

December 2008

## If Rumors Were Horses

Katina Strauch

*Against the Grain*, [kstrauch@comcast.net](mailto:kstrauch@comcast.net)

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ALA MIDWINTER ISSUE

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# Against the Grain

*“Linking Publishers, Vendors and Librarians”*

ISSN: 1043-2094

## Purposeful Collaboration for Research Libraries and University Presses

by **Michael J. Furlough** (Assistant Dean for Scholarly Communication, Co-director Office of Digital Scholarly Publishing, The Pennsylvania State University Library)  
<mfurlough@psu.edu>



Collaboration is king. It's a value, a benefit, an answer to limited resources, a carrot on a stick, or, if it doesn't go well, sometimes it's just the stick. Librarians in particular value collaboration, and naturally so. Libraries are in the sharing business, and some of their most important infrastructure (interlibrary lending, cataloging) depends upon cooperative, cross-institutional work. In my library's recent strategic planning efforts, our brainstorming sessions frequently brought forth numerous calls for collaboration (sometimes without a clear objective — but that's what brainstorming is for).

University presses provide an interesting counterpoint. Presses do form business partnerships and collaborate in professional ways through the **Association of American University Presses**. But in general they understand each other as potential competitors for sales and manuscripts, not as resource sharers. In spring 2007 the **Andrew W. Mellon Foundation** announced a call for proposals to support collaboratively-based university press

publishing for first time authors in underserved fields. That call ultimately yielded four very interesting collaborative publication efforts involving over a dozen presses, focused in the fields of Slavic Studies, American Literatures, South Asian Studies, and Ethnomusicology (see <http://www.aaupnet.org/news/press/mellon12008.html>). One story circulating, perhaps apocryphal, has it that the first reaction among many in the community involved collective head-scratching: Collaborate? What do you mean? True or not, it's a useful reminder that collaboration requires a habit of mind. When two parties begin to explore how to work together it takes time and effort to establish trust. Both will be operating on new turf, territory might be redrawn, and the discussion has to move through a focus on threats to a focus on trade-offs that establish mutual benefits.

It's much easier to talk about collaboration and its potential benefits than to actually engage in it. The authors of this set of essays on library-university press collaborations know this well. **Patrick Alexander** and I are grate-

ful to **Against the Grain** for the opportunity to guest edit this issue on the benefits and practicalities of library-publisher collaborations. Attendees of the November 2008 **Charleston Conference** had a chance to preview some of these essays during our panel discussion "Strategies and Mechanics of Collaboration." We especially want to thank our contributors, each of whom brings a unique case study to highlight the many different routes these activities may take.

We have heard much about these types of efforts in the past few years. 2007's report from Ithaka, "University Publishing in a Digital Age," which initially began as a study of University Presses and their futures, grew

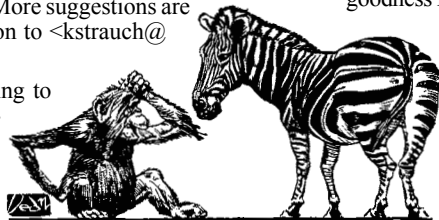
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## If Rumors Were Horses

**Where to begin? Happy New Year!** Here's hoping it will be a good one for all of us — **the Best of Times!**

Speaking of the **Conference themes**, if you have an idea to suggest, please send it on! Current suggestions — The Sky is Falling, the Sky is falling; it seemed like a good idea at the time; solutions in search of problems/problems in search of solutions. More suggestions are welcome. Send them on to <kstrauch@comcast.net>.

Just as we were going to press learned that a Continental flight crashed just off the runway last Saturday night! On board was **Marc**



**Lenzini, Becky Lenzini's** husband who was going to Honduras to visit **Marc** and **Becky's** youngest daughter, **Annie Lenzini**. **Marc** is fine. He got off the plane and boarded another flight and is now in Honduras spending Christmas with his daughter. Talk about nerves of steel! You wouldn't have gotten me on a plane ever again or at least only after some serious down time! Thank goodness **Marc** is fine along with the other passengers! Whew and hooray! <http://www.latimes.com/news/nationworld/nation/la-na-denver-airport-crash23-2008dec23,0,131089.story>

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# From Your (first it's hot, then it's cold!) Editor:

The weather in these parts is strange. One day it's in the seventies and the next day it's in the thirties. Don't know whether to take stuff out of the cedar chest or put stuff in it. Crazy! I am sitting at the computer right now with the heat off and a sweater on. Seems like a good compromise?

It has been fun working on this issue of *ATG* this time because I have been off from work and can see things in the daylight instead of in the middle of the night when I usually work on *ATG*. We have two great guest editors – **Mike Furlough** and **Patrick Alexander** talking about **collaboration between research libraries and university presses**. Remember **Tony Horava's** appetizer article in *ATG*, v.20#4, p.46? On the collaboration side, we have articles by **Raym Crow**, **Catherine A. Mitchell**, and **Laura Cerruti**, **Monica McCormick**, **Terry Ehling** and **Erich Staib**, **Sylvia Miller** and **Patrick Alexander**.



And there's more. We have an **op ed** by **Mehdi Kosrow-Pour** which tries to perk us up from the economic gloom and doom, a **Back Talk** from **Tony Ferguson** about a Conference in China, a few **special reports** by **Rachel Erb** (on *reSearcher*) and **Ann Bolek** (on journal backfiles). Our interview

in this issue is with the awesome **Steve McKinzie**, Library Director at **Catawba College** who tells about designing a library building on the cheap. **Bryan Carson** gives us the first installment on **Open Source Software** which seems to be everywhere, **Biz of Acq** is about **Screen-casting** in Acquisitions by **Xan Arch**, **Sandy Thatcher's** **From the University Presses** takes on **Gutenberg-e** and **Ross Atkinson**. Then there's **Rick Lugg** and **Ruth Fischer's** Disapproval plan, **Carolyn Morris's** Buying eBooks, **John Cox's** future of the printed monograph, **Rita Rickett's** international dateline about the **Blackwellian women**, and **Cris Ferguson's** technology left behind about **Revelry** (you heard it here). And there's even more not mentioned! I do want to mention however, that we have two new columnists – **Bob Holley** and **Donna Jacobs** to add more zest to our *ATG* reading experience.

Plus, now I understand that it is going to go down in the twenties tonight! Time to bring in the plants and go brrr... If it's going to get this cold, why doesn't it snow??!

Happy New Year and much 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:

Dear Charleston Conference Crew – Once again the **Charleston Conference** was the high point of the year for me. Thank you for all that you do!

Sincerely,

**John Dove** (President, Credo Reference)

[www.credoreference.com](http://www.credoreference.com) 🐾



### Rumors from page 1

Was so sorry to learn that after a reorganization at **ACS**, the wonderful **Adam Chesler's** position was eliminated. While happy that he doesn't have to shave every day, **Adam's** nevertheless looking for new opportunities and welcomes ideas and/or friendly greetings. He plans on attending **ALA** in Denver, and can be reached by e-mail at <adam.chesler@cox.net>. [www.against-the-grain.com/rumors](http://www.against-the-grain.com/rumors)

Recently also heard from the energetic **Scott Alan Smith** who has been laid off at **Blackwell**. Here is his contact information: <Scott.alan.smith@comcast.net> **Scott's** telephone number 503-951-8343.

The **Charleston Conference 2008** is over and we all had a good time and learned a lot. Here's **Rita Ricketts** enjoying the Charleston sunshine on one of the docks downtown. **Rita** is **Blackwell's** historian. Be sure and read her international dateline, this issue, p.80.



And speaking of the **Bodleian**, did you hear that the author and playwright **Alan Bennett** is presenting his papers as a gift to the **Bodleian Library, University of Oxford**. The comprehensive archive comprises materials, letters, and manuscripts relating to a distinguished literary career which began with the revue **Beyond the Fringe** in 1960 and has spanned nearly five decades.

[www.bodleian.ox.ac.uk/](http://www.bodleian.ox.ac.uk/)  
[www.against-the-grain.com/rumors](http://www.against-the-grain.com/rumors)

Here's a shameless plug. did you see the **UKSG Serials-eNews** (No. 180, 3 October

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## AGAINST THE GRAIN DEADLINES VOLUME 21 — 2009

2009 Events	Issue	Ad Reservation	Camera-Ready
Annual Report, ACRL	February 2009	12/10/08	01/07/09
MLA, SLA, Book Expo	April 2009	02/11/09	03/04/09
ALA Annual	June 2009	04/08/09	04/29/09
Reference Publishing	September 2009	07/8/09	07/29/09
Charleston Conference	November 2009	09/02/09	09/23/09
ALA Midwinter	Dec. 09/Jan. 2010	10/21/09	11/11/09

### FOR MORE INFORMATION CONTACT

**Toni Nix** <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or **Edna Laughrey** <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711  
Address: 291 Tower Drive, Saline, MI 48176. 🐾



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### I Hear the Train A Comin'

*from page 8*

casual interests in a subject may find themselves removed? Quite possibly. Will enterprising publishers and information providers seek to insert themselves into the community-building process so as to strengthen their ties to scholars? That seems probable. However this plays out, it is clear that academics are holding hands and sticking together more than ever before. And the traffic they are creating on established and emerging Websites catering to social networking does indeed bear watching out for.

*And then remember the Dick-and-Jane books and the first word you learned — the biggest word of all — LOOK.* Lastly, I think we must continue to look around us. Events like the annual **Charleston Conference** provide wonderful opportunities for us to lift our heads out of our offices, put down our Blackberries, and see what is going on in the world around us. What tools and technologies can improve the distribution of digital content? How is the library's role in evaluating and mediating materials changing? How does an organization equip itself in an era of rapid technical change? There are lots of big unknowns that we face on the scholarly communication playground. Shameless plug for the **2009 Charleston Conference** — come to the meeting and interact with others who are in the same boat. Talking with them, sharing concerns and experiences, and learning from these interactions will help you navigate through these uncertain times. 🌱

### Rumors

*from page 6*

2008) about the **2008 Charleston Conference**? Write ups are by **Rick Anderson**, **Dan Tonkery**, **Helen Henderson**. Check it out! [http://www.ringgold.com/UKSG/si\\_pd.cfm?C=9432&Pid=10&Zid=4206&issueno=184](http://www.ringgold.com/UKSG/si_pd.cfm?C=9432&Pid=10&Zid=4206&issueno=184).

The **Charleston Conference 2008** is over but there is still discussion about and from it! **Rick Lugg** and **Ruth Fischer** had a popular preconference — one of many. And speaking of **Ruth** and **Rick**, read in this issue about the **disapproval plan** and how the name came about. This issue, p.74.

Have you renewed your subscription to **ATG** for 2009? Can you believe that it will be volume 21! Where does the time go? Coming up in future issues — **Vicky Reich** and **Amy Kohrman** of **CLOCKSS** has been hard at work on guest editing the February and April issues of **ATG**. The theme is **digital preservation** and will include articles by **Peter Burnhill**, **Nan Rubin**, **Katherine Skinner**, **Julie Sweetkind Singer**, **Bernie Reilly**, **John Wilkin**, and many others. Digital preservation is a topic near and dear to us in acquisitions and collection development. Additional future issues will be guest edited by **Gary Geer** (collection development issues), **Irv Rockwood** (peer review) and **Beth Bernhardt** (pay per view). Be sure and renew otherwise you will miss a lot of great information!

And, I'm always wondering what we were talking about twenty years ago. So, I just pulled out the very first issue of **ATG** (v.1#1, March 1989). Let's see, **B.H Blackwell, Ltd.**, were in discussion to acquire **ReadMore**, **Coutts**, and **James Bennett, Pty, Ltd** in Sydney, Australia from **John Menzies, plc**. **Mary Fugle** had left **Springer Verlag**, for **Elsevier**, bookstores were testing a computerized ordering system called **Pubnet**, and **Chuck Hamaker** was talking about **serial price increases**! Oh! And the theme of the **Charleston Conference 1989** was **Remembrance of Things Past**.

To return to the present and look toward the future, did you see the **Pew Internet and American Life Project** survey that surveyed experts regarding their assessments and predictions about the Internet and technology and roles in **2020**? Will the phone/mobile device become the primary device for Internet access? I remember when **Michael Pelikan** made that prediction in **Charleston** several years ago! And, did you know that **Michael** has a blog at **Penn State**? Doubtless, he has more predictions!?

<http://blogger.psu.edu/directory/101>  
[http://www.pewinternet.org/PPF/r/270/report\\_display.asp](http://www.pewinternet.org/PPF/r/270/report_display.asp)

Looking toward the future, be sure and read this month's **Against the Grain** interview with **Steve McKinzie**, Library Director at **Catawba College** in Salisbury, NC. **Steve** <[smckinzi@catawba.edu](mailto:smckinzi@catawba.edu)> is interviewing himself in true **ATG** fashion! The interview is fun and the

pictures are awesome. **Steve** is talking about the design of his new library building. See this issue, p.50.

<http://www.lib.catawba.edu/>

And speaking of new library buildings, tune in to hear **Scott Carlson** and **Warren Arbo-gast** discuss the **future of library buildings** on the latest edition of **Tech Therapy**. Libraries are taking on more and more roles in the lives of students. See **Chronicle of Higher Education**, November 24, 2008, "Tech Therapy: The Library Building."

[http://chronicle.com/wiredcampus/article/3481/tech-therapy-the-library-building?utm\\_source=at&utm\\_medium=en](http://chronicle.com/wiredcampus/article/3481/tech-therapy-the-library-building?utm_source=at&utm_medium=en)

Speaking of **2020** (hard to believe it's only 11 years away!), **Rick Anderson's** panel — **The Role of the Library in a Fully Googled World** — during the **2008 Charleston Conference** included three distinguished and forward-looking library directors who responded to the scenario of **Google** having done everything that libraries used to do. What does the library do in that case? Responding were **Nancy Eaton** (Dean of University Libraries and Scholarly Communications, Penn State University), **Rick Luce** (Director of Libraries, Emory University), and **Joyce Ogburn** (University Librarian, University of Utah). Watch for the **Conference** proceedings and the reports from the **2008 Charleston Conference** coming up soon! But, don't worry, there will still be a need for libraries. That's my prediction.

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We don't have an **IMHBCO** column from **Rick Anderson** <rick.anderson@utah.edu> this time but he does tell me that he's working on a write up of this panel for the Proceedings for 2008!

And, speaking of **Nancy Eaton** and the future — **Nancy** will be pushing back her previously announced retirement until summer 2010. **Eaton**, who had expected to retire Aug. 31, 2009, has now changed her plans because of a series of unexpected occurrences both on the national scene and on campus. "A number of events have taken place since I announced my retirement date that have caused me to reconsider," **Eaton** said. "Things such as the decline in our national and state economies and resulting university/library budget reductions; reorganization of our volunteer library development council; the search for a new director of **Penn State Press**, which reports to me; and major negotiations with **Google** on behalf of the **CIC** (Big Ten) libraries for the digitization of 10 million volumes have all entered into my decision." **Eaton** was referring to an agreement between **Google** and the **Committee on Institutional Cooperation (CIC)**, the academic arm of the **Big Ten**, to digitize collections across all **CIC** library systems. **Eaton's** decision to push back her retirement date has been fully endorsed by **Rodney Erickson**, executive vice president and provost. "**President Spanier** and I are delighted that **Nancy** will be delaying her retirement date," **Erickson** said. "Her service, commitment and leadership have been outstanding and we are glad she will continue in this role, making any transition smoother."

<http://live.psu.edu/story/34835> online

And speaking of **mobile devices**, the July 2008 issue of **Library Technology Reports**, did you see it? It's devoted to mobile devices and one chapter even highlights what some academic libraries are already doing — **Innovative Interfaces** has a portable version of its OPAC that **Ball State** and **Univ. of Richmond** are using, **Washington State** is providing brief MP3 audio recordings, **iTunes University** offers lots of podcasts and **Texas A and M** have a channel featuring videocasts on finding books, articles, etc, some libraries are developing audio tours, some are emailing quick news announcements and reminder ... in short, lots of ways of reaching out to students and faculty.

<http://www.techsource.ala.org/ltr/on-the-move-with-the-mobile-web-libraries-and-mobile-technologies.html>

And, just learned that the **College of Charleston** has an **iTunes University** account along with a lot of other places like **Stanford**, **UC Berkeley**, **Yale**, and others! There is content for current as well as prospective community members and it is not limited to iPods. Content can also be accessed via PC. **Viva la change!** What's the song? **Viva la difference** ... Could that be the **2009 Charleston Conference** theme?

**What you don't find out** when you poke around on the Web and in the **Chronicle of**

**Higher Education!** I was just looking around when I ran (virtually) into an old friend who is now the director of the **University of Minnesota Press** — **Doug Armato** <armat001@umn.edu>! The **University of Minnesota Press** plans to bring most of the books that it has ever published back in print through a program called **Minnesota Archive Editions**, a partnership with **Amazon.com**, **Google**, and **BookMobile**. There will be no upfront cost from **Amazon**. **Doug** says he hopes the stressed economy will not hurt higher education budgets. I remember **Doug** from the time that he spoke at the **Charleston Conference** many years ago! Back when speakers had slides and typed papers, **Doug** had legal-sized yellow sheets of hand-written notes! He was at the **University of Georgia Press** back then. We will do an interview with **Doug** in an upcoming issue of **ATG!** In the meanwhile, see "University Press, With Amazon, Revive and Sells Out-of-Print Books," by **Jennifer Howard**. **Chronicle of Higher Education**, Wednesday, November 19, 2008.

<http://chronicle.com/>

<http://www.upress.umn.edu/>

<http://chronicle.com/daily/2008/11/7572n.htm>

Recently learned that the athletic-looking **Arend Kuester** has left **PCG** to take up a new challenge at **Bloomsbury Publishing** — you can contact him at <arendk@tiscali.co.uk>!

And speaking of **PCG**, just got this news from the resourceful **Doug Wright**. — From January 1, 2009, **PCG** (which has been providing **BioOne** with North American sales and marketing services since September) will provide exclusive worldwide marketing, sales representation and library customer service for **BioOne** and its publishing partners. **Susan Skomal** is **BioOne's** executive director and chief operating officer.

[www.pcgplus.com](http://www.pcgplus.com)

[www.bioone.org](http://www.bioone.org)

**EContent** magazine has released its **2008-2009 Companies to Watch** list. There are several of our "friends" on the list. **Collexis Holdings**, **Copyright Clearance Center**, **Drupal**, **EBSO Information Service**, **Informa**, **Ingram Digital**, and **OCLC**. And that's just a few. To see the entire list — <http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=51609>

Missed her smiling face and energy at the **2008 Charleston Conference**, but **Karen Christensen** <karen@berkshirepublishing.com> is still alive and doing well! She explains that she was in Washington, DC earlier and someone described Great Barrington, Mass., where Karen lives as "like the town in It's a Wonderful Life." **Karen** says they already have a foot of snow and, so, they are learning more and more about community — being together and looking out for each other. In fact, she suggests that "community may be the word for 2009," **Karen** is always thinking about Hong Kong and China. In fact, she signs her name in Chinese! Great to hear from you, **Karen**. Happy New Year!

<http://www.berkshirepublishing.com/>

Speaking of **China**, got an email the other night from **Yang Tao (Tina)** <yangta@hkucc.hku.hk>, Social Sciences Faculty Librarian at

the **University of Hong Kong**. You see, **Tony Ferguson** and I have been talking about the possibility of **ATG** interviewing **Jack Ma**, a former English teacher who built **Alibaba**, one of China's biggest Web companies. Back when **Microsoft** was trying to buy **Yahoo**, I learned that **Yahoo** owned 39% of **Alibaba** and decided to poke around. Anyway, to continue with the story, **Tina** tells us that December first, **Mr. Ma** was invited to give a speech to the **Faculty of Economics and Business at HKU** on the topic "Economic Winter: Now What?" He talked about the financial tsunami and advised that entrepreneurs should take it as an opportunity to grow instead of a crisis alone. **Tina** also says that the one thing she found particularly interesting is that **Jack Ma** claimed that he was a computer dummy. If there is some new technological development in his company, **Jack** says he is the first person to try it out. If he feels comfortable with it, he feels confident that this would be friendly enough for customers. Says **Tina**, "from time to time, we hear our users complain that they don't know how to find information even if we think the resources are well organized and should be easy to access. Well, **Mr. Ma** perhaps has given us librarians some insights into this issue. **Mr. Ma** is also keen about education and he has established a college to train future leaders in his own way." **Tina** didn't have a chance to interview **Mr. Ma** then, but she has not given up. Coming soon to an **ATG** near you! And, **PS**, a fascinating interview with **Jack Ma** is available on **Youtube**:

<http://youtube.com/watch?v=sbFEOFEuGfA>

<http://www.reuters.com/article/innovation-News/idUSN1559272320080216>

Before I forget, want to point out the picture of **Greg Tananbaum's** daughter **Sydney** this issue, p.8. Turns out that **Greg** has several daughters and **Sydney** is the oldest. **Kaia** is nine-months-old. But along with the picture, be sure and read the column which had me laughing out loud. Scholarly publishing and kindergarten?

<http://www.scholarnext.com>

**More**. Want to introduce a couple of new columnists with this issue. First, **Bob Holley** <aa3805@wayne.edu> from **Wayne State University's Library and Information Sciences Program**. **Bob** starts his "Ramblings" with an introduction and next issue, he will get down to specific issues! See this issue, p.78. Welcome, **Bob**.

**Our second new columnist** is not a librarian, but a research scientist and book lover. **Donna Jacobs** <jacobsdf@musc.edu>. **Donna** and I met long time ago at a cocktail party and I learned that she is reading all the **Nobel Prize winners for literature** from the beginning of the first award, I believe it was in 1901. Quite an ambitious task! And, as is her wont, **Donna** has located another booklover on a small island in the Caribbean. See this issue, p.72.

<http://almaz.com/nobel/literature/>

**Are we going to have to start paying for information** that used to be free or will the federal government bail us out? Did you see the recent article in the **Wall Street Journal** (November 17, 2008) "Markets Declare Truce

*continued on page 14*

to encompass a wider range of publishing activities, including those based in libraries, and outlined the potential benefits of working together (<http://www.ithaka.org/strategic-services/Ithaka%20University%20Publishing%20Report.pdf>). **Karla Hahn's** report for the **Association of Research Libraries**, *Research Library Publishing Services: New Options for University Publishing*, provides the best data on library based publishing so far. **Hahn's** survey found that of 80 surveyed and responding research libraries, 44% were offering some type of publishing service and another 21% were expecting to do so. However, **Hahn** found that only a small portion of library publishing services were offered with university presses (<http://www.arl.org/bm~doc/research-library-publishing-services.pdf>). No doubt this has to do with the small number of university presses, but there are many institutions where the library and the press have chosen not to work together for various reasons. But when it might make sense to work together, then what?

In the essays that follow, **Raym Crow** (**SPARC**) outlines a new **SPARC** guide, *Campus-based Publishing Partnerships: A Guide to Critical Issues*, that provides readers with some practical questions to ask when exploring new library-publisher partnerships. **Crow** points out that both partners need to understand and share the risks and rewards of collaboration, and that the distinct business cultures, missions, and market relationships will inflect how these factors are perceived and lived. The full **SPARC** guide includes more case studies of some of the projects discussed in this issue.

**Catherine Mitchell** (**California Digital Library**) and **Laura Cerruti** (**University of California Press**) discuss the history of collaboration between their two organizations, moving from experimental projects to a more formalized strategy based on deep research. As they explain, a clearly articulated set of needs doesn't make it simple to define a new publishing services partnership. But they also report on their initial pilot efforts and the strategy underlying their approach.

**Monica McCormick** (**New York University Library**), alone among our contributors, can refer to both the press and library in the first person. As Digital Scholarly Program Officer she reports to both the press director and the dean of libraries and functions as a collaboration hub in a very decentralized environment. With a background in both publishing and libraries, **McCormick** is in a position to bridge cultural gaps while remaining sympathetic to the core values of her colleagues.

**Terry Ehling** (**Cornell University Library**) and **Erich Staib** (**Duke University Press**) detail a partnership formed across organizational and institutional boundaries to support **Project Euclid**, an already established journal aggregation. Their discussion points to some of the distinct benefits that a business partnership can bring to a market-oriented li-

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## against the grain people profile

### Michael Furlough

Assistant Dean for Scholarly Communications  
Co-director, Office of Digital Scholarly Publishing  
Penn State University, 510 Paterno Library  
Penn State University, University Park, PA 16802  
Phone: (814) 863-5447 • <mfurlough@psu.edu>

**BORN & LIVED:** Columbia, SC.

**EARLY LIFE:** Grew up in Myrtle Beach, SC. Spent high school selling LPs and cassettes. Attended **University of South Carolina** and hung out with the wrong crowd. Went to grad school at the **University of Virginia**, joined an even worse crowd. Began working at **UVA Library** and ended up on the straight and narrow.

**FAMILY:** Married to **Ellie Goodman**. Two cats.

**PROFESSIONAL CAREER AND ACTIVITIES:** I am really a humanist by training and joined the library community because it allowed me to explore the way that knowledge is created in many different fields. At **UVA Library** I got to experience the earliest waves of digital services (including publishing services) in libraries, and that has colored my whole professional life. Currently I am serving on **ACRL's Scholarly Communications Committee**, and I've been active in **DLF** and **Educause** as well.

**IN MY SPARE TIME I LIKE:** Guitar, recently ukulele, previously the presidential election.

**FAVORITE BOOKS:** Magazines and newspapers.

**PET PEEVES/WHAT MAKES ME MAD:** Questionnaires.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** I hope that in five years we can stop focusing on generational differences, especially as they relate to library work cultures and services. For one thing, age doesn't define our relationship to technology and change: attitude and aptitude do. Many of today's students will be as conservative and hesitant as many of today's faculty. Instead, I hope that in five years we will have normalized the range of activities that fall under the rubric "scholarly communications" and begin to think of them as ingrained in our everyday services. 🐾

### Rumors from page 12

in Copyright Wars — **Google** concedes that information isn't free," by **L. Gordon Crovitz**. The article largely focuses on **Google** and the recent copyright settlement with publishers which focused on the five million books that are still in copyright but are not in print. The settlement seemed to agree that 20% of a book can be previewed without payment. But for the other content, a registry will be maintained which will allow **Google** to offer millions of books for sale, sharing the proceeds with publishers and authors. Books long out of print will be searchable and available for a fee. Time will tell how this all plays out. <http://online.wsj.com/article/SB122688619008032339.html#>

We are sorry that we are not able to print the **Out of the Box** essay by **Hana Levay** which won the **Charleston Conference/Swets Out of the Box Essay Competition** for the 2008 Charleston Conference. However, the essay IS loaded on the **Charleston Conference** Website and at the **Swets** homepage. Many thanks are due to **Christine Stamison** and her crew who single-handedly honchoed this new initiative! And, you know what? **Christine** is Greek and she and I had many Greek-flavored

conversations together. And her Greek is so much better than mine that I am counting on her to teach me more!

Speaking of **Greece**, just heard from the delightful **Tove Rosado** <gabriel.rosado@snet.net> (once at the **Univ. of Connecticut**, now retired). **Tove** and her husband **Gabriel** just took a 3-week trip to Greece. They went on a cruise around the islands and also by bus around much of the country. They had a great time visiting and re-visiting all the beautiful sites and antiquities. You see, **Tove** and **Gabriel** went from Denmark to Greece on their honeymoon in 1962, before they came to the U.S.A. **Gabriel** is classically educated in Greek and Latin. **Tove** tells me that she and **Gabriel** are well and enjoying their beautiful garden (when it's not snow-storming, which it is now). **Tove**, hopefully **Lyman Newlin**, one of your biggest fans, is reading this in heaven!

Also got several other cards. **Barbara Meyers** (now **Ford**), the **Charleston Conference publishing panel** wizard. Well, **Barbara** has been busy getting married but we hope to get her back to **Charleston** soon!

Oh! Got a great card from **Betty** and **Sevgin Oktay** (**Betty** is retired from **Vassar**, you'll

*continued on page 16*

## Purposeful Collaboration ... from page 14

brary-based publishing program, and highlights the resource challenges facing new publishing services.

**Sylvia Miller (University of North Carolina)** writes about a multi-party collaboration, **Publishing the Long Civil Rights Project**. Funded by the **Andrew W. Mellon Foundation**, this fascinating program brings together a university press, university library, and two different research centers, one based in law and the other in history. The effort is potentially quite challenging logistically, but the common focus on an emerging area of research promises to create unique types of scholarship.

**Patrick Alexander (Penn State University Press)**, my co-editor and colleague, writes about the unique assets — both tangible and intangible — that university presses can bring to a partnership with a library, and which the press should emphasize to its host university. Working together, he suggests, can enable both organizations to leverage not only their expertise, but their *brands* to help drive users to original scholarly content and to collections.

**Patrick's** essay developed in part through work we have undertaken together at **Penn State**, where we share responsibilities as co-directors of the **Office of Digital Scholarly Publishing**, a joint effort of the **University Libraries and Penn State Press**. As at **NYU** and other universities, the press reports up to the library, but a reporting line is not a collaboration. Some of the groundwork for our partnership was laid by our predecessors, our dean, and the press director. Indeed, several publications detailed projects with fast approaching deadlines were waiting for us when we joined **Penn State**, about two years ago. Implementing these projects, which included an open-access monograph series, journal back files, a reprint publication series, and a conference proceedings publication service, presented a crucible in which cultural, business, and process distinctions reared their head. The collaborative projects — which required resource commitments from both the press and library — gave us as newcomers a different perspective with which to assess our base orga-

nizations, including the strengths, interests, and capacities of our staff and colleagues. It also allowed us to quickly try out theories about the collaboration and the problems it could solve, both on campus and more widely.

We have both been thinking critically about how to move the collaboration further down in our organizations via other projects, not necessarily product oriented, that we couldn't ordinarily undertake alone. Cross-marketing each other and our content is one possibility. Involving the press in program assessments of the library's services to campus might be another, especially as the library begins exploring larger-scale digital services to the campus. But we have both tried to think carefully about what assets we have to bring to the table. As a short counterpoint to **Patrick's** essay, I will respond briefly with three library assets, which are discussed in various ways throughout the other essays in this issue.

### Collections

Why did **Google** knock on the library's door? To gain access to millions of books. As their proposed settlement with the **Authors Guild** and the **American Association of Publishers** shows, they (and their plaintiffs) stand to make a tidy sum by aggregating and licensing access to that content back to libraries and individuals. This is a great reminder about the value of the collections libraries have amassed. Fortunately, **Google** doesn't have rights to it all, and library special collections can be mined not only for digitization and online presentation, but also as a source for original scholarship and publications in a variety of forms. **The Long Civil Rights Project** presents one such case where this will be crucial.

### Connections

The librarian's focus on service brings them into closer contact with researchers at early stages of a project. Their understanding of their client's preferences and scholarly practices can help the press understand their authors and their markets in a new way. There is much more for both of us to do together here to harness these connections and use them better. **Michael Jensen** adds a useful corrective in his recent *Library Trends* essay: "Nor am I sanguine that our existing cultures, if carried forward, could avoid being made moot: nearly all of the

changes necessary depend on something our cultures are bad at: *attention to the personal — the customer, the citizen, the individual*. Publishers, like libraries, need to spend the next five years understanding the nature of their relationships with individuals."<sup>1</sup>

### Cycles

The library mission to collect, organize, make accessible, and preserve information brings library staff into contact with many more dimensions of the information life cycle. Libraries' core business is not in acquiring discrete titles and articles, but in the processes that surround those objects. Linking that mission with the publisher's focus on creation, credentialing, and distribution can allow us to focus on the system at large and to develop new services accordingly. For example, emerging digital scholarship suggests that future works will be less fixed in form and more open to interaction, which bring new questions about how to sustain and preserve the research record.

These are not the only assets and some may be more important in local contexts. These collaborations are still very young and haven't yet revealed either their full potential or demonstrated that they are not going to be effective. If they are going to flourish, each will need to consider some overarching questions about the future of both organizations. These can be the subject of their own essays, but I will outline just a few here:

### How Does the Collaboration Fit Within a Larger Content Strategy?

In other words: what else are the library and press doing to provide access to scholarship, cultural heritage materials, and related information, and does the partnership reinforce those activities? University presses still must consider what subjects to acquire and where they want to market their content. The *Ithaka Report* on university publishing suggested the need for a large scale e-monograph aggregator, similar to **Project Muse**. Would such a service find a niche in today's market, or will **Google Book Search** create the market (and the platform) for e-monographs? For libraries, the publishing program needs to be squarely tied

*continued on page 18*

## Rumors from page 14

remember). Anyway, the card seems to have a Turkish greeting on it which translates into Happy New Year, I think! I know I told y'all in the November *ATG* (p.8) that **Betty** and **Sevgin** were coming to Charleston and we were planning to have dinner together. As it turns out, we had a horrendous rain storm in Charleston the night that we had planned our outing. If you have ever been in Charleston in the middle of a rain storm, you know what I mean — everything floods and the downtown roads are impassable except by boat. So — long story short — we didn't see **Betty**

and **Sevgin**, just lots of rain, wind, and water. Hopefully next year they will visit Charleston and there won't be any rain!

And got a great and newsy greeting from **Jack** and **Lesley Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>. Did you know that they celebrated their 26th wedding anniversary this year and they picked New Orleans as the celebration site! Besides writing (have you read **Jack's** new book, *American Shamans: Journeys with traditional healers*? It's truly fascinating), **Jack** is recording music. We sure had fun with him and **Graham Hudspeth** when they played at the **Aquarium Reception** during the **28th Charleston Conference**.

Oh, and speaking of the fantabulous **Lesley**, I enjoyed her piece in the last *ATG* about the **Art of Knitting** (*ATG*, November 2008, p. 16). It made me want to knit again. Maybe when I retire? And in this issue, p.83, **Cris Ferguson**, another knitter, adds to **Lesley's** column!

Speaking of books — looking through some new books on the approval plan, I ran into this one from **Libraries Unlimited — Defining Relevancy, Managing the New Academic Library**, edited by **Janet McNeil Hurlbert**, 978-1-59158-419-3. \$45). It's about the challenges we are all facing regarding the college library today. One of the chapters especially caught my eye. It is by

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## Learning to Say Maybe from page 30

ing priorities, which may bring new funding, while bearing in mind the existing needs of the university for which solutions are still needed. So, for example, the long-expressed wish to efficiently disseminate conference proceedings may be met with services developed for the new global network university.

### Conclusion

The process at NYU may not mirror that at other institutions, but the first months of our press/library collaboration support analyses of the challenges described in *SPARC's University-based Publishing Partnerships: A Guide to Critical Issues*. We had an existing and complex working relationship between the digital library and IT. With the creation of the **Office of Digital Scholarly Publishing**, the press has been brought into that relationship. We have agreed to align, as appropriate, the partners' distinct skills with our shared mission to support the university with new networked research and publishing services.

At the outset, we have found that governance and administration (in the basic sense of selecting and staffing projects) can be challenging, even with a shared vision of the ultimate service. At this early stage, we are working within existing management structures, with key leaders from the library, press, and IT division setting priorities and assigning personnel, based on information that I gather with collaborating staffs, and from our engagement with faculty and university administrators. As we complete and assess our early projects, we will learn what works and what does not, what tools and processes our existing staff can support, and develop a shared understanding of each partner organization's capabilities. The process will help us to identify our strengths, and, as we continually assess the need for new services, offer us the opportunity to create new institutional alliances, and develop a digital scholarly publishing program aligned with NYU's particular strengths and global vision. 🌱

## Rumors from page 16

one of the **Charleston Conference mentors** — **Susan Campbell** (Director, **York College Library**, York, Pennsylvania). Her paper is called "**The New 3 Rs: Revolution, Reorganization and Renovation**." In it **Susan** explains how **Schmidt Library** managed a reorganization that eliminated 13 clerical positions and created 11 new full-time and 2 new part-time positions as well as performing renovations in three and a half months with \$3.5 million. There is much more useful material in this book. Check it out.

<http://www.lu.com>

<http://www.against-the-grain.com/rumors>

*continued on page 44*

# The Coefficient Partnership: Project Euclid, Cornell University Library and Duke University Press

by **Terry Ehling** (Director, Center for Innovative Publishing, Cornell University Library) <ehling@cornell.edu>

and **Erich Staib** (Journals Acquisition Editor, Duke University Press) <erich.staib@dukeupress.edu>

**H**ow can — or should — libraries and publishers, including university presses, work productively together? This is not an idle question now that academic libraries have sought to offer publishing services to their institutional communities. We propose to answer this question by citing one example of a successful library-press collaboration: **Project Euclid**. While **Euclid** does not represent the only viable partnership model available to libraries and presses, it does address some critical issues, such as the proper identification of each partner's capabilities and responsibilities and the need to develop an appropriate business model and maintain good financial hygiene.

In the domain of mathematics where **Euclid** operates, the numbers still astound: eight hundred and forty mathematics journals in circulation worldwide, nearly half now available from commercial publishers. The rest comprise an exceedingly fragile long tail of not-so-profitable but still independent journals. Meanwhile nearly two hundred new or renovated math journals have come onto the market during the last ten years. Most are small but all hope for a long and inglorious life, giving off a weak signal in the increasingly noisy ambit of cyberspace.

Ten years ago the **Cornell University Library**, with the encouragement of the university's department of mathematics and statistics, undertook an initiative designed to provide these small, independent journals with a preferential publishing option. The majority of noncommercial journals in mathematics had yet to establish a footprint on the Internet by 2000. By early in the decade, however, academic libraries were beginning to favor electronic form and Internet delivery over paper editions for most STM serials. Could the library be an active agent in this transition by offering small publishers of scholarly journals a model, a platform, and a cost structure that would encourage them to shift their attention and investment from print to electronic?

The **Cornell Library** has a well-established track record in the conversion of scholarly material to digital form, codification of metadata standards, development of digital library technologies, and preservation of paper and digital assets. These strengths, along with its mandate to expedite access to scholarly resources at the point and place of need, made the library the primary catalyst for a project that would transform it from a consumer to a producer.

Nine years ago the library was awarded a generous grant from the **Andrew W. Mellon Foundation** for the development of an online publishing service designed to support the transition of small, non-commercial mathematics journals from paper to digital distribution. The goal of **Project Euclid** was to ensure that the long tail of mathematics scholarship would endure. An academic library, long the steward of scholarly discourse, would, in effect, provide a safe harbor to publishers it was often not able to support through subscriptions.

**Duke University Press's** relationship with **Project Euclid** reaches back to the initiative's blueprint phase. **Duke** shared **Cornell's** concern about the long-term viability of non-commercial journals in mathematics. **Rick Johnson**, then executive director of **SPARC**, brokered the connection. Over a two-year period beginning in mid-2000 **Duke** supported contract negotiations,  $\text{T}_\text{E}\text{X}$  consulting, and marketing. Beginning in early 2003 the library assumed responsibility for all strategic and operational functions; in May of that year **Euclid** launched with nineteen journals.

Over the next three years **Project Euclid** spent down its initial funding and by late 2005 had achieved a measure of financial stability: the number of partner journals had more than doubled, to forty-four; it had captured one hundred five institutional subscriptions; and it closed the fiscal year cash positive. But by 2006, it had become clear that its status as a redoubt was under stress. Gross revenues from subscriptions were increasing at significant rates but so were operating expenses and revenue sharing allocations to the participating publishers. Net income at the close of the fiscal year provided **Euclid** with a modest surplus but not nearly enough to capitalize growth and remain competitive.

On its own **Cornell** found that it needed to replicate the operating structure of a small publishing house. **Project Euclid's** success was dependent on the library developing traditional but cost-efficient publishing functions — acquisition, production, design, marketing and order fulfillment. It was, in effect, deploying and operationalizing a revenue-capture model within a cost-focused culture. **Euclid** needed to borrow from the library, leveraging its brand and its network, but it also needed to leave behind its organizational design and modus operandi.

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## Cases of Note from page 64

A revision must necessarily have some element of newness, but the context of the new presentation must be looked at to see if it goes beyond what is allowed under § 201(c).

*So it can be revised, but not too much.*

Microforms contain a continuous reproduction of the original work miniaturized on film. The article is there; it's just tiny. The user working that dreadful machine can focus on only one article and ignore ads and other stuff, but it's still all there. *Id.* at 501-02.

### What About CNG?

CNG is analogous to microfilm and microfiche. The original page is right there on the CD-ROM. You look at two pages at a time with the fold right in the middle and page numbers at the lower outside corners. And of course it's in the same glorious color. The **Greenburg** photos are still embedded in the original context.

In the **Tasini** databases, a user could search for an article in an index, but once found, he could not flip to the next article. In **CNG**, you are browsing the original magazine.

Clutching at straws, **Greenburg** argued that new stuff had been added. Too much new stuff.

The Eleventh Circuit said the twenty-five second introductory montage does not wreck the original context of 1,200 precisely reproduced issues of the magazine. They analogized to putting a new cover on an encyclopedia and leaving the articles intact. If a new index, table of contents or foreword made it into a new work, there would be no such thing as a revision.

Likewise, a search function and zoom capacity are well within § 201(c)'s permissive area. A search function is a new version of the traditional index. Rather than look through the index for "global warming" and the list of pages strung out afterwards, the user hits "global warming" and the program retrieves it for him. And zooming in is no different from using a magnifying glass.

The doctrine of media neutrality is found in the **Copyright Act** with broad language allowing you to copyright anything fixed in a tangible medium of expression, "now known or later developed." 17 U.S.C. § 102(a). Thus, an exact digital reproduction of a print magazine cannot be a new collective work. A publisher can reprint in Braille or a foreign language and fall within the revision provision. One creates a new work by adding too much new material.

The issue will always turn on contextual fidelity to the original print publication. 🌲



## The AEA is launching four new peer-reviewed journals in 2009:

- **AEJ: Applied Economics** (January): Focuses on empirical micro issues
- **AEJ: Economic Policy** (February): Examines economic policy's role in economic outcomes
- **AEJ: Macroeconomics** (January): Studies economic fluctuations and growth
- **AEJ: Microeconomics** (February): Covers microeconomic theory, industrial organization, and aspects of international trade, political economy, and finance

Tables of Contents and Abstracts are available at:

[www.aeaweb.org/aej-applied](http://www.aeaweb.org/aej-applied) • [www.aeaweb.org/aej-policy](http://www.aeaweb.org/aej-policy)  
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## Rumors from page 44

After a century of continuous publication, **The Christian Science Monitor** will abandon its weekday print edition and appear online only. The paper is currently published Monday through Friday, and will move to online only in April, although it will also introduce a weekend magazine. **John Yemma**, **The Monitor's** editor, said that moving to a Web focus will mean it can keep its eight foreign bureaus open. Despite its reputation, the **Monitor's** circulation had slipped to 52,000

from 220,000 in 1970. Under the new system, reporters will file stories to the Web and update them several times a day plus write longer pieces for the weekend magazine. "We certainly know that newsmagazines are cratering," **Mr. Yemma** says. "We're under no illusions about it being a growth vehicle." See "Christian Science Paper to End Daily Print Edition," by **Stephanie Clifford**, **The New York Times**, October 29, 2008. [www.against-the-grain.com/rumors](http://www.against-the-grain.com/rumors)  
<http://www.nytimes.com/2008/10/29/business/media/29paper.html?hp>

*continued on page 73*

**Booklover**  
from page 72

are organized. Title back in her memory bank we continued our rapid-fire discussion until it was time to leave. I asked to “check-out” **du Maurier’s** *The House on the Strand*, as I wanted to reread the book during my stay. **Daphne du Maurier** was the favorite author of my youth and *The House on the Strand* is a fantasy about history and time travel, an ideal book to pair with my holiday on Eleuthera. At our farewell party I returned the book and we exchanged addresses both electronic and postal with promises to stay in touch.

Once back in the states electronic conversations continued about books both read and recommended. One recommendation was **Ryszard Kapuscinski’s** *The Shadow of the Sun*. *The Shadow of the Sun* is a fantastic book about Africa during the beginning of the colonial revolutions. **Kapuscinski** was a young journalist when he secured the opportunity to travel to Africa to report on the end of colonial rule. This is Africa as seen through the eyes of a young novice foreign correspondent eager to see the detail of real African life. **Kapuscinski** was so intrigued that he spent a lifetime reporting from Third World countries for the Polish

news. His romance is palpable as one reads the particulars of the tough life of the African people during this period.

In my continued search for books that tax my mind, give pause for thought, stimulate discussions, and intrigue my soul, I find joy in the occasional electronic suggestion of “something to read.” **Joy’s** most recent “e-suggestion” is *Beyond The Sky And The Earth* by **Jamie Zeppa**. She briefly describes the book as a journey into Bhutan. Now I begin my search for this book after I finish the current book I am reading authored by a Nobelist: **Doris Lessing’s**, *On Cats*.

Every year Eleuthera beckons and I hope soon to be able to return. I might even join **Joy** for the regular Tuesday morning coffee at the **Haynes Library** (<http://www.hayneslibrary.org/>). The library was reopened in 1996 and is “dedicated to the advancement of education, the sharing of knowledge and the broadening of minds.” It is housed in a classical Bahamian structure built in 1897 and painted bright pink to match the sand that beckons just a few feet from the front door. One can lose one’s self in the books and the view. Truly holiday. And after our coffee we could add another line to her journal and I could add another library to my discovery. 🌸

**Rumors**  
from page 65

And many thanks to **John Riley** <jdriley@comcast.net> for pointing this out!

**Richard Bodien** has been appointed Director of Marketing at **Serials Solutions** in Seattle, WA. **Richard** has twenty-five years of experience with software and high technology companies including **Microsoft**, **AOL Mobile**, and **The Boeing Company**. As Director of Marketing, **Richard** oversees all Advertising, Event, Marketing, Press, and Web activities for the company.

<http://www.serialsolutions.com/press/press11-20-08.html>

It’s been a while since we heard from **Phil Davis**, but guess what? His lovely wife, **Suzanne Cohen** <sac29@cornell.edu> (Collection Development, Catherwood Library, **Cornell University**) was at the **2008 Charleston Conference** instead! (shhh ... she is a lot prettier than **Phil**). **Suzanne** had left **Phil** at home with their two kids! Sounds like a good plan! But I told her that next year they should all come and enjoy Charleston!

The awesome **Professor David Nicholas** <david.nicholas@ucl.ac.uk> sends word that as of January 1st, 2009 the UCL School of Library, Archive and Information Studies will change its name to **UCL Department of Information Studies**. We had a great dinner at Pan e Vino in Charleston after the Conference. We talked about the Charleston Observatory. [www.against-the-grain.com](http://www.against-the-grain.com)

I am going to close with **Rumors** of two of my favorite places in the world. First, **West Point** where my son, **Raymond**, went

to College. What a lovely place overlooking the Hudson River. A perfect place to visit. Anyway, I have just learned from the **CHE Wired Campus** (December 3, 2008) that the **US Military Academy at West Point** will collect the stories of soldiers of all ages and make them available online to students, historians, journalists, and the public. See — “West Point Oral-History Project Will Make Soldiers’ Stories Available Online,” by **Lawrence Biemiller**.

[http://chronicle.com/wiredcampus/article/3497/west-point-oral-history-project-will-make-soldiers-stories-available-online?utm\\_source=at&utm\\_medium=en](http://chronicle.com/wiredcampus/article/3497/west-point-oral-history-project-will-make-soldiers-stories-available-online?utm_source=at&utm_medium=en)

And, second, the **Pensione Bencista** in Italy mentioned in this **New York Times** travel article. This is where the **Fiesole Retreats** are held every third year, right across the street from **Casalini Libri** headquarters! Breathtaking! Delightful! Wonderful! I want to go there NOW!

<http://travel.nytimes.com/travel/guides/europe/italy/tuscany-and-umbria/florence/hotel-detail.html?vid=1154654576157&inline=nyt-classifier/>

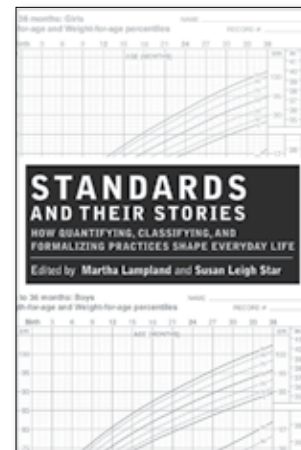
[http://travel.nytimes.com/2008/11/30/travel/30Florence.html?em\\_](http://travel.nytimes.com/2008/11/30/travel/30Florence.html?em_)

[http://chronicle.com/wiredcampus/article/3497/west-point-oral-history-project-will-make-soldiers-stories-available-online?utm\\_source=at&utm\\_medium=en](http://chronicle.com/wiredcampus/article/3497/west-point-oral-history-project-will-make-soldiers-stories-available-online?utm_source=at&utm_medium=en)

Speaking of traveling, have you reserved a **hotel room for 2009** yet? The **Conference will be November 4-7, 2009!** Come on down! And if you have a suggestion for a theme, please send it to me!

**HAPPY NEW YEAR! HERE’S HOPING 2009 IS GOOD TO ALL OF US!** 🌸

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