December 2009

If Rumors Were Horses

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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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From Your (dog loving) Editor:

We have a wonderful Jack Russell terrier named **Cleo**. We got her when my daughter was quite young. Back in those days, **Cleo** was into everything. She wouldn't go to sleep unless we were all in bed, she guarded the house and sounded ferocious if anyone had the audacity to come to the door, she loved running outside and avoiding the authorities. But, alas, time has taken its toll on **Cleo** who will be 15 in August. She no longer jumps up and guards the house. She has cataracts and the only thing that will get her moving is dinnertime. Anyway, **Cleo** is why I broke my ankle recently. She has to be carried everywhere especially up and down stairs. And I was carrying her down stairs which I didn't know were wet. Oops! I slipped. Thought it was just a sprain, but no sir. It was a big break!

Still, as always, your loyal **ATG** crew plugged along. And what a great issue we have produced! **Beth Bernhardt** has collected articles on "pay-per-view," a new purchasing model that we are all exploring. Articles are by **Patrick Carr**, **Ryan Weir** and **Ashley Ireland**, **Mindy King** and **Aaron Nichols**, and **Douglas LeFrenier**. We have an **Under the Hood** about **Xan's** sabbatical in Europe, two items (an **Op Ed** and a **Group Therapy**) regarding the *Arming America* book problem. Interviews are with **Lotfi Belkhir**, **George Machovec**, and **Mark Kendall**, People Profiles from **Ashley Ireland**, **Ryan Weir**, **Mindy King**, **Aaron Nichols**, **Doug**

LaFrenier, and **Jesse Holden**, a Publisher's Profile from **World Scientific**, a discussion of legal implications of reference books for publishers and consumers, a discussion about the **Google Book Settlement 2.0**, reports from the **2008 Charleston Conference** and, of course, much, much more!

OOPS! **Cleo** wants to come upstairs! I have to figure out how to get her up here if my husband is not around. I am now exploring baby backpacks and carriers. Beats falling down the stairs, right?

Happy 2010 to you all! Thanks!

Love, Yr. Ed. 🐕

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

Re "The Case for Saying Less," I earned my MLS in 1984 at the ripe old age of 43. Since then my membership in **ALA** has been an on-again/off-again adventure. I have long believed that **ALA** tends on occasion to wander from its mission of focusing on library-related issues. The action that **Steve McKinzie** addressed in his article is one of those times. Unfortunately, I was unaware of the letters sent to **Congress** or that would have given me an occasion to, once again, consider canceling my membership or at least express my disapproval to **ALA**.

Of course, changes in health care *are* important to me as I approach the age of Medicare and begin to think about the days when my work as a full-time librarian may draw to a close. I do attempt to self-educate on this and multiple other issues but that is personal not professional. For me, **ALA** is in the professional realm and healthcare is in the personal framework.

I do not look to **ALA** to offer me input on this personal issue. Similarly, discussions of military and other non-library topics should not be on **ALA's** agenda.

Thank you to **Steve** for taking the time to address this aspect of **ALA** activity and to you for publishing it. I expect there are other **ALA** members who share these thoughts.

Thanks, **June Strojny** 🐦

Rumors from page 1

services — print and electronic approval plans, firm and rush orders, continuations and technical services. Additional services that were previously unique to one provider, such as **Blackwell's Table of Contents Catalog Enrichment Service** or **YBP Library Services' GOBI3 bibliographic service**, will soon be offered to all customers. **ATG NewsChannel** days after the sale was announced. The interview is still up on our Website and is also printed in this issue, p.40.

www.blackwell.com/

www.against-the-grain.com/

According to the **Portland Business Journal** (Tuesday, December 8), **Baker & Taylor, Inc.**, is closing the Lake Oswego offices of **Blackwell North America** and laying off 139 workers. The first round of layoffs will begin February 7 and there will be another round a month later. Meanwhile, the Lake Oswego office will remain open for a year as the transition takes place.

www.bizjournals.com/portland/stories/2009/12/07/daily17.html

The sale of **Blackwell North America** to **YBP** is a startling event for many of us. **Bob Nardini** expresses it eloquently as usual in his column in this issue, p.73. And watch these pages for more coverage of this historic event. I understand that our long-time friends **John Laraway** and **David Swords** will be either retiring or looking for other employment.

The upbeat **Robin Champieux** <robin.champieux@eblib.com> has been named **Vice President of Business Development** at **EBL – Ebook library**. **Robin** will be leading **EBLs** presence in North America, working closely with academic libraries and vendor partners. She says she is ecstatic about the work she'll be doing, especially the opportunity to explore, contribute to, and study the outcomes of

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AGAINST THE GRAIN DEADLINES VOLUME 22 — 2010

2010 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, PLA	Feb 2010	01/04/10	01/18/10
MLA, SLA, Book Expo	April 2010	02/10/10	02/26/10
ALA Annual	June 2010	03/24/10	04/12/10
Reference Publishing	September 2010	06/30/10	07/21/10
Charleston Conference	November 2010	08/11/10	09/01/10
ALA Midwinter	Dec. 2010/Jan. 2011	10/30/10	11/10/10

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🐦

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

Ashley Ireland

Assistant Professor/Reference Librarian & Liaison to the College of Science, Engineering & Technology, Murray State University
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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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Pay-Per-View: Alternative or ... from page 1

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. 🐼

Rumors
from page 10

Chinese Scholars? Just learned that ProQuest plans to expand its presence in East Asia and has appointed the magnificent Boe to lead the effort. Boe Horton has been named Senior Vice President and Managing Director, East Asia Pacific, and will relocate to Hong Kong during 2010. Mr. Horton will develop ProQuest's East Asia Pacific strategy, leading sales and operations for the region. He will also be responsible for establishing joint ventures, partnerships, and licensing agreements, as well as identifying new digital products and services for both Asian and Western markets. Boe's research is in addition to his role leading ProQuest's Research Solutions Group — composed of Serials Solutions, RefWorks-COS and Dissertations. Prior to this role, Mr. Horton headed strategy and integration during the merger of ProQuest Information and Learning and CSA. He is also former Chief Operating Officer and General Manager for both CSA and Bowker.

www.proquest.com/

Speaking of ProQuest, had lots of fun and enlightenment talking to Rod Gauvin, Senior Vice President, ProQuest during the 2009 Charleston Conference. ProQuest was the main Gala Conference Reception Sponsor and as we all remember much fun was had by all (weren't the shrimp and grits awesome!). Anyway, Rod and ProQuest continue to expand the famous ProQuest Historical Newspapers.

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against the grain people profile

Mindy King

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BORN AND LIVED: Born in St. Louis Park (suburb of Minneapolis/St. Paul). Grew up on the "Iron Range" in Northern Minnesota.

EARLY LIFE: Grew up on a lake so spent most of my time either in it (swimming in the summer time) or on it (skating, skiing & snowmobiling in the winter time). Loved reading and as a child was constantly getting into trouble for reading into the wee hours of the night.

PROFESSIONAL CAREER AND ACTIVITIES: After graduate school, spent seven years managing a small Health Sciences Library. I loved the variety I had in this "one person library" and was able to do everything from reference to cataloging. My current position is in a university setting and I love the excitement and energy generated by the students.

FAMILY: A wonderful husband and one very spoiled puppy!

IN MY SPARE TIME: I'm an avid football fan (Go Vikes!) and love doing anything outdoors.

FAVORITE BOOKS: Sigurd Olson's *Reflections from the North Country*. Douglas Wood's *Old Turtle*.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Hike all 205 miles of the Superior Hiking Trail (doesn't have to be all at once).

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: That's a tough one! I think there will definitely be a role for libraries, but we will need to switch our focus from "housing" information to helping our users gain access to the information they need. 🐾

Pay-Per-View at the American Institute of Physics: One Scholarly Publisher's Experience with "The Article Economy"

by Douglas LaFrenier (Director, Publication Sales & Market Development, American Institute of Physics, 2 Huntington Quadrangle, Melville, NY 11747) <dlafrénier@aip.org>

Despite all the talk of the "article economy," sales of single articles are a minor revenue source for scholarly publishers, who continue to rely on subscriptions and consortia deals for the vast majority of their income. (Publishers in some disciplines can count advertising as another source of revenue.) Yet the purchase of single articles obviously serves the needs of a significant number of users: My organization, the American Institute of Physics (AIP), for example, with a total article database of about 400,000 papers, sold an average of 560 articles per month from our Website in 2008. And that does not include articles sold through third-party document delivery services, such as Infotrieve, CISTI, and the British Library.

AIP, as it happens, was one of the first two publishers to enable anyone with a credit card to buy any article online, back in April 1998.

The American Chemical Society was the other, and ACS beat us to the punch by a matter of hours. (We lost the bragging rights that come with the first press release!) Since AIP's online platform, Scitation, hosts many other not-for-profit society publishers, we enabled each of them to enter the online single-article marketplace as well. "E-commerce" was the heady talk of the day (this was before the dot.com bust around 2001), and publishers were pleased to have this new revenue stream from direct sales, though many undoubtedly expected more robust results.

In retrospect, the low number of direct article sales was partly due to the fact that we were still focused on "availability" and had not yet discovered "discoverability." It took Google to teach us that.

Google is so much part of publishing DNA these days that it's hard to remember how much

resistance it met with originally. Publishers debated about allowing Google spiders to crawl our Websites for content — indeed, many publishers were still trying to build "portals" or "gateways" to corner online traffic in their disciplines. Why wouldn't our users come directly to us for our content? Google was a game-changer if only because it caused a lot of us to rethink this strategy, and forced us — even the Society publishers whose brands are virtually synonymous with their subject matter, such as ACS or IEEE or the American Physical Society — to realize we were not the center of our universe. Once we permitted Google to index our content in 2003, the "Google effect" was plain to see: Before Google, our article sales were about \$2500 a month; after Google indexed our content, sales rose fairly immediately.

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- Because AOD deposit accounts allow the firm to pay only for the articles its researchers actually use, there is a “just-in-time” dynamic with great appeal to the productivity needs of the modern company. (The academic model, by contrast, is “just in case”: A large corpus of material is made available just in case a researcher may need it.)

With regard to this last point, it is worth pointing out that a product like **AIP Articles On Demand** is great for a company with moderate research needs. But no company with heavy research activity will find a better bargain than a straightforward subscription, because subscriptions offer the best price-per-download rate for high-use organizations. Indeed, this is part of the reason we tend to be wary of offering article-bundle products like AOD to academic institutions. The need to maximize the serials budget makes the price of even the biggest AOD bundle look far more affordable than a typical AIP journal subscription. Many librarians will be drawn to what seems like a lower-cost version of the same content. But it can quickly become apparent in many institutions that the download activity will require that an AOD bundle be replenished several times a year to keep up with researchers’ needs, so the “value” of the bundle can disappear very quickly.

What Future do We See for Products Like AIP Articles On Demand? Will We Offer it to Academic Institutions as well as Corporations?

The broader answer is that AIP already practices differential pricing. We tier our journal prices according to the research levels of our subscribers, so that smaller, less research-intensive institutions pay less than bigger, more research-intensive institutions. Academic institutions with consortia licenses to AIP content pay differently than single-site subscribers. Institutions in emerging economies pay little, or nothing, to access AIP content. We want to offer our content in whatever way best suits the needs, interests, and budgets of our customers. While we do fear cannibalizing our bread-and-butter subscriptions by offering an article-bundle product to academia, we are also — librarians and publishers alike — moving to more evidence-based metrics of price and performance. COUNTER is the key initiative here, but measures of quality (whether Impact Factor or eigenvalues or h-indexes or the next new thing) will matter, too. It is not hard to imagine the near-future, when an information provider and an information consumer will together find an optimal way to deliver content not for the cheapest price, but for the best value. Subscriptions, site licenses, customer-owned-and-operated archives, author- or funder-paid open access, article-based deposit accounts — all of these options will be part of the menu of access models available to the librarian in the brave new world that is right around the corner.

against the grain people profile

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Doug LaFrenier

BORN AND LIVED: I was born in Massachusetts as an “Army brat” and grew up on Army bases around the country. I attended 10 schools in the 12 grades.

FAMILY: I’m married and we have four cats.

PROFESSIONAL CAREER AND ACTIVITIES: I started out as a copywriter of book jackets for Macmillan. Worked for McGraw-Hill and Scientific American, and had my own freelance copywriting business for several years.

IN MY SPARE TIME: We spend weekends at our house in the Catskills, which I’ve been fixing up for years.

FAVORITE BOOKS: A recent one is *Cloud Atlas*.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Retire.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: A very mixed “economy” of subscription-based and OA research content. Best subscription-based journals will continue to attract high quality authors but the sheer volume of research will require more non-traditional publishing. Peer review will still be important. 🐻

Is Deep Dyve Another Game-changer?

As I was writing this article, **Deep Dyve** announced a pay-per-view service that will charge only 99 cents an article for a 24-hour “rental.” This has been called an “iTunes-like” model, but users cannot download or save the article — it literally is “pay per view,” since the only thing the buyer can do is read the article onscreen. **Deep Dyve** also offers \$9.99 per month and \$19.99 per month subscriber plans with more user rights than the 99 cents per article option. But it is clearly the 99 cents price point that has attracted everyone’s attention. Publishers’ single-article fees tend to be high enough not to undermine the value of a subscription. But such formulations derive from the print era, when single-article sales were all done by third parties and were hard for

a publisher to regulate or monitor. The article economy in the days of print was thus largely an “invisible” economy, which publishers feared more than encouraged. In the current online era, when article sales can be much more effectively tracked, the new **Deep Dyve** model offers an experiment that many publishers will want to join. If **Deep Dyve** can get enough publishers involved to achieve the same kind of comprehensive service that **Amazon** provides for books, it could become an enormously significant player. Sure, we’re all nervous about cannibalizing subscriptions — but in a moment of huge economic uncertainty for our traditional revenue streams, experiments like this may be the only way to find new and sustainable business models. 🐻

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Prior to joining **ProQuest**, **Rod** worked for the **Thomson Corporation** for ten years and has held a variety of sales, marketing and publishing positions with **Addison Wesley**, **Prentice Hall**, and **W.H. Freeman**. He received his BA degree in political science from **Assumption College**, in Worcester, Massachusetts. I also found out that **Rod** was born in **Canada** but has **Louisiana** roots as well. What you don’t learn from people when you have time to listen!

I don’t think I told y’all about seeing the gorgeous **Kathy Ray** at the **Acquisitions Conference** in Oxford, England last year! Did I? **Kathy** was one of the excellent speakers at this Conference and I discovered that she is married to **Ron Ray** once of **University of the Pacific**! **Ron** has left libraries and is now working in IT and he and **Kathy** are located in beautiful, exotic **Sarjah** in the **United Arab Emirates**. Talk about glamorous!

And, guess who else has traveled to foreign parts? The industrious **Joseph J. Branin** has

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Trust. Expertise. Service.

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studying American political/cultural history. Alerting readers to the book's history and current status, perhaps by taping or tipping in a respected review, or the publisher's press release announcing the prize rescission (like errata), makes good sense. We routinely try to publicize our collections and let potential users know what great materials we have available; likewise, added information about individual items can enhance their value. I think that's a more balanced approach to this particular dilemma than deaccessioning the book as if it had never appeared. The fact is that it did appear and has had some influence — both as it was intended and in how scholarly research is received — and librarians do have a role to play in recording those events as part of the human record. So much for a short comment... I'm looking forward to the compiled responses!

RESPONSE:

Submitted by **Christy J. Wrenn**
(Director of Library Services, **Centenary College of Louisiana, Magale Library**, Shreveport, LA)

As well as I remember, our good friend **Oprah Winfrey** was in this same pickle once when she interviewed **John Frey** regarding his book "A Million Little Pieces." Boy was her face RED after the interview! However, her endorsement turned it into one of the top

selling books of 2005, but she felt conned by the author. That book was not pulled from bookstore or library shelves.

This is the same type of situation with **Steve McKinzie at Catawba College**. **Mr. McKinzie** felt that he had to become one of the Library Police and save a college student(s) from ever reading this book, or using it as a reference in a term paper. According to him, this book did not stack up or was not written in a way that someone else thought that the book should have been written.

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been appointed Director of the Libraries at **KAUST (King Abdullah University of Science and Technology)**. He assumed his duties in September 2009. **KAUST** is an international, graduate-level research university dedicated to inspiring a new age of scientific achievement. The University is set to open in September 2009 with degrees in 11 fields of study. The core campus is located on more than 36 square kilometers along the Red Sea at Thuwal — about 80 kilometers north of Saudi Arabia's second largest city, Jeddah. www.kaust.edu.sa/

My son **Raymond** went to **West Point** many years ago so I was interested to read that **Bryn Geffert**, library director and associate professor

I have been in the librarianship field for 35 years, and the last time I heard, there was still a human right called "Intellectual Freedom" that said we could read what we wanted to read. The part of libraries and librarians is to make available materials for patrons to read, not be judge because of award activity or people groups to pull materials from shelves. When we do this we are taking the "Critical Thinking" development away from our young developing college minds that have not yet encountered all those GOOD or BAD things out in the world yet. 🐼

of history at the **U.S. Military Academy at West Point**, has been named **Amherst College's new librarian of the college**. **Geffert** will start work at **Amherst** on Jan. 21, 2010. Particularly interested in research instruction, in libraries' efforts to guide the changes afoot in academic publishing and in facilitating the digitization of special collections, **Geffert** was the "unanimous and enthusiastic choice of the search committee," according to Amherst Dean of the Faculty **Gregory S. Call**. **Geffert** became the director of **West Point's library** in 2008 and went on to help open and oversee the institution's new library. A high school basketball and football official, **Geffert** also enjoys cross-country skiing and running and expressed delight about moving to a state "that enjoys good snowfalls and the Boston Marathon." And I would say that's a good thing! www.amherst.edu/

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Booklover — Bridges

Column Editor: **Donna Jacobs** (Research Specialist, Transgenic Mouse Core Facility, MUSC, Charleston, SC 29425) <jacobsdf@musc.edu>

Bridges are powerful both as structures and symbols. They connect us, as the 37 bridges across the Seine connect the city of Paris. Bridges can also isolate us. Any of the 231 bridges that cross the Mississippi River will facilitate a journey between East and West, but they cannot take us to the world of **Mark Twain**. The river was his world, not a muddy wet obstacle to bypass.

Bridge the Gap. Build a Bridge and get over it. Cross that Bridge when I come to it. Bridging Time. Bridge over Troubled Waters. Water under the Bridge. These common sayings have become part of our everyday speech, often mean quite different things, and the opportunity for overuse is ever present. For I'm sure I will find these words coming out of my mouth sooner than later. A **Google** search on "bridge definition" further expanded this train of thought beyond where I wanted to contemplate.

Yet on a recent trip to **Blue Bicycle Books** I discovered **Ivo Andrić's** book *The Bridge on the Drina* while perusing the alphabetically organized fiction section of the store with my **Nobel Literature Laureate List** in hand. *The Bridge on the Drina* is part of what is known as the *Bosnian Trilogy* written while **Andrić** was living quietly in Belgrade during World War II. His **Nobel Prize** recognition came in 1961. Soon my thoughts on building bridges, words about bridges and this column were colliding. As I touched the edge of the binding to remove the book from the shelf my mind began to wander to the Cooper River Bridges. I was completely fascinated with the recent construction of the **Arthur Ravenel, Jr.** cable stay bridge, the longest in North America. I also watched the complicated orchestrated destruction of the two previous bridges that spanned the Cooper River that separates the peninsula of Charleston from Mount Pleasant and points North. The life of the Lowcountry has been forever changed by these bridges.

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I know that a lot of people don't agree with me, but, what the hey, what are opinions for? I saw that the **Special Libraries Association (SLA)** announced the results of its association-wide vote on a new name. Voting in record numbers, **SLA** members failed to approve a proposal to change the organization's name to the **Association for Strategic Knowledge Professionals**. 50 percent of those members eligible to vote participated in the referendum, with 2,071 voting yes and 3,225 voting no. It recalled an article in *ATG* many years ago (see v.12#6 and v.8#1) by **Lucretia McClure**, a famous medical librarian, when she defended the use of the "I" word and decried the tendency by many associations, schools, etc. to change it! Was talking to **Lucretia** the other day and she is alive and well and still of the same opinion!

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Could I relate these current events with **Andrić's** book? Maybe Yes. Maybe No. Yes in the simplistic view that a bridge was constructed to connect communities divided by a river. No because **Andrić's** book spans 400 years of complex history and was described by **William H. McNeill** in his Introduction as "one of the most perceptive, resonant, and well-wrought works of fiction written in the twentieth century...No better introduction to the study of Balkan and Ottoman history exists, nor do I know of any work of fiction that more persuasively introduces the reader to a civilization other than our own." Many newcomers entering the Lowcountry via the Cooper River Bridge may indeed feel they have dropped into a whole new civilization. Yet, in Yugoslavia, the history of the Ottoman Empire, the complexities created by the different ethnic and religious groups, and the clash of East and West in the area create a civilization that is distinct, sometime mysterious — maybe not too unlike our Lowcountry. The two sides of the Cooper River have been connected for less than 100 years. **Andrić's** village, the Višegrad, became connected through the bridge over the Drina to the two parts of the Sarajevo road in the 16th century. "For this great stone bridge, a rare structure of unique beauty, such as many richer and busier towns do not possess ("There are only two others such as his in the whole Empire," they used to say in olden times) was the one real and permanent crossing in the whole middle and upper course of the Drina and an indispensable link on the road between Bosnia and Serbia and further, beyond Serbia, with other parts of the Turkish Empire, all the way to Stambul."

Andrić provides an historical account of how the bridge was built over the mighty green waters of the Drina as a legacy for the Grand Vezir **Mehmed Pasha** of Sokolovići. Each chapter spans time toward the twentieth century with the intimacies of fictional characters and individual tales providing us a window into the flow of life, conflict, and belief along the Drina. We experience the torture, fear, and even death of the workers who toiled for five years to build the 11 bridge arches from stone, the sensations of the river's energy as first pedestrians traverse the bridge, and the assassination of the Grand Vezir just as his bridge was replacing the Drina ferry.

Almost every time period embraces a story around the kapia, a structure in the middle of the bridge that is considered to be the heart of the bridge. "So, on the kapia, between the skies, the river and the hills, generation after generation learnt not to mourn overmuch what the troubled waters had borne away. They entered there into the unconscious philosophy of the town; that life was an incomprehensible marvel, since it was incessantly wasted and spent, yet none the less it lasted and endured 'like the bridge on the Drina'." Scholars came to the kapia to rest and argue the issues of the day. Decapitated heads of Serbian intruders were displayed in warning along the kapia. Wedding processions stopped along the kapia. Dressed in her

wedding garments **Fata**, distraught with the arrangement to be wed to better her family's status, counted on this moment as she gave herself to the Drina rather than her arranged husband. Austrian soldiers marched across the bridge and a young soldier found himself bedeviled and trapped by the subtle glance of a young Turkish girl near the kapia. The town grew at the base of the bridge. Vendors, inns, taverns, brothels, "Lotte's Hotel" and their influence were wrought by the bridge on the village. The railroad introduced a new form of connection and thus "The great stone bridge which according to the ideas and the pious intentions of the Grand Vezir from Sokolovići, was meant to link the two parts of the Empire, and "for the love of God" make easier the passage from West to East and from East to West was now in fact cut off from both East and West and abandoned like a stranded ship or deserted shrine." Ultimately the bridge succumbs to relentless bombing during World War I. The description of the destruction is intimate and personal as seen through the eyes of **Alihodja** while experiencing the demise of his shop. At the end only the kapia is seen by **Alihodja** and not the seventh pier of the bridge, just the green energy of the Drina.

Finally another attempt to "bridge time" or "bridge the gap." "We will bridge greater rivers and deeper abysses. We will build new, greater and better bridges, not to link foreign centers with conquered lands but to link our own lands with the rest of the world." This somewhat prophetic and timeless quote challenges the reader to embrace the future by understanding the past. Social structure, religion, cultures and technology are just a few subjects that fall in this challenge. Even literature is not immune to the future. In the twenty-first century, digital photography, blogging and Websites are modern tools for recording an important event in history. This is illustrated in two photo Websites, <http://ravenelbridge.net/> and <http://oldcooperriverbridge.org/>, developed by **Frank Starmer** chronicling the "building and "unbuilding" of the Cooper River Bridges. Unlike **Andrić's** book which used **Nobel** worthy words of fiction to convey an understanding of a region's history based around a bridge. I accept the challenge proposed by a student espousing to his peers on the kapia, although as I write this column on my laptop with the Internet open in the background I still find myself touching the book, rereading passages and contemplating the Balkan history. I have to reflect on **Andrić's** words: "Everything appeared as an exciting new game on that ancient bridge, which shone in the moonlight of those July nights, clean, young and unalterable, strong and lovely in its perfection, stronger than all that time might bring and men imagine or do." At this point I don't believe I can build a technology bridge and just get over it — not yet. 🌧

Innovation Session 2 — Saturday, November 8, 2008

Bridging the Google Gap — Presented by **Darrell Gunter**, Moderator (Chief Marketing Officer, Collexis Holdings, Inc.); **Dennis Brunning** (Electronic Resources Manager, Arizona State University); **Sue Polanka** (Head, Reference and Instruction, Paul Laurence Dunbar Library, Wright State University); **Steve Leicht** (COO, Collexis Holdings, Inc.); **Mark Hyer** (Vice President, Science and Technology Publishing, ProQuest)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Each speaker shared insights on **Gunter's** posed questions: what users require and what currently is innovative. **Leicht**: Sometimes innovation only requires one little step, and the challenge is to use tools better. The "Google gap" won't be bridged, since we won't see the bridge. Faculty communities require: social networking applications, expert and institutional profiles, access to publications faculty wrote in the course of their careers. **Brunning**: The IR enhances a relationship of researchers with librarians, the library has a role in licensed content, publishing management includes dollars, enhance beyond the property, go beyond the search, leverage meta-data. **Hyer**: Need enhanced abstract records and access to tables and figures (information isn't always in captions); keep company secrets until release date (a free social networking tool is forthcoming?). **Polanka**: Users require an "easy button" (find, not search), "my library," discovery layers (pre-index, facet, with complete "2.0" over the top). In answer to the moderator posed question — "Is Google a friend or foe?" panelists shared their views: **Google** is an enabler — Students will find it in **Google**, then make sense of it elsewhere. **Google** can complement other activities: a link resolver can be put into **Google** searches, links to **Google Books** can be placed in ILS records, offer a credit class "Google and the Library," Library Guides 2.0 is a good investment; **ProQuest** microfilms will surface in **Google**.

Innovation Session 3 — Saturday, November 8, 2008

Using Blog Technology to Get Their Attention — Presented by **Audrey Powers** (Associate Librarian, Research Services & Collections, University of South Florida); **Cheryl McCoy** (University of South Florida); **Gina Clifford** (Webmaster, Tampa Campus Library, University of South Florida); **Sue Polanka** (Head, Reference and Instruction, Paul Laurence Dunbar Library, Wright State University) (Note: Listed speaker, **Phil Flynn** (Engineering Librarian, Wright State University) did not present.)

Reported by: **Cordelia Wilson** (SLIS Student, University of South Carolina) <Wilson29209@aol.com>

Polanka shared her experiences in starting, maintaining, and marketing her blog *No Shelf Required*, www.libraries.wright.edu/noshelfre

quired/. Her blog, which is geared toward publishers and librarians, is meant to initiate discussion on eBooks. **Polanka** highlighted several features of her blog, including polls and podcasts of interviews.

Librarians **Powers** and **McCoy** discussed at length the background of the blogs they created (*STM NEWS@USF Libraries*, usflibraries.typepad.com/stmnews/ and *CVPA NEWS@USF Libraries*, usflibraries.typepad.com/arts/) to keep the faculty in the sciences and arts at their university informed of newly added library resources and other news. They also went into the benefits of their blogs, including the enhanced ability to communicate collection development initiatives to appropriate faculty. In addition, they described the challenges associated with the blogs, such as the difficulty in getting others to post. Finally, **Powers** and **McCoy** demonstrated features of the two blogs.

At the conclusion, **Clifford** compared the capabilities and features of three popular hosted blog options — *Blogger.Com*, *Word Press.Com*, and *TypePad.Com*. She considered the level of IT expertise required for each. Next, she offered advice about principles to follow when designing and organizing blogs. **Clifford** also recommended strategies to optimize a blog's ranking by search engines.

Hyde Park Corner Sound-Off — Presented by **Chuck Hamaker** (UNC-Charlotte) and **Katina Strauch** (College of Charleston)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

In this annual **Charleston Conference** session, **Hamaker** and **Strauch** involved sound-off session attendees in a 2008 conference recap (until hotel employees began re-arranging chairs for another event). Speakers identified themselves, voiced opinions. "Lively Lunches" were proclaimed to be lively again and even a "not a morning person" enjoyed the "Beastly Breakfast." New "dine-arounds" and "vendor chats" received mixed reviews, but votes to "try again next year." Conference sessions organized by subject "threads" received a thumbs-up. Of interest: what is the (plenary/concurrent session) selection process "behind the scenes?" The first plenary session (by **Derek Law**) "set the tone"; other plenaries were deemed to be "good, but not exciting or provocative." Some decreed: too much duplication and concurrent session overlap. First-timers enjoyed small group discussions on practical matters, specifics. Trends and "hot in 2008" topics: re-surfacing of pure citation analysis (to judge individuals); differentiating activities best done at local and regional levels; "how to spend less with more," eBooks, and statistics... The conference is: democratic, an opportunity to meet people & network. It breaks down barriers with vendors, broadens horizons, engenders "ideas that are yet to be born in my mind," and it is a "crime not to come each year." One attendee was a "**Katina** and **Chuck** groupie" who comes each year. Conference Website administrators' reminders: stay connected throughout the year, share photographs, "hassle" speakers to send their presentations... 🌿

This concludes the reports we received from the 2008 Charleston Conference. Thanks again to all of the conference attendees who volunteered to become reporters, providing highlights of so many conference sessions. For information about the 2009 Charleston Conference visit the Charleston Conference Website at www.katina.info/conference.

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Speaking of names from the past, got an email from the incredibly awesome **Karen Hunter** just the other day! I had just asked the he-keeps-up-with-everything-and-everybody **Chuck Hamaker** what **Karen** was up to and lo and behold comes this email! Magic! Turns out that **Karen** wanted a copy of an article she wrote in the February 1997 *Against the Grain* called

"Things That Keep Me Awake At Night." The article was based on a presentation she made at the **Charleston Conference** in November 7, 1996. And, twelve years later, it is incredibly accurate. **Karen** has promised to update her nightmares for a future issue of *ATG* and believe me I will hold her to it! I am also trying to pin her down to speak at the **30th Charleston Conference** next November. If you see her, be sure and remind her that we are all waiting for her to come back!

I am sure that I have left **Rumors** out!! If I have write me and remind me. And also be sure and check the *ATG NewsChannel* which has many more Announcements and Rumors than we can put in the print edition. www.against-the-grain.com/

I am sorry to say that, thanks to my ankle, I will not be in Boston at **ALA Midwinter**. Y'all have fun without me! In the meantime, much love to you all and **HAPPY NEW YEAR!** 🌿