April 1993

Rumors

Katina Strauch
Against the Grain

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Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

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

If Rumors Were Horses

The rumor is indeed true, though it is hard to believe. **Barbara Salt** (Head, Acquisitions Department, Z. Smith Reynolds Library, **Wake Forest University**) plans to retire the end of June. She writes that she will indeed miss the Charleston Conferences, but she will always enjoy visiting Charleston as often as possible. She has achieved her goals at Wake Forest University. She was able to orchestrate the department move into a lovely new facility in a beautiful new wing and now that Wake Forest is fully automated, she thinks she'd rather play tennis and swim in the morning instead of after five o'clock. We are envious, Barbara. Enjoy yourself, but come and see us sometime! We will miss you!

John Chambers has been named Director, Library Sales, for the Professional, Reference, & Trade Book Group at **John Wiley & Sons**. John has worked in marketing and sales of scientific, technical, and medical publications to libraries. You can reach John at his direct Library Sales number: 212-850-6291. Great news, John. Congratulations!

Congratulations also to **Heather Miller**! Heather has just been selected

for the **SUNY University Award for Excellence in Librarianship** given by SUNY-Albany. The award could not have gone to a more deserving person. We salute you, Heather!

And more congratulations are in order! **Barbara Winters** (**Wright State University**) has been selected for the **Esther Piercy Award** for excellence in librarianship. The Piercy Award is given to a professional librarian who has worked in the profession for less than 10 years and has distinguished her or him self admirably. Sounds like the award was designed for Barbara! Hooray and congratulations!

And talk about even more congratulations! **Eric J. Newman** has been appointed President of **Appleton & Lange** which publishes a variety of medical texts, scientific journals and clinical reference titles. **Appleton & Lange** is part of the Business, Technical & Professional Group of **Paramount Publishing**. Eric was formerly with **Reed International** and most recently Chief Executive of **Butterworth-Heinemann** and as a publisher at **Cahners Healthcare**. **Paramount Publishing**, the

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Rumors

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publishing operation of Paramount Communications Inc., has significant operations serving the education, consumer and business, technical and professional publishing markets. Paramount Publishing's other principal imprints include **Simon & Schuster**, **Prentice Hall**, **Silver Burdett Ginn** and **Pocket Books**. Paramount Communications Inc. is a global entertainment and publishing company. Eric was most recently seen at the 1992 Charleston Conference with his lovely wife.

NASIG (The North American Serials Interest Group) is planning another splendid conference for 1994 and they have released their call for papers. The ninth annual NASIG conference will be held **June 2-5, 1994**, at the **University of British Columbia, Vancouver, Canada**. The theme is "**A Kaleidoscope of Choices: Reshaping Roles and Opportunities for Serialists**." Proposals should be submitted no later than **August 1, 1993**, to: **Susan Davis**, NASIG Secretary; Head, Periodicals Section; SUNY Buffalo: Lockwood Library Building; Buffalo, NY 14260-2200.

If you haven't seen it yet, look for **Amy Dykeman's** (Georgia Tech) article on the **Collection Development Committee of the Library Council of the University Center in Georgia**. It's in the March 1993 (issue no. 24) of **At Your Service**, EBSCO's quarterly newsletter for serials librarians and information professionals.

The Book Industry Study Group, Inc., held a press conference on Thursday, March 30 to announce the findings in its newest report, the **1991/92 Consumer Research Study on Book Purchasing**. The study of book purchasing — not book reading — is a joint effort of the **Association of American Publishers**, the **American Booksellers Association**, and the **Book Industry Group**. Based on data from over 16,000 U.S. households which report their monthly book purchases, the NPD Group has prepared this report which indicates **where** people buy **what** types of books and **how much** they pay for them. This is the second time book buying habits have actually been documented by the buyers themselves and tracks trends over the two-year period. This year for the first time consumer motivation is also provided.

In 1992, American consumers are estimated to have purchased 822 million adult books, a 7% increase over 1991. Strongest was trade paper which showed an 11% increase. Among categories, Psychology/Reference books grew 15%. Older Americans accounted for an increase in proportionate buying while book purchasing among the young showed some downward trends. Traditional bookstores (independent and chains) enjoyed good growth. Twenty percent of people bought hardcover books for \$25 or more versus 15% in 1991. The majority of consumers (53%) reported that subject matter was the reason they bought the books they did. The second most important motivation was the author's reputation. Copies of the report are available for \$150 from the Book Industry Study Group, 160 Fifth Avenue, New York, NY 10010-7000. Phone: 212-929-1393. FAX: 212-989-7542.

According to the **ALCTS Network News** (March 19), **Springer-Verlag** will offer the tables of contents and BiblioAbstracts of 30 important journals via email before publication of the new issue as of March 1, 1993. For information contact Springer-Verlag or send an email message containing the word **help** to mailserver **svjps@dhd-spri6.bitnet**.

And guess what? **Sandra K. Paul**, known in the industry as Sandy, is planning on taking a trip on the QEIL. Soon. She is delivering a series of lectures. Wow!

Speaking of Sandy, it's hard to think of her without a standard. And — a new national standard for bibliographic system circulation transaction formats, **NISO Z39.70-100X**, is now available for comment from the **National Information Standards Organization (NISO)**. This proposed standard is priced at \$30. It can be ordered from NISO, P.O. Box 1056, Bethesda, MD 20827. All interested persons are invited to participate in the review of this revised standard. The review period will end May 26, 1993.

And speaking of **NISO**, three online information sources about the activities and standards of the National Information Standards Organization have been launched as of April 1, 1993. These services include — **niso-l**, a listserv that will be used by NISO to announce activities and news from the standards committees as well as to announce balloting and publication of new and revised standards; an **anonymous ftp server** providing a complete list of NISO

published and draft standards, a balloting calendar for new and existing standards under review, news of the NISO standards committees and a listing of the topics covered in issues of NISO's newsletter **Information Standards Quarterly**; and a **gopher server** providing access to the same set of information files. To subscribe to **niso-l** send an email to **listserv@nervm.nerdc.ufl.edu** containing the single line, **subscribe niso-l <your name>**. To access NISO information via **anonymous ftp**, do **ftp sally.fcla.ufl.edu** and sign on with a long-in id of **anonymous** and a password of **guest**. Change directory to **/gopher-data/.niso-l/.data**. To access the NISO gopher from your gopher client do **gophersally.fclafl.edu**. If you do not have a gopher client you may telnet **sally.fcla.ufl.edu** and log-in as **gopher**. For more information, contact: NISO, P.O. Box 1056, Bethesda, MD 20827. Internet: **NISO@ENH.NIST.GOV**.

University Publications of America and its parent company **Congressional Information Service** have recently become part of **Reed Reference Publishing** of New Providence, New Jersey. Both CIS and UPA have announced that there should be little change in personnel and that they will remain at their current locations of Bethesda, MD. **Reed Reference Publishing** comprises **Bowker**, **Martindale-Hubbell**, **Marquis**, **National Register Publishing**, **K.G. Saur**, and **D.W. Thorpe**.

Yankee Book Peddler has announced several changes in their Customer Relations Department. **Darlene Dockham** has been promoted to Major Accounts Manager and will manage public library accounts. **Karla Connor** and **Suzanne Cote** are two new Customer Relations accounts representatives joining **Nancy Poulin** and **Joan Holmes**. Congratulations to all of the gang!

The 59th General Conference of IFLA will take place August 22-28 in Barcelona, Spain. The Acquisitions and Exchange Section with the Serials Publications, Information Technology and UAP Core Programme will present a full day workshop on the theme — New ways of information delivery and their impact on libraries: problems solved or problems magnified? Contact person is **Ulrich Montag**, Bayerische Staatsbibliothek Munchen, Ludwigstrasse 16, Postfach 340150, W-8000 Munich 34, Germany, FAX: 4989285838293.

The PSP (Professional and Scholarly

Publishing Division of the Association of American Publishers) *Bulletin* for Spring, 1993 (v.6#4) carried a report on the 1992 Charleston Conference among other interesting things. Thanks are due to **Mark Sexton** for this coverage. Thank you, Mark!

The Special Libraries Association has joined with the American Association of Law Libraries (AALL) and ARL (Association of Research Libraries) to file an *amicus curiae* (Friend of the Court) brief in support of Texaco in *American Geophysical Union vs. Texaco*. This is reported in the February 1993 *Specialist*, the newsletter of the Special Libraries Association (v.16, no.2).

And speaking of Texaco, a review of the case is presented by **John St. Aubyn** (Chairman, ALPSP Copyright Committee) in January's *Learned Publishing, the Journal of the Association of Learned & Professional Society Publishers*. (v.6#1). The publication has changed its format (bigger is better) and looks very impressive! Congrats to Editor **Hazel K. Bell**.

Well — guess what? At least one of y'all knows this. Late the other afternoon, Katina picked up her telephone (because it was ringing). Guess who was on the line? A guy from a surfing shop on James Island here in Charleston called — you guessed it — **Against the Grain**! He had an advertisement that was addressed to yours truly here at Citadel Station. Except that the writing was in an ink pen and rain or sleet or snow had run the ink and so the UPS guy could not read it so he had written in in a ball point pen the **Against the Grain** surf shop. The incredibly nice **Against the Grain** surf entrepreneur agreed to meet me at an ice cream shoppe just over the Ashley River. We exchanged business cards and **Against the Grain** (the real one) got the ad. So — the moral of the story is — don't use an ink pen?

Aqueduct 2 will reportedly take place in Chapel Hill on April 23-25, 1993. More to come?

The other day, Katina got a call from the amazingly energetic **Rick Heldrich**, Chemistry professor at the College of Charleston. He wanted to congratulate the library on buying a book! A real, regular, 20th century book. The name of this book was *Strategies and Tactics in Organic Synthesis* by **Thomas Lindberg** and it was published by **Academic Press**. Now this might not be your usual reading, but to hear Rick talk about it and even read passages from it

over the phone was really swell. See, there are books out there that people are still buying and that readers still like. And they are not necessarily mass market.

He survived **Liz [Taylor]** and **Richard [Burton]** so for sure he can survive the acquisition of **Majors Subscriptions** by **EBSCO**. In fact, we did our best to get his picture in Ischia, Italy, with Taylor and Burton when they were filming *Cleopatra* back in 1961 but to no avail. Who is he? **Bill Leazer**. See this issue, page 46.

Buzzy Basch has just completed a **Negotiating Seminar** at the UNC-CH School of Information and Library Science. There were 29 attendees and everyone was chopping at the bit. Buzzy will be doing two more seminars soon — April 30 at the Howard Johnson's in **Cambridge, Mass.** and June 25 at **Tulane University** in New Orleans. For further information, call Buzzy at 617-491-8127.

This is the April Fools Riddle — Guess who felt hampered by UKSG being held in Southampton England???

Have you out there noticed that the dollar is going up relative to some of those foreign currencies? **Kluwer** has sent a letter to libraries that are canceling subscriptions letting them know that exchange rates are stronger. Since the dollar has strengthened, **Kluwer** has maintained the same guilder price meaning that libraries can renew their **Kluwer** titles at a rate 10% less than previously expected. (And remember that **Charles Germain** told us the dollar would strengthen at last year's Charleston Conference. What's next, Charles?)

The **UnCover Company** has been formed. On March 1, 1993, **CARL Systems Inc.** and **B.H. Blackwell Ltd.** announced the completion of negotiations to establish the **UnCover Company**. This new joint venture company has been created to develop, expand and market the **UnCover** current awareness and article delivery service. Both **B.H. Blackwell** and **Readmore** will actively market **UnCover** to their clients. Service provision for existing **UnCover** customers remains unchanged. **CARL Systems** will continue to market **UnCover** as an integral part of its library management system. At its first meeting, the Board of the new **UnCover Company** set the following strategic objectives: Expansion of Existing Database: The **UnCover** database will be expanded from the current 13,000 titles to in excess of 20,000, and will be delivered to libraries worldwide over appropriate public and

private networks. **UnCover** is the largest and most comprehensive multi-disciplinary current awareness and article delivery database in the world. Enhanced Services for Users: Sophisticated ordering options are under development to meet the needs of high volume users, such as corporate information centers and interlibrary loan departments. To supplement these, a number of new payment options will be introduced. A graphical front end is planned, as is full support for the Z39.50/SR interoperability protocol. **UnCover's** access to table of contents information will be augmented with a selective alerting service. Services to Publishers: **UnCover** will continue to provide publishers with a proven and effective way to reach the new and expanding market for rapid article supply. Through **UnCover** publishers retain copyright and secure revenue from copyright fees, thereby releasing them from the need to develop their own proprietary document delivery services. For further information, contact **Martha Whittaker** at the **UnCover Company** (303-758-3030).

It's official! **Deana Astle** has been made Assistant Dean at **Clemson University Libraries**. Deana just attended her niece's gorgeous wedding ceremony in San Francisco and had a wonderful time.

Faxon Research Services, Inc. has announced site licensing of **Faxon Finder™ Database** as of March 22, 1993. **Faxon Finder** is a current awareness database which includes tables of contents and individual article citations from over 9300 journals from January of 1990. The database is multi-disciplinary and includes foreign language as well as English language titles. Subjects covered include — the sciences, engineering, technology, health sciences, social sciences, arts, humanities, and business and law. For further information, contact your local **Faxon Company** sales representative or **Susan Stearns**, Vice President for Marketing at FRS, 238 Main Street, Suite 201, Cambridge, MA 02142. Phone: 617-354-7112. FAX: 617-661-1464.

The **Institute for Scientific Information® (ISI®)** has announced that it has started production of a new electronic format of **Index Chemicus**. Like its newly enhanced print counterpart, the new database will include all new compounds reported in the most important international chemical and pharmaceutical journals. For additional information, contact **Richard**

Lowe at the Philadelphia office, 215-386-0100, extension 1410, or **Robert Kimberley** in Uxbridge, England at +44-895-270016 or write to the Chemical Information Division, ISI, 3501 Market Street, Philadelphia, PA 19104.

Dialogue, the Business of Publishing **Yankee Book Peddler's** newsletter is out for Winter 1993. The **Fabulous Helmut Schwarzer**, Director of Publisher Relations at Yankee and editor of *Dialogue* has once again turned out a very useful issue. Featured is the annual roundup of publisher title output: 1992 vs. 1991.

What were you doing during the Blizzard of '93? **Phi Greene** (EBSCO) had planned a surprise party for 60 people (it was his wife's birthday) who were stranded in various parts of the globe. **Richard Jasper** (Emory) thought the eight or so inches of snow that they got were pretty but alarming. And he had to deal with a 60-foot pine tree bashing his kids' wooden picnic table. In Charleston, kids who had never seen snow spent time in the 80 mile an hour wind chasing snowflakes that never stuck. Meanwhile, up in Cranford, NJ, **Nat Bodian** decided to turn the day into something worthwhile, so he wrote us a few articles on his manual typewriter. See page 23.

Post-Blizzard, the Strauch family took an excursion up North to visit our son who is a plebe at West Point. His mother thinks he is incredibly handsome and grown-up. While up there in the intellectual heartland (I swear there is a famous college or univ. every ten miles as you slide into New England) we got to visit with the dynamic **Betty Oktay** at Vassar. The campus under fresh snowfall was as charming as I had imagined and the library which looks like a gothic cathedral is drop-dead awesome beautiful. Betty's shelves were loaded with fascinating old gift books. One series caught my eye — *Three Vassar Girls at Home, TVG in England, TVG Abroad, TVG in Italy, TVG in South America* and on and on. The three girls were Vassar students and the books are fiction but have much truth in them. — "Vassar is not the name of an Indian tribe but of an institution of learning in the United States," one of the girls was quoted as saying. Touring the library (the proverbial busman's holiday) we met Vassar personnel — Head of the brimming art library, **Tom Hill** — **Nancy MacKechnie**, curator of rare books and manuscripts who uncovered their Audubon double elephant folios especially for us — **Cindy Duvinski** in

Interlibrary loan — **Shirley Maul**, head of readers services — **Mary Lou Jeanneney** who writes and directs publications for the library — **Sabrina Pape** the associate director stuck her head in to say hello — **Chuck Henry**, the library director, wasn't there as he is spending a lot of his time fund raising. Betty has a multi-talented acquisitions staff, at least one of whom raises pigs and makes a blend of maple syrup. Betty's dashing husband **Sevgin** took us up in his airplane for a tour of the Hudson valley and then we dined at the amazing **Culinary Institute of America** near Poughkeepsie. It's in a retired Jesuit monastery and the decor and food were flabbergastingly fabulous. Thank you Betty and Sevgin for a marv. time. For an interview with Betty and a look at her staff, see this issue, page 14.

I also spent some time with the vivacious **Georgianna Watson** at West Point. She raises horses and runs a terrific library.

The amazing **Lyman Newlin** is thriving despite fires and storms. He has just moved into his new/repared house. And watch for the interview with **Lyman** done by **Karen Schmidt** in an upcoming summer issue of *American Libraries*. Can y'all imagine Lyman captured on paper?

Mike Markwith has been "on the road" again! He recently returned from Phoenix, California, Portland and Seattle. Check out some of his meanderings in **On the Road**, this issue, page 11.

Heard from **Emery Koltay** of ISBN fame the other day. What a charming man. And he is loaded with new ideas. One of his current interests is the enhancement of the *Books in Print* database with table of contents data especially for STM titles. Watch for our interview with Mr. Koltay in an upcoming issue of *ATG*!

On April 1, **R.R. Bowker** launched a new system of data acquisition, validation, and delivery called **BookPower™** and will begin transforming its database from repositories of information into dynamic, intelligent, information networks. *Books in Print* will be the first database to be converted and will not only be able to communicate directly with other databases, but will scan, scrutinize, and correct its own records. Over the spring and summer of 1993 *Books in Print* Managing Director **Albert Simmonds** and **John Roney**, Director, Editorial Systems, will alter and enhance Bowker's traditional methods of communication,

classification and output. For further information, contact **Joan Silinsh** (908) 665-2818.

As previously announced the wonderful **Timothy R. Turner** has taken the even more wonderful **Judy Luther's** responsibilities for the south territories for **Faxon**. His address is 3232 Cobb Parkway, Suite 268, Atlanta GA 30339. Phone: (404)955-3396. FAX: (404) 955-3295. Internet: Turner@faxon.com.

Gary Ross, whose new little baby girl is just beginning to sleep through the night, is soon to be leaving the **Univ. of South Carolina**. He is going to work for **Information Access Company** as **Distribution Systems Manager** later this month. It's a new position responsible for managing the effective distribution of all IAC data products. Congratulations. Gary. And sleep tight.

Hey, isn't that enough, already?☺

For Your Information *continued from page 49*

appearance of *Book Marketing Handbook*, **Gordon Graham**, the Chairman and Chief Executive of Butterworth Publishers in England was writing about "The Echo Effect" in the British weekly book trade journal *The Bookseller*. In Graham's article, he wrote, "Any marketing director or sales manager or promotion manager who does not know what 'the echo effect' is has not read Nat G. Bodian's *Book Marketing Handbook* and should buy a copy." Graham's article goes on to say "British and continental booksellers will favour the echo effect when they learn they are it."

In 1983, with the appearance of the second volume of *Book Marketing Handbook*, a number of case studies of "the echo effect" by various publishers drew additional attention and prompted an article on the subject in *Publishers Weekly*.

"The echo effect" was given much additional exposure in the mid-1980s through talks by the author of *Book Marketing Handbook* before numerous American and international publishing groups and in lectures before publishing and marketing classes at five universities.

Having now become a fact of life in the marketing of books, and particularly of professional and scholarly books, "the echo effect," will in 1993 for the first time be taken seriously by the AAP and ABA, each of which has budgeted funds for a joint study of its beneficial sales effect, to be undertaken later in 1993.☺