June 1994

Rumors

Katina Strauch
Against the Grain

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JUNE 1994

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

On the Street

by **Barbara Dean** (Fairfax County Public Library) and
Anne Jennings (U. of South Carolina, School of Library Science)

For this month's issue, your intrepid investigators wanted to find out what you are saying and doing in regard to **electronic information retrieval systems**. Specifically, we asked the following questions: How many CD-ROM and online services do you make available to users? Which ones do you offer? Do you offer document delivery services? How well are they used? Are you eliminating print versions of titles in favor of the electronic counterparts and, if so, are you worried about archiving the information? So, we sent our roving reporters out "on the street," and had them talk to a variety of libraries and librarians. We talked to 28 subscribers representing college, university, special, and public libraries in various parts of the U.S. and Canada. Here is what they said:

CD-ROMs are being used in all but two libraries. A special librarian said they currently have no CD-ROMs but they will as soon as the product is created by its professional association. The other responses regarding availability of numbers of CD-ROMs ranged from three to over 100. In some cases, the librarian just gave an estimate because s/he could not remember the exact number. The largest number was reported by a university noting that at least 30 products were the result of being a U.S. depository library.

Only two libraries do not offer any online databases at this time. Many respondents said they offer four databases, but the prize again goes to a university library with 13 databases. What was really surprising, however, was the number of libraries that only allow librarians to perform online searches. The most frequent reason given for this was end-user inadequate searching capabilities.

The responses as to whether libraries are

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

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If Rumors Were Horses

Hold onto your hats! **Judy Davis**, owner of **The Faxon Company**, has assumed the role of President and has stated that she intends to sell the company. After six years of service to Faxon, **Dr. Peter Pyclik** will leave Faxon for a position with the **Boston Financial Group**. As we go to press, this is what we have been able to find out. Apparently, several companies are looking at buying Faxon and there is bidding going on. Faxon hopes to accept a bid by the end of May or early June. Though Pyclik has agreed to assist Faxon during purchase negotiations, he will leave Faxon because he wants to leave room for a "clean transaction." Who is buying Faxon? Is it a company from within the industry? Will Faxon be left intact? Pyclik has told us that "whoever is buying Faxon is keenly interested that there be no further erosion to the asset that they will be acquiring. I expect them to bend over backwards to serve and retain clients. Whoever buys Faxon is buying a going concern and will purchase Faxon to increase market share." Says Pyclik: "I feel confident that the purchase by a strong partner will ensure ongoing, consistent client service. Faxon's fundamental business remains very healthy. Faxon is talking with several interested buyers with substantial resources that will give the company the additional financial strength to maintain and improve service to clients. We expect a sale in the next 90 to 180 days."

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Rumors
from page 1

More stunning news! The smilingly wonderful **Jim Smith** resigned from Faxon and has taken a new position with **EBSCO Subscription Services** as Director of Sales and Marketing. Jim's first day at EBSCO Headquarters in Birmingham was May 2. We talked to Jim on Friday, May 13, just before he headed off to the MLA conference. Jim said, "I'm pleased that EBSCO was receptive to my request to join the firm in this capacity and to relocate back to the South, where my family and my wife's family reside. I look forward to continuing to work in the serials management industry and to focusing on library services. I've been extremely impressed with the talent, enthusiasm, support and teamwork at EBSCO. It's going to be a good fit for everyone. I'm re-energized and excited about the future of our business."

Even more news! The magnificent **Mike Markwith** has assumed the key sales role at **Faxon** where he will lead the U.S. sales force of seventeen representatives. **Gary Brown** will take the responsibility of Faxon's Asia/Pacific sales force of nine reps, in addition to his current management of the five Latin American reps. **Ron Akie** has been named Director of Marketing at Faxon. We don't know what the future holds for Faxon and EBSCO and all of these people. We just know that we wish Faxon and EBSCO and Readmore and Dawsons and ALL of the subscription agents and their employees the best of health! We need them!

And more news. The quotable **Ed Lockman** writes that he has accepted the invitation of **Dan Tonkery** and **Readmore** to become Director of Business Development, effective immediately. Great news, Ed!

Don't miss the **AAP/ALCTS Joint Committee** meeting at ALA in Miami on Sunday, June 25 from 9 a.m. to 12:30 p.m.! The topic is important — **Selecting Products in Electronic Formats**. Be there!

The fabulously splendid **Clara-Mae Chittum** (once of MIT fame) was recently in Charleston with her husband **Ruud**, all the way from Merrie old

Rotterdam. Clara-Mae looks great and is full of information about the third biggest law library in the world, in The Hague, where she is a cataloger. Maybe we can pin her down for an interview?

Judy Schott and **Thomas Gallina** have been promoted to Vice Presidents at **Readmore**. Judy will be Vice President of Marketing and Development and Thomas will serve as Vice President of Operations. Congratulations to both of them!

The delightful **Diane Kachmar** (**Florida Atlantic University**) sends us word that the **New Members Round Table** and ALA are planning for a great Miami Conference. The **NMRT Orientation Session** is from 2 p.m. to 4 p.m., Saturday, June 25. For further information, contact Diane at kachmar@Fauvax.bitnet or kachmar@fau.acc.edu.

ATG had a scheduled interview with **Dixon Brooke** (**EBSCO**) for this issue! It fell through. Sob! Still, we try our best not to give up! Watch for our interview in an upcoming issue!

Vikki Medaglia from **Bates College** sends greetings from Maine where she says the snow is *almost* gone! She is interested in the role of small 4-year colleges in the emerging environment and in the possibility of our talking about this at the '94 Charleston Conference. Write her at email: vmedagli@abacus.bates.edu.

Nat Bodian, an ATG contributing editor, has signed a publishing agreement with **McGraw-Hill** for his recently-completed tenth book, *Direct Marketing Rules of Thumb: 1,000 Practical and Profitable Ideas to Help you Increase Response, Save Money, and Increase Efficiency in Your Direct Program*. The book, of approximately 500 pages, will be published December 1 at \$54.95. Congratulations, Nat! We will look forward to using it!

I have never met **Philip Altbach**, but I hope to some day. He is an incredibly committed researcher who is active in the information field. Hats off to Philip. He took the time to write his opinions down for us. See his **Op-Ed**, this issue, page 37.

Blackwell North America did its first

"Take Your Child To Work Day" this past April and one of the organizers was our own **Celia Wagner**, who served as a tour guide to young 'uns all day. She said it wasn't a great way to edit a column, but she managed anyway. See this issue, page 56.

Recently heard from **Rea Christoffersson** (once of Abel fame, see letter to the editor, *ATG*, v.5#2 (April, 1993), page 4). She has just joined **Routledge** as reference marketing manager. Congratulations, Rea, and Congratulations, Routledge!

Dynix has announced the general release of **TeleCirc**, the first interactive voice messaging system that supports both inbound and outbound voice messaging via touch tone phone. **Dynix** is also pleased to announce the expansion of Vista's reference collection of databases with **Books in Print**.

The UnCover Company and **Dynix** have established a gateway to bring UnCover's fax-based delivery service to clients searching on the Vista electronic database service. For further information on the Dynix side, contact **Pat Craumer**, 801-223-5373.

According to a recent press release, a federal court for the Eastern District of New York has awarded money damages to **Marquis Who's Who**, publisher of *Who's Who in America*, and an injunction against **Who's Who Worldwide Registry, Inc.**, the Lake Success, New York-based company. In a decision dated March 8, 1994, Federal Magistrate Judge David F. Jordan awarded Marquis Who's Who \$1,649,000 in damages and found that Who's Who Worldwide Registry infringed certain of Marquis' federally registered trademarks, including the well-known Who's Who in America through the use of its trademarks. For further information, contact **Joan Silinsh** at Marquis, (908) 665-2818.

ACRL (The Association for Research Libraries), The National Association of College Stores (**NACS**), and **Duke University** will present a workshop on June 2-4, 1994, on **Transforming the Reserve Function: Building Partnerships to Provide Instructional Support in an Electronic Age**. If anyone is attending and can do a report for *ATG*, contact any of our editors. Thanks.

David Solomonoff has been named Systems and Production Manager for **PAIS, Public Affairs Information Service, Inc.** Mr. Solomonoff will oversee PAIS' in-house production system including hardware and software as well as supervise production activities for PAIS' printed, CD-ROM, and tape products. PAIS has recently installed a SUN Microsystems minicomputer-based in-house network and is making extensive use of Cuadra Associates' STAR® text-management software to manage its database. Mr. Solomonoff was most recently a systems analyst with **Cambridge University Press**.

Geac Computers, Inc. has signed an agreement with the **State University of New York at Albany** to provide its **ADVANCE integrated library system** to the University's libraries. SUNY Albany is planning a new electronic library and will begin construction in 1995. The University will use the ADVANCE System as the central server for electronic delivery of information throughout the campus.

The truly fabulous **Don Jaeger** writes that travel ice hockey continues for the spring/summer season. His son **Bryan** has games every other weekend in Bridgeport and New Haven Connecticut through October. Don is even playing throughout the summer on the PAL Pops

Ice Hockey team. That's the fathers of the kids that play PAL (Police Athletic League) hockey. Fortunately, all the games are played at one rink which is nearby. In his spare time, Don has been collecting travel stories. See this issue, page 34.

Dimi Berkner recently published an article "CD-ROM Marketing: A Case Study" in *Scholarly Publishing, a Journal for Authors & Publishers* (v.25, no.2, January, 1994). So did **Richard Rowson** ("A Formula for Successful Scholarly Publishing"), and **Beth Luey** ("University Press Trade Books in the Review Media"). A great issue of a great journal. Check it out!

Beginning in April 1994, **Blackwell North America, Inc.**, applied its **Table of Contents Enrichment** service to **OhioLINK's** central catalog database. When distributed throughout the consortium, more than 150,000 local records will be enriched each year. The enriched MARC will be supplied in a format specially customized to utilize the new **Innovative Interfaces, Inc.** table of contents indexing and online display capabilities. For further information, contact **Matt Nauman**, 800-547-6426.

The Institution of Electrical Engineers (IEE) and **Fachinformationszentrum Karlsruhe (FIZ Karlsruhe)**

announced on April 5, 1994, a joint cooperative venture which will result in the merging of the **INSPEC** and **PHYS** databases as well as the print abstracts journals **Physics Abstracts** and **Physics Briefs/Physikalische Berichte**. For further information contact **Michele Day** of the INSPEC USA Office, (908)562-5556.

Faxon Canada announced that **Garry Wolfe** has been relieved of his duties as President of the company, effective immediately. **John Ashby** has been appointed as Interim Chief Operating Officer and a search committee has been established charged with recruiting a new leader for the company. Ashby has been with Faxon Canada for more than four years serving as the Director of Finance and Administration.

Was just looking at **Viewpoint** (v.10, no.1, Winter 1994), published by the **Denver Public Library Marketing Department**. This issue is on "Public Library Challenge: To Captivate — and keep — the Teenage Customer." Full of quotes and pictures of teenagers, this publication was written by **Molly Squibb** and is pretty impressive.

This information courtesy of **Kathleen Gilroy Associates**, One Story Street, Cambridge, MA 02138, phone 617-354-0456 — On May 12th, 1994,

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over 10,000 librarians in North America will convene via satellite to learn how **Harvard Business School** professors believe librarians can achieve **break-through customer service**. The convocation of the nation's libraries will take the form of a four-hour teleseminar delivered to over 350 librarians, colleges, universities, and businesses across North America. "We recognize that we are not bring ideas to a broken organization," said Harvard Business School professor **W. Earl Sasser, Jr.** "Libraries have done remarkably well in the past. We want to build on what's already been accomplished." The program will be based on a business model for customer service developed through years of research at the Harvard Business School and will allow downlink sites to exchange ideas during local breakout sessions. Stay tuned.

CASPR, Inc. has announced that **LibraryBrowser**, the popular library searching program for Macintosh and Windows, is now available for **Apple's Newton MessagePad**. LibraryBrowser for Newton allows library users to search the online library catalog without being connected to a computer or using traditional catalog cards. LibraryBrowser allows you to search the book stacks while you are in the stacks! The program comes with special linking software which makes the applications compatible with all major library automation software. For further information: (408) 522-9800.

Baker & Taylor has introduced **LIBRIS 2020**, a Windows-based library automation system which streamlines and simplifies the information management process for libraries. LIBRIS 2020 modernizes and upgrades Baker & Taylor's earlier "Libris" program which has been in use for over 15 years. For more information call (800) 775-1800.

Mark V. Holland has been named **Vice President of Editorial and Product Development** for **Research Publications International**. Holland will join RPI's core management team in expanding the company's product line and delivery platforms.

The National Library of Poetry has announced they will give \$12,000 in prizes to over 250 poets in the **North American Open Poetry Contest**. Any poet (published or not) may enter. Entry

date deadline is June 30, 1994. Address: 11419 Conridge Dr., P.O. Box 704-YM, Owings Mills, MD 21117.

Dorothy Gregor, university librarian at the **University of California, Berkeley**, is the 1994 recipient of the **Hugh C. Atkinson Memorial Award**, co-sponsored by ALCTS, ACRL, LAMA, and LITA. Congratulations!

Two of the librarians who attended the 1994 **MLA (Medical Library Association)** annual meeting in San Antonio, Texas, had financial assistance from the **EBSCO/MLA Annual Meeting Grants**. They are **Kenneth Nelson**, Library Director, **Marquette General Hospital**, Marquette, MI, and **Bette Sydelko**, Reference Librarian, **Fordham Health Sciences Library**, **Wright State University**, Dayton, Ohio.

There is a wonderful magazine called **Small Press, the Magazine of Independent Publishing**. It is quarterly and is published out of Wakefield, Rhode Island. Contents of this magazine are always interesting, but it was especially enjoyable for Spring, 1994. Topics like bookmaking and the environment (**Helen Ruggieri**), and negotiating electronic rights (**Katharine Rowe**) seem especially intriguing.

Nolo Press has instituted a **Stolen Book Replacement Policy**. If you have ordered books direct from Nolo in 1993, you may be eligible for a stolen book replacement. Nolo Press is located at 950 Parker Street, Berkeley, CA 94710. phone: 800-992-6656.

The Communications Society of The Institute of Electrical and Electronics Engineers, Inc. (IEEE) has launched a new publication, *IEEE Personal Communications: The Magazine of Nomadic Communications and Computing*. The publication covers technical and policy issues relating to personalized, location independent communication in all media and combinations of media and at all protocol layers. Editor-in-Chief is **Hamid Ahmadi**. For further information, contact **Beth Wilber** at email: e.wilber@ieee.org.

The Syracuse University Library has received a major collection of multicultural books as a gift from the Small Press Center, a New York City-

based organization that supports and promotes the works of small independent publishers.

The **NASIG Newsletter** for February 1994 (v.9#1) carried a report on the **1993 Charleston Conference** by **Heather Miller** (SUNY Albany). So will the upcoming **LAPT**, whose report was written by **Janet Flowers**. **Diane Kachmar** (Florida Atlantic University) wrote a report of the **1993 Charleston Conference** for **ATG** which we have not yet printed. It should be out by the September issue. Meantime, sign up for the 1994 Charleston Conference, November 3-5 in Charleston. You should get a mailing in June!

Peter Bence Ballen, has been over to Hungary to see his mother but is now back in the States. Among other things, Peter will be covering the Southern States for Ballen in the future.

Well, **Karen Schmidt** and **Katina** are still working on the mammoth **Lyman Newlin** interview. It will be ready sometime soon, we hope! In the meantime, catch some of Lyman's many reminiscences in **Papa Lyman Remembers**, this issue, page 62.

Charles Germain is back from more whirlwind visits to UKSG, international congresses, and visits with publishers like **Scandinavian University Press** for **PCG (Publishers Communication Group)**. See our interview with Charles, this issue, page 23.

Recently posted on the listserv **cni-copyright @cni.org** by **Philip Mattera** — New York, April 24, 1994 — The **National Writers Union (NWU)** today called on electronic publishers to accept a strong set of principles on writers' rights as the industry begins creating original works in electronic form. "The prospect of electronic books is exciting, but we want to be sure that the status of writers is not diminished as publishers develop titles expressly for new media such as CD-ROM," said NWU President **Jonathan Tasini**. The NWU (an affiliate of the United Auto Workers and a labor union representing book authors, journalists, technical writers, poets and freelance writers) has released a position paper on this subject. For more information on the NWU, call (212) 254-0279 or email 72400.1712@compuserve.com. To

receive the complete text of the electronic books position paper (16K), email Philip Mattera: slope@panix.com.

More from cni-copyright@cni.org. This is about *Playboy* and an interview they published of Castro in 1967 by **Lee Lockwood**, a member of the Boston Local of the NWU. Apparently, Lockwood was notified several months ago that *Playboy* planned to include that article in a CD-ROM compilation of all the Playboy Interviews of the past 30 years. Does the contract which Lockwood signed nearly 30 years ago, entitle *Playboy* to these rights for a technology which was invented after the contract? Lockwood, who has filed a grievance with the NWU, doesn't think so. For more information, contact **Philip Mattera**: slope@panix.com.

Librarian of Congress James H. Billington announced the appointment of **Mary Berghaus Levering** to the new position of Deputy Register of Copyrights effective April 4, 1994. The Deputy Register is responsible for managing the day-to-day operations of the Copyright Office and, in the absence of the Register, fully assumes his/her responsibilities. **Barbara Ringer** continues to serve as the acting Register of Copyrights while the Library recruits for a new Register.

The Baltimore County Public Library came live on **CARL** in April. **Becky Lenzini**, **Ward Shaw**, and **Trish Caulkin** were there to celebrate! We hear that they all got their picture in the local paper in Baltimore when there was a big feature on **CARL Corp.** Also, **CARL** is one of 4 companies in the running for Small Business of the Year by the Denver Chamber of Commerce!

The San Antonio Public Library has also selected the **CARL** system as its new automation vendor. The system should be operational by late fall and will connect 500 terminals to the Central Library, 17 branches, two bookmobiles and the Hertzberg Circus Museum.

Margie Towery, Journals Editor, **University of Illinois Press** announces a new journal, *Social Politics: International Studies in Gender, State, and Society*. Also accompanying the new journal will be an online discussion group, **SOCPOL-L**. For further information, contact Margie at margiet@ux1.cso.uiuc.edu.

Senator Fritz Hollings (D-S.C.) has launched S. 1822 (the Communications Act of 1994). The National Information Infrastructure is the subject of this bill.

Heard from **Mary McLaren** the other day. Both her kids were on Spring Break and they were both going away on separate trips without "Mom." Mary said she was rather looking forward to some time to herself. See **Doc Aquis**, this issue, page 16. Mary and **Barbara Hale** continue to do a great job! Thanks to both of them!

ALCTS Network News (volume 7, number 4, April 5, 1994) announced the development of guidelines for professional ethics as well as the development of a **Standard of Acquisitions Practice**, developed by the Acquisitions Section. Also covered in the same issue of **AN2**, is information from **Adrian Alexander** and the **ALA LMPIC** (Library Materials Price Index Committee) which was published in the May, 1994 *American Libraries*. More journal price information was published recently in *Library Journal* and *LAPT, Library Acquisitions: Practice and Theory*.

The Association of Research Libraries (ARL)'s new 4th edition of the *Directory of Electronic Journals and Newsletters* will hopefully be available in May. What a mammoth and awesome task!

Joyce Ogburn (Yale) writes that her back is much better. As always, her **Acquiring Minds**, this issue, is intriguing. Sounds like **Candide** and the best of all possible worlds (read: acquisitions systems).

Did you see **Shadowlands**, the movie with Anthony Hopkins about C.S. Lewis' later life? **Jack Walsdorf** reminded us that the bookshop in which a scene was filmed was **Blackwells Bookshop**. A fitting remembrance for the author of our new "In Praise of Bookshops," this issue, page 44.

Look, y'all, if you EVER get a defective issue of *ATG*, send it back to **Katina** (you know, missing pages, upside down pages, whatever). We pay **FOR EACH ISSUE** so when we get a defective one, we get **CREDIT** from the printer. So — don't be shy — sent it back! You will get another one, okay? Speaking of de-

fective books and stuff, see **Rosann** the magnificent **Bazirjian's Group Therapy**, this issue, page 32.

Heard from **Joe Cupito** in Cincinnati, Ohio, the other day. He works for **Baker and Taylor** and was a friend of **Zelma Palestrant's**. He called to say that he appreciated the offering in *ATG* [April, 1994]. Have also heard from many, many other people about both **Diana Seymour** and **Zelma**. Our colleagues live on in our memory and we will never forget them. This is how it should be.

An interesting article appeared in *The New York Times* on Tuesday, April 19, 1994, on page C1. Entitled "An Ad (Gasp!) in Cyberspace" by **Peter H. Lewis** it talks about a lawyer who has angered many people and networks by posting a commercial message on the Net.

As we go to press, we have learned that **Tina E. Chrzastowski** and **Karen A. Schmidt** (both at the University of Illinois, Urbana-Champaign) have won the 1994 **LAPT Research Award** for their proposal, "The Serials Cancellation Crisis: Determining Recent National Trends in Academic Library Collections Through the Use of Commercial Vendor Subscription Records." Wow! Congrats to both of them! ☺

CORRECTION! We goofed! **Mary's** name in **Library Bestsellers** [April 1994] is **McClure!** Apologies!

On the Street

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products, most in the business field. However, some other titles include **North Carolina Law** on disc, **BIP**, **Library Literature**, **Library Reference** and the **Phone Directory**. They also have access to **DIALOG**. **Irene Kan** advises that her facility has eliminated some paper titles as a result of the above-cited programs.

We hope you find the above facts and figures as interesting as we did. It is truly amazing how much information is available out there at the touch of your fingertips. It adds new meaning to an old phrase> "Let your fingers do the walking." ☺