

November 1992

Deadlines

Edna Laughrey
Against the Grain

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Recommended Citation

Laughrey, Edna (1992) "Deadlines," *Against the Grain*: Vol. 4: Iss. 5, Article 5.
DOI: <https://doi.org/10.7771/2380-176X.1278>

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Letters



Dear Editor:

Practically speaking, we are all going to have to live within our budgets, which we will do by buying fewer monographs and canceling/not subscribing to new titles. Many new titles will die. Those that remain will become very expensive. In the sciences, everyone will have more or less the same journals. In the humanities, perhaps things will be different. Most researchers want to publish in a prestigious journal (electronic or otherwise) and to be recognized by the stated experts. That is, they want a forum.

This means that the solely electronic medium (perceived to be rather ephemeral and as of yet not prestigious enough) has not taken off as of yet. Witness the lack of substantive material in the OJCTT (*Online Journal of Current Clinical Trials*) There is not yet a substitute for the prestige and permanence of print . . . So, print will be with us for a while. However, we will need to cancel the less prestigious ones. I am speaking only for the sciences here, and even within the sciences, we need to differentiate somewhat. I think that we can take advantage of the vendor provided services of rapid dissemination to the end user and save our own ILL costs . . . this may be a radical idea, but it may be much more cost effective to do this. Librarians will have to become much more knowledgeable about the subject to be useful and proper intermediaries . . . or "quality filters." Eventually things will change all by themselves. If no library/individual can get the journals, and the subscription base shrinks, the publishers will not be able to afford it either and something will change. We will cope with the changes. Libraries may become depositories of the older materials only. Scientific communication is bound to be transformed by technology. It is useless to conjecture about this, We will deal with it as it comes. Who could have foreseen the Internet cornucopia of access a few years ago?

Librarianship as we know it will be transformed. Only the knowledgeable and fearless will survive. So, let us live

within the means we have, share resources quickly, act without apologizing . . . this will soon change the world as we know it. Also, we can communicate this to our supervisors or bosses (I have never thought of them asmy superiors . . .) if we are smart, articulate and have a grounding in reality.

Lelde Gilman
(UCLA)

Dear Editor,

I much enjoyed "Carpe Diem" in the June 1992 issue of *Against the Grain*. And I completely agree that "a new model of interaction is needed that helps publishers, libraries, and booksellers to achieve their goals," though I would add end users (in the case of LRP books, university scholars and students) to the mix. At minimum, we ought to be talking to one another more!

There is no question — at least not to me — that we would all benefit if we joined forces to solve our very mutual problems. That doesn't mean that we have to agree on everything; even a few good face-to-face arguments might contribute to our goal, which, at this point, seems to be nothing less than survival.

Lynne C. Rienner
(Lynne Rienner Publishers)

Deadlines for 1993

(can you believe it?)

Courtesy of Edna Laughrey
(Laughrey Associates) and
Ads Manager for ATG !!

Issue #	Month	Deadline
1	Feb.	Jan. 13
2	Apr.	Mar. 17
3	Jun.	May 19
4	Sep.	Aug. 11
5	Nov.	Sep. 29

Against the Grain

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Against the Grain (ISSN 1043-2094) is published five times a year in February, April, June, September, and November by *Against the Grain*, Citadel Station, Charleston, SC 29409. Subscription price per year is \$25.00 (U.S.) \$5.00 (foreign) for five issues.

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