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## Marketing to Libraries / Call for Editor(s)

Toni P. Olshan  
*Alfred University, NY*

Katina Strauch  
*Against the Grain*

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The Savage Marketplace is the theme of this year's (November 3-5) Charleston Conference (the fourteenth, thank heavens the 13th is over)! When I was in Miami (which I enjoyed much more than I expected to!) and when I wasn't talking to librarians, I was talking to publishers and vendors. And guess what they seemed THE MOST interested in?

Marketing. Both publishers and vendors wanted to know how to present products and services to libraries. That is, they wanted to know things like — should they offer regular subscriptions to CDs or just one time deals, should they mail out sample issues of new journals, how can they sell more books, should they be interested in EDI. What is Z39.50? Are libraries buying media? Are we interested in LANs or tape loaded databases? The list goes on and on . . .

And — I thought — why don't we do a regular column or feature in *ATG* on marketing to libraries. You know, from the vendor and publisher side, what products and services do libraries want? And from the librarian side what products and services do we like or don't we like? We could use a format like "Group Therapy" (see page 14) or we could de-

# Marketing to Libraries — Call for Editor(s)

**And If You Don't Like the Title,  
You can Change It!  
Think of the Power and the Glory!**

velop something new and different.

**This is a call for an editor or editors.** Is there anyone out there who is interested in working on this column? Ideally, it should be a team of three — a publisher, a librarian, and a vendor, shouldn't it? In the meantime, the energetic **Toni Olshan** came up with this interesting survey. What is more near and dear to all of us than publishers' catalogs? More comments are welcomed — KS

## **Publishers' Catalogs: To Keep or Not to Keep?**

by **Toni P. Olshan**  
(Collection Management Librarian,  
Alfred University, NY  
Folshant@bigvax.alfred.edu)

When is the right time to let go of print media and to rely on electronic sources? Librarians and support staff at Alfred University's Herrick Memorial Library faced this question yet again when they considered eliminating their collection of publishers' catalogs, thereby saving considerable shelf space and staff time. The catalogs were rarely used either for ordering, verification or browsing. But before throwing them out, the Herrick staff consulted via the Internet with co-workers around the country.

Making use of the library support staff

listserv (LIBSUP-L) and the collection development listserv (COLLDV-L), the staff received twenty-eight responses from academic libraries of varying sizes and missions.

The responses did not point to a clear, universally best conclusion. Some libraries kept only the catalogs from major publishers, some kept only those from obscure publishers, some kept only audio visual and microform catalogs, some kept everything for several years and some kept almost nothing. The major trend seems to be to send catalogs to appropriate subject bibliographers/liaisons, and to call the publisher's 800 telephone number when verification through BIP, BIP+, and OCLC does not work. It is interesting to note that there was no mention of using the few catalogs which publishers have put on the Internet. It seems publishers are having to decide which way to jump — print or electronic?

Herrick Library made its decision after considering the replies from the listservs in a meeting of all the subject liaison librarians with the technical services person who initiated the question. The decision made was to keep the current year's catalog of major publishers and vendors; to keep video, compact disc, and microform catalogs, and to route all the rest directly to subject liaison librarians to use as they wish. ☛

### **Ameritech**

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Z39.50 products cooperatively for nearly two years. Dynix sells and distributes the NOTIS TermPAC and WinPAC products as its Z39.50 clients. The Z39.50 standard was developed to provide search and retrieval capabilities for disparate systems. What better way to develop and test these capabilities than between our two disparate systems? The only development work unique to each company is the Z39.50 server software, required to convey requests to the native search

engine. NOTIS and Dynix have each developed Z39.50 servers supporting the current ANSI standard. Both companies are represented in the Z39.50 Implementors' Group and are lobbying for further development of the standard to support more sophisticated search features. We expect to expand our Z39.50 products as the standard moves forward and to make our products available to all customers of the various Ameritech Library Services divisions.

*ATG: In terms of long-term strategy, is Ameritech going to purchase other online library systems? How committed is Ameritech to the library market?*

PS: The Ameritech acquisition of Dynix and NOTIS is clear evidence of its unflagging interest in and commitment to the seminal role libraries play in today's information revolution. ☛