite technology, the Fairness Doctrine, the FCC, Saloon.Com, and Fox News.

As noted above, the coverage in this volume is diverse and fairly comprehensive, however, as the editor points out in his introduction, “special attention has been given to developments since 1945 and the end of World War II.” Those looking for comprehensive coverage of the impact of journalism during earlier periods like the Civil War may be disappointed. While deserved coverage is given to the Anti-slavery movement, and editors like Horace Greeley and newspapers like the New York Tribune, the southern press is ignored. There is no mention of the Richmond Enquirer, the Charleston Mercury or other major southern newspapers of the era. Arguably such in-depth coverage was not within the scope of the present volume but future editions might consider expanding the historical content and growing into a multi-volume set.

The Encyclopedia of American Journalism is intended for a scholarly audience and will be of particular value to undergraduates interested in 20th century American journalism. The articles provide needed background along with a thorough discussion of their topics. The Encyclopedia is text rich with few illustrations and each entry is followed by a useful bibliography. Finding aids include both an alphabetical and thematic list of entries along with a helpful analytical index leading to content on specific pages. Academic libraries supporting journalism and communication programs will want to give it serious consideration for either reference, or circulating collections.

Rumors from page 28

http://www.martinmanley.com> in Against the Grain? It was v.11#6 (Dec, 1999/January 2000, p.40. Well, the update is that Martin is now Founder and CEO of Reputation Newtorks, Inc. which has small offices in Lake Merritt at 580 Grand Avenue, Suite 306, Oakland, California. His mailing address is PO Box 7775 (#54909), San Francisco, CA 94120-7775. Business details will be announced in the new year.

www.martinmanley.com

Have gotten lots of great holiday greetings! Latest one was from Jack Montgomery who I mentioned way above, can you believe that he had time to send yours truly a birthday card! Anyway, Jack says that he is doing much better and that he had a wake up call that he does intend to heed! Hooray! You go, Jack!!! Much love from all of us! Did I tell you that Barbara Meyers — the inventress of the great publishers’ panels and skits in Charleston — boy! Do we miss them, Barbara! Anyway, Barbara is now Barbars Meyers Ford! <b@meyersconsulting.com> We hope to see you at the 2008 Charleston Conference, Barbara! Come on down!

Got a great card from the wonderful Tove Rosado (once of the University of Connecticut) and her husband Gabriel. Tove says they have had a wonderful year traveling to Spain twice, to Costa del Sol, and to the old country, Denmark. She says in Denmark they joined a group of three old girlfriends and toured Sweden and Finland, and then St. Petersburg for five days. Gosh! It’s enough to make us all want to retire, yes? When she’s at home, Tove enjoys her garden. She says she hopes to make it to Charleston this coming year. Wouldn’t that be great!

continued on page 68
The Serial as we know it has been doing some strange things lately, and since this observation is actually being published in a print serial, it will be subject to the very conditions to which the ailing serial is coming under assault — perhaps you can understand the irony of the situation.

The death of the Serial has been greatly exaggerated, to borrow a turn of phrase from Mark Twain. While the concept of seriality continues to hold significance in today’s information flow, the word has become jaded. “Serial” is about to become interred in the obsolescence graveyard along with our friends “Buggy whip,” “CRT” and “Acoustic Coupler.”

At my own institution, we are reorganizing again. We first reorganized over ten years ago. Back in 1995, we created a new name for “technical services.” We started with: Materials Acquisitions & Processing. Shortly after the first reorganization was completed the name was shortened and the word “acquisitions” was jettisoned. I wrote an article in 1996 called “Reorganization revisited; or, is acquisitions an endangered species?”

This time around, the word “acquisitions” has done an about-face and is once again in vogue, and instead “serials” has become the word to remove from our vocabulary and from the organizational chart.

The new team will be called “Bibliographic Services” or some variation of this, and will consist of two units — Cataloging/Metadata and Acquisitions (which will include Document delivery/ILL borrowing). Serial functions will be spread across these two functional areas. At least this is my understanding of what will happen, although the details are yet to be addressed.

Speaking of renaming serials, there was a decision made this summer by ALA’s Association for Collections & Technical Services (ALCTS) to rename their Serials Section “Continuing Resources.” I happened to be a member of the committee that made this recommendation. However, no one at my institution has expressed interest in adopting this new terminology — instead, they seem more enthralled in labeling people and things with the “e” prefix.

For example, we now have an “E-Learning” Librarian. For awhile during reorganization
discussions, the acquisitions position was titled the “Acquisitions and E-Resources” Lead Librarian. The word “serials” has become sidelined for extinction. It is as though serials have ceased to exist.

Why is this? Most of the products we manage through subscription these days are electronically delivered. Databases and electronic journal packages dominate our budget expenditures. This tends to be true for most academic institutions, no matter the size. Even eBooks are often serials these days, in that many times you pay an annual subscription fee for their access.

The print journal collection is rapidly shrinking. Of course, we still get printed versions of little poetry and art journals and popular news magazines and such, along with a number of academic standbys, mostly in the humanities and social sciences. But we are moving major scholarly journals to “Online Only” as fast as possible. It is an expensive challenge to move to “e.” Even Katrina wants to take ATG to the e-cutting edge, but she can tell you about how complicated it can be on a shoe-string budget.

The other print serial that is moving towards dinosaur status is the reference standing order. How many of these do you still have? Most of these materials are being replaced by databases and Websites.

However, seriality is still an important concept in our information world. Electronic journals still act like print journals in that they change titles, change frequency and change publishers. These aspects continue to bedevil those of us who manage their care and feeding. Unfortunately, many of our colleagues have no clue about the details of managing continued resources (electronic or otherwise) and aren’t always aware of the impact these variations have on access. But they are grateful that someone “back” in technical services (or whatever you are calling it these days) is aware and is keeping them up and running.

So — if you happen to be an administrator who still likes to look at print matter and you are reading this, please do not kill off your serials department. Rename it, if you must — but don’t think you can make serials go away. They will come back to bite you if you throw the administration of serial products on to the backs of staff and librarians who don’t really understand the nuances of seriality. As my colleague Kay Johnson (Radford U.) recently quipped, books are mortals and serials are immortals — how apt this comparison is!

Serials are immortal because they never die. Even those who go into hibernation by slowing their output to almost nothing often times revive themselves later. Monographic works, regardless of their format, have a definite beginning, middle and end. Monographs are like us humans — Serials are more like Gods. (I guess this makes eBooks some kind of half-breeds.)

Therefore, make sure to treat your electronic products like the serials they are and respect their immortality. Those of us who have been managing serials for awhile should be kept around at least long enough during the reorganization so that it all doesn’t come to a grinding halt (after all, the serials may be immortal, but we humans are not)! I am being reorganized into the realm of copyright and intellectual property, which is interestingly relevant to serials. In fact, I know several serials librarians who have made this career move. So I have no reason to complain — the pay is the same and I still have tenure. And fortunately those who will inherit my workload are energetic and smart and want to learn all about it. For that I am very grateful.

So be sensitive to seriality, no matter how “e” things become. If not, I suspect the Gods will have their way. 🕉️

---

**Rumors from page 45**

One of Lyman Newlin’s favorite people in the world was Toy! Anyway, I was reading in the newspaper the other day about the old gentleman who forty years ago wrote a card to several of his friends. Did you see it in your newspaper? He gave the card to his barber and asked her to mail the card to his friends after he was gone. The return address on the card was listed as “Heaven.” What a practical joke! Anyway, this reminded me of Lyman too! Isn’t this something he might have done! Have to apologize to some people for not being about to run their articles in this *ATG* — but there’s always next year! Richard Abel continues his story of the Richard Abel Company. More coming up in 2008.

---

**Endnotes**

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Bruce Strauch (The Citadel)

Editor’s Note: Hey, are y’all reading this? If you know of an article that should be called to Against the Grain’s attention ... send an email to <kstrauch@comcast.net>. We’re listening! — KS

---

WELL, YOU ALWAYS WANTED TO BE AN AVATAR
by Bruce Strauch (The Citadel)

The next level up from Facebook is virtual three-dimensional worlds. Club Penguin, Barbie.Girls.com, Second Life. And now comes Kaneva, the brainchild of Christopher Klaus who became a billionaire while a student at Georgia Tech via Internet Security Systems. With that wad of money in his pocket, he had no need of venture capital when he launched Kaneva, his virtual world community where participants will create animated avatars that are their alter egos to socialize with other avatars.


---

NO MODELS OR ACTRESSES AT ATG
by Bruce Strauch (The Citadel)

In 2005, Kathy Ireland and Elizabeth Taylor got control of House of Taylor Jewelry, a higher-end jewelry company that markets under the names of said model and actress. Shares have dropped 92% in two brief years. From a market cap of $279 million, it’s now at $29 million. Shares are selling at 60 cents.


---

THE END OF TV AS WE KNEW IT
by Bruce Strauch (The Citadel)

MySpace moves into the MTV world with Roommates, a tale of four girls fresh out of college living in reality-non-reality. Episodes are four minutes and plot is thin.

So along with YouTube, MySpace is now taking on TV via the Internet. YouTube and Facebook are letting viewers put up the content, but advertisers aren’t excited by babies eating dog food or 14-year-old girls kissing each other. MySpace has found you can produce a professional video like Roommates for $3,000 and put an ad at each end. Plus Ford forked over an estimated $500,000 sponsorship in advance. In one episode, a girl buys — you guessed it — a new Ford.


---

ROSENBLATT’S PROGRESS
by Bruce Strauch (The Citadel)

The son of a nuclear physicist, Richard Rosenblatt got a law degree to please his parents. He hated it. But then along came the Internet. He built MySpace for a failing company and sold it to Fox for $650 million of which his cut was $23 million.

Now he has raised $320 million for Demand Media, the Web’s largest social network of hobby sites. Amateurs and experts will hang out via the Web, share how-to articles and post videos. And as advertising rolls in, the contributors will share in the loot. The company is valued at $1 billion.


---

Rumors

from page 68

We at the College of Charleston are buying more media (DVJs and VHS) than ever. How about you? Philip Hallman’s great Media Minder column will run in the February issue of ATG. Coming up!

And we have a great Wiki and acquisitions article in this issue, p. 78 but we have another acquisitions and wiki article by Steve McKinzie and Keith Engwall coming in a future issue! In case you missed it, RENEW, RENEW!

Be sure and read Celia Rabinowitz’ rebuttal to Rick Anderson’s Op Ed about reference librarians. Celia says she will continue to staff her reference desk with librarians! This issue, p. 30.

I was always leary of riding the elevators in the Francis Marion hotel. No. It’s not just the FM elevators, mind you, it’s every single elevator. I should say that I am leary of riding ANY elevator. I have been stuck in more than one and I don’t like it one bit! But, you know what, I “screwed my courage to the sticking place” (to quote Lady Macbeth) and rode the elevator in the FM. And who did I meet and talk to but the delightful Dr. Medhi Khosrow-Pour! See our fascinating interview, this issue, p. 34.

And, I didn’t meet Jonathan Dahl under such dramatic circumstances, but I met him nonetheless and the rest is history. See his interview, this issue, p. 32.

I am sure that you have all heard about the recent decision by the US Court of Appeals for the Second Circuit regarding the Tasini decision in 2001. Anyway, the wonderful Bill Hannay has written an article in this issue p.84 and we continued on page 75

---
Rumors
from page 73

And the awesome Christine Fischer has taken over the Group Therapy column from two able predecessors – Rosann Bazirjian and Beth Bernhardt! How does your library handle database trials? Ours does a lot of them and they are year-round affairs, not a cyclical event. Do you tell teaching faculty about them? See this issue, p.65 for an interesting discussion of this continuing issue.

And speaking of awesome! The fabulously wonderful Margaret Landesman has collected some incredibly interesting articles on initiatives by public libraries. Coming up in the February issue of ATG! I ask again, have you renewed your subscription?

Saw the amazingly energetic Anne Langley <anne.langley@duke.edu> at the Charleston Conference in November. Anne is Chemistry Librarian at Duke University and she and Helle Lauridsen (ProQuest) spoke about “deep indexing.” This is the data that is available in tables, figures, and graphics that in the past has been difficult to access. Anne’s case study, this issue, p.83 is about something entirely different, though. She asks what to do with a new employee.

What is the single biggest game changer that will alter scholarly communication in the next 3-5 years? This is just one of the questions that the Bam-zowie Greg Tananbaum asked his panel during the 2007 Charleston Conference. He summarizes briefly in this issue, p. 80.

And I hope that you all heard the wonderful paper by Bill Hannay (especially his rendition of “Ready for Teddy”) during the 2007 Charleston Conference. And if you didn’t, shame on you. Still, we have his paper for an upcoming issue.

And, thanks to the incredibly hard-working Ramune Kubilius <r-kubilius@northwestern.edu> there are tons of other meeting reports in this issue, p.53.

Be sure and visit the new ATG NEWS CHANNEL at www.against-the-grain.com!

HAPPY NEW YEAR!

Yr. Ed.  