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And They Were There / Meeting Reports

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And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico)
and **Julia Gelfand** (UC, Irvine)

I WAS THERE - At the Frankfurt Bookfair

Report by **Liz Chapman** (Librarian,
University of Oxford, Institute of
Economics and Statistics)

I have always wanted to go to the Frankfurt Bookfair (well ever since I've known about it and been interested in acquisitions anyway). However I never seem to have got the money together to go, so imagine my pleasure at being invited by the Royal Dutch Publishers Association to join a panel on the Information Explosion at this year's Fair. Imagine my enhanced pleasure when I checked in at the usual tourist check-in desk to discover that I was traveling Business Class — just as well because the plane was full of publishers, you know, wearing bow ties and kissing each other? This was my first intimation that Frankfurt was FUN.

I negotiated the train into town (everyone else seemed to go by taxi) and walked the short distance to my hotel. Apparently you pretty much have to book your hotel a year ahead so I was lucky to be only 15 minutes walk from the Fair, although the route did take me through the red light district of Frankfurt. Many people I met were staying miles out of town, and people who had been told their hotels were central found out that the Fair is not! The first afternoon I walked around town and then down to the fair in time, as I thought, for the opening at 5 p.m. What I had not reckoned with was that even with the aid of moving pavements it would take more than 15 minutes to reach the part of the exhibition grounds where the opening was being held. But I persevered. Dutch and Flemish publishing was the special focus of the Fair this year and there were several speakers on that theme at the opening. **Jacques Delors** also spoke on the importance of a united Europe but was not exactly popular with the Brits. (who form the largest non-German contingent of the

Fair). At one end of the huge Galleria was the opening and at the other the launch of a Dutch cookery book accompanied by delicious-looking food. Gradually about 100 people like me edged back towards the food and at some invisible and unheard signal we began to eat, to the consternation of the master of ceremonies who protested without effect. Then it was on to the opening of the Dutch and Flemish pavilion several moving pavements away — more speeches, more drinks and what I thought to be a rather understated exhibition of their publishing.

Next day I breakfasted with an English friend whose hotel was "central" and we went off to the fair. First I visited the Electronic Publishing Hall, which actually I found a little disappointing; nothing I didn't know about there except an interactive map of London which turned out to be only a prototype. From there I moved to one of the many halls with International Publishers. This I found refreshing. Usually I go to the London Bookfair carrying a Librarian badge which allows me to be badgered by publishers wanting to sell their wares. Here I was studiously ignored and could look at my leisure. Publishers were scurrying about, rushing from meeting to meeting (to sell rights?) or patting each other on the back about what they had achieved during the year. They were enjoying themselves and the atmosphere was kind of exciting. The fair if you haven't understood what I've said so far is BIG. Here are some statistics. 95 countries were represented by 6,102 individual exhibitors. 859 from Britain, 722 the USA, 299 the Netherlands, 273 France, 262 Switzerland, Italy 250 and Germany 2,138. I could not see them all. More than 250,000 people visit during the Wednesday to Monday opening times. I don't know how many librarians go, but I guess not many. There was a librarian's center — where Swets held a charming party complete with free wooden tulips — but I didn't meet many librarians. A

librarian was there from my own Institution on a stand promoting CODE — Europe, a non-governmental organization which supports autonomous publishing, library development and skills training in the developing world — we never met. I had lunch in the smartest restaurant in the bookfair with the rest of the panel, surrounded by the bosses of the big publishing houses. I spotted Elsevier and Oxford University Press on the next two tables. Due modesty means I should draw a veil over the panel itself but we had an audience of over 100 and got some good comments and questions. The other members of the panel were two academics, a publisher (Kluwer) and a journal editor (*Nature*). The Chair was described to us as a journalist. It wasn't until later that I realized his attitude masked a TV journalist who thought the panel was obviously an extension of his TV program. But I enjoyed myself and met plenty of friendly publishers afterwards. In the area where the panel was held there were many other topical meetings being held on EDI, copyright and so on. It would have been hard to choose what to attend.

Unfortunately I had to rush back to England next day for a meeting, but as a first taste of the Fair this was good. I would go again but I would be better organized. Clearly most people had made their appointments with friends and colleagues well before the fair started and chance meetings were unlikely. As I left my hotel at 5.30 A.M., I thought there should have been a queue for my room. The next weekend the British press was full of anti-Frankfurt commentary, but it smacked of jaded journalists who unlike me had not been invited to the launch of Bowker's *Global Books in Print Plus* at the something or other castle hotel with full dinner and transport. I know it's true that publishers could conduct their business by electronic means but it wouldn't be the same. If Frankfurt were canceled something else like a publisher's International Conference would be invented

to take its place. Frankfurt is not a tourist city but it does seem to have a bank from every corner of the world and some of the modern bank architecture is stunning. Its airport is the busiest in Europe and the duty-free the cheapest, and I'm very grateful to the Dutch publishers for letting me join one of the biggest parties I've ever been to. I'll go again.

1993 IFLA Annual Conference — The Universal Library

Report by **Judith R. Bernstein** (U. of New Mexico, Director, Business Library)

Over 2600 enthusiastic registrants met in Barcelona from August 22-28 for the 59th Annual Conference of the International Federation of Library Associations. Fittingly for a conference whose theme was "The Universal Library — Libraries as Centers for the Global Availability of Information", there were widespread discussions of electronic information sources, international connectivity, networking, and global document delivery. These new paradigms seemed to open up the possibility of speedier achievement of IFLA's core program, the Universal Availability of Publications.

One speaker suggested that the new technology has widened the gap between first and third world information seekers because of the costs associated with interlibrary loan, accessing the Internet, and subscribing to CD services. IFLA is already planning methods of overcoming the economic problems of connecting information poor regions through new technologies. While Internet is gaining wider use, compact disc products still present an attractive solution when online links to e-mail and databases are both electronically unstable and prohibitively expensive. For example selected institutions in Africa, Asia, the Middle East, and Latin America already receive the ADONIS database which contains over 500 full text biomedical journals on CD-ROM, and UNESCO is preparing to expand other bibliographic databases to full text in the near future. In keeping with the belief that "CD-ROM services currently offer the single best solution to the information gap", CD training sessions have been held in Khartoum, Beijing, Bordeaux, Accra, Cairo, and Budapest.

From "Connectivity and Protocols" to "Information networking in the South Pacific: coconut, wireless, or satellite," conference sessions explored strategies for coping with the latest electronic technology. Attendees grappled with questions such as: What resources can be reallocated to the new technology and what new financing will have to be arranged? What measures will be used to judge whether an electronic service can be substituted for a paper one? Will telecommunications on the Internet continue to be free or relatively inexpensive when the NSF contract runs out? If not, what then? Catalogers worked on developing standards for electronic journals; information specialists discussed storage, access and retrieval of electronic products; space planners presented data on adequate provision and location of terminals within and without the library. Issues of gateway development, copyright, and standards were pondered.

A workshop on "New ways of information delivery and their impact on libraries . . ." dealt with subjects so inter-

"if preservation means access to recorded knowledge, the changing face of access makes preservation the central function of librarianship." — Pat Battin

twined with different library functions that it was jointly sponsored by the IFLA sections on Acquisitions, Serials, Interlending and Document Delivery, Information Technology, and the Core Program on Universal Availability of Publications. One topic of much interest was that of "preserving access to electronic materials: preservation of the medium, technical obsolescence, data integrity, and governance." In a guest lecture, **Pat Battin** asked "What is the intrinsic value of a bucket of bytes?" and opined that "if preservation means access to recorded knowledge, the changing face of access makes preservation the central function of librarianship." In

the early 20th century, **Percy Grainger** collected British folk music on wire recordings which can only be played in specialized archives having appropriate playback equipment. In the future, will we continue to preserve the older medium and the means to access it or will we transfer information to new media?

In addition to global networks, global political issues affecting library use were addressed: the removal of state subsidies and the resultant economic problems of production costs for Czech and Russian journals; new management in central Eastern Europe coping with budget crunches while trying to build collections in areas which were formerly prohibited; and how to handle the reading needs of refugees both inside and outside Croatia. An important political question for American delegates is whether the U.S. Trading with the Enemy act will permit us to attend the IFLA annual conference scheduled for Havana, Cuba in 1994.

The Report of the IFLA Mission to South Africa was particularly timely with the endorsement in November 1993 of the new constitution removing the last vestiges of apartheid. Not surprisingly the report concluded that the legacy of apartheid had created inequities in information services and in job opportunities for black professionals. IFLA was suggested as an organization which could play the role of "an honest broker" in facilitating the process of reconciliation between the various library groups.

While the Barcelona conference was a superb forum for critical issues in librarianship today, the delegates were seriously discomfited by organized and skillful pickpockets and purse snatchers; a large number of delegates were robbed and some injured. Fortunately this did not deter conference goers from joining together to enjoy the attractions of modern and Gothic Barcelona with its outstanding restaurants, cafes, and museums. Celebrating the 100th anniversary of the birth of Joan Miro, the Fundacion Miro opened a blockbuster exhibit of over 300 drawings and paintings of

Barcelona's famous native son. Antonio Gaudi's fantastic architectural confections could be seen at the Parc Guell, the unfinished Cathedral of the Sagrada Familia, and many smaller parks and houses throughout the city. Additionally, in true IFLA fashion, splendid parties were hosted every night — a most memorable one taking place in the Marine Museum where an existing vessel from the ill-fated Spanish Armada finds its resting place.

**European Communities Welcome
American Librarians**
Washington, D.C.
October 25-16, 1993

Report by **Sever Bordeianu** (General
Library, U. of New Mexico)

The Delegation of the Commission of the European Communities sponsored a workshop for U.S. depository libraries in Washington D.C. between October 25 and 26, 1993. The commission supported limited travel and full accommodations for one librarian from each of the 50+ depository libraries in the U.S. As a result of this support, the conference was well attended, with representatives from libraries from across the country. The purpose of the workshop was twofold: to inform librarians of the new information developments coming from the European Communities, and to elicit ideas for new products from the librarians in the field.

From the introductory remarks by **Soren Sondergaard**, the Deputy Director of the Office of Press and Public Affairs, it became obvious that the governing bodies of the European Communities have realized the importance of information dissemination. This realization, though, came slowly. It was a result of the negative vote on the Maastricht treaty in Denmark. The Maastricht treaty codified the European Union that eventually took place in December 1992. The first time the Danish people voted on the treaty through a referendum in June 1992, the vote was negative. At that time, the EC realized that it had not done an adequate job of informing the people of Europe of its agenda. This initial defeat of Maastricht in Denmark led to an increased emphasis on information dissemination by the organization. As a result, the second time the Danes voted on Maastricht, it passed. The majority of

the speakers at this conference referred to the lessons learned from Maastricht.

Lucien Emringer, Director of the Office for Official Publications gave an overview of the activities of the operation. This office publishes vast amounts of information, including 85 periodicals, twelve databases, 200+ videos, and an increasing number of CD-ROMs, all in several languages. This is accomplished with far less personnel than either the French or the British governments' printing offices. New efforts are being made by the office to produce user friendly products.

Klaus Pohle, Director of the Parliamentary Documentation office of the European Parliament spoke about future developments in European integration. The European Parliament is trying to harmonize all developments, rather than giving each country independence. In that sense, it is acting more like a national parliament rather than an international one. The European Parliament is not a federal European government, and as such does not have full power. However, the European Parliament has close relations with the U.S. Congress and the governing bodies in the former USSR, though it is not sharing information with the European citizen adequately. After Maastricht, the Parliament is making efforts to disseminate information to all citizens, but, according to Pohle, the new democratic government of Poland is better equipped to disseminate information to its citizens than the European Parliament is.

Kurt Riechenberg, Clerk to Judge Diez de Velasco, at the European Court of Justice discussed the work of the court and its importance to American business. The Court hears many cases on business and antitrust law. However, according to the speaker, it has not joined the 20th century information age. The Court was set up in the 1950s based on the French judicial system, and as a result, all official business and writing is conducted in French. The Court produces three types of documents: public, non-public, and secret/confidential. Access to the latter two kinds of documents is very difficult. Riechenberg explained the judicial process, and discussed the different publications with information about the Court's actions and decisions. There is an index of all the cases the Court has decided since the 1950s and a bibliography on European Integration which covers legal issues and interna-

tional law and is published four times a year. The Court does not provide press releases. Ironically, one of the best and most timely sources of information about the Court's activities is the *Financial Times*.

Barbara Sloan, Head of Public Inquiries, Office of Press and Publications, talked about the organization and the activities of the Council of Ministers. This council, which represents the member states, operates like an inter-government body. The European Council, which consists of the heads of state, meets twice a year. The national ministers meet in Brussels as often as once a month, depending on which ministries they represent. The Council takes a low profile and does not publicize many of its actions. There is also a 30 year archive rule, which insures the secrecy of most documents. Its publications are limited to basic brochures, press releases, an annual review, cooperation with other regions, and a budget. Maastricht had a dramatic effect on the attitude of the Council and as a result there is an increase in the general information available from the Council.

Neville Keery, Head of the Commission's Library Services, reinforced the idea that as a result of Maastricht, the EC is making an effort to improve information dissemination and public relations. While not all initiatives are welcomed by all countries, the Community has been able to impose its decisions over the heads of individual member states. The Maastricht failure made the leaders believe that the treaty failed because of a lack of communication and as a result, information became a priority. More information will be distributed through television. Also, information has to be targeted to each audience, as the interest of Greek farmers are different from those of their counterparts in France or Ireland. To date, there is not publication targeted at each region. There are efforts to overhaul the existing information networks. EC information sources are behind those in the U.S. and Japan. Mr. Keery stated that, as head of Library Services, he is committed to free information for users.

Ian Thomson, Chair of the European Information Association and Editor of *European Access*, described the depository program, both in Europe and the United States. In Europe, there is no general provision for the free distribution of government publications. Conse-

quently, there is no coherent policy for the distribution of Community documents. In Europe, there are over 220 Euro Infocenters, numerous rural information centers, called "carrefours," and 27 value relay centers, serving the academic and business world. Thomson agreed with the other speakers that the European Community has an extra need to inform its citizens as well as those outside its borders. As a result, there is a growing number of "European Information Specialists" outside of Europe. The depository library system is the main place of distribution for EC documents. Thomson also addressed financial and policy issues, such as defining the level of service, and primary clientele.

The second day of the seminar was devoted to specific information sources relating to the European Community. The morning session consisted of formal descriptions of products from Lexis/Nexis, and Chadwyck-Healey, as well discussions of European Access, the Justis CD-ROM system, and European Document Research. The afternoon session consisted of hands-on demonstrations of the following products: EURO-CAT, Lexis/Nexis Europe Library, Eurostat-CD, Celex, Info-Bases, Justis CD-ROM, and Print Tools. There is an explosion of information sources for the European Community and librarians need to be familiar with them. These sessions provided each participant ample time to become familiar with these electronic resources.

In addition to the excellent quality of the lectures, the conference was very well organized. Participants were housed at the Embassy Suites, and the meetings took place in the hotel's conference room. All the meals were sponsored by the organizers, and this gave participants the opportunity to network. Indeed, the opportunity to network with other librarians

was one of the highlights of the conference. One has to commend the Office of Press and Public Affairs for sponsoring an informative and educational workshop which underlies the European Community's commitment to information dissemination.

21st Century Technical Services: Is It Coming Faster Than You Think?

Report by Lynne Branche Brown
(Penn State University)

"21st Century Technical Services," was the topic of discussion at the "Role of the Professional in Academic Research Technical Services Departments Discussion Group" meeting at ALA Midwinter in February. Gary Shirk, of Yankee Book Peddler began the discussion by describing the forces which are driving the current interest in outsourcing technical services.

He defined outsourcing as "the movement of functions to outside suppliers." According to Shirk, equipment, software,

"Outsourcing — the movement of functions to outside suppliers."

system interfaces and processes must all work together to assure efficient transfer of data between the library and the supplier.

Shirk pointed to current social and political imperatives that are driving the movement of technical services functions from libraries to suppliers. Included in these are: education taking a back seat to crime and health care on the national agenda; inadequate library budgets which result from the reduced priority for education; trends toward providing access to information rather than ownership of materials; "business ascendancy", whereby organizations seek "business solutions" rather than a "government solution." In addition, he said, advances in technology, the reduction of equipment costs, the increase in the communications infrastructure, the acceptance of technical standards, and the technical skills of today's workforce provide greater opportunities for libraries and suppliers to transfer functions. "The need is great, and capabilities exist," Shirk said.

Shirk identified the advantages of outsourcing for libraries, including more

rapid responses, reduced staffing costs, and reduced space needs. For the vendor, outsourcing preserves a revenue stream as available material dollars decrease. It also strengthens customer ties and extends the role of the vendor as intermediary between information producers (publishers) and information consumers (libraries). According to Shirk, relationships between libraries and vendors will evolve as they become engaged in long term collaboration.

Shirk envisions the relationships between libraries and their suppliers changing to include long term collaboration, co-developed end-user services, constant data exchange and increased risk exposure. He suggested that we focus on desired results, create flexible arrangements, clarify expectations, "measure and be measured", and communicate.

Keith Schmiedl, from Coutts Library Services, then provided the vendors perspective on a contract cataloging project they have entered into with the University of Alberta. Schmiedl said that from the vendor's perspective, outsourcing becomes a partnership, with the vendor serving as a direct extension of the library. Coutts is currently supplying books to the U. of Alberta "shelf ready" by marking, affixing security tapes and spine labels, and supplying a catalog record with the books.

According to Schmiedl, the many professional responsibilities that academic catalogers have has caused low productivity in academic cataloging departments. He suggested that "30% of a cataloger's time is spent in activities that are not cataloging." Catalogers at Coutts, he said, are more productive and have faster throughput.

Senio Lawskowski, the head of cataloging at the University of Alberta, then described the outsourcing project from the libraries' perspective. He said that budget reductions at the U of Alberta required them to reduce staffing by 30 positions. In order to fill critical positions in public services, technical services staff was transferred to public services. In addition, a management commitment to efficiency and developments in automation made it easier to consider outsourcing. Lawskowski further defined the scope of the pilot project, saying Coutts supplies current monographs in the Humanities and Social Sciences that have cataloging copy available. He also explained that the U of Alberta's OPAC is available to Coutts and Coutts uses

ISN (the Canadian national bibliographic utility) as its source of cataloging. He emphasized that Coutts supplies only derived cataloging, and that they have not outsourced all of their cataloging. Currently, they are monitoring the shipments, to see that Coutts is meeting their standards.

A lively discussion followed the presentations. One attendee asked whether the administrators who assign professionals to committees ought to be held more accountable for the low productivity of their catalogers. Concern about the future of cataloging jobs was raised. Another attendee pointed out that Coutts was not providing original cataloging, but was identifying records in a national database of already cataloged items, and providing those to the library. Noticeably absent (at least to me) from the discussion was any mention of outsourcing the functions of the acquisitions department. Perhaps because in the evolution of acquisitions functions, we call it "value-added services" when we outsource by asking our vendors to take on additional tasks.

Scholarly Publishing on the Electronic Networks, 1993 — Gateways, Gatekeepers and Roles in the Information Omniverse, November 13-16, 1993

Report by **Stephen Rollins**
(U. of New Mexico, General Library)

Anyone interested in exploring new possibilities, in considering new alliances for delivering scholarly information should be interested in the Proceedings of this fall 1993 conference. The overall conference was upbeat and not draped in usual bleak forecasts about budget cuts and serials cancellation. The speakers represented a wide range of backgrounds and affiliations from academic departments, to university presses, to scholarly societies and even one science fiction writer (**Bruce Sterling**). This conference offered the opportunity to explore the prospects of cooperation among scholars, libraries, university presses, and scholarly societies. What emerged from this conference was a somewhat fuzzy but definitely intriguing vision of scholarly communication.

The vision started to appear on opening night of the conference. **Lisa Freeman** (University of Minnesota Press) challenged the university presses to provide leadership in the area of electronic publishing of scholarly materials. **Kaye Gopen** (Library, Case Western Reserve University) offered evidence that academic libraries are actively promoting, organizing and disseminating electronic information. **James O'Donnell** (University of Pennsylvania) was the first of several scholars who appeared during the conference. While he argued that the "virtual library" will probably never be realized, it was apparent that he sees an active role for scholars in cyberspace.

Opening night ended with a rousing speech by **Bruce Sterling** who blasted Prodigy and praised librarians. On Sunday and Monday, the vision kept reappearing in various shapes and sizes. A panel of medievalists — **Eugene Vance**, (University of Washington), **Kevin Kierman** (University of Kentucky), **Mary Wack** (Washington State University) and **Michael Fuller** (University of California-Irvine) — clearly demonstrated that any discipline can be a player

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in the electronic arena. "Electronic Beowulf" and Professor Wack's impressive "Electronic Chaucer" illuminated these classic texts in profound ways. To further emphasize the point, **Jeff Goldman's** (Northwestern University) demonstration of his multimedia product on the Supreme Court and **David Seaman's** (University of Virginia) presentation on UV's Electronic Text Center proved that large amounts of capital are not required to be admitted into the electronic clubhouse. **David Hoekema** (Calvin College) argued that what scholars want from information systems is time, that is, time saved. Computers offer efficiency in preparing drafts and in searching primary text, but the final form for distribution of scholarly results will continue to be the printed article or book. Librarians will be needed to interpret and to evaluate electronic services. As Hoekema observed, bank customers still line up at the teller's window since some transactions can not be handled by the bank machine. While print may continue in the short term as the preferred medium for scholarly communications, university presses and nonprofit publishers are moving into electronic publishing as indicated by the presentations given by **Scott Bennett** (Johns Hopkins University), **Rebecca Simon** (University of California Press), **David Perry** (University of North Carolina Press), **Mary Coleman** (Yale University Press), **Bruce Barton** (University of Chicago Press) and **Steve Dietz** (National Museum of American Art).

Colin Day (University of Michigan Press and Current President of AAUP), and **Michael Jensen** (University of Nebraska Press) both dared to further define the vision. Day proposed "mutualization" where presses, libraries, and scholars work together to address the needs of cost recovery and the problems of spiraling prices. Day sees the library and the press as part of a single system, both acting as information intermediaries, saving the reader/researcher time by gathering, selecting, and enhancing information. Jensen wove his definition of a network "web" where libraries and presses promote interconnectivity of information sources. New hypertext "web publications" would be authored and readers would be guided through the network to relevant publications. Jensen also offered a financial model where cost recovery for the presses would be based on transactions more than the sale of a

"unit". Internet billing servers could charge for what is actually used.

The vision of some newly revived alliance among scholars, librarians, and nonprofit publishers began to fade somewhat as technical and legal questions were raised by the speakers. **Michael Ester** (Luna Imaging Inc.), **John Regazzi** (Engineering Information Inc.), and **David Blair** (University of Michigan) identified specific limitations of today's information technologies. Borrowing from **Laurence Stern** (England, 18th Century), Professor Blair described the need to find "the Northwest Passage to the intellectual world". Better information systems are needed that summarize the intellectual content of the publication, that distinguish between the content of similar publications, and that retrieve a useful number of items. Relevant, readily accessible technologically-based products are needed which accommodate different research environments. Today's network tools (archies, veronicas, gophers etc.) are not refined enough given the sheer size of the network.

The legal questions were asked during a panel discussion of "Copyright, Ownership, and Intellectual Property." **Peter Givler** (Ohio State University Press) stated that copyright runs counter to the high ideals of the university's pursuits and that copyright pits the rights of authors and publishers against the rights of the users and the libraries. Givler, however, felt that the system works because by assigning rights it recognizes ownership, and copyright permits the publisher the opportunity to recover costs. Without copyright protection, the university presses would be forced out of business. **Janet Fisher** (MIT Press) outlined the complex process of licensing subsidiary rights. This process can be seriously disrupted if authors retain their copyright, a concept recently promoted by university librarians. Since the secondary publishing outlet (CDROMs, online databases) is becoming more important to publishers it is critical to publishers that subsidiary rights are granted to them by the author. Fisher cautioned librarians that exploiting "fair use" by expanding interlibrary loan and resource sharing activities will in the long run hurt the nonprofit publishers as the number of subscriptions are reduced and subscription rates are subsequently increased. Fisher said there was room for compromise, that authors could be

granted permission to copy their own materials for classroom use, that permission to copy could be issued quickly, and that the length of time for exclusive rights could be shortened. **Isabella Hinds** (Copyright Clearance Center) explained the operations of the CCC which represents 8,600 publishers worldwide. Recently CCC has experimented with collective licensing for academic institutions. Collective licensing could offer flexible pricing based on a "mutually unsatisfying accounting" scheme. Collective licensing could be designed to cover all "potential access" for the entire university community including photocopying, scanning, faxing, and printing. Hinds cautioned against setting up a system for monitoring use where "dollars would be spent collecting pennies".

On Monday afternoon a group of 40 from the Symposium traveled to the University of Virginia for a day in the Electronic Academical Village. Here in the shadow of Thomas Jefferson, the vision of a new alliance among the librarians, publishers and scholars reappeared. As the dinner speaker, **Edward Ayer**, Professor of History at UVA, entertained the group with his personal history of electronic encounters of various kinds and impressed many with his success at developing electronic products on the Civil War.

Tuesday was compressed into a series of presentations on electronic information services and systems at UVA. The Electronic Text Center offers access to the *Oxford English Dictionary*, the entire corpus of Old English Writings, selected Library of America titles, several versions of Shakespeare's works, hundreds of literary, social, historical and philosophical materials in several languages and two massive databases: J.P. Migne's *Patrologia Latina* and the English Poetry Full Text Database. At the GIS (Geographic Information Systems) Lab we witnessed Civil War battle strategies in three-dimensional topographic models and images of Charlottesville drawn from 1990 Census maps. The Digital Image Study Project provided color images of slides for students in art and architecture. The Institute for Advanced Technology in the Humanities and the Library's Electronic Classroom provided excellent facilities for scholars, graduate students, and undergraduates to explore the digital universe of primary texts, CDROM databases, WAIS, World Wide Web, and gophers.

Kendon Stubbs (University of Virginia) talked about the politics and financing of the Electronic Text Center and **Edward Gaynor** (University of Virginia) discussed how e-texts are cataloged at UVA using the MARC format. Mr. Jefferson would be proud of what the University library has achieved!

It is easy to visualize a natural alliance among the scholars of e-texts, the authors of multimedia products, libraries, and nonprofit publishers. Libraries may be able to benefit from this collaboration by purchasing "affordable" scholarly electronic publications and by promoting and teaching the use of these products. University presses and nonprofit publishers can enter the electronic game with limited capital outlay. The role of the faculty member as authoring hypertexts can redefine the educational experience since hypertexts can individualize each learning experience by opening links to related information as needed. The university presses can develop and market these products. The libraries can organize, catalog, and promote the electronic publications. It may even be pos-

sible to control increasing publication costs within this alliance and to develop a balance between copyright and licensing.

Whatever happens to this vision of a revived alliance among the scholars, librarians, and nonprofit publishers, it appears that the major players will not do different things, but will do the same things differently.

Acquisitions Librarians/Vendors of Library Materials Discussion Group
ALA, Los Angeles, February, 1994

Report by **Ed Lockman** (Lockman Library Service)

When a flat discount means "no fizzle", feeling like a "sucker that got licked" and not sure if you're "the windshield or the bug!"

These were some of the analogies that the speakers and the audience used to describe their book buying experiences with those in attendance at the Acquisi-

tion Librarians / Vendors of Library Materials Discussion Group held at the mid-winter American Library Association meeting in Los Angeles. The topic to be discussed was "what is a flat discount?"

The co-chairs were **Tom Laney**, Southeast sales representative of the Book House Inc. and **Roger Presley**, Acquisition Librarian at Georgia State University. The presenters were **Dana Alessi of Baker & Taylor**; **Larry Nagel** of Midwest Library Service; **Tom Leonhardt**, AUL for Technical Services at the Univ. of Oklahoma and **Jo Anne Deeken**, Acquisition Librarian of Clemson University.

Dana illustrated what a flat discount looks like from a vendor's point of view through an illustration of four separate transactions. Using a Trade, Sci/Tech, University Press and Association titles, Dana calculated the publisher's discount and then subtracted a flat "14%" discount, which resulted in the price to the library, and thus the net discount to the vendor. In contrast, she mentioned the

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On the Road

A glimpse at "Life in the Trenches"

Column Editor: **Don Jaeger** (Alfred Jaeger, Inc.)

All stories, all anecdotes, all shared experiences are welcomed. Fax them to 516-543-1537, or mail to Don's attention at Alfred Jaeger, Inc., 66 Austin Blvd., Commack, NY 11725-9009. — DJ

This Trick Was No Treat

by **Don Jaeger**

The following story was told to me a few months ago, but the individual involved didn't submit the story as of this deadline. I thought it was humorous enough to recreate here.

A salesman for a major subscription agency years ago attended a regional library conference. The vendor checked into the convention hotel and went to the exhibit hall to set up the literature and display for the upcoming meeting. Upon entering the hall, he found his display in crates and proceeded to set it up in preparation for the exhibit opening the following morning. All the appropriate literature was laid out meticulously on the shelves in the display and the booth furniture was strategically placed when he left the exhibit hall that night before closing time.

The next morning he awoke and walked in anticipation to the exhibit hall to meet and greet customers and start the conference. Upon entering the exhibit hall, he went to the area where his booth was set up to find . . . nothing! He then walked around to another aisle thinking that maybe he was in the wrong place, but still no display and no booth!

After a few more minutes had gone by, one of the other

vendors told him to check the men's room. So the salesman dutifully went into the men's room. To his surprise, he found his entire exhibit and literature laid out against the wall in the men's bathroom, exactly as it had been displayed in the exhibit hall! As you can imagine, it took quite awhile for him to dismantle the exhibit and truck it out onto the floor where he had to reassemble and arrange the booth. He still believes it was a few vendors that were playing tricks on him, and he's sure he's paid them back over the years.

The Unfortunate Honeymoon

by **Jim Boyer**

At one time in my travels in the Miami area, I decided rather than cross Alligator Alley to the west coast of Florida late at night, I would stay at a very nice motel. But it was tourist season and I started to walk away when I heard the high rates. Thank heavens the clerk had a change of heart. He said it was the last room and I could have it at half price. Needless to say I took it.

It was late at night and I was exhausted, so upon entering the room, I put my bags down, turned on the bathroom light, set the alarm for seven a.m. and went directly to bed. When the alarm went off in the morning, I awoke to find myself in the honeymoon suite surrounded by mirrors on the walls and ceiling where I spied myself in the buff. I remember thinking how unfortunate it was that I had no companion to share this exotic and sexy room with. ☞

And They Were There

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alternative methods of vendor pricing which are: Standard type based on the classification of each book; Volume of annual sales and discount based on Order Mix. Regardless of the method, the average price is the bottom line that should concern the librarian. Dana also listed some of the vendor costs that will be paid out of the vendor's net discount. These costs include: personnel, acquisition function, sales, sales support, customer service, marketing, finance, technical services processing, data processing, supplies, paper, boxes, tape, labels and mailing costs, hardware and equipment, telephone, physical plant, attendance at conventions and contributions. Dana stated the importance of a good order mix which allows the vendor to offer the library a higher discount and still leave enough publisher margin to

cover the vendors cost.

Larry Nagel cited *Melcher on Acquisitions* as the bible of librarian and vendor acquisitions and noted Melcher also recommends the best order mix generates the best discount. Larry reminded us that until the mid 1950's, libraries purchased most of their books directly from publishers and from bookstores. He spoke of the discount types that include either flat or a sliding scale. The flat discount would reduce the price of each title from the publisher's list price, but could result in a questionable fill-rate by the vendor on those titles offering a low publisher discount. The sliding scale discount schedule is based on the publisher's discount to the jobber with the optimal discount on a title by title basis. He also felt the chance of a higher fill-rate was more likely. In either method, the vendor will be monitoring the mix of orders from the library. Using the sliding scale, the vendor is able to

insure a minimal amount of margin will be received for each title that is delivered. He also points out that the vendor's discount schedule offers incentives for the preferred types of titles. Larry also explained the meaning of "net priced" books from the publisher. These are the titles in BIP without a price, but a "contact publisher for price" instruction. Larry told us that on these titles the vendor will establish a selling price by marking up the publisher's cost.

Tom Leonhardt defined the flat discount as a set percentage of price reduction regardless of the order mix. He also expressed concern about the blind pursuit of the "Principles of Acquisitions Ethics", specifically, # 1, which "gives first consideration to the objectives and policies of his or her library;" and # 2, "strives to obtain the maximum ultimate value for each dollar of expenditure," as

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Legally Speaking

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not evident as I happened to spy the book one day in our warehouse. Imagining a collection of short stories, one of which obviously had to do with Beaver Cleaver's long overdue revenge against Eddie Haskell, I was naturally quite surprised to find this to be a scholarly but wonderfully entertaining look at the differences between American and Canadian pop culture as seen through Canadian eyes.

Unlike most of the Canadian-authored comparisons between American and Canadian cultures I have read, which tend to be defensive and nationalistic, the essays in this book actually identify and celebrate the differences between the two popular cultures. The central theme of these essays, to the extent that there is such a theme, is that neither Canadians nor Americans understand and appreciate those differences. Canadians tend to

see the relationship as one of domination and submission, cultural hegemony. Americans tend to be generally oblivious to the matter.

The editors and authors of this book seek to refute the domination-submission perspective. They do so by examining various elements of Canadian popular culture, including literature, sports, television, and theater, as well as broader trends in the merchandising and consumption of popular culture, finding in each something uniquely Canadian despite the large American presence. Most of the authors suggest that while Canadians may import vast quantities of American pop culture, they only take from that culture what they want. Into all they import, Canadians inject a bit of their Canadian selves, even if only from the perspective with which they view American programs, movies, etc. In other words, the Canadian identity is much stronger than even the Canadians acknowledge; strong enough to be able to enjoy Ameri-

can culture without being subsumed by it. Exposure to American sports and entertainment products, with their emphasis on individual efforts and heroics, consumerism, and unambiguous moral boundaries, has not altered the fundamentally Canadian values of "state capitalism, social democracy, middle-class morality, regional identities, official multiculturalism, the True North, the parliamentary system, institutional compromise, international neutrality, and so on."

The Beaver Bites Back? opens with a wonderful story of how the Fathers of the Canadian Confederation had intended that their country would combine the best of their ancestors and neighbors, meaning French culture, British politics, and American technology. Unfortunately, the plan went horribly awry and Canada wound up with French politics, British technology, and American culture. This is indicative of the self-deprecating style found in many of the essays. Still, in highlighting the real differences between Canadian and American culture, and by not being threatened by those differences, I think that the authors in this text convey a genuine pride in Canadian culture. I recommend this book to you not only as a glimpse at Canadian cultural identity, but also as an opportunity to view American culture through the eyes of our closest neighbor. That view is not always flattering, but it is enlightening. With the passage of NAFTA, we have moved a step closer to North American economic integration. In that context, every bit of cross-cultural understanding and appreciation we can manage is worthwhile. ☞

And They Were There

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Tom feels they might cause problems fulfilling the other principles.

Jo Anne Deeken expressed the opinion that small libraries with small budgets receive lower discounts. She told of a small private college consortium in North Carolina which has formed an association as a single buying group, and thought this an idea for others to consider. Jo Anne reminded us that discounts are not everything, but that fulfillment, service and delivery time are also important factors.

The topic of discussion for the next meeting in Miami will be "what does it cost to buy a book, without being charged for any other vendor services?" ☞

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