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And They Were There-Reports of Meetings-SALALM, ASIS, Midwinter, IATUL '96, PSP/AAP, CLA, ABA

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And They Were There

Reports of Meetings

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*ATG encourages reports on meetings. Please contact **Sever Bordeianu** if you are interested in reporting on a meeting or in suggesting a meeting for review by ATG! — KS*

Latin America in the Age of Multimedia: Librarians Participate in the Forty-First Annual Meeting of SALALM

Report by **Claire-Lise Benaud**
& **Sharon A. Moynahan**
(Catalog Department, General Library,
U. of New Mexico)

New York University was the site of the 1996 meeting of the **Seminar on the Acquisition of Latin American Library Materials (SALALM)**. This year's conference theme was **SALALM in the Age of Multimedia: Technological Challenge and Social Change**. Multimedia, was defined as anything from the traditional non-print forms (microforms, film, audio and video tape) to CD-ROMs, databases and computer networks. Panels addressed not only the formats and their uses but also the impact of these media on society and culture. Emerging technologies have had a tremendous impact on the methods and extent of communications throughout Latin America and the Caribbean (as they have elsewhere) and have posed tough questions of access, availability, and government control.

Highlighting the issues of legislation and government intervention, corporate control, and use of the airwaves and the Internet, was the keynote address by **Robert McChesney** of the **University of Wisconsin**. He compared today's halting approach to possible government control or standards for the Internet to the fumbling and uncertain attempts to legislate standards for radio and television in the early days of mass media. He pointed to similarities in the acceptance of new technologies, the scrambling by various interests to harness the power of the new communications, and compared the past and present scenarios to their counterparts in Canada and Europe.

In contrast, **Jose Soriano**, Peruvian director of the **Red Cientifica Peruana (RCP)** described the reality of the Internet in Peru. He expressed the difficulties of accessing information in Peru: telephones, faxes, and even regular mail, which are taken for granted in the United States, but can still be a challenge in Peru. Telecommunication costs and computer costs are also much higher in Peru than in the US, adding to the challenge of bringing Internet resources to Peru. Soriano built RCP, a non-profit organization, to bring Internet resources to Peru.

His objectives are 1) to "peruanize" the Internet in order to have a network reflecting Peruvian life, language, and culture, and 2) to allow all Peruvians to have easy access to RCP through community centers and libraries across Peru. He feels that RCP is a tool for democratization and hopes for independence of the network but also recognizes that armed Peruvian groups have been using email to carry out guerrilla warfare. RCP receives no funding from the Peruvian government. Soriano convinced Peruvian institutions to support the idea and today some 3,000 institutions are involved in building the RCP national network. He is now working with Peruvian small businesses to encourage their participation in RCP. He concluded by saying that there will be different levels of the Internet worldwide: the "super Internet" available in the United States, funded by the US government and delivering information in a very speedy way, and a second-class Internet, slower, with few Web pages, which may be viable for Peru.

The "Song, Dance, Screen and Stage: Collecting in the Performing Arts" session gave Salalmistas the opportunity to be introduced to the **Lincoln Center Collections**. The Center houses extensive media collections, since for dance, theater, film, and music, media is as central as print. **Peter Manuel** in his presentation "Latin American Music" addressed recent trends in Latin American and Caribbean pop music. He described the representation of gender in both regions. Both the music industry and pop groups are male-dominated and reflect social attitudes. The common themes are love, violence and machismo with a strong anti-women bias. Latin American pop groups emphasize romance while lyrics from the Caribbean region have no sentimentality. Even though women are seen as perfidious in song lyrics, more women are entering the field of pop music. The next speaker, **Madeline Nichols**, from the **New York Public Performing Arts Library**, described the **American Exchange Program for Dance**. Established in 1989, the Program promotes the exchange of videotapes, exhibitions, and research. It is unusual in the fact that it has no staff and utilizes existing people and organizations. Most of its activities take place in Mexico. Lastly, **Jerry Carlson**, spoke on the importance of film for understanding modern Latin American culture. He noted that print and audiovisual cultures are intertwined in Latin America. Most "boom" writ-

ers produced literature under the influence of film and many recent Latin American novels were also made into movies. Unfortunately, Latin American films are not easily accessible in the United States and are even less accessible within Latin America itself. Latin American movies which end up in the United States are often redistributed in Latin America, but it still remains very difficult to see, for example, a Peruvian movie in Argentina.

An exciting panel entitled "Organizing, Protest, and Activism on the Web" looked at current events and the Internet in Latin America and the United States. **Columbia University** political scientist **Douglas Chalmers** discussed the new structure of civil society and the role of NGO's in forming public opinion and action via the Internet. New Mexico State's **Molly Molloy** gave a firsthand account of the Zapatista movement's use of the Internet to reach past attempts at government control of information and pointed out some of the pitfalls of accepting some Internet accounts at face value. She discussed issues of factual verification and the desire of all sides to reach the hearts and minds of the international community. The same panel included an account by **South Dakota State University's Susan Shaw** of Native American listserves and the acceptance and use of Internet communications by traditional cultures.

Other panels discussed the Internet in library research and scholarship; collecting, using, preserving media (film, digital files, sound, etc.) and the impact of these activities on library budgets and procedures. In a discussion of the "Virtual Library in Theory and Practice," panelists pointed out the need for maintenance, backup, migration to new systems, and the pitfalls and benefits of the online library. Issues such as the integrity of the information through file migration, easily edited files, and aging technology pose new challenges to researchers wishing to document their information and sources.

Workshops and committees addressed outsourcing by catalog departments, the use of vendor cataloging records, cooperative acquisitions and processing, and standards for Latin American collections. Exhibitors from throughout the Americas and Europe provided a look at the wonderful array of print, media and services available. Everyone enjoyed the receptions, the chance to meet old and new friends, and those of us

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from the Southwest marveled at the huge rainstorm which dumped record amounts of water on the city.

ASIS Midwinter Meeting

Report by **Julia Gelfand** (UC, Irvine)
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The "Midwinter Meeting" of the **American Society of Information Science (ASIS)** took place in San Diego May 20-23 with the theme "The Digital Revolution." This was the first national ASIS meeting I have attended, but after reading issues of *JASIS* this past year devoted to issues and themes related to digital libraries, initiatives and projects, I was convinced this would be a good conference. The organizing committee could not be all bad with **Clifford Lynch** as this year's ASIS President and **Josie Marie Griffiths** as chair of the technical organizing committee. I was not disappointed; rather I found the tracks of conference papers very good. Attendance at this conference was confirmed at nearly 500 persons, representing academic information scientists, computer scientists, practicing librarians in academic, government and corporate libraries, graduate students, consultants, publishers and information producers.

The keynote session was delivered by **Dr. Sherry Turkle** from MIT, known as the "Cybershrink." She spoke about her recent research "Reshaping Life in Cyberspace," and her new book, *Life on the Screen: Identity in the Age of the Internet*. It was a captivating talk, highly animated and contained anecdotes about her interviews with people who have had a great presence on the net and her studies of the intersection of the real and virtual worlds they enter and exit from. She interpreted how such people have a virtual "persona" and what a MUD (multi-user domain) is and how it functions. Other plenary sessions had **Jeff Rulifson**, from SUN Microsystems, and **Dr. William Snyder**, Chancellor of the University of Tennessee.

The contributed sessions were multitracked, and I rotated from listening to papers in the "Social Impact, Educational Impact" and "Digital Library" tracks. I found interesting sessions to cover such topics as "Electronic Scientific Publications: Role of Gatekeepers," "Internal Web Pages: How Corporate and Academic Research Environments are Managing Information Access and Flow Internally Using World Wide Web Technology," and a session by the librarians at the **Center for Scholarly Technology** at the Leavey Library at USC on "Teaching During the Revolution: The Implications of Digital Curricula." One of the most charged sessions was a set of papers on research projects analyzing different aspects of In-

formation Transfer. **Prof. Stephen Harter** from **Indiana Univ.** and his student reported on the impact of electronic journals on scholarly communication using citation method and found that there really has not been a significant impact to date, probably due to the multiple forms in which scholars cite ejournals, the accuracy and completeness of citations to such titles and the practical difficulties readers have in accessing articles published in ejournals. All four papers in this session tackled difficult issues in studying the impact of Web-based journals, proceedings, using homepages and finding information on the WWW. The annual meeting of ASIS will be in Baltimore in late

October and next year's midwinter meeting will again be in the southwest, in Scottsdale in early June. Lots of friends from the **Charleston Conferences** seemed to like ASIS as much as I did.

IATUL '96

Report by **Julia Gelfand** (UC, Irvine)
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For the second time in its 42-year history, the **International Association of Technological University Libraries (IATUL)**
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convened its annual meeting in North America. The 1996 conference was held June 24-28, 1996 at the University of California, Irvine, with its new integrated science & medical library as one of the main attractions to visit. 130 conference delegates came from 26 countries to share in the theme of "Networks, Networking and Implications for Digital Libraries." **Dr. Clifford Lynch**, Director of Library Automation at the University of California delivered the keynote address with the response given by **Paul Evan Peters**, Executive Director of the **Coalition of Networked Information (CNI)**. 65 presentations explored different topics related to the themes. Fifteen major sponsors offered product reviews and updates and contributed to the discussions of the conference. Field trips were made to **Caltech**, **Huntington Library**, **University of Southern California's Leavey Library**, **Los Angeles Public Library** and **Newport Beach Public Library**. **Julie Wilcocks** from the **University of Witwatersrand**, South Africa, was the recipient of the Best Essay Prize for a paper delivered by a non-library director and non-commercially affiliated participant. Full Conference Proceedings are expected to be published at the end of the year. The **IATUL 1997** will be held June 30—July 4 in Trondheim, Norway.

PSP/AAP — Professional/Scholarly Publishing Division of the Association of American Publishers

Report by **Lyman Newlin**
(Book Trade Counsellor)

The theme of this meeting held in March in Washington, DC, was "Do You Know Where Your Customers Are?" In spite of the unanswerable question posed (what's a symposium without a catchy, if often cursory, "theme"?), there were several sessions pertaining to matters that directly or indirectly affect libraries. Especially interesting was a session captioned: "The Virtual Jobber: The Evolving Role of the Wholesaler in Bookstores & Libraries," moderated by **Harry McCullough**, ex-sales manager of **Macmillan**, (pre **Simon & Schuster**) and paneled by **Marcia Romanansky**, **Blackwell No. Am.** and **Glen Secor**, **Yankee Book Peddler**, both of whom are well known to **ATG** readers. The third panelist was **John Bohman** who holds the recently coined (at least to my knowledge) title of "Vendor of Record," **Ingram Book Co.** I can't help commenting here that we can leave it to Ingram to come up with a position to deal with Virtual Jobbers. One of the participants let it be known that the title of "jobber" was not pleasing. No mention of "virtual." As for me, I like to be called a jobber — especially a virtual jobber. From this session I took away one new bit of information: A "virtual" wholesaler (Ingram)

was seeking better business terms from publishers so that he might be able to better deal with "virtual" library booksellers. Another session was entitled "New Media In the Business Marketplace." It was chaired by **Ted Nardin** of **McGraw Hill** and paneled by several librarians. Another one-time **Macmillan VP**, **Charles Smith**, moderated a panel "What Are the Think Tanks Thinking?". **Charlie** was for years head of **Macmillan/Scribner** reference book marketing which has seldom if ever dispensed of its wares through booksellers. In spite of this I have always respected him and came away from his session satisfied that it was one of the best. For details of this session refer to the **AAP Newsletter** on Website <<http://www.pub-lishers.org/div/psp/newsletter.htm>>.

Canadian Library Association

Report by **Lyman Newlin**
(Book Trade Counsellor)

In June, 1996, the **Canadian Library Association** was celebrating its 50th anniversary in Halifax, NS. I had the pleasure of attending with **Fred Gullette** (**Book News**). Because of a confusion in scheduling, I was unable to attend any sessions. But it was pleasing to visit with **Norman Horrocks**, a long-time senior editor of **Scarecrow Press**, who has returned to his native heath and

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scription agent for continuations. For example, one large academic library reported a preference several years ago for **Faxon** over its book jobber in fulfilling orders for standing orders from European publishers. The library felt that the subscription agent had a better working relationship with the publishers in question than did the book jobber.

Another factor that plays into this is whether or not the library prefers a full service agent. In the jargon of the trade, most of the major subscription agencies are re-

ferred to as "full service catalog agents." The "full service" part means that the agent will accept and process an order for any serial title for which the publisher will accept the order and payment from an agent, regardless of whether or not the publisher grants the agent a discount.

Book distributors, on the other hand, sometimes specialize by type of material, or subject area (e.g., medical books), and so are not like the subscription agents in this sense. Sometimes book jobbers also do not deal with "net" (no discount) publishers and are not "full service" in this sense.

A large academic research library might well order sufficient numbers of continua-

tions so that it makes sense to have multiple vendors for this type of material. A smaller library may not wish to establish more than one account for this type of material, and, if its subscription agent gives good service on continuations, may well find that ordering everything through the subscription agent is the best solution.

As with most things in the business, there is no single right or wrong answer to this question. The library's decision should be based on its specific needs and the capabilities of its particular vendors. Continuations and standing orders are a problem for all vendors, but subscription agents can boast their fair share of satisfied customers.

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now acts as consulting editor for **Scarecrow** (See *ATG*, v.7#4, September 1995, p. 14). I also enjoyed talking again to **Holly Melanson**, acquisitions librarian of **Dalhousie University**. I rely on Holly to make suggestions as to where best I can trace the footsteps of the Acadians whose history has long been a favorite study of mine. I have a letter dated September 16 from **Beverly Patacairk**, Meetings Manager, announcing "Reinventing Libraries," the theme for CLA's June 18-22, 1997 meeting in Ottawa. The conference program and trade show will be housed in the Ottawa Congress Centre and the Westin Hotel. For more information: **Canadian Library Association**, 200 Elgin St., Suite 602, Ottawa,

Ontario K2P 1L5. Phone 613-232-9625. Fax 613-563-9895.

American Booksellers Association

Report by **Lyman Newlin**
(Book Trade Counsellor)

I don't like to run down an organization of which I have been a member for nearly half a century, especially when the annual meeting was held in my favorite big city, Chicago in June, 1996. In spite of the hype in *PW* and other media, I think ABA is trying to outsize the **Frankfurt Book Fair** and I think that's a horrible mistake. I don't think that foreign publishers come to ABA to sell or buy rights as they do at Frankfurt. There are too many stands hawking special

writing or other kinds of quirky tools; T-shirt peddlers abounded. Add this to the fact that ABA is deadlocked at law with a large publisher which was not in attendance. Other biggies were absent or threatening to absent themselves. I'm happy that some librarians found the special librarian's enclave a haven of rest. But there was only one for librarians and one for booksellers. Both were far from the madding crowd. Until McCormick Place emulates Frankfurt with moving sidewalks and lots of jitneys, attendees had better be prepared for two and a half days of fatigue. Perhaps that's why ABA via Reed's **Association and Exposition Services** lobbied a day from the time-honored half week sessions! Postscript — Now **Reed** owns all of it! Here's a quote from *Bookselling this Week*, the ABA newsletter,

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September 16, 1996: "ABA last week sold its remaining 51 percent equity in the **ABA Convention and Trade Exhibit to Association Exposition and Services** which had purchased a 49 percent interest in the event in 1993." **AE & S**, a division of **Reed Exhibition Companies** said it will rename the event **Book Expo America**. The story goes on with more Madison Avenue hype, but I am wondering how the old-time members will take to this renaming of a nearly hundred-year-old institution. As a minor member of ABA, I'm wondering how the membership (5,000 plus) would have voted had they been polled. Kinda risky, I'd say, with several large publishers and hundreds of bookstore owners reporting better results, at much lower costs, with the regional book-sellers associations, of which there are nine by my count. 🐁

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Internet. UNC-Chapel Hill even has a Web page with pictures of the devastation on campus. (<http://sunsite.unc.edu/maggot/fran/>) Unfortunately, the Web site is so heavily graphic that the images choke on a standard Web browser. What a perfect example of the mixed state of this technology.

If the Internet does crash, I will write about it here, safe in the pages of a printed source. But if it does, I guess I will have to send Katina my copy via fax or U.S. mail! 🐁

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