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Rumors

Katina Strauch
Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Circulation Statistics For Measuring Approval Plan Effectiveness

by **Marcie Kingsley** (Western Michigan University)
<kingsley@wmich.edu>

Circulation data for library books added through an approval plan can be both practical and fascinating in gaining insight into the effectiveness of the plan. Especially when compared to circulation for books added through other methods of acquisition — firm orders, gifts, vendor form selections — circulation data for approval plan books can highlight subjects or academic levels or patron groups most affected by the different modes of acquisition. The information can help in fine-tuning an approval plan to increase its efficiency in acquiring new books and to decrease the amount of time selectors must devote to requesting books for firm-ordering.

Though publications about approval plan circulation are scarce, the data are becoming increasingly easy to generate in libraries. In the many libraries that have automated both their circulation and acquisitions functions on integrated systems, librarians can capitalize on the systems' ability to output usable data. Even if combining circulation figures with acquisitions data—such as cost of books, fund used for purchase, or which circulations were approval plan books—is still beyond many systems, most installations can yield collection development data that can be processed by spreadsheets and database managers or at worst by hand. And measurement of collection use by circulation figures is a "natural" for evaluating approval plans that are designed for building current core collections; while circulation would not be as valid in interpreting use of research material, domestic approval books are generally bought for the purpose of current activity.

Colleagues who stimulated this research

In the last decade, many interesting articles have appeared on employing library circulation data in evaluating collections and influencing collection development decisions. While the "Pitt Studies" in the late 1970's gave library science a model of how to approach a usage study with a major commitment to precision and thoroughness, the last ten years have seen a bounty of less ambitious but equally helpful discoveries.¹ These studies have generated the kinds of information librarians genuinely need in managing collection development, and use of approval plan circulation is a logical extension of work already reported by some dedicated collection development professionals.

Charles Hamaker of Louisiana State University found — among numerous trends he documented in several articles—that 43% of library books cataloged in a sample month at his institution circulated within five

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If Rumors Were Horses

Just got word! **John Riley** (the Golf Man) <jdriley@javanet.com> is Eastern Book Company's National Sales Director. From one good company, Ambassador, to another, Eastern Book!

Ashgate Publishing has just announced the consolidation of its well-known imprints (**Avebury**, **Dartmouth**, **Scolar** and **Variorum**) as the first step in a series of new changes in the company's far-reaching international operation. As the company evolves from individual imprints into a single unified entity, Ashgate chairman **Nigel Farrow** emphasized that Ashgate will actively publish in the areas which each of the imprints have featured. As well, Ashgate is eager to expand its publishing program to include even more specialized areas within the social sciences and humanities. In addition to its full-service World Wide Web site <<http://www.ashgate.com>>, increased email capability, greater use of the Internet as a marketing tool through electronic brochures and press releases, and the development of a "virtual office" will be implemented. The virtual office will serve as a conduit

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From your (trying to get organized) editor:

Okay. I realize that this is kind of an oxymoron. Anybody who knows me well knows that I adore chaos, I thrive on it. When my life's not chaotic, I feel — well — strange, calm, unfocused. Still, I have to admit that there are times that organization has its place. Really. You read it here.

As I approach this issue of *ATG*, I am struck by its organization. We have two "feature" themes — standards and approval plans. **Isabella Hinds** has told us about electronic rights management and **Sandy Paul** about barcodes. And we'll have even more on standards in the November issue. **Judy Evans** helps bring it all together when she talks about merging a new automated system with an approval plan. **Beau David Case** has done a great job of telling us what's in the literature about approval plans. Meanwhile, there are those like **John Perry Smith**, who totally "disapprove" of the approval plan. And there's more. From the UK, **Keith Renwick** discusses CD-ROMs, **Mark Nelson** shares his vision of fulltext, and **Mike Markwith** remembers the **Richard Abel Company**. On the reviewing side, **Tom Gilson**, **Bill Finley**, and **Norm Desmarais** have done their part.

Last but not least, I can't help but remind you that the **Charleston Conference** is coming up November 7-9 and the flyer and registration form are in this issue (see pages 69-70). And so

is more information about the sixth *ATG* — the Annual Report Issue coming out in February. Here will be our chance from year to year to take stock of what's happening in our industry. Look, if I have the nerve to say something, so do ALL of you! No excuses are applicable. Send us your "input:" see this issue pages 37-38.

And, so, it's back to the chaos. See y'all soon! — Yr. Ed.

Against the Grain — Deadlines 1996 and 1997 — Volume 8 and Volume 9

Event	Issue	Insertion Order	Camera-Ready Copy
Charleston	November 96	9/13/96	9/27/96
ALA Midwinter	December 96/January 97	11/1/96	11/15/96
Annual Report	February 97	12/11/96	12/24/96
	April 97	1/29/97	2/12/97
	June 97	4/23/97	5/7/97
	September 97	7/2/97	7/16/97
	November 97	9/3/97	9/17/97
	December 97/January 98	11/5/97	11/19/97

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for authors to submit proposals and manuscripts and receive feedback electronically and will bring together Ashgate's North American, European, and Asia-Pacific offices. For further information, contact **James W. Gerard** (President, Ashgate US) at 800-535-9544 or <info@ashgate.com>.

Elsevier Science has announced the development of **ScienceDirect™**. Elsevier is inviting other publishers to participate in the service to build the most comprehensive access to the world's scientific literature. When complete **ScienceDirect™** will feature an integrated database providing Internet access to the fulltext of all 1,200 Elsevier Science journals and the fulltext of other participating journal publishers. The first release of 300+ titles will be tested in the first quarter of 1997 and will be commercially available by July, 1997. Titles will be added steadily throughout the year. **ScienceDirect™** will provide participating publishers with a full range of technical and business options for the online delivery of information and with complete control over their content. Journal fulltext will be available in HTML and PDF formats, will include all graphics, and will be fully searchable and be accessible using standard Web browsers. The journals will be complemented by access to broader abstracting and indexing services, including Elsevier's EMBASE and Geobase and other services. These abstracting & indexing services, when linked to fulltext

online and document delivery services, will provide comprehensive access. Elsevier Science is developing **ScienceDirect™** with **Lexis-Nexis** as a technology partner and continues the evolution of network electronic journal publishing which Elsevier Science started in 1991 with its experimental programs (TULIP, EASE, ELSA) in the U.S. and Europe and broadened in 1995 to commercial electronic delivery of all of its journals for local area network use, known as Elsevier Electronic Subscriptions, EES. For further information, contact **Karen Hunter**, VP, Strategic Planning & Development <k.hunter@elsevier.com>.

Speaking of **Elsevier Science**, they have announced the publication of a final report on **TULIP** (The University Licensing Program), a five-year collaborative project between Elsevier and nine leading American universities. Among the technical conclusions addressed in the TULIP summary report are: the growth of Web-based user interfaces, the importance of bandwidth in large-scale Internet FTP transfer, the importance of quick delivery in on-screen image viewing and the variability of quality output in different printer configurations. User studies emphasize the importance of: the ease of using a single system and a familiar interface, the preference for single-source access, effective search capabilities and the value of high processing speed for downloading and printing. Users also require good image text quality, sufficient critical mass of journals in a subject field, rapid turnaround time from acceptance to publication and links to related information. The report is available at <<http://www.elsevier.nl/locate/tulip>>.

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Traditional book publishers and book lovers who feared that CD-ROMs and the Internet would mean the end of books can take heart. According to the *19th Annual Edition of Book Industry Trends 1996: Covering the years 1990-2000*, published by the **Book Industry Study Group, Inc.**, domestic consumer spending on books will reach \$31.2 billion by the year 2000, up from an estimated \$19 billion in 1990. The highest figure in domestic consumer expenditure on books is in consumer oriented books (trade, mass market paperback, book club, and religious books), projected at \$127.9 billion for the year 2000. Also of interest, in Professional & Reference (including professional, university press and subscription reference publications), sales are expected to reach \$5.8 billion (as compared with \$3.7 billion in 1990 and \$5.1 billion in 1995). For more information, contact the BISG at 160 Fifth Ave., New York, NY 10010, phone: 212-929-1393; fax: 212-9889-7542; Email: <4164812@mcimail.com> URL: <<http://www.bisg.org>>.

Another report just out from BISG — *1995 Consumer Research Study on Book Purchasing*. 16,000 households were surveyed by the NPD Group, Inc. for the **American Booksellers Association**, the **Association of American Publishers** and the **Book Industry Study Group**. Some highlights: chain bookstores continue to gain market share over independent bookstores for both adult and juvenile titles; adult book purchasing had its strongest fall season in five years in relation to consumer purchasers; fiction accounted for about one-half of all adult and juvenile titles purchased; less than one third (29%) of the adult titles and slightly more than one third (36%) of the juvenile titles were in the hardcover format. Of the adult paperback titles, a slight majority (37% of the total format shares) are in the mass market format. To get a copy of this study, use the info above, okay?

And changes are afoot at **Ameritech Library Services**. **Tom Quanton**, President, has resigned effective July 30. **Roger Sloan**, current chief financial officer of Ameritech Library Services, will serve as interim chief operating officer until a permanent replacement is found. Sloan will be supported by the familiar and always smiling **Paul Sybrowsky**, chairman of Ameritech Library Services and founder of Dynix Corp. Sybrowsky continues in his role of strategy development and key customer relations. Sloan and Sybrowsky will report to **Cathleen Asch**, president of Electronic Commerce for Ameritech, who oversees electronic commerce initiatives in the library, healthcare, government, manufacturing, and financial industries. Ameritech Library Services has announced numerous new contracts and initiatives recently, including a \$2 million grant to the Library of Congress to create the **Library of Congress/Ameritech National Digital Library Competition** that will provide funds to libraries and historical societies for the digitization of their Americana collections. And — you might want to look up *ATG's* interview with **Paul Sybrowsky** in v.5#4, September, 1993, p.32 ff.

DataSwets, the online service available to customers of **Swets Subscription Service**, can now be accessed via the World Wide Web. Details of the DataSwets functions available can be found at <<http://www.swets.nl>>.

Henry Holt Reference Books is no more, but **Audrey Melkin** <103176.710@compuserve.com> is still at Holt as Director of Library and Educational Marketing, marketing for all adult titles at Holt to libraries and high schools. Holt will still do reference titles but they will be published as part of the adult hardcover and paperback (Owl)

division. **Ken Wright** and **Kevin Ohe** (Associate Publisher and assistant editor, respectively) remain to shepherd current and future reference projects at Holt. Unfortunately one newly hired editor and two of our old pals and friends, **Paula Kakalecik** and **Mary Kay Linge** have been let go.

Lynne Branche Brown <lcb@ybp.com> sends word that **Elizabeth Bloomquist**, formerly head of technical services at the Office of Information Services, **National Institute of Standards and Technology** has joined their staff as a customer service bibliographer. Also joining YBP is **Dana Walker**, who is bringing her expertise as a Continuations Specialist. Dana was previously head of Continuations and Approvals and assistant head of acquisitions at the University of Georgia libraries. YBP has also added some major enhancements to **Gobi**, their interactive bibliographic information World Wide Web service. Among them are: a 'quick order screen' for speedy order entry; duplication alert (which lets the customer know if they are submitting an order for a title they've already ordered); improved accessibility for Macintosh users; and additional reporting options. Further details are available at <<http://www.ybp.com>>.

More on Yankee. **YBP** of Contoocook, NH is partnering with **Louisiana State University** and **Brown University** to explore the potential of shelf-ready extensions to **OCLC's PromptCat** service. YBP inhouse initiatives include shelf-ready support with CIP upgrades and technical processing services. The shelf-ready pilot project will enable YBP to print and apply spine labels generated from OCLC records and will accommodate the transfer of local holdings information from YBP to PromptCat, and into local systems for the generation of item records.

And I KNOW that you have all noticed that **Glen Secor** <GSecor@YBP.com> hasn't been writing **Legally Speaking** lately. He has been busy and tells me that he's had a terrific summer. He taught a course on "Publishing and Multimedia Law" at Franklin Pierce Law Center (Concord, NH) which had him grading papers and final exams. But, Glen, we miss you! Come back!

I am telling you, it's hard to keep up with **N. Bernard "Buzzy" Basch**! In "the biggest step in his professional career," Buzzy has established his own subscription agency, **Basch Subscriptions, Inc.**, 26 Perley St., Concord, NH 03301-3653, phone: 603-225-5109, fax: 603-226-0443. Brought to you from the man who has worked for twenty years in subscription agencies at premier positions, and who teaches the highly successful "Negotiating fees with subscription agents" this is a company to watch! Good luck, Buzzy!

Back in April, we told you that **Gordon Graham**, Editor of **LOGOS**, was planning a special single-theme issue in 1996 on "The book in the United States today." Well, the issue is out and *it is must reading* for those of us in the industry. I mean it! When I try to pick out which article to read first, I am overwhelmed and realize I need to read it all! **Mary R. Somerville**, "The New World of the American Public Library." **Richard Abel**, "The internationalization of the U.S. Book Trade." **Betty Ballantine**, "The paperback conquest of America." **Pieter Bolman**, "Journals face the electronic future." **Hendrik Edelman**, "The American university library: embattled by economics and technology." **Judy Holoviak**, "The mixed blessings of society publishing." **Donald Lamm**, "An independent publisher speaks his mind." And there's more. To get a copy, call **Whurr Publishers, Ltd.** Thomas Slatner & Co., 1127 Kennedy Blvd. (near 12th St.) North Bergen, NJ 07047-1839; phone: 212-865-6662; fax: 865-6977.

And one of the people I didn't mention above was **Sandra Whisler** (U. of Calif Press) who wrote the article "Electronic publishing and the indispensability of publishers." Along with **Arnold Balk** (U. of Ga) Sandra will always have a special place in my heart. They were the first subscribers to *ATG* way back in 1989! So I am especially thrilled to have an article in this issue by **Sandra Whisler** which was adapted from her *LOGOS* article. See this issue, page 62.

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Susan Podrygula (Head of Technical Services and Coordinator for Collection Development, Gordon B. Olson Library, Minot State University, Minot, North Dakota 58707 <podrygul@warps.cs.msu.nodak.edu> writes that she has made her plane reservation and is looking forward to attending the **CC 1996**! Have you made your plane reservation today?

And talk about long time no see! **Joseph C. Andrews** (Head, Collection Development & Acquisitions Department, U. of Central Florida Libraries, P.O. Box 162666, Orlando, FL 32816-2666; voice: 407-823-5442 <jandrews@pegasus.cc.ucf.edu> says they have just hired a new librarian with collection development responsibilities who is coming to the conference too.

Majors Scientific Books has promoted **Patsy Pennington** to Vice President, Customer Operations. Ms. Pennington will be responsible for the customer Service policies and procedures for all branches, in addition to managing the Dallas Book Department.

Remember the interview we did with **Mary Ann Liebert** (Mary Ann Liebert Publishers) (*ATG*, v.7#3, pages 33-36)? I remember it as great fun. Anyway, Mary Ann has emailed **Tony Ferguson** to say that she is willing to try his new proposed fiscal relationship (see "Back Talk," o.94, *ATG*, v.8#3, June 1996). I guess we will be hearing more, right Tony?

Alan D. Sugarman (President, HyperLaw, Inc.) <sugarman@hyper-law.com> <<http://www.hyperlaw.com>> maintains all sorts of interesting information on his homepage. Of especial interest is the information about the **Department of Justice** and the **Thomson** purchase of **West**. You will recall that the DOJ said that Thomson had to divest themselves of some companies before they could purchase West.

Coming up is the **5th National Directory Conference**, October 15-17 in Philadelphia. Keynote speaker is **Dedria Bryfonski**, President/CEO of Gale. For more information, try <simbainfo@simba-net.com>.

The travelin' **Dora Biblarz** (Associate Dean, ASU Libraries, Tempe, AZ 85287-1006; voice: (602) 965-0614; fax: (602) 965-9169; <biblarz@asu.edu> did another one of her fabulous **Richard Abel & Co.** interviews with **Mike Markwith**. The interview is in this issue, see page 34.

I am sure that most of you know that there has been a lot of discussion and activity (letter writing, etc.) lately because of **Senator Orrin Hatch**'s introduction of a bill which would move the copyright office from the **Library of Congress** to the Executive Branch under a new super-agency to be known as the "Commission on Intellectual Property." (Introduced 7/16/96, S. 1961 is the companion bill to HR 3460.) To comment: Sen. Hatch's office voice phone: (202) 224-5251. Fax: (202) 224-6331. Address: Sen. Orrin G. Hatch / 135 Russell Senate Office Building / Washington D.C. 20510-4402. Or to his local office: 8402 Federal Building / Salt Lake City UT 84138.

Corrie Marsh <cmarsh@richmond.infi.net>. I first met her courtesy of **Karen Hitchcock-Mort** when they were at **Old Dominion University**. Now the innovative, creative, and bursting-with-energy Corrie is at **Ovid Technologies** (Southeastern rep) — and — she has arranged a *fabulous* interview with **Mark Nelson**, founder and president, in this issue, see page 29.

You probably all know that **Adrian Alexander** <alexander@faxon.com> is back at **Faxon** after a brief 3-month stint at **Swets**. His newly created job is Senior Manager for Strategic Development, with a focus on the academic library market (including academic

medical libraries). Adrian will keep track of new trends and issues in the marketplace and advise Faxon's executive team on services and strategies that will meet those needs. Sounds like a win/win situation to me. Congrats, Adrian, and keep up the good work!

Is there life after sabbatical? The lucky **Sever Bordenanu** <sbordeia@unm.edu> just got back from one and says he can't believe he ever went away.

And thanks to **Marcia Tuttle** <tuttle@gibbs.oit.unc.edu> (yes! she is speaking at the **1996 Charleston Conference**), I have hooked up again after many years with that man from the Royal Society of Chemistry in England who has "retired" (ha!) to France who goes to Russia every month or so to help them with electronic publishing initiatives. Who is it? **Edwin Shelock** <edwin@turpion.demon.co.uk>!

Speaking of retirement, heard from **Azalee Sain** who retired in July. Azalee sent along a photo of a confab among herself and several people. Sitting on her right was none other than **Robert Maxwell**. Remember that man of old Pergamon Press fame? Anyway, Azalee is coming to the **1996 Charleston Conference** and we need to ask her to tell us all about it.

Recently met the charming and hard-working **Gary Wilson** <103353,3375@compuserve.com> and his father who single-handedly index and make available early SC newspapers through the **ESCN Database Reports** (997 Johnnie Dodds Blvd.#615, Mt. Pleasant, SC 29464). Wow! The research that these two people do to bring us all this historical information!

The **H.W. Wilson Company** has appointed **Deborah Loeding** to the newly created position of Director of Product Management. Reporting directly to Harold Regan, President, Ms. Loeding will manage all corporate product planning and development activities including the proposal of new product ideas, new product budgets, pricing, competitive analysis, and market research. In addition, she will participate with senior management in the strategic planning process with respect to product development. Ms. Loeding has been with the H.W. Wilson Company since 1984 and is a graduate of the U. of Illinois, Urbana, where she received her BA, MA, and MLS.

If you don't know about **Professional Media Service Corp.**'s *In the Groove*, a monthly source guide for the audiovisual librarian, listing "any cassette, compact disc and VHS videocassette or laserdisc available in the U.S. and not a must-order direct," you should. Contact **Professional Media**, 19122 S. Vermont Ave., Gardena, CA 90248, 800-223-7672.

DRA (Data Research Associates, Inc.) has announced that **UCLA** is among the first to purchase their next-generation system, which is currently in the late stages of development and incorporates an object-oriented, client/server design. DRA's next-generation system will replicate many of the functional strengths of **ORION**, the existing locally developed system developed in the 60s. In addition, with DRA, each library can continue to independently track and request resources from a massive regional storage center that houses overflow materials from several U. of California campuses. **ORION** does not have full support for non-Roman character sets as will DRA. UCLA's library has 6.4 million volumes, 25 million manuscripts and more than 90,000 current serials and is ranked among the top five research libraries in North America by the **Association of Research Libraries**. The UCLA Library has been instrumental in encouraging the development of electronic media on campus, taking the lead in the InfoUCLA project to promote the mounting and use of electronic information. WWW: <http://www.ucla.edu>. For more information, contact **Joe Bonwich** <joe@dra.com>.

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Pasco County Libraries System in Florida was one of the first customers to take advantage of DRA's new **Network Consulting** service which is designed to help libraries make networking decisions and plans that are best suited to their needs before investing in new or upgraded networking hardware, software and services. Visit DRA at <http://www.dra.com> for more info.

CARL Corporation has added an exciting new feature to the **CARLweb** graphical Internet search interface <http://www.carl.org/carlweb>. CARL System libraries can now include URLs in the bibliographic record allowing CARLweb to display hot links to other Internet sites, including online periodicals, government and community service homepages, fulltext resources, or any other site that can be accessed on the World Wide Web. The CARLweb recognizes URLs anywhere in the bibliographic record (not just the 856 tag). When the bibliographic record is viewed with any Web browser, the URL appears as a clickable link.

More from CARL. The initial release of **Everybody's Menu Builder**, a new menuing and security software for libraries that helps them organize all of their PC-based information resources (CD-ROM databases, Web Browsers and other third party applications) has been received with significant world-wide approval. Since its debut early this summer, the software has been installed over 500 workstations across 44 sites from the U.S., Canada and Australia in businesses as well as corporate, public, and academic libraries. Everybody's Menu Builder is a **CARL Corporation** product but is ideal for non-CARL libraries as well. For more information, call **Nathan Frick** at 303-758-3030x127 or menu@carl.org. WWW: <http://www.carl.org>.

Well, by the time you read this, **MSNBC** should have gone online — a 24-hour, all-news cable network designed by **Microsoft** and **NBC**. MSNBC was expected to debut in 22.5 million homes and on the World Wide Web in mid July. President Clinton was the first guest of **InterNight**. Visit the MSNBC web site at <http://www.msnbc.com>.

NISO has elected its Board of Directors for 1996—1999. The well-known **Beverly P. Lynch** is the newest board member representing libraries. NISO has also added **Amoco** and **SIRS, Inc.** to the ranks of its voting members. "One of the greatest challenges facing Amoco today is the selection and adoption of global software solutions for data storage that can support our worldwide operations," says **Randy Reddemann** (Amoco's Voting Representative to NISO). "NISO provides an important service to Amoco by facilitating the creation and adoption of common information standards that will enjoy robust international support and help us succeed as an global enterprise." **SIRS, Inc.**, the Knowledge Source, is a 23-year-old educational publisher that serves as a one-stop vendor for library technology. It offers fulltext electronic reference databases, standalone and network computer systems, and the Mandarin micro-computer library automation system to schools, public libraries and colleges worldwide. For more from NISO, contact **Pat Harris** pharris@cni.org.

Bill (the rapper) **Hannay** whannay@counsel.com, his wife Donna, and 3 children recently visited Hilton Head to do lawyer-like things. Meanwhile, Bill had to leave early to go to Hong Kong. But, anyway, the **1996 Charleston Conference** is on his calendar. And he will wake us all up on Friday morning. I told him no one could do it better! Isn't a little law better than a cup of coffee or tea?

On Sunday, July 7, the **ALCTS Creative Ideas in Technical Services Discussion Group** drew nearly 100 participants in a discussion of "Acquisitions/Cataloging Interface." Participants saw some

significant differences between one-time projects of vendor-supplied cataloging and ongoing contracts, among other topics which were discussed. If you want to know more, try **Cynthia M. Coulter**, (Co-chair, ALCTS Creative Ideas in Technical Services Discussion Group), phone: (319) 273-2801; Cynthia.Coulter@UNI.EDU.

A special topic issue of *Serials Review* is scheduled for publication in 1997 on the topic of Innovations in Serials. The guest editor for this special issue will be **Anita Sundaram** asc@UIUC.EDU of the University of Illinois at Urbana-Champaign.

By the time you read this, **Ron Chepesiuk** (Winthrop U.) will be on sabbatical in Bogota, Colombia, BUT he can still be reached at chepesiukr@winthrop.edu.

Marietta Plank mplank@deans.umd.edu, the magnificent, will also be speaking in Charleston 1996 on one of hers (and our) favorite topics — licensing agreements!

Heard recently from **Janet Arcand** (Head of Acquisitions, Iowa State Univ.) JARCAND@gwgate.lib.iastate.edu who had talked to **Pam Rebarcak** (once of South Carolina fame) about the Charleston Conference. Janet says she used to be a serials acquisitions librarian, but now she is in charge of ordering both Serials and Monographs and would like to attend the Charleston Conference. Why don't we seek her out and tell her what we know!

The Web version of **EBSCONET®** is now available. The next release, due in the third quarter of the year, will allow customers to use the system in any of six languages: Spanish, Portuguese, German, French, English, or Italian. EBSCONET requires an account number and password for use. For more info, visit <http://www.ebsco.com>.

Let's see, most of us watched the Olympics on television. But not **Julie Gammon** (Head of Acquisitions, U. of Akron, consultant to U. of Akron Press, and President of NASIG!) R1JAG@VM1.CC.UAK-RON.EDU! She sent in her column (Publisher Bestsellers, see this issue, page 60) and was off!

Recently (at NC Serials Conference) met **William Fietzer** (Serials Cataloging Librarian, J. Murray Atkins Library, UNCC ali00whf@unccvm.uncc.edu). That's where **Amanda Harmon** and **Tia Gozzi** work so you know he must be a-ok! Anyway, Bill is working on an article on freenets for **ATG**. Hope we will have it in November.

Heard from **Guy H. McMullen** (Manager, On-Line Services, Brodart) mcmullen@brodart.com <http://www.bro-dart.com> who was glad to read "Have You Heard" (**ATG**, June 1996, Doc Aquis, p.88). Great news. Speaking of which, **Mary McLaren** and **Barbara Hale**, the creators and editors of this column, have asked for a "sabbatical" since they will be moving to a new library at U. of Kentucky next summer. Is there anyone out there who wants to take Doc Aquis over for a year?

And the smiling and dapper **Dan Halloran** (Academic Book Center) danh@acbc.com was telling me that I screwed up in the June issue of **ATG** (v.8##, p.8). **Lucia Tsui** is at Hong Kong Technological University, not the University of Hong Kong. Whoops!

Freek (rhymes with "rake") **Lankhoff** (IBD & EJ Brill) lankhof@aol.com was telling me that he met up with **Kenneth Soehner** metart3@metgate.metro.org because of *Against the Grain*! Actually, it was re-met up. Turns out that Freek and Kenneth once worked together at the **Doubleday Book Store** on Fifth Avenue in New York! Pretty cool. In this life, Kenneth is Acting Chief Librarian at the Metropolitan Museum of Art Watson Library. And Freek is President of IBD.

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It's true. **Charles Germain** (the grandfather) (Publishers Communication Group) has gotten married. It happened one Saturday in July and was attended by his son from France, his son from Brazil, his mother from Paris, and others. Congratulations, Charles!

CAUSE and the **Coalition for Networked Information** give frequent seminars. For descriptions of sessions and seminars and online registration, visit the **CAUSE Web**: <<http://cause-www.colorado.edu/>> or contact the **CAUSE registrar**: conf@cause.colorado.edu, 303-939-0315. This information is supplied by **Steven W. Gilbert**, Director, Technology Projects American Association for Higher Education (AAHE) <GILBERT@CLARK.NET> <<http://www.ido.gmu.edu/aahe/Welcome.html>>.

Okay. Here is more on **Leigh Watson Healy**. Email: <leighwh@concentric.net> and she will be at the **1996 Charleston Conference!** See this issue (page 69-70) for the registration form and you (yes, you!) sign up to come too!

And **Freddie Bush Siler** (University Library and Learning Resources Center, Alabama State University Library, Montgomery <fsiler@asunet.alasu.edu> hopefully will come too!

To all of you who have tried to call me and gotten no answer, I apologize. First, I have been on vacation. Second, my answering machine has died. If you know me, you no doubt know my answering machine. We have been together a long time — I was figuring it out — about 11 years. Well, this is to announce the demise of my answering machine. May it RIP. A new answering machine is on the horizon and will hopefully be in place when you read this.

Remember **Charles Wittenberg** <wittenbe@bnamf.blackwell.com>? The man who used to wear the crazy watches? Well, he was recently cited in *Against the Grain*, this issue, see page 22.

Heard from **Phil Dankert** (Collection Development Librarian, Cornell School of Industrial & Labor Relations) <prd2@cornell.edu> the other day. He was alerting me to an article in the *Chronicle of Higher Education* (July 5) about "Checking the Fine Print on Super-highway Licenses." **Ann Okerson** (Yale) was pictured and Phil has written up for this issue, see page 72. Thanks, Phil.

I spoke with **Don Jaeger** just as he was getting ready to swing through **IFLA** in China on his way to his son Bryan's hockey match. Read his interview, this issue, page 32.

And speaking of early subscribers to **ATG**, another of the first was **Joe Barker**. I remember Joe at the early **Charleston Conferences** with his incisive papers and comments. Well, Joe recently received the **Acquisitions Section Leadership in Library Acquisitions Award**. This carries a \$1,500 grant donated by **Harrassowitz** and recognizes significant contributions by and outstanding leadership of an individual in the field of library acquisitions. Hear, hear! Congratulations, Joe!

More awards. These courtesy of **AN2**, **ALCTS NETWORK NEWS**, an electronic publication of the Association for Library Collections & Technical Services (v. 12, no. 3, July 18, 1996). **Samuel G. Demas**, **Peter McDonald** and **Gregory W. Lawrence** were honored for their article "Internet and Collection Development: Mainstreaming Selection of Internet Resources," in *Library Resources & Technical Services*, 39 (July 1995). They designated the **Indiana University School of Library and Information Science** for the \$2,000 **Blackwell North America** scholarship.

Even more. **Jean Hiron** (Library of Congress) received the **Bowker/Ulrich's Serials Librarianship Award** and \$1,500 donated by the R. R. Bowker Company for distinguished contributions to serials librarianship.

And as acting **CONSER** Coordinator, **Jean Hiron** <jhir@loc.gov>

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has sent out CONSER's "interim compromise" on the issue of how to catalog remote access versions of printed journals. CONSER has developed an approach that will retain the integrity of the record on national databases, while allowing for a "one-record" option that can be applied locally. The compromise allows CONSER catalogers to provide access to the online version through the paper record without separately cataloging the online version, only noting its existence. The policy is available on the CONSER homepage at <http://lcweb.loc.gov/acq/conser/homepage.htm>.

And **Sarah Vickery** <svickery@max1.au.af.mil> has been promoted to Head of Technical Services at Maxwell Air Force Base Library. Congratulations, Sarah!

I try to read a lot of stuff, but I don't read probably one-tenth of what I would like to. However, there is one newsletter which I love to read when I have a chance. *Copy Editor, the national newsletter for professional copy editors*. It may sound boring, but it's not and it is loaded with incredible information in just eight pages. In fact, I was just reading in the August/September issue (p.2) about the **Jane Austen** descendant problem which y'all caught me on in your letters, see this issue, p. 7.

Ovid Technologies and the **Institution of Electrical Engineers** (IEE) have reached an agreement in principle to offer site licensing of the INSPEC database loaded locally on hard disc, or accessed remotely via the Internet for a fixed annual subscription rate. The new offering, which includes Ovid's search software, will provide platform-independent, organization-wide access to the INSPEC database. The site license product complements Ovid's pay-as-you-go implementation of INSPEC, which is currently available via **Ovid Online**. For more information contact Michele Day <m.day@ieee.org>.

Jim Ulsamer, President of **Baker & Taylor Books**, has recently announced five promotions — **Martin P. Keeley**, Senior Vice President, Sales & Marketing; **Pamela R. Smith**, Vice President, Customer Relations; **Frank W. Daly**, Vice President Business Development; **Susan Frost**, Director, Marketing Services; and **N. Jo Sims**, Director, Sales Administration. "For the past two years, we have focused our energies on our internal operations including the automation of our warehouse and order processing systems, and customer service functions," said Ulsamer. "With stable infrastructure and dramatically improved service capabilities now in place, we are directing our efforts toward aggressively growing the business. The experience and extensive knowledge these individuals bring to their respective positions is very positive for Baker & Taylor and the customers we serve." For more info, try <btinfo@baker-taylor.e-mail.com>. WWW: <<http://www.baker-taylor.com>>.

The more things change, the more telephone numbers and email addresses do *not* remain the same. **Jim Rettig** (Assistant Dean of University Libraries for Reference and Information Services, College of William and Mary, Swem Library) has changed both. <jrettig@mail.swem.wm.edu> phone: 757/221-3058; fax: 757/221-2635. And have you visited "Rettig on Reference" <<http://www.hwwilson.com/retintro.html>>?

The hard charger **Tim Turner** is now working at **Information Access**. What a lucky group they are!

Richard Brumley is alive and well and living at <brumleyr@cc-mail.orst.edu>

Dan Haverkamp (Regional Sales Manager, Primary Source Media) has resigned his position effective June 15. Effective June 24, Don will be Territory Sales Manager for **IHS Environmental Information, Inc.** of Exton, PA. In that position, Dan will manage sales of EPA and OSHA information to the private and government sectors.

Don Riggs (Dean, University of Michigan Library) recently participated in a London conference which included a small group of

academic librarians from the United States and the UK. Under discussion was "building a binational academic library between the two countries" which would "advance joint collection development endeavors, digital library initiatives and various networked services."

This is from the <pub-adv> listserv and was sent by **Jamie McClelland** (Libraries for the Future, 800-542-1918 <jamie@inch.com>. **Libraries for the Future** has been working on a project called "Local Places, Global Connections," which is documenting the community impact of public libraries offering access to technology, including the Internet. Visit the Libraries for the Future web site <<http://www.inch.com/~lff>> in the Technology section. Included are six in-depth profiles of library technology programs from around the country and their impact on the communities they serve. In addition, they have an annotated resource list of paragraphs describing nearly 200 such programs.

Looking towards the future of electronic commerce, the **Association of American Publishers** (AAP), Reed Reference Publishing's **R.R. Bowker**, the **National Association of College Stores** (NACS) and the **American Booksellers Association** (ABA) announced their intent to form an unprecedented joint venture partnership at the ABA annual convention in June. Through their new joint venture, these key industry players plan to reinvent **PUBNET**, AAP's ten-year-old electronic bookstore order fulfillment system. The aim is to provide lower cost fulfillment solutions and increased ordering capabilities to publishers, with enhanced information and communications functionality to booksellers. For further info, contact Maureen Adamson, 908-665-2856, <madamson@reedref.com>

Peter Stevens (U. Washington) <stevens@u.washington.edu> is still hard at work on maintaining splendid links to Acquisitions Dept. Web Sites! His acquisitions web address is <<http://staffweb.lib.washington.edu/acq/>>. **Anna Belle Leiserson** (Vanderbilt Law) <leiserson@library.vanderbilt.edu> is also hard at work on **AcqWeb**! And this doesn't count **Eleanor Cook** with **Acqnet** and all of the other people that are working to put order in the chaotic Internet world we know and love. Thanks to all of you from all of us out here in the trenches!

Martin Brooks, Senior Vice President of Electronic Publishing and Business Manager, Bibliographic Publishing is leaving Reed Reference Publishing to pursue opportunities in which he has a personal equity interest. He will continue to support RRP Electronic Publishing development activities as a consultant during a transition period. Brooks joined RRP in 1986 to develop the company's first CD-ROM product, **Books in Print Plus**. Brooks' developmental responsibilities will be assumed by **Glenn Kessler**, Vice President of Software Development and **Maureen Adamson**, Vice President of Electronic Publishing New Business Development.

NlightN, a unique knowledge access service available on the World Wide Web, has announced an agreement with **Infotrieve**, a document delivery service. NlightN provides a powerful finding tool, designed to locate information stored in hundreds of public and private databases and reference sources worldwide. Infotrieve will supply fulltext articles from the medical field. WWW: <<http://www.nlightn.com>> <<http://www.infotrieve.com>>.

OhioLINK, the state consortium of academic libraries and the State Library of Ohio, is directing researchers, faculty, professionals, and students to go online to do their research. The 35-member institutions of OhioLINK authorized a three-year agreement with **Academic Press** to access the publisher's complete collection of research journals via the World Wide Web. OhioLINK is the first US consortium to subscribe to Academic Press' **IDEAL**, the International Digital Electronic Access Library. In January, 1996, Academic Press mounted the fulltext of its 175 primary research journals onto IDEAL. Through APPEAL (Academic Press Print and Electronic Access License) authorized users from licensed library consortia may view, search, print, and download complete articles. **Ideal** is located at

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Profiles Encouraged:

Chuck Hamaker

Born: Mattoon, Illinois (Coles County) at Mattoon Memorial Hospital. Delivered by a red-headed nurse who I worked with 18 years later when I was an orderly.

Education: I lived in Mattoon until I graduated from high school and went off to college in 1964. Served as a Mormon Missionary in Peru and Ecuador (1967-69). Then I came back in 1969 to finish my degree (BS, Education) at Eastern Illinois University. I got my library degree in 1972 from Brigham Young University.

Current residence: Baton Rouge, LA.

Family: I have two brothers and 1 sister. My companion Mark and I have raised a son Jeremiah who started college at LSU this fall.

Why I became a librarian: Didn't have the money to get my PhD in English.

Current position: AUL for Collection Development, LSU Libraries.

Fun as a child: I read books all summer long and fished (though I never caught anything.)

Favorite pastimes: I read a lot and respond to Mormon feminist listservs. Am now reading *Clandestine Marriage in England, 1500-1850* by R.B. Outhwaite which I found on the new book shelf at the library. I also like detective and science fiction too.

Proudest accomplishment: Participating in the building of the Utopian Literature Collection at the U. of Missouri, St. Louis. Lyman Tower Sargent created the standard bibliography which went beyond Thomas More to science fiction and fantasy. The literature goes back a long way, and it was a low cost collecting area.

Pet peeve: People who say things in the library world without doing their homework. Pontificating.

Best piece of advice: Don't let the — get you down.

Book Reviews

Column Editor: **Tom Leonhardt** (U. of Oklahoma Libraries)
<tleonhardt@libsys2.lib.uoknor.edu>

Please send books for review to the address below OR if you are interested in reviewing any of the titles below, please contact: Thomas W. Leonhardt, PO Box 3042, Norman, OK 73070-3042; phone: (405) 325-2458; fax: (405) 325-1893. <tleonhardt@libsys2.lib.uoknor.edu>

Nat Bodian. *The Joy of Publishing*. Fairfield, Iowa: Open Horizons: 1996. 239 pp; 0912411473; \$29.95. <openhorizons@bookmarket.com>

Reviewed by **William K. Finley** (Head, Special Collections, College of Charleston Libraries)

What was the first book ever prepared on a typewriter? What book took the longest to complete? How did a Nescafe ad become a bestseller? When did the first cookbook appear? What bestseller is best known by its title's initials? What was the "Fog Index"?

These and hundreds of other questions about book and publishing lore are answered in Nat Bodian's enticing compendium *The Joy of Publishing* (Open Horizons: 1996). As Bodian states in his preface, this book is the product of "a lifetime love affair with books and the people involved in writing, creating, publishing, and circulating them."

Covering all aspects of writing, publishing, and book selling, this book about books alternates anecdotes with facts about the great and the not-so-great, the known and the unknown, the mainstream and the curious or bizarre. Among the more than 300 diverse topics in 11 chapters (each with a different focus) are Clifford Irving's forgery of Howard Hughes' biography; the work habits of authors such as Fitzgerald, Michener, and P. G. Wodehouse; the publishing histories of *Gone With the Wind*, *Animal Farm*, *The Guinness Book of World Records*, the *Chicago Manual of Style*, Emily Post's *Etiquette*, and other luminary works; the origins of paperback publishing, the dime novel, university presses, and *Who's Who*; and writers' philosophies (Faulkner: "If a writer has to rob his mother he will not hesitate; *The Ode on a Grecian Urn* is worth any number of old ladies").

Most lovers of literature will enjoy sections devoted to the most popular words for book titles, famous banned books, or shortest book titles — even if they are mere lists. We learn from Bodian that Barry Goldwater never wrote the work for which he is most famous (*The Conscience of a Conservative*) and that the first true American novel (*The Power of Sympathy*) was written not by William Hill Brown but by a neighboring woman!

Although some of the entries seem trivial (the tallest author to be #1 on the *New York Times* bestseller list) or generally known (how Francis Scott Fitzgerald got his name), the stories, anecdotes and curious facts about books are for the most part witty, amusing, or amazing. Some of the information is repetitious or outdated and the index could use revamping, but these are minor flaws in a book that has something for every book lover.

Bodian, the author of thirteen books on publishing or marketing and a former marketing manager for John Wiley, Baker and Taylor, and Hayden Books, has culled his collection from a wide realm of sources (the bibliography lists 120 titles) and offers the reader a combination of reference and amusement, a delightful stroll in booklore through the ages. No entry is more than two pages long, making this the perfect work to pick up in brief snippets. *The Joy of Publishing* is accurately depicted in Bodian's own words, "a celebration of the book."

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<<http://www.idealibrary.com> and the OhioLINK consortium's homepage can be found at <<http://ohiolink.edu>>.

And also from OhioLINK. ISI (The Institute for Scientific Information) and OhioLINK have announced the first major implementation of statewide lease of SciSearch®, Social SciSearch®, and Arts & Humanities Search Citation® databases. OhioLINK users will be able to access the files via a World Wide Web browser interface designed by ISI. OhioLINK campuses will be able to access the ISI Citation Databases beginning this fall.

Wright State University will serve as the central site and will mount the data on a DEC AlphaServer.

More — ISI has selected Professor Charles Oppenheim, International Institute for Electronic Library Research, DeMontfort University, UK, as the 1996 ISI Research Grant recipient. ISI will award Professor Oppenheim a grant in the amount of \$3,000 for his research proposal, which involves corroborating the value of various types of citation analyses in research assessment activities.

The University of Kansas (KU) Libraries have signed a contract with VTLS Inc. for the

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Test Driving CD-ROMs from page 46

screen shows the quotation along with the author's or speaker's full name and dates, nationality, and occupation, if known. It also provides as full a report of its source as possible to identify precisely when and where it was written or said. In the case of a line from the movies, it also shows the names of the character, the actor, the director, and the screenwriter for further verification, if necessary. The citation may also include an informative comment by the person who selected the quotation.

The **Columbia World of Quotations** offers an indispensable tool for those who need to use or verify quotations. It can help to verify: the exact wording of a particular quotation (e.g. "Play it, Sam" from *Casablanca* — not "Play it again, Sam," the title of a Woody Allen movie, who said or wrote something in the title of the work in which it appears, where in the work it appears, the date of the quotation (e.g.

when did George Bush say, "Read my lips: No new taxes"? — on August 18, 1988 in his acceptance speech. The **Columbia World of Quotations** also includes a couple of rare features. First, it supports reverse truncation as well as forward truncation. Second, the price covers unlimited user access over a network within one building.

System Requirements: DOS: IBM or compatible 486 or better computer, 500 K of conventional RAM, MS-DOS 6.2 or later using smartdrv.exe configured to cache the CD-ROM drive, MSCDEX 2.0 or later, CD-ROM drive. Windows: IBM or compatible 486 or better computer, 8 MB of RAM, Microsoft Windows 3.1, 12 MB of RAM, MS-DOS 6.2 or later using smartdrv.exe configured to cache the CD-ROM drive, MSCDEX 2.0 or later, CD-ROM drive. Macintosh: Macintosh 68030 or better, 8 MB of RAM, CD-ROM drive. Cost: \$350

Publisher: **Columbia University Press**, 562 West 113th St., New York, NY 10025, 1-800-767-7843.

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purchase of **Virtua**, a third-generation automated library management system. The KU Libraries in Lawrence will implement Virtua in the eight libraries on the Lawrence campus, including the KU School of Law Library and the Kenneth Spencer Research Library. The KU Medical Center will also install Virtua in two libraries located on the main Medical Center campus in Kansas City and a third at its branch in Wichita. Currently the KU Libraries in Lawrence use a locally-designed and developed mainframe-based system and the **Innovative Interfaces INNOVACQ** system. KU plans to install Virtua on the DEC AlphaServer platform running under Digital UNIX and the Oracle Relational Database Management System with a 512-user level license. KU is also replacing all terminals and older workstations in the Lawrence campus libraries with Pentium workstations running under Windows95™.

Don't forget — to find out the latest legislative trends affecting libraries and the ALA's stance on these issues, direct your web browser or gopher to: <gopher://gopher.ala.org:70/11/alagophwashoff> (Washington Office), or <gopher://ala1.ala.org:70/11/alagophwashoff/alagophwashoffitp> (Office for Information Technology Policy). Another way to access this information is to locate the **ALA homepage** <<http://www.ala.org/>> and choose "Offices" and then either "Washington Office" or "Office for Information Technology Policy," where you can access the gopher menus. And further from ALA, there is now an **ALA Council listserv** which gives access to documents of ALA Council. If you are interested in being a "fly on the wall," that is looking but not participating in the discussion, send email to <lgregory@ala.org>

Got an email message from **Jill Long** <JVLlong@rocky.clare-mont.edu> who had seen the table of contents of the June issue of **ATG** on **Acqnet** and wanted to know where the URL was that she could read the fulltext!

Pretty interesting. How many of you would use the fulltext to **ATG** online and why? Let me know at <strauchk@cofc.edu>

The **National Information Standards Organization (NISO)**, the leading developer of technical standards for publishers, information services, and libraries, has launched a home page on the World Wide Web <<http://www.niso.org>>.

And moving right along, The **U.S. National Commission on Libraries and Information Science (NCLIS)** opened its home page and site on the World Wide Web at <<http://www.nclis.gov>>.

It's now uncommon to see PCs on the market without CD-ROM drives. This is just one of the reasons we are excited to have information from **Keith Renwick** <K.Renwick@umist.ac.uk> about CD-ROM technology acceptance and acquisition in his area of the UK. See this issue, page 81.

BettyAnn Evans (Creighton University, Technical Services Dept., Acquisitions) <baevans@creighton.edu> wants to subscribe to *Against the Grain*. Spread *Against the Grain's* word! We love you and new subscribers, too! (Hey, there's a rhyme in there somewhere ...)

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CORRECTION

Hey, y'all. I screwed up. Okay, so don't show any surprise. Anyway, this is serious. In the last issue (**ATG**, v.8# 3, June 1996, p.67), I ran the last two paragraphs on the page **in error**. These two paragraphs did **not** go with poor **Becky Garcia's** wonderful "Interop" conference write up. Those two paragraphs went with **Nancy Dennis's** NMLA conference write up which is in this issue, page 64. I was trying to cut and I pasted instead. Oops! Excuse me. And I apologize to Becky, Nancy, and all of you. How about, instead of three lashes with a wet noodle, I promise three encounters with the wrong ISSN?