April 1992

If Rumors Were Horses

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Against the Grain

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Recommended Citation

Strauch, Katina (1992) "If Rumors Were Horses," *Against the Grain*: Vol. 4: Iss. 2, Article 3.

DOI: <https://doi.org/10.7771/2380-176X.1165>

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Against the Grain

"Linking Publishers, Vendors and Librarians"

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ISSN: 1043-2094

If Rumors Were Horses

For the first time in recent memory, two years in a row, the U.S. Periodicals Price Index as tracked by Faxon and to be reported in April 15 *LJ* is in double digits. One reason is that smaller less expensive journals are increasing percentage wise greater than the STM journals. In the next *ATG* we will have a more complete analysis.

We are happy to report that we have spoken to **Lyman** (the miraculous) **Newlin** several times over the past several months and he seems to be thriving. His home is being worked on and he and a team are working to restore his damaged rare books. We all say if Lyman could bottle up all his drive, energy, charisma, and good will, he would be a wealthier man.

Negotiating Services and Fees With Subscription Agencies, the excellent and well-received workshop by independent consultant, Buzzy Basch, will be held twice in June — June 5, 1992, prior to the SLA Annual Meeting, and the 26 of June, prior to the ALA Annual Meeting, both in San Francisco. For further information, contact Basch Associates, 860 North Lake Shore Drive, Suite 7J, Chicago, IL 60611. phone: 312-787-6885; fax: 312-787-9814.

Congratulations to Nora Rawlinson who has been named Editor of *Publishers Weekly*! Way to go, Nora!

In early January 1992, **Springer-Verlag** made the corporate decision to reorganize the international editorial activities. Springer-Verlag notes that:

"This consolidation, basically a concentration of acquisition efforts, will undoubtedly lead to stronger, more focused programs in more Springer

Verlag offices around the world." As a result of the decision to combine some editorial programs, fifteen people (6%) of Springer-Verlag New York's work force have been laid off, the

first staff reduction in the twenty-eight-year existence of the house. Springer-Verlag goes on to say: "In no way should this step be misunderstood by our loyal customers in libraries, bookstores, wholesalers and subscription agents. The new Springer office in Santa Clara, opened in November 1991, and dedicated to editorial activities in scientific computing and statistics, shows that, in its 150-year existence, Springer Verlag is more than ever committed to publishing the best and most up-to-date scientific, technical and medical materials and to providing support and service to all [its] customers."

And y'all should know that **Inge Valentine** is thriving. If you check out the publisher profile of VCH in the February 1992 *ATG*, you will see that Inge is listed as Sales Director. Fabulous, Inge.

continued

Sharon McKay has left EBSCO and is now Vice President of marketing for CASPR, Inc. In this capacity, Sharon is responsible for planning and implementing CASPR worldwide. CASPR was founded in 1986, with its business focused on information management and access for business, school, public and university libraries. CASPR's address is 20111 Stevens Creek Blvd., Suite 270, Cupertino, CA 95014. Phone: 408-446-3075 or 800-852-2777. FAX 408-446-1574. **Fred Zappert**, once of Dialog, has been appointed as Director of CD-ROM Development at CASPR.

We hear that a **Merrill Smith** has now moved to Blackwell Publishers. Relax, John Secor, it's not the Southeast's best book rep from Yankee Book!

Pergamon Press is moving from its Saw Mill Road address this month. Though we never saw the place, we understand that Pergamon was located in a grand old house. But times they must a-change. Pergamon will be moving to new, spacious, and modern facilities, effective April 13th: 660 White Plains Road; Tarrytown, NY 10591-5153. Phone: 914-524-9200; FAX: 914-333-2444.

Dina Giambi has left Kent State to become AUL for Technical Services at the Univ. of Delaware, effective May 1, we believe. Congrats, Dina!

Edna Laughrey about six months ago formed her own consulting business. She can be reached at 291 Tower, Saline, Michigan 48176. Phone: 313-429-1029.

Dick Rowson, of Charleston Conference, Duke University Press, and American University Press fame, has been selected as the new Director of Publishing and the Woodrow Wilson Center Press at the Woodrow Wilson International Center for Scholars in Washington, D.C. Rowson will continue his association with American University Press as publishing consultant, assisting the new Director in publishing books he acquired and in the acquisition of new titles.

Brodart Books officially introduced their newest electronic ordering software, "PC Rose Plus Release 2.0" at the 1992 ALA Midwinter meeting in San Antonio. This new ordering software boasts many new enhancements.

Faxon has consolidated efforts for federal libraries between Westwood and Washington. They continue to maintain a sales and contracts office in Washington. Customer Services has relocated to Westwood. **Debbie Leggett** has taken on a new position with the Business Division as Faxon Manager/Systems Specialist. She will also be moving to the Boston area. **Kris Nordlie** is now Product Manager for Electronic Services for all of Faxon. Nice promotion, Kris. Congratulations.

ABACIS has released an upgrade to BookQuest and SerialsQuest. The

new version will provide faster browsing for clients who search online for all books by a certain author or on a certain subject. It will also offer consistent command features across the entire database and two new menu items: BookQuest for Small Presses and a Lost and Stolen Book Feature. Contact Karen Preslock, M.L.S., Vice President, Library Services Division, ABACIS, Inc., a Faxon Company at 404-591-8371.

Advances in Serials Management vol. 4 (newly published) includes a discussion/edited conversation/paper (thirty something pages from a forty something guy with twenty something years in the business) between Cyndie Cowan (Marcia Tuttle's Assistant) and Mike Markwith about serials vendors' roles and the ethics of the relationship.

Eleanor Cook (Appalachian State University) just returned from a trip to Paris. She took advantage of the U.S. Air inexpensive fares and was off!

According to a March 23 press release, **Baker & Taylor, Inc.**, an independent company, was created on that day as a result of the purchase of Baker & Taylor Books, Baker & Taylor Video and SoftKat from W.R. Grace & Co. The new company is a private corporation whose major shareholders include the top management team of the former Grace units and the Carlyle Group, a private merchant banking and investment firm in Washington, D.C. The organization is headed by Gerald G. Garbacz, Chairman and CEO; James B. Warburton, President;

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We would like to thank
Ambassador Book Service
for their generous contributions!

Thanks go as well to **Ballen Booksellers** for mailing issues of
Against the Grain.

lications and operations and ultimately their customer base. I attempted to set up some framework to report fulfillment costs from the individual publishers, but to no avail—it still remains a fruit salad in terms of comparison at the detail level. To attempt to share that with you would not only be a “mission impossible” but incomprehensible. What is the most important figure is the bottom-line cost per subscriber in each operation: (see Table)

The numbers quoted seem nominal, even minuscule, to what subscribers pay for a periodical. But multiply them by the circulations of the titles for which the publishers provided these figures and you come up with some very large numbers indeed.

Additional caveats (as you might imagine) about the above request that you keep in mind that variables such as:

- average renewal rate,
- percent of subscribers renewing on the first notice,

- anniversary versus calendar year renewal,
- ratio of individual to institutional sub

a great part in the costs of fulfillment, and thus they fluctuate greatly from one publishing operation to another.

Fulfillment Cost Per Subscription Per Year

Professional Society Scientific Research \$3.28	Professional Society Journal Technical Magazine \$3.28
Commercial Publisher Scientific Research Journal \$10.60*	Commercial Publisher Technical Magazine \$3.61
Non-Profit Publisher Social Science Journal \$4.91	

*Includes all accounting costs connected with subscription fulfillment.

Total Fulfillment Cost By Periodical Cited Per Year

Professional Society Scientific Research \$11,542	Professional Society Journal Technical Magazine \$477,955
Commercial Publisher Scientific Research \$39,115	Commercial Publisher Journal Technical Magazine \$112,800
Non-Profit Publisher Social Science Journal \$31,915	

Also, please note that none of the figures reported include the actual cost of packaging, labeling, and mailing (postage, etc.) individual issues.

While this has been more of a fruit salad column than others reporting on publishing costs, I do hope that it has been of some help to those readers trying to understand more about publishing economics. Eventually we will cover all the areas of publishing and will try to determine a “total cost for publishing,” so please keep reading.

AUTHOR'S NOTE:

Due to the proprietary nature of the figures provided by the individual publishers, my colleagues requested that no means of identification be used in this article, including any public thank you. But, you know who you are and I do THANK YOU! ☺

Rumors continued from page 2

and Jacqueline L. Cochran, Vice Chairman.

Bob Mastejulia has left Baker & Taylor and is looking to continue making a valuable contribution to our industry. All of us know Bob as one of the best speakers and competitors in the business. Any takers out there? His phone number in Chicago is 312-404-0537.

Dana Alessi has been given the responsibility for all academic library sales for Baker & Taylor. Congratulations, Dana, you deserve it.

Barbara Woodford and Sherry Sullivan are no longer representing Yankee Book Peddler. Both have attended the Charleston Conference and would be a valuable addition to any company.

Just heard from **Judy Luther** who has been spending a few days caring for a friend's 10 lb. 7 oz. new baby. Maybe this is good practice for dealing with the rising price of serials.

And **Charles** (the Wild Man) **Germain** has just returned from quite a trip to Borneo. Besides having the experiences of no running water and little food, an orangutan guarded their

door step, they were bitten by snakes, and got intimate with all kinds of exotic insects. However, the trip to Borneo was a once in a lifetime experience. Congratulations on making it, Charles! You're a better adventurer than most of us!

According to informed sources, **Christian** (the Hulk) **Boissonnas** had a birthday recently. There were innumerable festivities and a lot of fun was apparently had by all — even the master of the pack himself. Happy Birthday, Christian! (And if y'all think we're going to tell you how old Christian is, guess again! Do you think Christian told us?) ☺