ATG Interviews Sam Brooks

Tom Gilson
College of Charleston, gilsont@cofc.edu

Katina Strauch
Against the Grain, kstrauch@comcast.net

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

Part of the Library and Information Science Commons

Recommended Citation
Gilson, Tom and Strauch, Katina (2011) "ATG Interviews Sam Brooks," Against the Grain: Vol. 23: Iss. 4, Article 14.
DOI: https://doi.org/10.7771/2380-176X.5939

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.
**ATG Interviews Sam Brooks**

**Executive Vice President, Sales & Marketing, EBSCO Publishing**

by Tom Gilson (Associate Editor, *Against the Grain*), and Katina Strauch (Editor, *Against the Grain*)

---

**ATG:** You note in your press release that the “Wilson database products are known for their quality indexing.” Is that the main strength that Wilson brings to the table in this merger?

**SB:** Yes, if I have to name the single most important strength, it would be the quality indexing. Not only does Wilson have the highest quality indexing in some subject areas, they also have huge backfiles of indexing.

**ATG:** How about the content of their databases?

**SB:** If you are referring to the full text, yes, this is also an important part of this. Wilson has done a good job of licensing titles in specific subject areas that have not been licensed by the three largest aggregators.

**ATG:** Recent reports note the creation of seven super databases combining EBSCO and H.W. Wilson existing products. Can you tell us a little bit more about this?

**SB:** Yes, these are among the most exciting end results of the merger. In seven subject areas, there will be new “super databases” that combine all EBSCO & Wilson content in these disciplines. They include: applied sciences, art, biography, education, humanities, law, and library science. Some details are already available at: [www.ebscohost.com/superdatabases](http://www.ebscohost.com/superdatabases)

**ATG:** When will these super databases be unveiled? Is there a set timeline?

**SB:** Our goal is to release these super databases in early 2012.

**ATG:** Does this mean that the H.W. Wilson brand will disappear? Will any of the Wilson databases remain as standalones, or will they all be merged into these super databases?

**SB:** The H.W. Wilson brand and products will not disappear. For example, even though a new comprehensive database called Art Source will be created, we will continue to offer the existing databases.

**ATG:** Recent reports note the creation of seven super databases combining EBSCO and H.W. Wilson existing products. Can you tell us a little bit more about this?

**SB:** Yes, these are among the most exciting end results of the merger. In seven subject areas, there will be new “super databases” that combine all EBSCO & Wilson content in these disciplines. They include: applied sciences, art, biography, education, humanities, law, and library science. Some details are already available at: [www.ebscohost.com/superdatabases](http://www.ebscohost.com/superdatabases)

**ATG:** Recent reports note the creation of seven super databases combining EBSCO and H.W. Wilson existing products. Can you tell us a little bit more about this?

**SB:** Yes, these are among the most exciting end results of the merger. In seven subject areas, there will be new “super databases” that combine all EBSCO & Wilson content in these disciplines. They include: applied sciences, art, biography, education, humanities, law, and library science. Some details are already available at: [www.ebscohost.com/superdatabases](http://www.ebscohost.com/superdatabases)

**SB:** It is very rare for us to have characteristic price increases for any company or database we acquire. A quick review of recent purchases by EBSCO should put the library community at ease. EBSCO acquired NetLibrary, and the markup has actually gone down slightly.

**SB:** It is very rare for us to have characteristic price increases for any company or database we acquire. A quick review of recent purchases by EBSCO should put the library community at ease. EBSCO acquired NetLibrary, and the markup has actually gone down slightly.

**SB:** We expect this to improve search results in a meaningful way.

**ATG:** What is happening to the nonprofit part of H.W. Wilson?

**SB:** Both EBSCO and The H.W. Wilson Foundation have a long-standing tradition of providing financial and other support for libraries and library organizations. The H.W. Wilson Foundation plans to continue its commitment to its mission of supporting libraries and librarianship, as evidenced by its numerous grants and longstanding support of the [John Cotton Dana Award](http://wwwächsth-grain.com/).
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.