If Rumors Were Horses

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Preservation’s Role in the Transition from Print to E-Resource Collections

by Patrick L. Carr (Head of Electronic and Continuing Resource Acquisitions, Joyner Library, East Carolina University) <carrp@ecu.edu>

The transition of library collections from print to electronic formats has presented extraordinary challenges to traditional concepts of preservation. Although these challenges have been a point of emphasis within the profession’s literature and conference programs, I believe that the profession’s focus has often been distorted by a fundamental misconception that preservation is an end rather than a means. To see this misconception, you need only look at how libraries frequently opt to articulate their core missions as being two-fold: first, to preserve and, second, to provide access. For example, the American Library Association and Association of Research Libraries have purported that “The mission of libraries is to preserve and provide access to information, regardless of format.” One result of such claims is the formation of what I have elsewhere termed the “dual mission paradigm.” Some would argue that purveyors of the dual mission paradigm don’t actually hold that preservation is an end in itself; instead, the argument goes, these purveyors are just trying to emphasize that libraries must preserve their collections as a means for the ongoing accessibility of those collections. But, regardless of what is meant, what is actually being said suggests that libraries have two missions, preservation and access. This lack of clarity in the language used to describe library missions has contributed to a corresponding lack of clarity in the profession’s thinking about the role of preservation in the emerging post-print era.

I believe that, too often, libraries pursue preservation of their e-resource collections (in particular, commitments to perpetual access provisions for new acquisitions) as an end in itself rather than as a strategy for providing access to patrons that are anticipated in the future. The result is that libraries often have difficulty thinking critically about preservation’s utility in an emerging long-tail information marketplace or of preservation’s place among competing priorities for the allocation of personnel and funding.

I accepted an invitation to guest edit this issue of Against the Grain with the intention of shedding light on e-resource preservation’s proper role in an environment focused on seamless and immediate access. The issue includes six articles from authors representing a cross-section of the profession's literature and conferences.

If Rumors Were Horses

As usual there has been a lot going on around us!

Was excited to learn that the hard-working, astute, and wonderful George Machovec is now Interim Executive Director of the Colorado Alliance of Research Libraries. The wonderful Alan Charnes, the Executive Director of the Colorado Alliance of Research Libraries since 1991, announced his plan to retire effective August 31. The Alliance was launched in 1974 by five library directors seeking ways to improve service through collaboration and resource sharing. Charnes is the second person to lead the Alliance, having succeeded Ward Shaw, CARL’s principal developer. You go, George!

Was surprised to learn that the handsome, debonair ARL Executive Director Charles B. Lowry is retiring in December of 2012. This will give the ARL Board time to search for a new executive director and assure a seamless transition. You will remember that Charles was a Plenary Session moderator in Charleston in 2010 but, poor thing, was sick the whole time! He and wife Marsha were both sick. What a way to celebrate their anniversary in Charleston!


Heard from one of my favorite old timers, Tom Leonardt who has moved back to Eugene, Oregon. Tom is retired and loves it but he still sent a column with one of his earlier articles on seamless and immediate access. The issue includes six articles from authors representing a cross-section of the profession's literature and conferences.

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From Your (dog-training) Editor:

We lost our beloved Jack Russell terrier Cleo to old age nearly a year ago. It has taken us that long to be able to consider another dog. About a month ago, we adopted another Jack Russell rescue dog who we named Circe. We are not sure how old Circe is (2 years?) but she sure has energy! We decided to start the relationship on the right foot and train her so we are going to dog training classes at PETCO for an hour a week at night. It’s fun but grueling and I tell you I am tired afterwards! Of course, Circe loves all the attention and treats!

Meanwhile, we at ATG headquarters worked harder and harder to get out this issue of ATG. This issue on Preservation’s Role in the Transition from Print to e-Resource Collections — is masterfully edited by Patrick Carr of East Carolina University and includes articles by T. Scott Plutchak, Thomas Herron, Wm. Joseph Thomas, Steve R. Harris, Amy Kirchhoff, and Robert W. Boissy. Our Op Ed is by Jared Seay and is about the transition from VHS to DVD. Our Back Talk is by the cerebral Tony Ferguson!

We have interviews with Sam Brooks, Randy Petway and Corey Williams. There are two Biz of Acqs covering eBooks and selection, our Book-lover is about Sinclair Lewis, Collecting to the Core is about Visual Arts and Standards is about Social Reading. And, of course, there’s tons more!

Oops! Circe is jumping all over me because she wants me to come give her dinner and take her outside! This is why she needs dog training!

Who’s in charge? The dog or the master/mistress? Love, Yr. Ed.

Letters to the Editor

Send letters to <astrauch@comcast.net>, phone or fax 843-723-3536, 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:

Thank you for the invoice for ATG. Because our office already receives several copies, I’ll not be renewing my copy this year.

I wish that it had been possible to attend last year’s Charleston Conference, for my staff raved about it. Clearly, it stands out as a dynamic venue for everyone.

All the best, Susan Skomal (Executive Director, BioOne)

AGAINST THE GRAIN DEADLINES

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FOR MORE INFORMATION CONTACT

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Rumors

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titles Oregon Trails and promises another one. Watch for the first one in the November issue. Welcome back, Tom and good luck to all of us with the stock market!

Speaking of retirement, do y’all remember Julie Arnheim? Julie was the long-time Chemistry librarian at Princeton who attended many conferences in Charleston. Anyway, Julie and her husband have done the sensible thing — moving to Charleston! They live on Pitt Street, near the back door of the Addlestone Library so we can visit a lot.

Julie looks great and loves retirement except she was ready to get out of the house a few hours so she has agreed to be a volunteer for us as we struggle to set up an ERM system. Plus! Julie will be at the Charleston Conference hopefully after she returns from the Scopus Content Selection and Advisory Board (CSAB) meeting in late October!

Speaking of which, have y’all seen the fantastic ATG Interview that the bam-zowie Tom Gilson did with Max Berenstein (Product Manager, SciVerse Applications)? Elsevier has launched a series of community competitions trying to “engage the scientific research communities, librarians and application developers in the creation and conceptualization of search and discovery applications.”


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Occasional Thoughts From the Road —
Why I Do What I Do

by Bob Schatz  (North American Sales Manager, BioMed Central; Phone: 646-258-2126) <robert.schatz@biomedcentral.com>

H is name is Musa, and he works in an institute in Nigeria for the study and treatment of trypanosomiasis, or sleeping sickness. Dressed in a long, bright blue caftan and taqiyah, he made his way past the BioMed Central booth at ACRL. Given our name and some of the signage we displayed, he stopped to talk about what kinds of journals we publish and to tell me about his institute.

We talked at some length about our various journals and the numerous articles we publish about parasitic diseases, including trypanosomiasis. On a whim, I typed “tsetse,” the name of the fly that carries the sleeping sickness parasite, as a keyword search of the BioMed Central database and came up with nearly two hundred hits. He was impressed. I then told him that all these articles were available to him and his fellow researchers without subscriptions, since BioMed Central is an open-access publisher.

Musa’s English is excellent, but it is not his native tongue, and my statement stopped him. He heard me correctly, but his brain was not ready to accept that he had.

“Excuse me,” he said, “but we would need to subscribe to your journals to reach these articles. Is this not right?” I told him no, that we make our peer-reviewed research available without subscriptions. “But we would need a special password to have access, would we not?” Again, I explained the open-access model and our desire that institutes of his kind have access to the corpus of our work without restrictions.

“Is this possible?” he asked. I assured him it was. It took a few more seconds, but his face then lit up into a broad smile. “Mr. Bob,” he said (my first name was prominently displayed on my badge), “this is the most wonderful thing I have heard since I got here. This could save lives where I come from.” I told him that was exactly our intent. To say he was elated is an understatement. He kept shaking my hand and patting me on the back. “This is a wonderful thing. This is wonderful.”

By the time we finished our talk, he had taken my photo and received stuffed Gulliver toys for his two small children. (Gulliver is a turtle-like mascot of BioMed Central.) He must have shaken my hand twenty times more. We parted good friends.

Later that evening, not long after I had related my encounter with Musa to a co-worker, I saw him in the lobby of the Marriott. I went over to say hello. He was talking on his cell phone to his brother who resides in Washington, DC. Before I knew it, Musa handed me the phone and said his brother wanted to talk to me. The brother told me how grateful he was for the work that BioMed Central was doing and how much it would mean to Musa’s institute. He said Musa could talk of nothing else during their phone call. I think he called me Mr. Bob too. I’m not sure, because I was so unprepared for that conversation to take place.

I won’t tell BioMed Central and Springer that the wage they pay me isn’t important, but ultimately encounters like this one with Musa and his brother are why I do what I do. Occasionally my work takes on a very human face, this time of a gentle, grateful Muslim man who is working for the betterment of his people: my brother and friend, Musa.

I love my job. 🐸
Endnotes

It’s called Wallis Budge: Magic and Mummies in London and Cairo. What a great subject! Budge, Keeper of Egyptian and Assyrian Antiquities in the British Museum from 1894 to 1924, wrote The Egyptian Book of the Dead (1895), The Gods of Egypt (1904), and An Egyptian Hieroglyphic Dictionary (1920). Didn’t tell you Matthew was awesome! He says he will try to come to the Conference sometime soon! You go, Matthew! http://www.amazon.com/gp/product/images/1843822180/ref=dp_image_t?ie=UTF8&k=283155&s=books

Speaking of books! Heard the other day from Maria ( Fitzpatrick) Anderson (M.M. Anderson www.werewolfdreams.net), once with Academic Press! Remember her? It’s been a long time since Maria was the Wholesale, Library, and Special Sales Manager for Academic Press. (Remember them?) Well, Maria now lives in Weston, Florida and is involved in publishing BUT as a YA author. Her first novel, Werewolf Dreams was released in 2009 and her next book, Werewolf Love is due out summer 2012. And to top it all off, Maria has made Lyman Newlin a newspaper reporter in her novel! Of course we all remember Papa Lyman! Maria decided to write me when she ran into an old Against the Grain and remembered the Charleston Conferences! And, lucky me, our great salesman, John Laraway, had Lyman’s family’s address! What a hoot! Wish I could get Maria AND Lyman’s autographs! We knew her when, like J.K. Rowling! (Remember her?)


Speaking of the University of Puget Sound! They were one of the very first — and I mean it! — subscribers to ATG! Speaking of people in publishing, just saw an article in the Chronicle of Higher Education (August 14, 2011) about the University of California Press and its new director — ALISON MUDDITT!!! (Remember when she was at SAGE Publishing?) Alison has concluded that the press has been publishing too many trade books. She has also canceled publication of a literary-studies series. Talk about Against the Grain and stirring the pot!! We are looking forward to interviewing Alison in a future issue of ATG! See “At the U. of California Press, A New Director Bucks Traditional Scholarly Advise by Jennifer Howard.” http://chronicle.com/article/Hot-Type-At-U-of-California/128601/continued on page 22

1. A beautiful brochure announces the event!

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| What Do We Keep ... from page 18 |

Fine and Private Places: An English Professor’s Perspective on Evolving Library Collections

by Thomas Herron (Associate Professor of English, East Carolina University)

But the fruit that can fall without shaking / Indeed is too mellow for me.
— Lady Mary Wortley Montagu, Letters and Works

We live in a tired time of technologically saturated, spoilt expectations, and not inconsiderable danger to our moral and political selves. According to techno-prophet Marshall McLuhan, writing well before the dawn of the Internet, if we do not attend to the moral implications of a hyperwired world, then “we shall at once move into a phase of panic terrors, exactly befitting our moral and political selves. According to William Morris...

Electronic databases of course have the angelic potential to bring flowers of learning to your door and to make collections yet more public, or (at least) accessible to people wide and far. All can now access library collections without entering the building or campus itself. Aren’t we all happy when, in the middle of a plane ride or a long drive, we can quickly access a (de facto restricted because selective, but nonetheless widely varied and valuable) pool of information, un molested and untracked by technology (including Kindle) that monitors who accesses what and when. I murmur with secret pleasure whenever I reshelf a book instead of lying it on a cart to be counted.

Thanks to our truly astonishing electronic databases, books and journals are, of course, much more widely available, searched, and archived than ever before. But what if the web comes under central state control? So will books and ideas; there is already a great firewall of China. A “switch” turned off the internet in Egypt during the recent “Arab Spring” of revolution. And what do you do when a virus completely takes over your computer banks, or the power goes out in your city (as it does...continued on page 22

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<http://www.against-the-grain.com>
Fine and Private Places ...

regularly in Baghdad), and your laptop batteries run down? Take your laptop to read it outside? In a famous Twilight Zone episode, Armageddon occurs (an H-bomb) and the last man on earth, a bookworm played by Burgess Meredith, consoles himself with unfettered access to the New York Public Library. Then he breaks his glasses and can’t read. In a future scenario, he’d be left with nothing tangible to read in the first place.

One purpose of a library is to encourage people to read. The collective fear that people are reading less than they used to doesn’t make sense; given our public and private schools and our collective addiction to email, texting, and twittering, we’re reading all the time — we’re reading now while driving, for goodness sake — but we should rightly fear that few people are reading quality creative literature anymore. I’m sure this has always been the case, that the time, education, and enthusiasm to appreciate intellectually difficult and verbally creative works has never been plentiful. It has always been difficult and rare to find golden worlds — or convincing and sensitive, intelligent human worlds — in fiction, until such works become classics.

Nor are we reading enough at a slow, thoughtful pace for the purpose of spiritual and/or intellectual pleasure and stimulation: slow reading to match the slow eating movement. Despite being an English professor, I am (like anyone) rushed to get work done. Graduate school and the tenure-track nearly destroyed my enjoyment of a good book for life. Recently, for the first time in a long time, I read a long classic, The Divine Comedy, at a leisurely pace (I read it while sitting in on an undergraduate class and following the syllabus). I took the Greek root of leisure, or, school, to heart.

Like many others, however, I have a worry, gnawing like hungry Ugolino at the back of my head, that books as a part of our heart to Western Massachusetts to work on her farm owner — and artist — and had an enterprising author stars of the week and hot topics of the week? With new article links, questions of the week, and “citadel,” see Robert Darnton, The Case for Books: Past, Present, and Future (New York: Public Affairs, 2009): 32, 33, 41. According to Darnton, “Rare book rooms are a vital part of research libraries, the part that is most inaccessible to Google. But libraries also provide places for ordinary readers to immerse themselves in books, quiet places in comfortable settings, where the codex can be appreciated in all its individuality.” (40) On the PATRIOT Act and Google’s ability to gather information on its patrons, see Darnton page 46.


5. As Darnton writes, “The best preservation system ever invented was the old-fashioned, pre-modern book.” The Case for Books: 38.


9. An admirable effort at recreating a temple atmosphere within the library temple, a “sanc
tum sanctorum” as it were, where computers (but not books, art, or lectures) are absent, is the “Atheneum” in the Gould Library, Carleton College, MN: http://apps.carleton.edu/Campus/library/about/atheneum/.

Endnotes

1. Parts of this paper were first presented at 16/10 in Greenfield, NC as prefatory remarks to the forum panel on “Reading the Humanities,” part of East Carolina University’s Downtown Dialogues in the Humanities series. The views expressed here are my own.


3. For the view of a university library and especially its rare books room as a “temple” and “citadel,” see Robert Darnton, The Case for Books: Past, Present, and Future (New York: Public Affairs, 2009): 32, 33, 41. According to Darnton, “Rare book rooms are a vital part of research libraries, the part that is most inaccessible to Google. But libraries also provide places for ordinary readers to immerse themselves in books, quiet places in comfortable settings, where the codex can be appreciated in all its individuality.” (40) On the PATRIOT Act and Google’s ability to gather information on its patrons, see Darnton page 46.


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Rumors

Have y’all been visiting the ATG NewsChannel?! Did you know that we are putting up a new book every week, along with new article links, questions of the week, stars of the week and hot topics of the week? Check it out! Even had an enterprising author thank us for listing her book! And listen up!

The Book of the Week of August 28th was The Forgotten Founding Father: Noah Webster’s Obsession and the Creation of an American Culture. It so happens that the alert James Marsh <JM@thebookhouse.com> (The Book House, Inc.) noticed and told us about his daughter Jessica who followed her heart to Western Massachusetts to work on her boyfriend’s family farm after both graduated from the College of Wooster. Farm owner Mike Wissenmann and artist Will Skillin started a maze back in 2000 and each year there is a different subject. Just so happens that this year it’s a corn maze in western MA and Noah Webster is the “subject”! Way cool! See — www.mikesmaze.com.


The awesome keeping-us-informed Ramune Kubilius <r-kubilius@northwestern.edu> sends news of the death of Dr. Martin M. continued on page 34

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<http://www.against-the-grain.com>
Digital Rights Management (DRM) is another challenge for eBook preservation. DRM technology, often embedded in a file or device, which enforces the rules of use defined by the provider of the content. DRM is particularly prevalent with eBooks, where it is common for books purchased by individuals to be tightly tied to that individual (e.g., it is often difficult to share or lend one’s eBook with a friend) or to a particular device (e.g., books purchased for one appliance or application can only be read on that appliance or application). eBooks sold or licensed to public and academic libraries are also wrapped in DRM which limits the number of times the book can be borrowed, the number of users who may borrow it at one time, or even the locations at which it can be read. The purpose of DRM (which is to limit access and replication) increases the complexity of preserving access for the long-term.

Another challenge of eBook preservation is the proliferation of bibliographic metadata at many different levels of the publication. Metadata is neither simple nor straightforward — a publication does not have only an author but an editor, a translator, and so on. eBooks have all the traditional challenges of bibliographic metadata, plus a number of unique considerations. For example, many eBooks within the academic community are delivered a chapter at a time, and thus there is chapter-level metadata to be preserved (and perhaps a representation of the book as a whole and as individual chapters must be preserved). In addition, many books, especially within the scholarly community, are part of a series and thus must include metadata placing them within the context of the series, or they are one volume in a multi-volume set, where the entire set is the “book.” Managing this hierarchy of metadata in such a way that preserved eBooks can be accurately delivered in the future is a challenge that differentiates eBooks from e-journals.

**Portico’s eBook Preservation Solution**

Portico is a not-for-profit digital preservation service providing a permanent archive of electronic journals, books, and other scholarly content. Portico launched in 2005 with an e-journal preservation service. In 2009, Portico ingested the first eBooks into the Portico archive as part of an aggregated e-journal and eBook preservation service and fulfilled its first eBook post-cancellation access request in 2010. In 2011, Portico began to offer a separate eBook preservation service in order to allow libraries and publishers to select the preservation services best suited to their particular needs. The Portico eBook preservation service is modeled after the Portico e-journal preservation service; libraries and publishers both contribute to defray the costs of preservation. Publishers commit their current and future eBook holdings to Portico for preservation. eBook content is made accessible to all institutions participating in the eBook service in the case of a trigger event: cessation of a publisher’s operations, discontinuation of a title by a publisher, removal of back issues or a portion of a title by a publisher, or catastrophic and sustained failure of a publisher’s delivery platform. In addition, publishers have the option to designate Portico as one of their post-cancellation access (also known as perpetual access) methods to eBooks.

The preservation actions Portico takes with eBooks matches those of both the Portico e-journal and d-collection preservation services. To meet our rigorous definition of preservation — the series of management policies and activities necessary to ensure the enduring usability, authenticity, discoverability, and accessibility of content over the very long term — Portico is guided by the following principles:

- Preservation metadata describing the technical and bibliographic natures of the content preserved is gathered as the content is being processed into the archive.
- Preservation must be practical (for example, migration of files to new formats is done only when it is necessary and is not preemptively performed without valid archive management reasons.)
- The Portico archive is self-describing and contains sufficient information and documentation to make it possible for a third party to understand and manage the archive.
- The Portico archive is a dark archive, but transparency to participants is required. To that end, Portico provides audit privileges to participants and regularly reports on content in the archive.
- The preserved content is replicated to multiple on-line and off-line locations on multiple continents.
- The preserved content is regularly checked for bit rot and corruption, and any problems are immediately corrected.
- The hardware on which and the machine rooms in which the preserved content is located must be maintained to industry standards.
- Portico receives accreditation — Portico was certified as a trusted, reliable digital preservation solution by the Center for Research Libraries (CRL) in 2010.

As of June 2011, Portico has over 5,000 eBooks preserved from four publishers and over 100,000 eBooks committed to the archive from twelve publishers.

**Conclusion**

Given the dramatic increase in publication and sales of eBooks and the growing reliance of the academic community on eBooks, the moment has arrived to add the preservation needs of eBooks. The preservation of eBooks may be met in numerous ways, including preservation through community supported independent archives such as Portico, national preservation efforts, or cooperative efforts among like-minded institutions. While eBooks have many unique challenges, if the community begins to preserve the entirety of eBooks right now, those challenges can be addressed over time.
getting to know employees and making decisions regarding the future. We will be bringing product support into our Ipswich operation. As decisions are made, we will be communicating appropriately.

ATG: Is EBSCO contemplating any other ground shaking mergers that you’d like to give ATG the scoop on?

SB: EBSCO believes strongly that the best possible search results come from a relevancy ranking algorithm built on searching a combination of full-text and high-quality subject indexing from controlled vocabularies. This means we will continue to be the leader in licensing full text and in acquiring subject indexes. Other than H.W. Wilson, I don’t have any I can report today, but it’s safe to say that we are interested in talking to any provider of high-quality subject indexes or any other publisher of valuable research databases.

Interview — Sam Brooks
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Sam Brooks

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<sbrooks@ebscohost.com> • www.ebscohost.com

BORN & LIVED: I was born in Stamford, CT and have lived most of my life in Boston, MA. I have also lived in New York City and several parts of California.

PROFESSIONAL CAREER AND ACTIVITIES: I’ve been in charge of the worldwide sales and marketing efforts of EBSCO Publishing since 1991. I’m also heavily involved in gathering market research and ensuring that it impacts the company’s product development efforts. I helped build and maintain our 17 long-standing advisory boards and numerous focus groups. I’ve also considered it important to be active in library science literature, and have written papers in major library science journals, e.g., Serials Review, The Library Quarterly, Portal: Libraries and the Academy, Information Technology and Libraries, Journal of Academic Librarianship, etc., as well as the library publications of more than a dozen countries, including Hungarian Journal of Library & Information Science (Hungary), KLC Journal (Kazakhstan), EBIB (Poland), Librarianship (Russia), Journal of Educational Media & Library Sciences (Taiwan), and many others.

I co-edited a book for The Haworth Press (now Taylor & Francis Informa) entitled “Library/Vendor Relationships,” published simultaneously as an issue of The Journal of Library Administration (Vol. 44, Nos. 3/4.). I have participated in panel discussions or appeared as a speaker at various library conferences, including ACRL Chapter Meetings, IFLA, The Charleston Conference, ALCTS Networked Resources and Metadata Committee Meeting, International Congress of Information, LITA Technology and Access Committee Meeting, NLA Tri-Round Table (Technical Services, Information & Technology), etc. I’m a member of the EBSCO Founder’s Club, and after 20 great years with the company, I can’t imagine working anywhere else.

MOST MEMORABLE CAREER ACHIEVEMENT: I guess I need to give you two answers, because one is personal and one is professional, but both are career accomplishments. From a personal standpoint, it is not even close. I’ve traveled to 92 countries with EBSCO, and much of that travel was to developing nations. We sought and gained special permission from publishers to make extraordinary offers to governments in emerging countries, and then we traveled to meet with ministers of education, science & technology, etc. to attempt to convince them of the value of national licenses for full-text journal databases for their universities and hospitals. This was hugely successful, and today, EBSCO has more than fifty national licenses with most of those being developing nations. From a purely professional standpoint, I believe it would have to be participating in the decision to listen to our advisors and put an unprecedented investment in time and funding into EBSCO Discovery Service (EDS). We started development as early as other discovery services, but made a conscious decision to delay the release so we could incorporate content and features that would give our service tremendous long-term advantages over those other services. It was a risky decision, because it gave our competitors the ability to get a head start in selling their services, but I believe strongly that it will prove to have been the right decision for EBSCO and for libraries.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Libraries (and library vendors) are competing with Google for the attention of end users. This is perhaps the most important mid-term and long-term issue facing our industry. Libraries and library vendors have many things that are not available free on the Web, but perhaps the greatest differentiators are valuable full-text sources (such as journals, magazines, and books) and high-quality subject indexing from controlled vocabularies. It is the segmentation of library collections, and the abundance of platforms, that makes it difficult for end users to realize the true value of the library (and its vendors). I believe that within five years, the majority of academic libraries will have a discovery service — in an attempt to address this issue. The service that does the best job of leveraging the strength of the library collection (for-fee, full-text sources and high-quality subject indexing) will be the one that is prevalent five years from now. In addition, I think we will see a big shift from print books to eBooks (hence EBSCO’s acquisition of NetLibrary and development of eBooks on EBSCOhost), and I believe we will see an explosion of usage of library resources via smartphones, e-readers and tablets. The EBSCOhost iPhone app has experienced a remarkable number of downloads, and we are working on an Android app that we also expect to have massive usage within five years. Libraries and their vendors must embrace all of these changes, as they will make us more relevant, rather than less relevant, if we handle them properly.

Rumors from page 34

Librarian at Purdue are planning to guest edit the February 2012 issue of ATG!! They are planning this in between having babies and all that! Both Mark and Charles. Charles and his wife Heather just welcomed Alexander and we hope to hear about Mark and his wife’s new addition soon! Oh! And, my husband and I gave both of our children three names instead of two, that’s in addition to the last name and, boy, have they complained about it. So — I was gratified to learn that Charles and Heather gave their child three names — Alexander Lloyd Duncan. And Charles has three names as well — Charles Thomas Godfrey as does Anthony — Anthony Richard Kirk. It’s tradition! And Charles says that he’s trying to “keep everyone [in the family] happy.” Is that a future Charleston Conference theme?

Met one of the most energetic people that I have ever encountered the other day! Ava Jordan of BookConsignments.com based in my back yard — Summerville, SC. Ava is planning to attend the Conference both as an exhibitor and an attendee which is great. She says that she got so many suggestions that she attend from librarians in South Carolina and everywhere! Like Wow! Thanks, Guys and Gals!

Speaking of the 31st Charleston Conference, the registrations are rolling in! More than last year even! Surprising! We are planning for a third overflow room (if possible) for Plenary Sessions in the Francis Marion and several of my go-getter co-workers are looking for bigger venues in downtown Charleston.

Just heard that Mark Herring is planning an article on QRcodes for the November issue! It will only be available at www.against-the-grain.com/. That Mark! Hard to keep up with all his ideas! Stay tuned! www.against-the-grain.com/

Returning to new jobs, Elisabeth Leonard, once Associate Dean for Library Services,
your end-user likes, and what they don’t like. This in-depth knowledge can then be used to formulate the model for packaging and delivery in both digital and print environments.

Another technique is to gather intelligence from how users consume other types of content, websites, music, video, etc. These are the things that shape their experiences and expectations. I think we would be foolish to ignore them.

**ATG:** You have said that publishers need to do some serious cost modelling. What does that mean, and how do they do it? What are the most effective strategies that publishers can use to monetize their content as they move from print to electronic delivery?

**RP:** I think we need to come to terms with a shift in the price point for published product, and then start to model out cost and profitability equations from there. The net result might at the surface suggest downward pressure on revenue and/or profit, however I think the digital world opens the door to new revenue streams and business models that haven’t existed in the past. This could drive us back to level ground, if not into a growth model.

I think the mantra remains innovate and experiment. Finding new ways to package, disseminate, and connect your content with the right consumers by leveraging things like the semantic Web is the key to monetizing the intellectual property that has been amassed by publishers.

**ATG:** We don’t want you to give away any trade secrets, but can you give examples of how some publishers have been or might be successful in doing this?

**RP:** There are some great examples out there. For instance we have a customer who has published congressional staff directories for years. Recently they’ve taken that content, repurposed it, and enhanced it, leveraging access to additional content and new digital delivery models. This has left them with a “new” product that provides incredible value to the customer and an expanded revenue stream for the publisher.

**ATG:** Are publishers moving quickly enough to adjust to this transition from print to online access? Are they taking full advantage of the new markets that mobile devices like iPhones, Kindles, tablets, and other reading devices offer?

**RP:** No, I don’t think we are moving quickly enough, but I’m also not sure what quickly enough would look like. The reality is that print still provides the bulk of the revenue and cash required to drive digital programs. I think we are at (or may have crossed) the transition from one to the other may be the single largest challenge facing publishing executives today. That said, one thing that appears very clear to me is that the consumer is hungry for the convenience, price point, and reading experience that digital (and associated devices) can provide. If there’s one thing that history has taught us, it’s that the consumer will not be denied, so publishers will need to either step up, or step out of the way.

**ATG:** It sounds like the attrition among publishers could be fairly significant as they make this transition. Does this mean more consolidation in the industry? Won’t this require that smaller publishers meet the “mind-set challenge” that you mentioned earlier in order to survive? How can they begin developing that mindset?

**RP:** I’m not so sure about attrition. We have received her MBA from UNC-CH, and is currently pursuing her Ph.D. in Information Science from UNC-CH. For her move out West, Elisabeth was accompanied by one of her cats, Dixie, her husband Mike, and Newman (the other cat) is on his way. Congrats, Elisabeth! http://www.sagepub.com/press/2011/february/ SAGE_newmarketresearchanalyst.sp

**ATG:** Where do libraries fit into all of this? Should publishers bypass libraries and focus totally on the end user? Are libraries still a viable market for publishers as we move into an ever-increasing electronic world?

**RP:** In the same way that I believe books aren’t just about paper, covers, and binding, I don’t think libraries are just about walls, shelves, and ceilings. So, even if our fundamental notion of what a library is changes, we will still need the professionals, standards, and processes that have made the borrowing of content, sharing of content, discovery of content, and support of research possible. In fact, I think the proliferation of content will make this more important than ever. In my opinion focusing on the end user and working with libraries (as well as any other part of the supply chain) are not mutually exclusive.

**ATG:** Randy, we really appreciate you taking the time to talk to us and share your ideas on these issues.

**RP:** It was my pleasure.
Situs of Injury for Intellectual Property Infringement — Who the Heck Knows?

by Bruce Strauch (The Citadel) <strauchb@citadel.edu>


Penguin Group USA is the American arm of Penguin Group and a huge book trade publisher with its principal place of business in New York City. American Buddha is an Oregon nonprofit that runs a "passive Website" called the Ralph Nader Library, even though it has nothing whatsoever to do with wily political spoiler Ralph "Unsafe At Any Speed" Nader himself. Buddha operates an online library that provides access to literature. And Buddha electronically scooped four Penguin books.

American Buddha's principal place of business is Arizona, and its online library is hosted on servers located in Oregon and Arizona. Its 50,000 members can access free of charge the books which Buddha promised them are not infringing copyright due to fair use. Penguin disagreed and sued in New York under 17 U.S.C. § 501.

Yes, you're dying to know the four titles in question. They were Oil! by Upton Sinclair; It Can't Happen Here by Sinclair Lewis; The Golden Ass by Apuleius; and On the Nature of the Universe by Lucretius. Very serious Penguin kinds of books.

Other than folks in NY being able to access the site, Buddha had no other contact with the state. Buddha moved to dismiss under FRCP 12(b)(2) for lack of personal jurisdiction. Penguin argued they had personal jurisdiction under New York's Long-Arm Statute, N.Y.C.P.L.R. § 302(a). This grants jurisdiction over a party that "commits a tortious act within the state."

Think car wreck in NYC. Arizona driver goes home. Says come sue me in Tucson. If he drives in NY, he should have the expectation of litigating in NY.

Penguin said copyright infringement is a tortious act and Buddha did it in NY.

But did the injury occur in NY?

Small point (or big point?), but Penguin did not allege injury due to New Yorkers reading the books in question. Rather the sole tortious act was Buddha's uploading in NYC.

District Court found the injury occurred in Arizona where the downloading took place. It felt that Penguin merely residing in NYC was not enough. There must be a more direct injury within the state. And it went to appeal.

So Penguin should have alleged lost sales in NY? And what were they paying their lawyers to overlook that?

The Appeal

The Second Circuit took a closer look at N.Y.C.P.L.R. and focused on an amendment found in § 302(a)(3)(ii) which gives personal jurisdiction over someone who commits a tortious act outside the state, but injures someone in New York.

This amendment was the result of a gap found in Feathers v. McLucas, 209 N.E.2d 68 (1965) in which the NY Court of Appeals declined to apply section 302(a)(2) to a manufacturer who built a gas tank in Kansas that blew up in NY.

But it was still unclear what the situs of injury is in an intellectual property case.

Two lines of authority compete on this issue. Some courts have held the location to be the residence of the owner. See, e.g. Horne v. Adolph Coors Co., 684 F.2d 255, 259 (3d Cir. 1982) ("[I]nsofar as the situs of the property damaged by the alleged wrongdoing is a concern, both a state trade secret and a patent should be deemed to have their fictional situs at the residence of the owner.").

"The theory [of these cases] is that since intellectual property rights relate to intangible property, no particular physical situs exists. If a legal situs must be chosen, it is not illogical to pick the residence of the owner."

Beverly Hills Fan Co. v. Royal

We in Charleston were happy that Hurricane Irene changed her mind! Whee! But sorry that our friends in Vermont and New England caught the brunt of it. Ouch! Let's hope that these earthquakes and hurricanes stay put for a while! See y'all at the Charleston Conference in November and the ATG NewsChannel year round!! Love to all y'all!

We got 55 responses. 10 (18% said yes) and 45 (82%) said no. The voting is still open. Go to http://www.against-the-grain.com/2011/07/a-wonder-wednesday-big-deal-cancellations/.