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Pay-Per-View: Alternative or a Necessity in Today's Economy

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Against the Grain

"Linking Publishers, Vendors and Librarians"

Pay-Per-View: Alternative or a Necessity in Today's Economy

by **Beth R. Bernhardt** (Electronic Resources Librarian, Jackson Library, University of North Carolina at Greensboro, P. O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <beth.bernhardt@uncg.edu>

Wow, looking back I can't believe my first talk on pay-per-view was back at the **Charleston Conference** in 2002. Back then, **UNC Greensboro** was one of the first schools to set up pay-per-view to provide access to articles from unsubscribed journals. We implemented pay-per-view because budget problems forced us to cancel high cost, low use science journals, and we needed an affordable alternative that allowed our active research faculty to have immediate access to those titles. Today's budget cuts are forcing many schools into the same situation **UNCG** faced earlier in the decade, and librarians thinking more about purchasing just in time articles for patrons instead of subscribing to the journal.

To start this issue we have an article written by **Patrick L. Carr**, "**Forcing the Moment to Its Crisis: Thoughts on Pay-Per-View and the Perpetual Access Ideal**." This article gives a great overall introduction to pay-per-view and why libraries are considering whether to leave the ideal of perpetual access for pay-per-view instead. He discusses why libraries are choosing this access model and the pros and cons for going this route. He concludes with a discussion on whether libraries should leave the perpetual access ideal for the access to an abundance of information.

Our next article "**Getting our Feet Wet: One Library's Experience with Transactional Access**" by **Ryan Weir** and **Ashley Ireland** examines why **Murray State** decided to

try a pay-per-option for their faculty. They discuss how a cut in their serials budget and lack of communication with departments on campus back in 2005 caused a public relations problem between the library and the faculty. To help fix this problem they researched several pay-per-view options and worked with the faculty to implement it across campus. This program has been successful and the librarians at **Murray State** want to encourage all publishers and vendors to provide more pay-per-view options in the future.

"**Pay-Per-Use Article Delivery at the University of Wisconsin-Stevens Point**" by

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If Rumors Were Horses

Happy New Year! Whew! What a whirlwind the past two months have been! This issue of **Rumors** is a mix of news that is exciting as well as bittersweet.

Yes! There was the **29th Charleston Conference** where, despite the economy, we had 1029 registered attendees! Hooray! Many of the papers and powerpoints are loaded on the **Conference Website**! Can you believe that next year will be our 30th!? Put these dates on your calendar immediately. **Wednesday, November 3 through Saturday, November 6, 2010**. Make reservations at the **Francis Marion hotel** now!

www.katina.info/conference

Moving right along, there are several big news items. The biggest **Rumor** this time

for those of us in the book business is the sale of **Blackwell Book Services (BNA US)** to **YBP/Baker & Taylor**. **Baker & Taylor Inc.** has acquired **Blackwell Book Services North America (BNA)** and **Blackwell's** Australia-based **James Bennett Bookseller**. Also as part of the deal, **Blackwell U.K.** will acquire **Baker & Taylor's Lindsay and Croft** business in the U.K. In addition to the acquisitions, **Baker & Taylor's YBP Library Services** and **Blackwell U.K.** have entered into a strategic sourcing agreement under which **YBP**

Library Services will source all U.K.-published academic material from **Blackwell U.K.**, and **Blackwell U.K.** will source all U.S.-published academic material from **YBP Library Services**. With this acquisition, **Baker & Taylor's YBP Library Services** will continue to offer the collection development and workflow

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exclusively for the field of library and information science. The “**Max Niemeyer**” brand will be integrated into **De Gruyter**, with the name only continuing in selected publications. In addition to the new logo, a program is being implemented to bring the cover designs for the various works published by **De Gruyter**, including periodicals and the user interfaces for e-products, in line with the new image. **De Gruyter’s** newly designed Website (www.degruyter.com) launched December 1, 2009, and publicity material such as brochures and catalogs will also be revised. **Dr. Sven Fund** is **De Gruyter’s** CEO. In 1919, the publisher **Walter de Gruyter** forged a major academic publishing-house from the five individual publishers of **G. J. Göschen, I. Guttentag, Georg Reimer, Karl I. Trübner** and **Veit & Comp.**, with its oldest component, **Georg Reimer**, having been established on October 29, 1749. **De Gruyter**, still an independent family firm today, is committed to its long tradition of academic excellence in all disciplines. Did you see or meet the creative **Mary Marshall** (Sales Director, Consultant at **de Gruyter**) in **Charleston** in November?

www.degruyter.com

One person I didn’t see in **Charleston** was **Jesse Holden** <Jesse.Holden@millersville.edu>. He had planned to come with his son and then couldn’t! I understand that his completed book manuscript “**Acquisitions in the New Information Universe**” has been submitted to **Neal-Schuman**. The production timeline anticipates a publication date of late February. Congrats, **Jesse**! And, y’all, be sure and read **Jesse’s Acquisitions Archaeology** column and his profile, this issue, p.77-79.

www.neal-schuman.com/bdetail.php?isbn=9781555706968

This is such a crazy time of year. So much is going on! First there’s the **Charleston Conference** and then **Thanksgiving** and then the **Christmas/Hanakuh/ Kawazaa/etc. holiday**! Gosh! I want to talk about so many

against the grain people profile

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BORN & LIVED: I was born and raised in the rural area northeast of Louisville, Kentucky.

PROFESSIONAL CAREER AND ACTIVITIES: I will soon begin my third year of employment at **Murray State University**, my first professional position.

IN MY SPARE TIME: I enjoy watching both good and bad movies, and critiquing each.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: In five years, I believe the publishing industry will still be grappling with new sales and marketing models. 🐼

of the people I saw in **Charleston**! Hard to keep the memories straight.

The energetic and bouncy **Cris Ferguson** (Furman Electronic Resources/Serials Librarian) <cris.ferguson@furman.edu> and her husband **John Larkin** are expecting another baby in May. She says that she and **John** are looking forward to the arrival but they are not sure that **Cullen**, their son, knows what’s going on yet!

The 2009 **Vicky Speck/ABC-CLIO Leadership Award** went to the wonderfully creative and efficient **Heather Miller**, Associate Director, Library Systems and Technical Services at **SUNY Albany University Library**. The award was announced at the **Charleston Conference** during the morning plenary session on Thursday, November 5. **Heather’s** steady hand has guided the Conference since it started oh so many – 29 – years ago! Thank you, **Heather**!

And **Heather** praised **The Charleston Conference Observatory Project** which was run by **CIBER** and Professor **David Nicholas** (Director of the Department of Information

Studies, UCL Centre for Publishing and CIBER research group), **Ian Rowlands**, **ebrary**, **YBP**, and **The Charleston Conference**. Says **Heather**: “The **Charleston Observatory** is one of the best things to come out of the **Charleston Conference**...”

Speaking of **The CIBER Global Library Survey**, **CIBER** has just announced the availability of the final report which details trends, challenges, and best practices. To receive a free copy of the report, visit www.ebrary.com/corp/inforequest/survey2009.jsp.

And **Dr. Allen McKiel**, Dean of Library and Media Services at **Western Oregon University**, will lead an interactive presentation of the final results at **ALA Midwinter** on Saturday, January 16, 2010, from 10:30am to 12pm at the Boston Park Plaza (Whittier Room) in Boston, MA. All are invited to discuss what the findings mean for libraries as well as possible responses and solutions. www.ebrary.com/corp/inforequest/alamw10survey.jsp.

Did you attend **Boe Horton’s** presentation in **Charleston in 2009** on his research on
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Mindy King and **Aaron Nichols** is another good article about how a library decides to provide this type of access. The article explains how they targeted high cost, low use journals and switched them over to the pay-per-view model. They also surveyed users and found that they valued the speed of delivery for pay-per-view over using print journals or interlibrary loan. Their pay-per-view program has been successful in providing access to more journal content in a timely manner.

The last article is written by **Douglas LaFrenier** of **American Institute of Physics**. Back in 2002 I approached **Doug** and asked

him if **AIP** would be willing to provide **UNC Greensboro** with pay-per-view access to his journals. The reason was that our physics program had gone from a Master’s degree to a four-year degree so we didn’t need to subscribe to all the **AIP** journals anymore but we still wanted to provide our faculty with access. I remember telling him “we have to cut your journals so wouldn’t you rather get some money from us than none at all?” **Doug** said “yes,” and we entered into a beta test with **AIP** and today **AIP** provides pay-per-view for all types of customers. In his article “**Pay-Per-View at the American Institute of Physics**” **Doug** talks about how **AIP** first started with credit card transactions and then started an article bundle program through deposit accounts. He also mentions how allowing **Google** to

crawl their information has made their content more prominent and doubled their article sales. **Doug** also mentions that there is another pay-per-view company that has started a 24 hour rental service for articles called **Deep Dyve**. Everyone needs to keep an eye on this company because it could be a significant player in research in the future.

As you will see from these articles, pay-per-view is something that is needed in today’s economy for all types of libraries and publishers. Since 2001 **UNC Greensboro** has been a strong supporter of pay-per-view and we will continue to advocate that more publishers and vendors provide this type of alternative access to their content. 🐼