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The Meyers Connection

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The Meyers Connection

Lighting Rod or Peacemaker?

by Barbara Meyers(President, Meyers Consulting Services)

This column will be just a brief update on the progress of the Cataloging in Publication(CIP) Program Evaluation Project that Sandy Paul and I are conducting for the Library of Congress. For those few of you unfamiliar with CIP, allow me to quote and excerpt from the "Overview of the CIP Program", which accompanies the Publishers Survey:

"The purpose of the Cataloging in Publication (CIP) program is to prepare prepublication cataloging records for those books most likely to be widely acquired by the Nation's libraries. These records (CIP data) are printed in the book and greatly facilitate cataloging activities for libraries. They are also distributed prior to the books' publication in machine-readable form via the MARC (Machine Readable Cataloging) tapes, alerting libraries and other bibliographic services around the world to forthcoming titles."

As I reported earlier this year, three groups are being surveyed to obtain their attitudes and opinions about the

CIP program and its future directions. Those three groups are: MARC Tape Subscribers, Publishers participating in the CIP program, and a representative sampling of U.S. Libraries.

At the time of this writing (mid-October 1991), the MARC Tape Subscriber Survey has been mailed and we are awaiting responses. A telephone follow-up will be conducted before the end of this month with hopes that most, if not all, of the tape subscribers surveyed will provide us with input.

The Publishers Survey has been produced and will be mailed this month. Over 2,000 U.S. publishers will be canvassed as to their reactions to the performance and coverage of the CIP program which will assist the Library as it makes plans for the future of the CIP program. A follow-up reminder mailing to publishers is planned.

We anticipate that the Library Survey will be mailed in December. It will be sent to roughly 4, 600 U.S.

libraries in the following categories: school (approximately 55% of the sample population), public (about 37%), special (about 6%) and academic (approximately 3% of the sample). The sample proportions were generated based on the percentage of total monograph sales represented by that library segment. A follow-up reminder mailing to librarians will also be conducted.

For those readers of *Against the Grain* who receive a CIP survey, Sandy and I (as well as our colleagues at the Library of Congress) respectfully request your response to the first mailing at the earliest possible time so that some indication of response might be possible at the 1992 ALA Mid-Winter Meeting. Obviously, final results will not be ready by that time, but Sandy and John Celli, Head of the CIP Division, have been trying to keep the community as well informed as is possible at each of the ALA meetings that occur during the life of the project. Your participation and assistance, should you be among the survey recipients, will be greatly appreciated. ■

Controversy is the Spice of Life

Controversy is on vacation this issue. But — Have YOU read anything that YOU want to tell us about? Have YOU read something that YOU want to rebut? Have YOU read something that YOU really agree with? If so, write and tell us about it. The next Against the Grain won't come out until late January or early February (all things being equal) and so you have A LOT of time to think this over. . .

Based on a quick survey, here are some of the things that our readers are reading now in any case . . .

"The New Approval Plans: Surrendering to the Vendor . . . Or in the Driver's Seat?" by Judy Quinn

(Senior Editor, News, LJ), *Library Journal*, September 15, 1991, pages 38-41.

Some libraries are still buying books and some are even using approval plans. This interesting article is a state-of-the-art look at several libraries and their buying practices.

Vendors and Library Acquisitions (The Acquisitions Librarian, no.5), Binghamton, NY: Haworth Press, 1991.

This is just out and includes articles by many of your friends. It's worth a read.

Budgets for Acquisitions: Strategies for Serials, Monographs, and Electronic Formats. Edited by Sul H. Lee. Binghamton, NY: Haworth Press, 1991.

These are the papers from The University of Oklahoma 1990 Conference and include papers from Roger K. Hanson, Jeffrey Gardner, Daniel T. Richards, Dana Alessi, Malcolm Getz, Chuck Hamaker, Robert L. Houbeck, Jr., and Carolyn Buchnall. ■