June 1993

Rumors

Katina Strauch
Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

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This issue of **Against the Grain**
was printed on recycled paper.

If Rumors Were Horses

Glen Secor from **Yankee Book Peddler** has just finished his J.D. from **Suffolk University Law School**. While he was being badgered to turn in his "legally speaking" column for the June **ATG**, Glen was calmly trying to finish his last briefs and papers and take exams. Congratulations, Glen! You did it in spite of us!

The only person who doesn't ever sleep is the amazingly energetic **Ann Okerson**! And it has paid off. **Bowker** has just announced that Ann is the winner of the 9th annual **Bowker/Ulrich's Serials Librarianship Award**. Ann, the

And speaking of **Lyman**, he stopped over to his 65th high school reunion in Holton, Kansas, May 29 on his way to ABA. There were 10 people there and NONE of them is like Lyman. (He says he has a copyright on himself). Lyman says he was not too bored in the company of those old people.

Franklin Book Co. Inc. has acquired the exclusive worldwide rights to reproduce and sell **CRC Press** and **Lewis Publishers** out of print titles. These titles are in addition to the titles of **Pergamon Press plc**, previously available from

ARL's Director of the Office of Scientific & Academic Publishing, won the award for her outstanding achievements and accomplishments in the field of serials librarianship. The award will be presented Sunday, June 27 in New Orleans at which time Ann will be presented with a citation and a \$1500 cash award. Congratulations, Ann! Bravo!

Karen Schmidt reports that she will be in New Orleans with the new Schmidt on the block **Jacob**! Jacob might even be wearing the incredible "Lyman suit" of **Lyman Newlin** fame. Will there be a chance for a photo op?

Franklin. Though an on-demand reproduction service is a more expensive way to obtain a volume, it becomes a reasonable alternative when the book is no longer available through ordinary channels.

VCH announces that on June 10 they have issued refunds to libraries that had prepaid and purchased **Biotechnology** (12 volume set, 2nd ed.) since the price was announced at \$3540 but the new price has been set at \$2800. VCH, which set the price for this set when the dollar

Rumors

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was having trouble (late 1990), has gone to world pricing. Maybe some publishers are paying attention?

Liz Chapman (the wonderfully funny and astute woman from the 1991 Charleston Conference) writes from Oxford, England, that she will be attending the ALA annual meeting in New Orleans. If you see her, help her have a good time and welcome her to the hurly-burly of ALA.

Speaking of ALA, **Richard Jasper** writes that views from a commercial scientific-technical-medical (STM) journal publisher and a noted library educator will be presented at the **Electronic Publishing Discussion Group's** meeting at the American Library Association Annual Conference in New Orleans. EPDG, which is part of the Association for Library Collections and Technical Services (ALCTS), is scheduled to meet 11:30 a.m.-12:30 p.m., Sunday, June 27, in the Room 13 of the New Orleans Convention Center.

Lenny Schrift (Ballen Booksellers), his wife Lynn and their two daughters have been vacationing in Florida for the holidays. Lenny will not be at ALA but watch for our interview with him coming up in the next *ATG*!

Along more Yankee lines, Glen reports that **Amy Miller** has left YBP to pursue other interests. John, Glen and all the people at YBP join in thanking Amy for her contributions over ten years and wishing her success in the future. **Gary Shirk** has assumed the role of Chief Information Officer, with executive responsibility for technical systems and collection management services. **Tim Bacon** has been appointed Technical Systems Coordinator, and will be YBP's primary technical liaison to libraries, publishers, systems vendors, and BISAC. **John Secor** and **Glen Secor** have taken advantage of recent changes to clarify their own roles and titles. After experimenting with the title Chairman, John has returned to the title Chief Executive Officer (CEO). John remains primarily devoted to YBP's marketing and sales efforts. Glen is Chief Operating Officer (COO), with responsibility for finance, administration, and distribution. Also, **Lisa Veilleux** has been named Quality Manager and is head of YBP's Quality Department which was established in 1989.

Library Acquisitions: Practice and Theory has announced the recipients of its 1993 Research Award. They are **Samuel Demas** (Cornell University),

Anne S. Caputo (Dialog Information Systems) and **William J. Kara** (Cornell). Their proposal was entitled "Viability of the Vendor Model of Information Delivery Through a Library Gateway." The call for proposals for the 1994 LAPT Research Award will be released shortly. **Carol Pitts Hawks** is the Editor-in-Chief of LAPT.

INSPEC announces that **Electronics Letters**, the biweekly journal of international electronics research, will also be available as an online journal beginning in October 1993. **Electronics Letters Online** will be published by the **Institution of Electrical Engineers (IEE)** and distributed to subscribers by **OCLC Online Computer Library Center** via internet and dial-up telecommunications networks. **Electronics Letters Online** will be the second electronic journal distributed by OCLC. Last July, the **Online Journal of Current Clinical Trials** published by the American Association for the Advancement of Science, was launched.

Just glanced at the June **Rolling Stone**. The interview ("Civilizing Cyberspace") is with **Mitch Kapor** of Lotus 1-2-3 fame. "You have to churn your own butter in cyberspace." Seems like a fascinating read.

And speaking of journals, the spring 1993 **Publishing Research Quarterly** has articles by **Fred Lynden**, "Tracking Serial Costs with Computer Technology" and **Philip G. Altbach**, "Perspectives on Publishing in Africa."

Nicholas L. Cappas has been appointed as **Chadwyck-Healey Incorporated's** Southeastern Regional Sales Manager. Nick will be at ALA or can be reached at: 1101 King Street; Alexandria, VA 22314. Phone: 800-752-0515 or 703-683-4890. FAX 703-683-7589.

Just ran across the fourth edition of "Z39.50 in Plain English, a non-technical guide to the new NISO standard for library automation networking" by **Clifford A. Lynch**. The 10-page pamphlet is being distributed by **Digital Equipment Corporation** (508-467-7277, **John Blair**) and **Data Research Associates, Inc.** (800-325-0888, **Carl Grant**).

And, according to **NOSPI** and **Acqnet**, ARL has expanded its third edition of the **Directory of Electronic Publications**. This edition was available for delivery effective May 15. The new edition of the directory is a compilation of entries for 1152 scholarly lists and 240 electronic journals, newsletters, and related titles such as newsletter-digests — an increase in size of close to 60% since the second edition of March 1992

and nearly 2.5 times the size of the first edition of July 1991. The directory provides specific instructions for electronic access to each publication. The objective is to assist the user in finding relevant publications and connecting to them quickly, even if he or she is not completely versed in the full range of user-access systems. The author/compiler of the journals and newsletters section is **Michael Strangelove** of the University of Ottawa. To order, contact: Gloria Haws, Publications Manager, Association of Research Libraries, 21 Dupont Circle, Suite 800, Washington, DC 20036, Voice: 202-296-2296 Fax: 202-872-0884 E-mail: osap@cni.org

Got a note from **John McNeil** of **Annual Reviews** the other day pointing out that there is a new "high school jock drama" which is supposed to help NBC television ratings on Friday nights — **Against the Grain**. Wonder what it will be like? Maybe there is a librarian or two in it?

Janet Flowers' loves romantic movies and her new e-mail address. is janet_flowers@unc.edu. See our interview with her, this issue, page 22.

Ed Lockman is no longer with **Faxon** effective the middle of May. Ed worked for **Faxon** 10 years and before that for **The Book House**. Ed is frequently quoted in the book business and we wish him nothing but the very, very best.

Guess who was on the April 15 cover of **Library Journal**? **Lee Ketcham** (University of Montevallo, Alabama) and **Kathleen Born** (EBSCO). Their article, the 33rd annual survey of Periodical Price Index 1993 exhibits a revamped periodicals price survey which projects costs for 1994. Check it out!

Buzzy Basch is running for President of ASIS. The vote will take place this summer and the ballots will be coming out in June. He has also recently purchased **The Reference Shelf**.

Mike Markwith spent Mother's Day nursing his daughter Anne's chicken pox. Some Dad's have all the luck.

Charles Wittenberg (Blackwells) is moving to Portland the week of ALA to assume the title Director of Approval Services. There he and **Celia Wagner** will attempt to dance the approval plan dance together much like Fred (Astair) and Ginger (Rogers). Can we cut in?

Janet Flowers writes on **ACQNET** that the UNC-CH Preservation Officer is waging a campaign with staff and users to prohibit the use of post-its on library materials (cover as well as pages). Apparently, the post-its cause preservation problems because they leave a sticky

residue which attracts dirt. Also they can cause pages to stick together. Finally, if too many post-its are inserted, the spine can be broken. Janet says that UNC-CH would like to extend this prohibition to vendors because some vendors use post-its on books. Vendors, you can share in the preservation process. Please do not use post-its on library materials. There is a down side to everything!

Connie Kelley recently organized a meeting of Virginia acquisitions types in Charlottesville which by all accounts went splendidly. Unfortunately, Connie spent some time in the hospital after the meeting recuperating and otherwise having others take care of her. Take care of yourself, Connie, and be well. We all love you.

Rebecca Seger (Sales Manager, Pergamon Press) has her baby. He was born April 12 and his name is **Matthew Edward**. She is at home and both are doing fine. Congratulations!

Dora Biblarz (Arizona State University) is going sailing (around the world?) soon though she has never been on a sailboat. She is wondering if a catamaran counts. She is also planning on taking her laptop computer and her cellular phone. Some people have all the fun.

Sherry Thompson will be moving from the position of manager of the Journals Division at Majors Scientific Books and Subscriptions to Director for Marketing for Libraries for **Majors Scientific Books**. Congratulations, Sherry.

April 15 was **Cheryl Bernero's** last day with EBSCO where she was for three years. Cheryl is now at **NOTIS** working in Chicago and she still has the same wonderfully soothing and cheerful voice.

Becky Lenzini has been named Deputy Chair of the Board of the **UnCover Company**. Next year she will be Chairwoman! Wow!

Cerise Oberman writes that she is busy with her two-year-old chatty box Tova. Meanwhile, she is trying to prepare her talk for LIRT's summer ALA program. Good luck, Cerise, but nothing to worry about.

Susan Pappas has taken over the responsibilities of Journals Marketing Manager at **Kluwer Academic Publishers** in Norwell, MA. Are you Greek, Susan?

Alfred Jaeger, Inc., in commemoration of their 35th year of service, is pleased to announce "Guaranteed Error Free Shipments." They are also offering up to 50% off the regular price for any volumes ordered from their inventory. Write or call for details, 1-800-JAGR. ☛

Cloth and Paper

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for softcover instead of hardcopy affecting their own internal operations?

At this point, most vendors are reluctant to quantify loss in terms of profit margin. Being the astute entrepreneurs that our vendors are, they will have to wait and see the lay of the land in this regard. They may even have to react to the situation on a publisher by publisher basis. In terms of their internal operations, most vendors see the need to stock both hardcopy and paper copies as increasing cost of internal operations. Says one vendor, "We would have to profile and edit 25% more titles. The mix of the job stream would be different and another decision step would be required when matching up invoices." Especially in approval plans, where most libraries are content with hardcopy as opposed to paper, vendors see the costs going up if paperback editions are required. "In approval services," writes one vendor, "providing automatic paperback substitution represents major changes in every facet of operations. Workloads would increase virtually everywhere as would the challenges of duplication control. Maintaining the highest level of quality would also be difficult and customer service costs would probably increase as we try to explain why some libraries have received a title (cloth) while others have not (paper), or the reverse. The complexity of operations would increase substantially."

How would vendors' marketing methods change?

There is concern in the vendor world out there about the need to make available and to market the availability of paper editions of books ordered both by libraries as firm orders and received on approval. Several vendors make it known, for example, on their notification forms when a book is available in both hardcopy and paper so that librarians can decide which edition of the title to order. Vendors are eager to hear from librarians and publishers about this issue.

How do vendors believe that publishers will react to the issue?

In the short-term vendors believe that the change from paper to cloth would hurt them in that publishers would change paperback pricing and discounts. In the long-term, vendors believe that the effect will be less pronounced in that publishers will do less releasing of dual cloth and paper editions, publish less in paper, and will close the gap between prices of hardcover and softcover editions. "None of our actions take place in a vacuum. Publishers are watching the

trends as carefully as we are." It is interesting to note the demarcation between bookstores and libraries in terms of the pricing of materials. Many vendors of library materials believe that publishers do not give them as adequate discounts as are given to bookstores. Vendors return far fewer copies of books which they receive from publishers than bookstores do. The bookstore market seems to be seen by vendors as being the primary softcover market for publishers.

Do vendors think that this change will take place and what do they expect the impact of the change (if it takes place) to be in the next three years? How do vendors believe that this will affect the discounts which they receive from publishers?

Vendors are in business to please their library market and they all say that they will provide the service if it is requested by their customers. In general vendors believe that this is a short term solution to some of the pricing problems of libraries as they believe that publishers will increase paperback prices to make up for the loss in hardcopy sales. Several mentioned the need for library budgets to rise and for serial pricing to stabilize. In terms of discounts, vendors believe that discounts will be higher for hardcover titles as they are currently than for paperback titles. In general, vendors said that discounts which they have received from publishers have decreased over the past several years. Said one vendor: "Across the board library sales aren't what they used to be. Market share has to be expanded and many publishers have a pretty cynical view of the library customer. I think we need a rethinking of American scholarly publishing. In general the market has seen a gradual erosion of the discount of scholarly presses and it is much easier for them when they are looking at their profits to hit a library wholesaler."

Summary

We aren't sure this all is "summarizable." Anyway, it is clear that librarians and publishers and vendors are talking about this issue a lot and mostly behind closed doors. It is an issue that lies at the heart of many things — what a library can buy, what a publisher can publish, what an author can write, and what a vendor can service. It is clear that there is some kind of move out there for libraries to buy paperback editions of works when they are available and when hardback prices are too high. It is clear that publishers and vendors have both noticed the trend and are unclear what to do about it. What do you think? ☛