

February 2008

## If Rumors Were Horses

Katina Strauch

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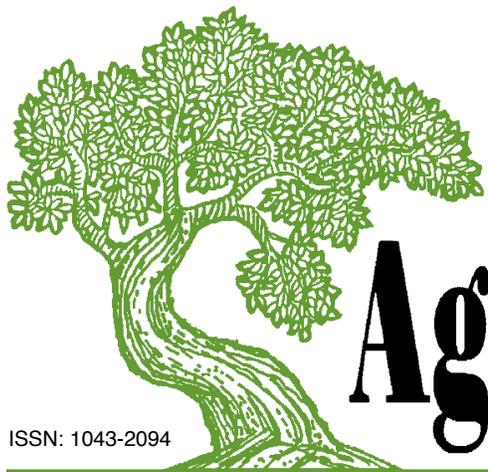
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# Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

## Our Users Are Your Users — Blurring the Lines Between Academic and Public Libraries

by **Margaret Landesman** (Collection Development, Marriott Library, University of Utah, 295 So 1500 East, Salt Lake City, UT 84112; Phone: 801-355-4342) <Margaret.landesman@utah.edu>

Lines are blurring all over the place as so many parts of our lives and our libraries converge into what feels more and more to me like looking through a kaleidoscope. But there is a line that maybe hasn't blurred far enough or fast enough. That's the one between academic libraries and public libraries.

Academic and public libraries share core values and goals. We share users. We can get closest to filling our mission if we work at this together and if both sets of librarians work at telling both sets of users about both sets of libraries.

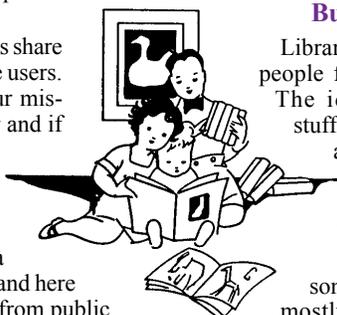
I wanted to gather some ideas about that. So I asked a lot of people what they thought and here are some of their responses — from public

librarians, academic librarians, and consortia. A number are from libraries here in Salt Lake and others are from farther afield — including a report from a **University of Utah** librarian currently working in Ethiopia.

### Libraries — We Don't Just Buy Stuff Any More

Libraries were founded to allow people free access to information. The idea was that we bought stuff and then passed it around among our users, without charging them. The free part is core. The buying part isn't.

There is no inherent reason that libraries stock only or mostly purchased merchandise.



That used to be pretty much what we did — but purchasing is no longer an adequate model for providing what users need. And it used to be that libraries had little say in how things come to be published — and that's not always so anymore either.

**John Ober** of the **California Digital Library** has written about why academic and public libraries need to jointly engage in the drive to create wider public access to publicly funded research results. Academic librarians have been heavily involved — but, for the most part, have failed to work with our public library colleagues, despite the fact that it is their users who currently have the most limited access to this literature. So why aren't we working more with public libraries? I don't know why.

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## If Rumors Were Horses

As usual, there is lots to report!

**First and foremost**, have you visited the **ATG news channel**? We are adding a Rumor a day! We are adding important announcements from our print subscribers. And, under books in the mail, we are adding news about a book we ran across every day. We are also regularly posting the full text of items in the print **ATG**. In fact if there is something that you would like to see online, let us know! As we say the Website is continuously evolving and we would love your input and contributions. We have already gotten several online submissions for both the print and the electronic edition! *If you have a contribution to make, please email <david@katina.info> or <kstrauch@comcast.net> or "submit content" through our Website! Don't be shy!* Frankly, between you and me, I didn't think I'd like this, but it is turning out to be



more fun than I had thought. Y'all always teach me something new and different and interesting. And you will enjoy it (and learn something) too!

[www.against-the-grain.com](http://www.against-the-grain.com)

**Ingram Book Group Inc.** has announced that **David (Skip) Prichard**, Chief Operating Officer, is the new **President and Chief Executive Officer** of the company. Congratulations, Skip!  
[www.ingrambook.com](http://www.ingrambook.com)

And **Ingenta** has just hired the awesomely fantastic **Rebecca Lenzini** <rlenzini@earthlink.net>, to drive forward their publisher services business in North America.

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

It's not just businesses that are **realigning and changing**. As we all are learning, major reorganization is in the air all around us. At **Belk Library & Information Commons**,

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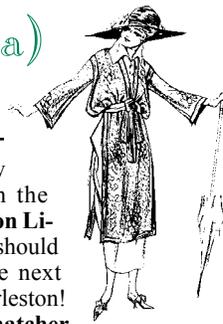
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# From Your (playing the yiayia) Editor:



Greek lesson — the word for grandmother is **Yiayia**. And this Yiayia is heading off for the christening of her very first grandchild, a little boy named **Trifon Raymond Walsler**. **Trifon** was my daughter-in-law's great grandfather's name and is also the Christian god of wine, I learned recently from a niece who knows all these things.

And back at the **ATG** ranch, we are working away on the February issue. Sorry for the delay in getting this issue out but, hey, it's well worth the wait. **Margaret Landesman** has put together some really cool articles about **public library initiatives** by **John Ober**, **Samantha Larsen Hastings**, **Anne Carr-Wiggin** and **Louise Reimer**, **Marie Paiva**, **Lisa German**, **Sue Medina**, **Barbara G. Preece**, and **Sally Patrick**. We also have some special reports on diverse subjects like **academic libraries after print**, **implementing eBook collections**, **using rare books**, and **Wikis** in the workplace from **Allen McKiel**, **Cynthia Cleto**, **Gene Waddell**, **Keith Engwall** and **Steve McKinzie**. We have a fascinating interview with **Dr. Eric Emerson**

about one of the few **private libraries** in the world, **The Charleston Library Society**. You should be sure and visit the next time you are in Charleston! What else? **Sandy Thatcher** gives us **Part II** of **How to Establish a Research Agenda for Scholarly Communication**. **Dr. Matthew Bruccoli** commemorates the **DLB at Thirty**, **Todd Carpenter** talks about **institutional identification**, **Cris Ferguson** takes on **Zotero**, and I could go on and on. Oh! And we have the return of two of our old (not in the aging sense) columnists — **Philip Hallman** who returns to the **Media Minder** column and **Jared Seay** to **You Gotta Go to School for That**. Welcome!

I have to say *adio sas* (Greek for goodbye to y'all) for a few days as I head off to San Antonio for the christening. But first I have to order some children's books for **Trifon**. You can't start reading too early!

Love to all. Yr. Ed. 🐾



**Rumors**  
from page 1

**Appalachian State University** (Boone, NC), Departmental teams are being renamed and a reshuffling of library faculty and staff is in the works. Of particular interest to **ATG** readers — **John Abbott** is the **Coordinator of the Collection Management Services Team**. In Bibliographic Services (the old Technical Services) — **Georgie Donovan** is now **Lead Acquisitions Librarian** and Acquisitions will include **ILL borrowing & document delivery**. **Paul Orkiszewski**, formerly Coordinator of Acquisitions & Cataloging, is returning from a six-month stint at the **University of Sydney's Music Conservatory** to become **Coordinator of the Bib Services Team**. **Eleanor Cook**, formerly Serials Coordinator, is joining a newly formed team "Web Services" as **Intellectual Property & Copyright Librarian**. **Kevin Clarke**, heading up **Web Services**, is **Digital Initiatives Librarian**. **Marilia Antunez**, a new hire from **Michigan State**, is **Allied Health & Science Librarian**; **Susan Golden** has retired. **Ken Johnson** is Coordinator of the **Learning & Research Services Team**, **Allan Scherlen** is **Social Sciences Librarian**. Whew! That's a lot to assimilate!

Was recently in Atlanta where the **Institute of Museum and Library Services Connecting to Collections Preserving America's Diverse Heritage** was held January 31 and February 1, 2008 at the **High Museum of Art and Woodruff Arts Center**. **Lonnie Bunch**, Director of the **Smithsonian's National Museum of African American History and Culture**, was a standing-ovation keynote speaker. **Lonnie** spoke about museums and libraries and how they preserved the soul of the country. **Sven Haakanson**, **Executive Director of the Alutiq Museum** in Kodiak, Alaska and recent recipient of a **MacArthur Foundation Fellowship**, **Loretta Parham**, **Director of the Woodruff Library of the Atlanta University Center**, and **Susana Leval**, **Director Emeritus of El Museo del Barrio**, provided an overview of the rich collections held by diverse institutions. Other experts included nationally recognized photograph conservator **Debra Hess Norris** of the **University of Delaware/Winterthur** and **Alan Lewis**, who has advised both the **Library of Congress** and the **National Archives** on preservation of audio-visual materials. And this was just one of several such seminars planned throughout 2008 and 2009 by **IMLS**. **Connecting to Collections: A Call to Action** is a multi-year, multi-faceted national initiative to raise public awareness and inspire action. The initiative is grounded in the results of **A Public Trust at Risk: The Heritage Health Index Report on the State of America's Collections**. The Webcast of **Preserving America's Diverse Heritage** is available at [http://www.tvworldwide.com/events/heritage\\_preservation/080131](http://www.tvworldwide.com/events/heritage_preservation/080131).

[www.ims.gov/collections/](http://www.ims.gov/collections/)  
<http://www.ims.gov/collections/Tour/atlanta.htm>

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## 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:

Just a brief note to let you now how much I appreciate, as a retiree, receiving **Against the Grain**. It brings back such wonderful memories of the years I attended the **Charleston Conference**. I believe the first one was in the late 1980's, and there could not have been more than 75 in attendance. It sure has grown over the years! I certainly looked forward to coming back every year, to catch up with what was happening in other libraries. This was such

a stimulating group and, even though it really grew in size, there was still ample opportunity to learn from, and exchange information with, colleagues. I always made it clear to my former "fellow librarians" at **Cornell** that this was the conference to attend no matter what your particular speciality was within the library profession.

One of these days I really want to get back to Charleston, one of my favorite cities.

Warmest regards, **Phil Dankert**

<pdankert@twcny.rr.com> 🐾

## AGAINST THE GRAIN DEADLINES VOLUME 20 — 2008-2009

2008 Events	Issue	Ad Reservation	Camera-Ready
MLA, Book Expo	April 2008	02/20/08	03/05/08
SLA, ALA Annual	June 2008	04/16/08	04/30/08
Reference Publishing	September 2008	07/16/08	07/30/08
Charleston Conference	November 2008	09/03/08	09/17/08
ALA Midwinter	Dec. 08/Jan. 09	10/29/08	11/19/08

### 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. 🐾

# 2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

## 2008 Theme — “The Best of Times ... The Worst of Times”

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase  
Thursday-Saturday, November 6-8, 2008 — Main Conference  
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The **Charleston Conference** prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We'll probably love it...

The Conference Directors for the **2008 Charleston Conference** include — **Beth Bernhardt**, Principal Director (UNC-Greensboro) <beth\_bernhardt@uncg.edu>, **Glenda Alvin** <galvin@Tnstate.edu>, **Cris Ferguson** (Furman University) <cris.ferguson@furman.edu>, **David Goodman** <dgoodman@princeton.edu>, **Chuck Hamaker** <cahamake@email.uncg.edu>, **Heidi Hoerman** <hoerman@sc.edu>, **Ramune Kubilius** (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, **Heather Miller** (SUNY-Albany) <hmiller@uamail.albany.edu>, **Jack Montgomery** (Western Kentucky University) <jack.montgomery@wku.edu>, **Audrey Powers** (UFS Tampa Library) <apowers@lib.usf.edu>, **John Perry Smith** (Total Information Inc.) <jps@totalinformation.com>, **Anthony Watkinson** (Consultant) <anthony.watkinson@btopenworld.com>, **Katina Strauch** (College of Charleston) <kstrauch@comcast.net> or [www.katina.info/conference](http://www.katina.info/conference).

Send ideas by **July 31, 2008**, to any of the Conference Directors listed above.

Or to: **Katina Strauch**, MSC 98, The Citadel, Charleston, SC 29409  
843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell)  
<kstrauch@comcast.net> <http://www.katina.info/conference> 

### Rumors

from page 6

Speaking of history and culture, did y'all see this fascinating article about a **library/archives in shelves and boxes in Timbuktu**, the ancient Malian city. This is the **Mamma Haidara Manuscript Library** one of 20 private libraries in the city. Well, they just received an \$8 million donation from **South Africa** to help preserve the manuscripts. “In Timbuktu, a new move to save ancient manuscripts,” by **Tristan McConnell**, *The Christian Science Monitor*, Feb. 5, 2008, p. 1. [www.csmonitor.com/2008/0205/p01s02-woaf.html](http://www.csmonitor.com/2008/0205/p01s02-woaf.html)

The other day, we had a **Tech Services confab** (important meeting) about **ordering DVDs and VHSs**. These materials are in demand in a way that books never were or are, sorry to say. End users/customers/faculty want DVDs, etc., the day that they order them! Pronto! Go figure! See this issue's **Media Minder** column, p.77.

And, speaking of media, did you know that there are **DVD region** and **country codes**? That means that DVDs may be encoded so that they will only play in a certain region or country. We just found out when a DVD we bought from Italy would not play on our machines. I tell you what! Everything is a moving target these days! And I found this entry in **Wikipedia** which seems to be accurate.

[en.wikipedia.org/wiki/DVD\\_region\\_code](http://en.wikipedia.org/wiki/DVD_region_code)

Got an email from the wonderful **John Riley** <jdriley@comcast.net> who said he just had to share this picture of his two-year-old grandson, **Sawyer**. He's a cutie!

I just trialed **Countrywatch, Inc.** for my library. I searched “libraries” and pulled up several articles one of which was from *Beijing Xinhua* in English — China's official news service for English-language audiences (New China News Agency). The article is called “Beijing Libraries Seek To Lure Readers Amid TV, Internet Competition” (February 14, 2008). The article is about the **National Library of China (NLC)** which recently was made free to the public and has seen an increase of 1,000 in daily visits compared with last year. Maybe we will get **Tony Ferguson** or **Corrie Marsh** or one of their cohorts to fill us in on this when we see them in **Charleston** in November?

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

Speaking of **Charleston** — Did you see the write up (with plenty of pictures) of the **27th Annual Charleston Conference: What Tangled Webs We Weave** (November 7-10, 2007) by **Don T. Hawkins** <dthawkins@verizon.net> in *Information Today*, January 2008, (v.25, issue 1), pp.31-34? It's pretty thorough and I wish I had written it myself but then that wouldn't have been good, would it?



We are already gearing up for **Charleston 2008! November 5 (Vendor Showcase and Preconferences) and 6-8 (Main Conference)!** We have two keynote speakers on board so far — **John M. Unsworth** (Dean and Professor, Graduate School of Library and Information Science, University of Illinois, Urbana-Champaign) and **Deanna Marcum** (Associate Librarian for Library Services, Library of Congress). Stay tuned! We will be opening the Conference Website within the next month.

[www.katina.info/conference](http://www.katina.info/conference)

[www.katina.info/conference](http://www.katina.info/conference)

And I have gotten numerous calls about **proposed preconferences for 2008**. We would like to have preconferences determined by the time that registration is open to give complete registration information. The **Call for Proposals Website** will be open no later than April 1. Registration is expected to begin in May, 2008. For updates, please consult the **ATG News Channel** or the **Conference Website**.

[www.against-the-grain.com](http://www.against-the-grain.com)  
[www.katina.info/conference](http://www.katina.info/conference)

Speaking of the **Charleston Conference**, got the nicest note from **Phil Dankert** <pdankert@twcny.rr.com> (see this issue, p.6), once at **Cornell**, now retired. **Phil** was

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Take a closer look at....

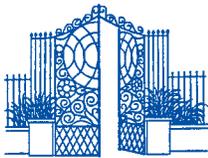
## The CHARLESTON REPORT

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### Rumors

from page 8

headed to the hospital for a total hip replacement. As we all remember, **Phil** was an outdoor enthusiast and he is looking forward to being able to hike and do downhill skiing soon! I told him that my husband **Bruce** just had a total hip replacement and he is a new man! Waiting for an update!

How many of you have bought a **Kindle**? I just went to the **Amazon Website** to learn that **Kindle** is temporarily out of stock due to heavy customer demand and that orders are being filled on a first come/first served basis. Hmmm ... And watch for **Cris Ferguson's** upcoming **Technology Left Behind** column on **Kindle**.

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

And recently saw a post on **Acqnet** by the wonderful **Jack Montgomery** (see way below for more) asking about libraries purchasing and circulating the **Kindle** machine. He is wondering about circulating a "loaded" **Kindle** machine. Maybe **Cris** will talk about this?

Update on **Cullen!** He is a growing little boy who is driving his new mom and dad crazy! "I cannot see how anyone accomplishes anything with a boy in the house," says **Cris**. Ain't that the truth? Still, the awesome **Cris** is the **Editor** of the **ATG News Channel** in addition to everything else! Thank you, **Cris!!**

Speaking of **Cris** and **Cullen** and **John** (the husband, sorry I left you out earlier,

**John!**), they have been sick with the horrible "flu" or whatever it is going around. I'll tell you, everyone, even people who never get sick have been getting whatever it is that's going around. Except yours truly. I keep wondering when I will really get slapped!

About **poor pitiful me**, I just had my right elbow operated on the other day to have the "hardware" removed. No, this isn't a store in my arm, just a long pin and some wire from my elbow break several months ago. Ouch! I am glad it's gone. Recovery was sweet! Maybe it kept off the flu? I'll suggest to the doctor that he write an article for a professional journal ...

**National Archive Publishing Company (NAPC)** has acquired **Tichenor Publishing & Printing**, a provider of coursepacks and other supplemental course materials for college students. The business will be combined with **NAPC's XanEdu Custom Publishing**, one of the nation's providers of custom publishing solutions for higher education. **Daniel Arbour** is **President and CEO of National Archive Publishing Company**. You'll remember that **Dan** spoke in Charleston in 1998 about consortia and licensing. Theme was "The Good, the Bad, and the Ugly."

[www.xanedu.com](http://www.xanedu.com)  
[www.napubco.com](http://www.napubco.com)

**Textbooks** are always a source of discussion among students but they are moving into the library arena more and more. Libraries have generally made it a policy not to purchase textbooks, but textbooks are changing in format and content. In fact **John Cox** just

sent us an interesting **As I See It** which will run in the April issue of the print **ATG**.

Speaking of **textbooks**. **Linda Nainis** (Dean, Learning Resources, **University of Northern Virginia**) <linda.nainis@unva.edu> has a rather unique approach to the textbook issue. She has set up an online bookstore for students and also obtains copies of the textbook and teaching materials for the faculty. And this isn't just print materials. They work to help faculty have access to supplemental materials such as testbanks, multimedia, and other e-materials which can be downloaded into the course management software. They are not circumventing the publishers and are collaborating with ten publishers to make e-textbooks available. **Linda** says this function takes time and effort. And they have one full time person who focuses on it. She says it is worthwhile because of the relationships and because it forces them to stay up with the current curriculum. We hope to have more information in Charleston in November.

**Reed Elsevier** is reportedly drawing up plans to cut 1,000 jobs over the next couple of years as it centralizes functions such as procurement, human resources and IT across the group. The majority of cuts are supposed to take place outside Britain and to contribute to a restructuring that will shed as much as 100 million pounds from **Reed's** annual costs bill. See — "Reed Elsevier cost cuts to claim 1,000 jobs" by **Mark Kleinman** and **Jonathan Sibun**.

<http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2008/02/17/cnreed>

Heard recently from the winner of the **Vicky Speck/ABC Clio Charleston Conference Leadership Award** — the unmatched **Jack Montgomery** <jack.montgomery@wku.edu>. He has recovered from his stroke (see **ATG**, Dec.07-Jan.08, p.6, 8) and is hot to trot! He says he is riding a bike and dancing! To prove it, he has just issued a new music CD which I can't wait to hear! Plus, see the advertisement for his new book — **American Shamans: Journeys with Traditional Healers** in this issue, p.73. **Jack** is going to talk about the book at the Conference this year and I am looking forward to reading it beforehand!

The renewal notices for **ATG** have just gone out as those of you who got them know! Renew, renew! Along those lines, I just heard from the calm and collected **Claire Ginn Winthrop** (Director of Library Relations, **Ingenta**) <claire.winthrop@ingenta.com> who says that **Jeff Downing** has joined their team as **Manager of Library Relations** and is interested in looking into participating in the **Charleston Conference Vendor Showcase** in November. We should be getting out information in the next month. And the Call for Papers should be up in the next two weeks! On the home front, **Claire** says her little daughter **Mia** is nearly three years old! Gosh! I have a niece who is named **Mia** and it's such a lovely name, isn't it?

And while we're on **Ingenta** — The johnny-on-the-spot **Charlie Rapple** <charlie.

*continued on page 12*

rappl@publishingtechnology.com> sends word that **PCG** has selected **Andrew Allan** <andrew.allan@ucpress.edu> to develop the **University of California Press** business in the UK and in western and southern Europe. **Andrew** comes from **Emerald**, where he was responsible for business development in Latin America and the Caribbean. **Andrew** will be based in the UK. [www.pcgplus.com](http://www.pcgplus.com)  
[www.ucpress.edu](http://www.ucpress.edu)

Speaking of hearing from old friends, got a lovely card from **Betty** and **Sevgin Oktay** who have been going everywhere you can think of! They sent congratulations to the old grandparents (**Bruce** and me) and wish us much love. **Betty** and **Sevgin** have already had the experience so they are old hands at grandparenthood! But, you know, I sure miss **dancing** with them at late night hot spots in **Charleston** during the **Conference!**

Recently got an email from another old friend, the fabulous **Christine Lamb** <christinefaylamb@gmail.com>. Last month **Christine** joined the **New England Journal of Medicine** as **Director of Marketing**. Congratulations, **Christine!**

Remember **Steve McKinzie** <smckinzi@catawba.edu>, once at **Dickinson**, now library director at **Catawba College** in Salisbury, NC? Anyway, they have just opened an overall space makeover of the **Corriher-Linn-Black Library**. According to the **Salisbury Post**, "Work in the library included environmental abatement, installation of new stud walls, Sheetrock and high-density shelving." The yearlong library renovation culminated with an **open house** at the facility. [www.salisburypost.com/area/340228068685780.php](http://www.salisburypost.com/area/340228068685780.php)

See photos of the renovations at [www.catawba.edu/news/archive/2007/04/30/halls\\_openhouse.aspx](http://www.catawba.edu/news/archive/2007/04/30/halls_openhouse.aspx).

Recently got an email from the aforementioned **Steve** who had just finished reading a novel by **Josephine Humphreys**, a Charleston-born writer. The novel is *Nowhere Else on Earth*. I met **Jo Humphreys** when I first moved to Charleston back in 1977. (She was the coordinator of the **Spoleto** volunteers and I worked as a **Spoleto** volunteer.) **Spoleto** was just getting its feet on the ground and **Jo** was the perfect person to get it started. She is a

## against the grain people profile

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Victor Perlman

**BORN AND LIVED:** New York City until law school in Philadelphia.

**FAVORITE BOOKS:** *CATCH-22*, *The Great Gatsby*, *Hemingway's* short stories.

**PET PEEVES:** Political correctness.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** I hope to achieve, and see, a fair and continuing stream of compensation to photographers for the use of their images. 🍷



great writer. In fact, there was recently a long article all about her in **Charleston Magazine**. And, speaking of writing, be sure and read **Collaboration and Context: Wikis in the Workplace** by **Keith Engwall** and **Steve McKinzie**, this issue, p.79.

Well, as **Aunt Bee** from Mayberry would say, I swan! The **SLA Nominating Committee** presented ten highly qualified candidates to the sitting Board for election to the **2009 SLA Board of Directors**. This year, in an effort to expose each candidate to a wider audience of members, the association will videotape and post each candidate's speech to the **SLA Website** and **YouTube**, offer members the ability to hear the candidate speeches live, and schedule additional ad-hoc opportunities for the members to meet the candidates during **SLA 2008** in Seattle. Elections will be held electronically in mid-September 2008. One of the candidates who stood out was **Ruth Wolfish** <r.wolfish@ieee.org> from **IEEE!** Go for it, **Ruth**, and good luck!  
[www.sla.org](http://www.sla.org)

In a project initiated by the **National Society of Black Physicists (NSBP)**, the **National Society of Hispanic Physicists (NSHP)**, and

the **Southeastern Universities Research Association (SURA)**, the **American Physical Society** and the **American Institute of Physics** have offered minority-serving academic institutions a free trial throughout 2008 to all their online publications. The two publishers have agreed to a formula that would permit these institutions to then acquire this entire collection of top physics journals at very low prices in 2009. For further information or to apply for a free trial in 2008, contact the awesome and smiling **Douglas LaFrenier** (Director, Publication Sales & Market Development, **American Institute of Physics**) <dlafrnier@aip.org> and the equally awesome **Barbara Hicks** (Associate Publisher, **American Physical Society**) <hicks@aps.org>.  
[www.aps.org/publicationsjournals.aip.org/](http://www.aps.org/publicationsjournals.aip.org/)

I am sure that you have all been listening to/reading/texting/googling (hard to know what words to use anymore, isn't it?) the **Yahoo!/Microsoft** hoopla in the regular and financial news. Well, in reading one of the many articles, I learned that **Yahoo!** owns 39% of **Alibaba**, the biggest listed **Chinese Internet Company**. And guess what? **Alibaba** is very interested in the recent **Microsoft** bid for **Yahoo!** and wants a say in the management should the sale go through. What you don't learn by ...ummm... reading. See — "Microsoft's Yahoo! Bid Ruffles China's Alibaba," by **Jason Dean**, *The Wall Street Journal*, Feb.16-17, 2008, p.A2.  
[proquest.umi.com](http://proquest.umi.com) (sub. reqd.)  
[www.reuters.com/article/innovationNews/idUSN1559272320080216](http://www.reuters.com/article/innovationNews/idUSN1559272320080216)  
[www.alibaba.com/](http://www.alibaba.com/)

And speaking of **China** — **The National Library of China**, the largest library in Asia,

*continued on page 14*

### Future Dates for Charleston Conferences

Preconferences and Vendor Showcase      Main Conference

2007 Conference	7 November	8-10 November
2008 Conference	5 November	6-8 November
2009 Conference	4 November	5-7 November
2010 Conference	3 November	4-6 November

will add its bibliographic records to the **OCLC WorldCat** database. **The National Library of China** will develop software to convert the format of its records before they can be added to **WorldCat**. Following development and conversion of the records, the **National Library of China** anticipates that some 1.5 million records will be sent to **OCLC** in 2008. These records, when added to **WorldCat**, will display Chinese characters. The Library will continue adding records to **WorldCat** beyond 2008 once the format has been converted. **Zhan Furui** is Director, National Library of China. **OCLC** opened an office in Beijing in July 2007. **OCLC's** relationship with libraries in the **People's Republic of China** began in 1986, when **OCLC** introduced its **CJK** system for cataloging Chinese, Japanese and Korean materials. An **OCLC Service Center** was established at **Tsinghua University** in 1996, and access to the **OCLC FirstSearch** online reference service was made available to about 100 academic institutions in China. In 2004, the **CALIS (China Academic Library and Information System)** consortium, under the leadership of **Peking University**, began providing access to a **NetLibrary** eBook collection for 80 libraries in China.  
[www.oclc.org](http://www.oclc.org)

**And speaking of reading**, I was recently in a waiting room and picked up a copy of *People* magazine. I was shocked and gratified to read under "Chatter: What are you doing during the writers' strike?" that **Ali Larter** said **READING!** When all these other movie stars were training for marathons, exercising, or loafing, she was **READING!** The book she especially mentioned was *Eat, Pray, Love*. "I love that book," she said. Gosh! Since I never watch TV and rarely go to the movies (how else could I do **ATG?**), I had no idea who **Ali Larter** was. I learned from **Wikipedia** that **Ali Larter** started as a model and has been in many movies. She has also traveled extensively so *Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia* by **Elizabeth Gilbert** really spoke to her. Like wow! Books are still alive!  
[en.wikipedia.org/wiki/Ali\\_Larter](http://en.wikipedia.org/wiki/Ali_Larter)

And, speaking of **books**, did you know that **Random House** is beginning a "chapter sales project," announcing a plan to sell chapters from books beginning with "Made to Stick: Why Some Ideas Survive and Others Die" for \$2.99 each. This is already happening with **O'Reilly** titles as well with some textbook titles of **Safari** and **Cengage Learning**. See "Random House Announces Chapter-Sales Pilot Program," by **Andrew Savikas** (*O'Reilly Tools of Change for Publishing*, February 11, 2008) and "Publisher Tests Selling by the Chapter," by **Jeffrey A. Trachtenberg** (*WSJ*, February 11, 2008, p. B7).

**More about books.** See "Books Are in Style: Publishers Embrace Short Nonfiction, From Presidents to Science." Seems that non-fiction books are getting shorter and wouldn't

**Dear Against the Grain Readers:**

It's time for **ATG's Annual Information Survey of Library Operations** and **ATG Survey Contest**. The survey is designed to provide our readers with library information that is unavailable anywhere else. The results will be published in an upcoming issue of **Against the Grain**. However, we need your input in order for this project to be successful. To participate, please visit our Website <http://www.against-the-grain.com/> as soon as possible, but no later than April 15, 2008.

In addition, all returned surveys will be entered into a drawing from which two winners will be randomly selected. All survey respondents are eligible. The winners will receive a 1-year subscription to **ATG**, and one paid registration to the **2008 Charleston Conference**.

To enter your responses on our **ATG Website** please use this link <http://www.against-the-grain.com/d/ATGSurvey>.

You may also enter your responses while visiting the **Charleston Conference Website** at <http://www.katina.info/conference/> — then click on the **Against the Grain** button and go to the survey.

Thank you very much for participating in our survey and good luck in the contest!

**Your Editor** 🐼

you expect it in our electronic, sound-bite environment? "It is a showcase for the art of brevity," says **Peter Ackroyd** who has just published *Poe: A Life Cut Short* (to be published March 28). This is a trend in non-fiction publishing and reportedly dates back as far as **Plutarch**. Says **Jane Smiley** author of the Pulitzer Prize-winning *A Thousand Acres*, "I love the idea of all these short books coming out, although like every bubble, it'll break. But the great thing about book bubbles is that we'll have the books. Even after the market crashes, the books will be around to read."  
[www.showbuzz.cbsnews.com/stories/2008/03/01/ap/entertainment/main3896124.shtml](http://www.showbuzz.cbsnews.com/stories/2008/03/01/ap/entertainment/main3896124.shtml)

Speaking of **Amazon.com**, they apparently plan to spend more and keep less on hand which has investors unhappy. **Amazon** is ramping up spending on technology and content, (reported in **USA Today**, January 31, 2008, p.1B) **Amazon** has also recently acquired **Audible.com**.  
[www.marketwatch.com/news/story/amazon-profit-doubles-stock-falls/](http://www.marketwatch.com/news/story/amazon-profit-doubles-stock-falls/)

**Blackwell** has appointed **Melissa Bruner** as **Regional Sales Manager** in Oklahoma, Texas, Kansas, New Mexico, Colorado, and Utah effective January 2, 2008. **Melissa** has worked in the academic market for 20 years. She began her career as an English instructor at **Lamar University** and **Southwestern Oklahoma State University**. **Melissa** then spent nearly 14 years in the college textbook industry. She worked as a sales representative, marketing manager, regional account manager, custom editor, and online course development consultant. She received her Bachelor's degree in English from the **University of Oklahoma**, and a Master's degree in English from **Miami University** (Ohio).  
[www.blackwell.com](http://www.blackwell.com)

Look at the paper in this issue of **ATG** by **Allen McKeil**. It's called **Academic Libraries After Print** and outlines what **Allen** believes are the three primary issues of importance to the library of the future

— **acquisition, instruction, and publication**. See this issue, p.44.

Speaking of **publication**, I was recently reading the **Ithaka report — University Publishing In A Digital Age** (released July 26, 2007). The **Ithaka report** points to the fact that universities have been reluctant to accept the Web as important to the academy in terms of peer review and the like. [www.ithaka.org/strategic-services/university-publishing](http://www.ithaka.org/strategic-services/university-publishing)

While we are in the medical arena, did you see that **Google Inc** is collaborating with **Cleveland Clinic**, one of the premier U.S. health institutions, to pilot an exchange of data that puts patients in charge of their own medical records. See "Google, Cleveland Clinic Form Venture" by **Christopher Lawton**, *Wall Street Journal*, Feb.21, 2008, p.D3. Also "Google, Cleveland Clinic Team up on Medical Data," by **Debra Sherman**.  
<http://www.reuters.com/article/healthNews/idUSN2144271320080221?feedType>

As we all know, **Dow Jones** and the *Wall Street Journal* were bought July 31, 2007 by **Rupert Murdoch** and **News Corporation**. And it appears that **Murdoch** wants the *WSJ* to be "a broader force." This seems to mean that the *WSJ* will stress coverage beyond business news (which it has always done to some extent), moving into *New York Times* territory. Will this work? I suppose that time will tell but in the meantime, here are two fascinating articles worth a peek — "Trading Pinstripes for Politics" by **David Carr** in *The New York Times* (late edition, east coast), Feb 11, 2008, p.C1, and "Toppling the Times: Rupert Takes On Pinch," by **Ed Lasky**, *American Thinker* (January 21, 2008).  
[www.americanthinker.com/2008/01/toppling\\_the\\_times\\_rupert\\_take.html](http://www.americanthinker.com/2008/01/toppling_the_times_rupert_take.html)

One of my fondest childhood memories is reading books and one of the books I remember vividly is **Phyllis A. Whitney's** "Mystery of the Green Cat." I wonder what I would think of it now? Anyway I read of **Ms.**

*continued on page 16*

**Rumors**  
from page 14

Whitney's death in the *New York Times* (Late edition, east coast), Feb. 9, 2008, p.B7. "Phyllis A. Whitney, Author, Dies at 104." Obituary by **Dulcie Leimbach**. Ms. Whitney wrote til she was 94 and she said that was what kept her young and alive. She once said: "If you give up, you'll never have a chance to climb aboard." Perhaps there is a writers' strike in heaven and she was needed?

The next two rumors are courtesy of the fabulously connected **Ramune Kubilius** (Galter Health Sciences Library, **Northwestern University**) <r-kubilius@northwestern.edu>. Thanks, **Ramune!** And if anyone else has rumors, please send them to me. I love them (surprise, surprise!).

**Ron Miller**, Director of Product Management at **H. W. Wilson**, will be teaching courses at the **Pratt Institute School of Information and Library Science on Abstracting & Indexing and Thesaurus Design & Construction** while he continues his product management role at **Wilson**.

Courtesy of **LJN Dawson** — **Suzanna Ellison**, sponsoring editor of **Psychology**

## IT'S TRUE!!!!

### ATG FICTION CONTEST— \$250 PRIZE

*How many of you are working on the Great American Novel, Short Stories, Poetry?*

Here's your chance to get into print and reach thousands of readers starved for fiction that tells the story of libraries and librarians, publishing and bookselling, but we're open to any original works—your imagination is the limit.

A fiction page will become a regular feature of ATG after this contest, so sharpen your pencils and tell us your story.

Submission lengths, generally, should be 1,000 to 2,500 words. Deadline for entries is July 15, 2008.



## ATG LAUNCHING NEW FICTION PAGE

**textbooks at McGraw-Hill**, has announced that she is leaving to work in market development at **Wiley**.

[www.ljndawson.com/permalink/2008/01/31/Suzanna\\_Ellison\\_leaving\\_McGraw\\_Hill.html](http://www.ljndawson.com/permalink/2008/01/31/Suzanna_Ellison_leaving_McGraw_Hill.html)

**Congratulations** to the winner of the **Charleston Conference evaluation draw-**

**ing: Cory Stevens**, Head of Public Services, **Lake Forest College** in Highland Park, IL. **Cory** will get a free registration to the **2008 Charleston Conference** which is November 5 (preconferences and Vendor Showcase) and 6-8 (main conference).

[www.katina.info/conference](http://www.katina.info/conference)

*continued on page 22*

### Our Users Are Your Users

from page 1

There is no area where the need is greater than it is for medical and other health science literature. On my own campus, we train a wide variety of medical professionals and we hope many will go into the smaller towns of rural Utah to practice. We teach them "evidence-based medicine." Then, as with a Physician Assistant we graduated some time ago who now practices in Green River, Utah — when they call and tell us how much they want to practice what we preached — we tell them they cannot have access to the literature they used while in school at the University. We're sorry. **Sally Patrick** has written about the **Eccles Health Sciences Library's "O" (Outreach) Team** — founded to reach consumers of health information through **Utahhealthnet**.

Another way to offer more content is for libraries to engage in digitizing initiatives. Here again, academic libraries were initially most active. This is changing. Consortia often serve as matchmakers in helping these two groups get together. **Barbara Preece** has written about the **Boston Library Consortium** and its partnership with the **Open Content Alliance**. And **Sue Medina** about the ways in which Alabama has come together to provide access to the stuff Alabamians want — which is, not surprisingly, about Alabama. This group has also broken new ground in developing digital archiving techniques, developing a new application of **LOCKSS** as a local archiving solution for the consortium.

**Anne Carr-Wiggin** and **Louise Reimer** write about their hope that users of the **Edmonton Public Library** and the **University of Alberta Libraries** can "move seamlessly between our institutions throughout their lives" and what is being done to make that so. **Lisa German**, describing the planning of the **2007 Pennsylvania Library Association Annual Conference** by a group from the **Penn State University Libraries** and **Schlow Centre Region Library**, writes that she has "worked in two other states and has never seen any collaborative effort quite like this between the public and the university research library."

#### We Need to Know More About the Other Libraries In Our Users' Lives

I live in a city with remarkable public libraries — the **Salt Lake Public Library** and its **Sweet Avenues Branch** are my home libraries and I love them best of all. But they're not all we have to offer — there's also the **Salt Lake County system**.

The first thing you notice about a **Salt Lake County Library** is how many cars are in the parking lot and how many people are in the library. There are 18 libraries — I have been in most of them — and they're all like this, as far as I can see, almost all the time they are open. The users aren't concentrated at the computers — as they tend to be in my library. They are at the open "Hold" shelves which hold hundreds and hundreds of items, and they're clustered around the self check-out stand. They're going through racks of CDs and videos. There are even people reading the periodicals. And the newspapers (printed ones).

How do they get people to do this?

I asked about circulation stats. About a million, they said. That's kind of similar to ours, I thought. But it turns out they meant a million per month. Not annually. We have two pieces from librarians in this system — **Gretchen Freeman**, writing about what our higher ed students like about their public libraries, and **Samantha Larsen** making an analogy between public libraries and **Wal-Mart**.

The head of our Government Documents Division, **Kate Holvoet**, told me that **Salt Lake County** is her very favorite library. Why so, I asked? Because, she said, it allows for the satisfaction of asynchronous desire.

This was definitely a new concept for me. How do you translate that? Well, she said, it means that satisfaction is guaranteed — no visit, given her finely tuned system, lets you leave empty handed — and — she finds herself reading more widely and more different sorts of books than she believes she would in the print-only world. A pretty encouraging idea.

#### And Finally, So as to Remind Us....

Finally, because she is in Ethiopia and telling me things I didn't know and feel I ought to know, I asked one of our most respected librarians, **Marie Paiva**, who is spending her sabbatical there (this is the third time she has gone to work in Ethiopian libraries) to describe for us what Ethiopian libraries are like. I thought this should put an end to any tendency to whine about our plight in either public or academic libraries here. And perhaps focus us on finding ways to help across the international boundaries — as we also think about how to do that at home. 🌸

## A View Toward the Public Side from page 20

tional repository platforms, policy regimes, and discovery services to form “community repositories.”

### Potential for Collaboration

With an overlap in the “public” that they both serve, academic and public libraries share an interest in influencing scholarly communication systems so that they yield low barrier, or barrier free access to research and scholarship. To a lesser degree they might share other motivations to create change, especially in the creation of a publishing role to disseminate the unique materials that originate in their communities.

These overlaps suggest the potential to explore common interests and to collaborate to create change. What forms could that exploration and collaboration take?

Drawing from my familiarity with the emerging structure of scholarly communication “programs” in the academic library setting, the following possibilities come to mind.

**1. Education and outreach.** Academic libraries should make public libraries and librarians targets of their campaigns to inform stakeholders of the challenges and opportunities in the scholarly communication landscape. In partnership, academic and public libraries could tune the messages for public library patrons and boards, to point out the individual and public benefits of public access to publicly-funded research, at the least.

Academic libraries should offer core information and lessons learned from their own outreach efforts, including meta information about how to build advocacy programs and educate line librarians as messengers and advo-

cates (e.g., through the **ARL-ACRL Institute on Scholarly Communication**).

To buttress their appeals to faculty members, funders, and legislators to make research openly available where possible, academic libraries should solicit testimonials from their public library colleagues about the impact of open access to research results on members of the public. This extends the strategy which already has made patient advocate groups an important partner in advocacy efforts.

**2. Legislative and policy advocacy.** Public libraries and their umbrella groups should join letterhead groups that advocate for increased access to research results, such as the **Alliance for Taxpayer Access**. When opportunities arise to lobby for a legislative policy intervention, such as the **NIH** public access policy, both sectors should consider combining their efforts through joint resolutions and letter campaigns. It would be heartening to see a letter supporting the next version of **FRPAA** be jointly signed by a region’s research university provost, regional college consortium, and regional public library consortium.

**3. Service development, including library-as-publisher.** Public libraries should seek, and academic libraries offer, lessons and partnerships to make innovations in publishing technologies and systems available to create public library online publishing niches, some of which would be valuable as input into research and learning at the college and university.

**4. Walk the walk.** Libraries and library organizations must avoid the hypocrisy of asking others to lower barriers to access but not thoroughly pursuing opportunities to do so themselves. In this regard, and in direct service to the collaboration above, both sectors need to encourage themselves and each other to make their local, regional, and national publications openly accessible. 🌱

*John Ober is co-chair of the ACRL scholarly communications committee, a member of the SPARC steering committee, and until recently, was Director of the University of California’s Office of Scholarly Communication.*

### Endnotes

1. As quoted from the **University of California’s Mission** at <http://www.universityofcalifornia.edu/aboutuc/mission.html>; accessed 12/02/2007.
2. As reported at <http://www.nlm.nih.gov/news/rmlcontracts06.html>; accessed 12/02/2007.
3. The **American Library Association** is listed as a member of both the **Alliance for Taxpayer Access** (<http://www.taxpayeraccess.org>) and the **SPARC Open Access Working Group** (<http://www.arl.org/sparc/advocacy/oawg.html>).
4. **Resolution On The Federal Research Public Access Act of 2006 (RPAA)**. See <http://www.ala.org/ala/washoff/woissues/copyright/openaccessstoresearch/ALAResolutionFRPAA.pdf>.
5. <http://www.ala.org/ala/washoff/woissues/copyright/openaccessstoresearch/accessresearch.cfm>
6. **Charles W. Bailey, Jr.**, *The American Library Association and Open Access*, DigitalKoans, July 23, 2006. <http://www.escholarlypub.com/digitalkoans/2006/07/23/the-american-library-association-and-open-access/>
7. See, for example, “Library Research Service. Fast Facts: Recent Statistics from The Library Research Service.” *Pricing Trends for Public Library Materials*. November 17, 2004. [http://www.lrs.org/documents/fastfacts/212\\_Pricing\\_trends\\_public\\_library\\_print.pdf](http://www.lrs.org/documents/fastfacts/212_Pricing_trends_public_library_print.pdf)

## Rumors from page 16

Some people/companies have a lot of money! **\$140 million** has been spent since 2005 asking people to choose **ask.com** as a search engine. And still **Google** is the winner! By contrast, **Google** has spent \$34 million on advertising between January 2006 and September 2007. See “Ask Searches for Answer to Luring New Users,” by **Jessica E. Vascellaro**. [money.aol.com/news/articles/\\_a/ask-searches-for-answer-to-luring-...](http://money.aol.com/news/articles/_a/ask-searches-for-answer-to-luring-...)

Have you visited the **ATG News Channel** yet? You can post a **job ad FREE!** We have linked to the **Informed Librarian**, a great resource! and we would love your suggestions about other links! **AND** — we are trying to start an **electronic book** of sorts that we are calling **e-stories**. I wrote the first few lines and here they are — “Once upon a time there were no books in the world. A little boy looked at his dog and said, ‘I want something

to do besides playing video games.’ His dog, a very understanding Labrador, barked loudly and led him to a very smart girl dog. What happened next is history...” Now we need **YOU** to add to the **e-story**. It’s like a Wiki! Come on!

Members of the **National Information Standards Organization (NISO)** have voted to approve the creation of a working group to explore issues surrounding **institutional identification**. The NISO working group will build on the work of the **Journal Supply Chain Efficiency Improvement Pilot (JSCEIP)**, an industry-wide pilot project that aimed to discover whether the creation of a standard, commonly used identifier for institutions would be beneficial to all parties involved in the journal supply chain. The project sees participants working closely together to integrate interoperability around a standard identifier codified with standard descriptive metadata. The energetic, energizer bunny **Helen Henderson** is an active participant in **JSCEIP** and one of the new project’s leading advocates

among NISO’s voting membership. **NISO** is currently soliciting parties in the community interested in engaging with this working group. People interested in participating in or monitoring the development process should contact the NISO office. The **NISO Business Information Topic Committee**, chaired by **Patricia Brennan**, Product Manager at **Thomson Scientific**, will appoint members of the working group and oversee the work of the committee. [www.niso.org](http://www.niso.org)

Had an interesting conversation with **Pam Kelley** <[pkelley@charlotteobserver.com](mailto:pkelley@charlotteobserver.com)> at the **Charlotte Observer**. The **Observer** is doing an article on **Mark Herring’s** recent book **Fool’s Gold: Why the Internet is No Substitute for a Library** (McFarland, 2007). The article is supposed to come out later this month. Anyway, it is refreshing to see a newspaper continuing to focus on books. **Pam** says that they are just taking one page these days instead of two, but, still, that’s good. And she is interested in coming to the **Conference** in November. We’ll see!

*continued on page 42*

**Satisfaction Guaranteed ...**  
from page 41

It's a sort of system for asynchronous desire. Between **Amazon** and the County system, I don't have to find the idea interesting and actually go get the book at this same time. When I'd like to read it, I request it. Later on, I get it and then look it over and remember why it is that I wanted it. It's a new sort of browsing and it has let me read books I never would have read in the print-only world. 🌿

**Rumors**  
from page 22

**Speaking of newspapers**, see this article in the **Wall Street Journal** -- "Why Los Angeles Times Can't Keep an Editor," by **Emily Steel** (1/22/08, p.B1). We know the story. It's a matter of budget. Seems that the publisher wanted \$7 million in reductions. Ouch!

[online.wsj.com/public/article/SB120086036844103713.html?mod=blog](http://online.wsj.com/public/article/SB120086036844103713.html?mod=blog)

Forgot to tell you that the **Georgetown (SC) County Library** was one of five libraries in the US to receive the **National Medal for Library Service** given by First Lady **Laura Bush** and the **Institute of Museum and Library Services**. The subscription library was started in 1908 by Miss Susan Allston. She, with the help of Mrs. Congdon and Mrs. Weston Rosa, canvassed the entire community for book donations and

*continued on page 49*

**A Quick Glimpse ...**  
from page 41

and then showed us around the facility.

Public libraries in Addis Ababa are 30 years old, and the municipality moved this one to its current location four years ago... The actual building was constructed about 75 years ago and belonged to a well off individual. It is a solid stone building with an intricate inlaid woodwork interior, and large windows with security grates. It sits in a shaded compound full of trees, bushes, flowers and a few benches off of a major road in Addis Ababa.

This library is one of the larger and better equipped libraries and is open five days a week from Tuesday to Saturday from 9:30-5pm. Everyone has free entrance with any ID. The staff of 15 includes librarians, security personnel, and custodians. The current budget for acquisitions is about USD \$4,500 per year; and they do occasionally receive donations from private organizations and NGOs. The librarian indicated that many of these gifts are older materials.

The users are mostly from nearby high

*against the grain*  
**people profile**

Head, Government Documents and Microforms Division  
(the comma is my favorite part of my title!)  
University of Utah, 295 S 1500 East, Salt Lake City, UT 84112  
Phone: 801-581-8394 • <kate.holvoet@utah.edu>

**Katherine Gail Holvoet**

**BORN & LIVED:** Born in Aberdeen Army Proving Grounds hospital — lived in Maryland, Virginia, Iowa, Nevada, Florida, Niigata prefecture (Japan), and Aichi prefecture.

**FAMILY:** My son **Jackson** (pictured below) is now nine months old and aspires to be a Labrador retriever — he chews on electrical cords and my shoes, with a particular interest in my good, black, work shoes. He had the brilliant taste to be born on my husband's birthday, March 8th, so I can't forget either (or conversely, I'll forget both at the same time).

**EDUCATION:** M.A. in Library Science from **University of Iowa**, B.A. in Studio Art from **University of Iowa** — that's why I lived in Japan for three years. I couldn't get a job in the US with a B.A. in Studio Art.

**FIRST REAL JOB:** Soda jerk in an old fashioned pharmacy.

**PROFESSIONAL CAREER AND ACTIVITIES:** I went into government documents because the information is fascinating, and because even if everything goes online, people still need help finding what they are looking for.

**IN MY SPARE TIME I LIKE TO:** Quilt, read read read, agitate for greater common grounds freedoms with my home owner's association.

**FAVORITE BOOKS:** Trashy romance novels, *The Gift of Fear* (it's not about what you think it's about), *A Wrinkle in Time*.

**PET PEEVES/WHAT MAKES ME MAD:** When people use the word nauseous incorrectly. One never feels nauseous, one feels nauseated.

**PHILOSOPHY:** Today is the only (insert full date here) that I will get to spend with my family and friends — how do I want to spend that time?.

**MOST MEANINGFUL EDUCATION ACHIEVEMENT:** Finishing my 30-page paper on the symbology of **Elvis'** jumpsuits. As a result of that experience, I learned that writing papers is easier if you have roughly two sources per page, rather than 1/10 of a source per page, and I pass that hard won knowledge on to stressed out college students every semester. 🌿



schools and colleges, and the library contains 220 seats. Current statistics show about 400 users per day. The collection consists of 20,000 volumes which do not circulate. The library does have growth space. Some users come in to use the collections, while others are looking for a reading room where they can use their own workbooks and textbooks.

There are seven computers with word processing only, and a small collection of juvenile materials. Almost everything is in English, with a few items in Amharic. There is a Subject and Author-Title Card Catalog for users.

We toured around the building, which is on two floors, and then visited an annex at the back. Just as **Ato Tameru** indicated, most of the titles I picked up appeared older and well used. The volumes I randomly chose ranged in date from 1974 to 1997 and dealt with architecture, Ethiopian history, and management. We visited Reference and Documents, the Periodicals Room (which only held newspaper) and three Reading Rooms. Almost all the

seats were taken at about 11 A.M., and it was very, very quiet. I saw two public bathrooms, not perhaps as nice as those at home, but they did exist.

The current challenges **Ato Tameru** indicated to us included the problem that the city administration does not show enough interest in the library. If they did, he feels he could have more staff and a bigger budget. Also, theft is a problem everywhere, and **Ato Tameru** suspects about 100 titles a year are stolen. Currently, the library has no cataloger.

Other worries are that the library is unable to provide a photocopy service or Internet access. (The Head Librarian himself has no Internet access in his office). There is no children's area, and he would really like to see one. In this compound, there is a private organization nearby that offers Internet service for a fee. I saw about 4 out of its 36 computers being used.

Our discussion included the importance of

*continued on page 43*

# ALL GREAT MEDICAL DISCOVERIES BEGIN WITH A MOUSE.

RITTENHOUSE

R<sub>2</sub>

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## SIGN UP TODAY FOR A FREE 30-DAY TRIAL.

### Special Report — Promoting and ... from page 48

aggregators and publishers to work together rather than in isolation of each other. Surely a collaborative promotional method would work in both their interests?

At the moment, the coordinating role is left to the librarian who must integrate the MARC records, raise awareness, liaise with academic staff on selection and reading lists management, run information literacy training courses for academics and students, keep the library Website up to date, talk to the VLE owners and integrate the eBooks into the VLE. What is hugely frustrating at the moment, as **Richard Cross**, a VLE expert explained, is that the lack of coordination by publishers, aggregators, library management systems and VLE providers is actually preventing the creation of a virtual learning environment that is intuitive, scalable, seamless and easy for students and academics to use. The impact that this has is that academics find unhelpful workarounds that are not intuitive, do not aid the discovery of eBooks, do not encourage students to use eBooks and often, make the VLE team reluctant to let the academics have any control over content integration, which in turn slows the development of the VLE. Each vendor is working in its own silo, creating bespoke solutions with their own standards that in fact, prevent the seamless interoperable environment that is required to promote and embed eBooks that support taught course students.

The message from the presentations was quite clear; a holistic approach to promotion is required, where publishers, aggregators, librarians, VLE vendors, LMS vendors, academics and **JISC Collections** all work together to ensure that cross promotion is occurring to ensure that it is easy to embed e-textbooks in teaching and learning environments. With this in mind, the librarians attending the workshop were split into groups and invited to discuss the following questions and come up with priorities for each:

1. What are the challenges that librarians face when promoting and embedding the use of e-textbooks?
2. What can **JISC Collections** do to help librarians address these challenges?
3. What can eBook publishers and aggregators do to help librarians address these challenges?
4. How might all stakeholders use new technologies to help promote and embed the use of e-textbooks in education?

So what are the challenges that librarians are facing? Interestingly, and in what shows the continued prevalence of the issues, the results from the workshop directly correlate to the eight issues identified in the *Feasibility Study on the Acquisition of e-Books by HE Libraries and the Role of JISC*.<sup>3</sup>

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secured a home for the library on the first floor of the **Winyah Indigo Society** building. If you haven't been to Georgetown, it's a great place to visit the next time you are in the area. And watch for our interview, coming up.

[www.ims.gov/news/2008/011408.shtm](http://www.ims.gov/news/2008/011408.shtm)

[www.libsci.sc.edu/histories/vts/epw28.html](http://www.libsci.sc.edu/histories/vts/epw28.html)

[www.georgetowncountysc.org/library/](http://www.georgetowncountysc.org/library/)

And speaking of private libraries (above), see our interview this issue, p.53 with **Eric Emerson** who is the **Executive Director** of the **Charleston Library Society** in downtown Charleston. It's on lower King Street and has a wonderful ginko tree out in front. When you walk in, you step back in time. Definitely worth a visit the next time you are in town!

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

**Bookstores** are also in the news! Was perusing the latest issue of **Vanity Fair** (February 2008, p.82). There is a fascinating piece "A Novel Haven: The literary elite gather at Square Books," by **Doug Stumpf**. It's about **Square Books**, a unique bookstore in Oxford, Mississippi, owned by **Richard Howorth** and his wife **Lisa**. "If anyone ever tells you books and bookstores are dying, just send them to **Square Books**." I wonder if **John Riley** has ever been there? Or **Jack Waldorf**? Speak up, guys!

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on the platform functionality. Students need simplicity with flexibility. They don't care who published what book, they don't care about the battle between aggregator platforms. All they care about is getting access to the texts on their reading lists for free, wherever they are and whenever they want. Students want to be able to find their e-textbooks easily and make use of them in the manner that suits their subject, course and learning style. Publishers and aggregators need to be providing promotional materials aimed at helping the librarian make sure that staff and students are aware of what is available to them. Personalisation is the key word here. Customisable emails, RSS feeds into the VLE course areas of newly available e-books, RSS feeds into the library website, case studies of how academics have adopted and used an e-textbook in their course, simple SMS texts templates, podcasts on how to use a platform, placement of university logo on the platform, wikis where students can share experiences and ideas of how they have used the eBook for their courses etc. In the online environment, selling the e-textbook alone is not enough, the promotional and customer services provided will increasingly become central to decisions regarding acquisition.

Standards were of course another of the top priorities identified. Publishers and aggregators have to raise their level of standards compliance and they have to use open standards as currently they are restricting the effectiveness of their platforms and the integration of the eBooks. It is again a case of collaboration; to succeed they must understand why it is important to implement standards and what standards are required, this must come from collaboration with librarians, academics, students, technical experts, LMS vendors and VLE vendors. All those involved in provision of eBooks



and management systems need to link together. Librarians hope that with a better understanding of the challenges that they face in promoting and embedding eBooks, that publishers and aggregators will become more open and enabling in their licensing rather than restrictive. Models based on what users actually do with eBooks, how they use

eBooks, need to be developed and librarians are keen that publishers and aggregators take onboard the findings from the **National E-book Observatory Project** and realize that flexible and transparent licensing doesn't mean giving content away but is the key to generating more sales.

*The last question that librarians were asked to consider was how might new technologies be used to help promote and embed the use of e-textbooks in education?*

Whilst there are many technologies available that fall into the Web 2.0 bracket, the librarians were conscious that not all of their users are digital natives and that promoting and embedding should not exclude users that are not technologically adept. They were aware that their promotion role would need to constantly evolve as their users would - how does a librarian prepare for the post digital natives when their searching and technological habits are not known yet?

The answer requires librarians to keep apace with new tools, studies on user behaviour and information literacy skills, and to get out the library and continually interact with the academics and students. Again, collaboration and sharing are essential to the knowledge transfer between librarians, if one institution finds an effective way of creating a reading list using **del.icio.us** or **Library Thing** with direct access to the eBook from the VLE, it benefits all if this can be shared, that is, as long the technology is open and interoperable!

Technology that enables easy discovery and use such as plug-ins and widgets that can be re-purposed into various spaces were favoured by librarians as well as RSS feeds to keep staff and students up to date. Librarians also agreed that the library catalogue has potential to include user comments and reviews of eBooks which may spur other students to use eBooks. If reviews and comments could be tagged, academics could also link this to the VLE sections. There was also call for videos and blogs to be created either by academic or students to promote the use of eBooks in teaching and learning. Librarians were interested in taking advantage of hand held devices and learning more about how eBook readers can be used to provide students with all their reading, whether a chapter, a whole e-textbook or a journal article. And last but not least librarians were also very keen to see the e-textbook evolve into a collection of content that takes advantage of the new tools and technologies available. If each individual e-textbook was a dynamic and interactive website with video, assessments, podcasts that slotted into an uber eBook collection that was cross searchable, easy to use with constant updates, automatic

archiving and interoperable standards wouldn't life be easy!

However the value will be realized much quicker if publishers, librarians, and aggregators really understand the challenges they each face and collaborate to create holistic promotional techniques that capture the attention of the academics and the students. No one should be sitting back and observing. Everyone needs to be pro-active. It's time, as **Sue McKnight** so simply put it, "to get funky and switched on." 🐼

### Endnotes

1. **JISC Collections** is funded by the **Joint Information Systems Committee** to provide the UK higher and further education community with value for money and quality assured online resources that meet the needs of teaching, learning and research. [www.jisc-collections.ac.uk](http://www.jisc-collections.ac.uk) or visit the wikipedia page [http://en.wikipedia.org/wiki/JISC\\_Collections](http://en.wikipedia.org/wiki/JISC_Collections)
2. The **JISC National E-book Observatory Project** has licensed a collection of 36 core and recommended reading eBooks in engineering, media studies, business and management studies and medicine. The eBooks which were selected by librarians, are freely available to all UK HE institutions for two years and have excellent terms and conditions of use. The aim of the project is, though a quantitative and qualitative year study, to gather an evidence base of exactly how these eBooks are used and the impact of making these eBooks available, through the library and free at the point of use, on publisher print sales, library circulation and on teaching and learning. Further information is available at [www.jiscebooksproject.org](http://www.jiscebooksproject.org).
3. The **Higher Education Consultancy Group**. *A Feasibility study on the Acquisition of eBooks by HE Libraries and the Role of JISC*, October 2006. Published by **JISC Collections**. Available at: [http://www.jisc.ac.uk/media/documents/jisc\\_collections/ebooks%20final%20report%205%20oct.doc](http://www.jisc.ac.uk/media/documents/jisc_collections/ebooks%20final%20report%205%20oct.doc). This report was commissioned by the **JISC E-books Working Group** to explore the demand for, a feasibility of, **JISC Collections** getting involved in stimulating the eBooks marketing into making available core and recommended reading text online. This report provided the evidence required to gain funding for the **JISC National E-book Observatory Project** and was very well received within the HE community.
4. The UK HE consultation carried out as part of the eBooks project found that the majority of institutions were still trialling platforms or being forced to use a variety of platforms due to content availability.
5. <http://www.jisc-adat.com>
6. [http://www.jisc-collections.ac.uk/model\\_licence.aspx](http://www.jisc-collections.ac.uk/model_licence.aspx)

## Rumors from page 49

And speaking of **bookstores**, the **Wall Street Journal** recently had an article "Who's Buying the Bookstore?" by **Nathaniel**

**Popper** (January 18, 2008, p.W11). Turns out that many people with the economic wherewithal are working to continue the tradition of the independent bookstore!

**Bookstores and libraries** are the places to be! Just went to the HDTV showing of the

opera **MacBeth** at the **Charleston County Library**. It was free and like wow! I am going to as many of these as I can in the future. Have you been to one?

And, being true to **librarianship**, while I

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otherwise difficult to find and obtain: foreign films, Hollywood classics beyond *Citizen Kane* and *Gone With the Wind*, silent films, experimental and avant-garde films, and independent documentary. Thirdly, our campus resides in a fairly small town. Getting students down to the public library or a few blocks further to one of the two video stores in town gets them out of the “Carleton bubble” for a little while.

The nature of media formats also has an impact on the kind of materials I select for our collection. Video materials are, when compared with print materials, fragile and ephemeral. VHS is all but a dead format, and DVD is threatened with obsolescence by high-definition disc formats, themselves threatened with obsolescence by video-on-demand. Unless you are collecting archival materials or want to maintain a museum of playback equipment, you can't really consider a video collection a permanent collection. Because I don't expect permanence when selecting materials for our media collection, I concentrate on building a broad collection of less expensive materials (i.e., things I can buy from **Amazon**) instead of a smaller collection of expensive materials of specific interest (i.e., things I can buy from educational distributors). More bang for my buck, as it were. The key to knowing what to buy for any media collection in any library is to know your users. What's being taught? Is there a regular class on *film noir*? If so, buy more films in the genre. Is your copy of *Casablanca* always checked out? Buy more **Humphrey Bogart** films. Does your student newspaper run film reviews? Ask the reviewers what they would like to see in your library.

You can't always rely on others to help you with selection, though, which is why you need to know your stuff or fake it convincingly. I have a graduate degree in film studies, but it doesn't help much when someone asks, “What good recent documentaries are there on health care in developing African countries?” I feel comfortable selecting some types of films, but will readily admit (to you, at least) that I'm at sea when it comes to selecting others. Therefore allow me to add my voice to the chorus of praise for *Video Librarian*, in print and online. The reviews are extraordinarily helpful and cover a wide range of titles.

If you've been buying media even for a little while, you'll wonder just who you ticked off enough to be put on the mailing list of every educational film distributor on the planet. But don't recycle those postcards, brochures, and catalogs without giving them a quick once-over. If you know of a faculty member teaching in the area of the material advertised, pass that catalog or brochure on with a note asking if they might be interested in previewing one or two of the titles. At best, you might get a recommendation for a purchase and have made a connection with one of those often elusive professors. At worst, you've only made your junk mail someone else's problem.

If you're looking to shore up your collection in a hurry, you could do worse than to buy everything that appears on the American or British Film Institutes' lists of the “best” 100 films ever made. A bit of online detective work will turn up dozens of similar lists. Over the long term, you can keep up with a handful of online sources: **Dave Kehr's** weekly column in the *New York Times* highlights new DVDs of classic films, **DVD Beaver** provides reviews of new DVD releases and comparisons with older or foreign editions, and **DVD Times** and **The Digital Bits** each provide news of upcoming DVD releases. Depending on your tolerance for Internet drama, you may also want to keep up with one or two online discussion forums: **Home Theater Forum**, **DVD Talk**, and **criterionforum.org** have some very knowledgeable and helpful members. You may also want to skim new issues of your library's film magazines (*Film Comment*, *Sight & Sound*, *Filmmaker*, *Cinema Scope*) to keep current with names and trends in film.

Once you've figured out what to buy, you need to figure out from where to buy. Depending on your staffing situation and your use of purchasing cards, it may not be feasible to order your media titles from multiple vendors. In that case, vendors who specialize in libraries such as **Baker & Taylor** or **Midwest Tape** may be a better option for you. However, while these specialized vendors may offer excellent service and may better suit some purchasing policies, they cannot compete with the selection and prices offered by most consumer-oriented online retailers. In our case, we have made a conscious decision to purchase commercially-available media from online vendors from whom we can get low prices and fast, often free, shipping. We regularly use **Amazon**, **DVD Planet**, **DVD Pacific**, and **Deep Discount**, with the occasional purchase from **Overstock.com** and **Barnes and Noble**. The savings created by using these retailers allows for more titles to be purchased with limited funds. Depending on your location and purchasing needs, some online vendors, including some not listed above, may work better for you than others. To get the absolute best price (including shipping), you can compare prices from several online vendors at **DVD Price Search** ([dvdpricesearch.com](http://dvdpricesearch.com)). This site also provides information about sales and coupons that will further stretch your budget.

When it comes to educational media, we often order directly from the primary distributor. If you order multiple titles from one particular distributor, don't be shy about asking for a discount. If you don't ask, you won't get it; if you do ask, they are often happy to oblige. No matter what your annual acquisitions budget for media, getting 10% off a \$400 DVD is always welcome. Another way to get the best price is to make sure you are ordering from the primary distributor. I won't name names, but there are companies who pass themselves off as primary distributors who are in fact resellers collecting a healthy markup on material available elsewhere. When in doubt, check **WorldCat** for the name of the publisher and distributor and then **Google** it to see if you can order directly from them.

If you absolutely cannot locate a vendor for a particular title, a Hail Mary pass may be in order. This can be in the form of a call to a colleague at a library that already owns the item (found via a search in **WorldCat**), a message to the Video-lib listserv, or an email directly to the filmmaker. You would not believe the number of times this has actually worked for me.

I don't presume to think that everything that works for me and my library will work for you and your library, but these selection and acquisitions procedures have worked well for us and they may work well for you. I hope to have provided some practical advice for those seeking to develop their library video collections.

#### Further reading:

“Video Media Acquisitions in a College Library.” Walters, William H. *Library Resources & Technical Services*, Oct. 2003, Vol. 47 Issue 4, p160-170.

“Video Collecting for the Sometimes Media Librarian: Tips and Tricks for Selecting, Purchasing, and Cataloging Videos for an Academic Library.” Bergman, Barb; Peters, Victoria; Jessica Schomberg. *College & Undergraduate Libraries*, 2007, Vol. 14 Issue 1, p57-77.

Spring 2007 VRT Survey on Video Librarians and Video Collections: <http://www.ala.org/ala/vrt/vrtresources/vrt2007surveys.htm>. 

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was with grandson **Trifon Raymond Walser** who was barely two weeks old — I read him **five** books! And, he listened intently and didn't squirm! Even my daughter-in-law noticed and commented that he seemed riveted! A librarian in the making?!

And do you know the **Japanese custom** for the child's first birthday? They put out all sorts of items that signify certain professions. They predict that the first item that the baby

picks up forecasts his or her future profession. Well, I am doing that with **Trifon** on his first birthday, next December. And I think that all I will have for him to choose from is books! Stay tuned.

And speaking of the above, one of my classics professor friends, now retired, told me that this (laying out items for the child to choose from) is what is done when picking the **Dali Lama**. The infant who goes to the correct set of holy beads is considered a serious contender. Who said that superstition was unscientific?

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of its feature set, its ease of maintenance, and because Wikipedia uses it, which makes it both familiar and mature (in terms of software development). We also wanted wiki software that allowed flexibility for a wide variety of contexts. For example, since we first introduced the library wiki, we have created a wiki on a specific course for faculty use and another one for a subcommittee. Each of these wikis was configured with its own set of features and restrictions, such as who can create, edit and/or read pages, and whether or not files can be uploaded. Because the wikis are simple to set up and require little maintenance, we can support these wikis as well as others that may develop over time. We may eventually create a wiki for our patrons; however, we wanted to familiarize ourselves with our own private wiki before taking on one with a public face.

Right now, all library faculty and staff can read and edit the library wiki. However, the wiki maintains an edit history for each page, so it is protected against editing mishaps. Only the wiki administrator (the systems librarian) has the capability to delete pages from the wiki. Currently, only a few library faculty do most of the editing. The content is still fairly sparse, but is steadily, if slowly, growing. We are investigating ways in which we can encourage other staff to experiment with the wiki.

The primary cost of implementing a wiki is the time and expertise involved in the initial set-up. It only takes a few hours to get a wiki up and running, and most of that is spent in planning. Of course, this can be sidestepped by opting for a hosted wiki, but then you generally have to contend with either advertising or recurring hosting fees. Because we were already maintaining our own LAMP server for our Website, it required little extra effort to implement our wiki software

The amount of effort necessary to maintain a wiki will depend greatly on how it is used. A small, closed wiki, for instance, will require little maintenance, since only a few people will be adding content. A more open wiki could require more effort, particularly in protecting the wiki against abuse. Because open wikis allow anonymous submission of content, one must provide protection against automated software called bots, which distribute spam and wreak havoc. There are software programs available to combat spam bots, but some risk

is unavoidable. Thus, open wikis will require more monitoring than restricted ones.

Our wiki has its limitations. It is more useful for presenting text and images than for providing access to a large number of files. The process of adding a file and linking to it is relatively complicated and requires several steps. Some wiki software may have more robust support for sharing files, but this was not a high priority for us and might have required giving up the flexibility that our wiki software provides. In addition, we cannot link a calendar to our staff wiki because this exceeds the capabilities of our (and most) wiki software. These features are more common in Content Management Systems (CMS), and we investigated a few but found them to be more complicated to set up and maintain.

### Additional Applications

An interesting application of our wiki is that we use it to update library policies on our library Website. The staff updates the policy document, then supervisors review the changes and make corrections, and finally the Web administrator compares versions and updates the Website accordingly. Previously this process involved a series of emails with a variety of attached documents in various stages of editing. Now, library policies live on the wiki as a single, cumulative, collaborative document.

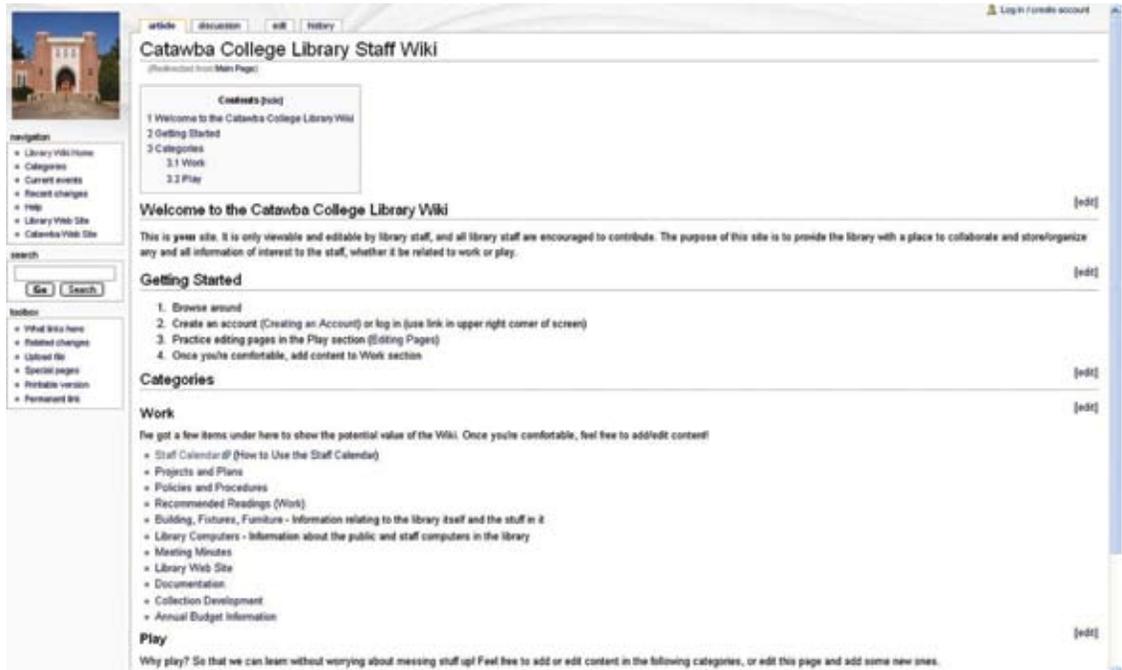
In addition to our staff wiki, one librarian and several faculty created a wiki about a Con-

ference of Independent College's workshop, "Technology and Learning Spaces." This wiki served as a faculty forum for discussion about campus learning spaces and as a place for faculty conference attendees to share what they learned. Once again, a wiki allowed for maximum collaborative input, and it was done within a relatively short amount of time.

### Conclusion

The whole purpose of our article is to shout the merits of wikis for local libraries. Our enthusiasm comes quite frankly from our own practice. Our library's wiki has been surprisingly rewarding and especially useful. Wikis, in short, are invaluable tools — well-nigh indispensable in the life of modern libraries.

Of course, we hasten to add that wikis cannot do everything. They cannot so restructure your library that your institution becomes a dynamic Library 2.0 trendsetter. They cannot enable your technical and public service staff to get along with one another. They cannot help you understand, much less like, your director. Wikis can, however, greatly advance your file and document management. They can also improve your internal communication. These are no small accomplishments in the characteristically **Dilbert**-like environment of most libraries. In the end, our advice is simple: get a wiki. It will revolutionize your library's organizational life. 🌱



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Meanwhile, I just bought copies of three real hardcopy children's books for grandson Trifon — *Goodnight Moon* (Mike Markwith gave this to my daughter when she was just

born and she loved it!), *Ferdinand the Bull*, and *Bread and Jam for Francis*. I can't wait to read them to him! No video games for him!

Cheers and much love,  
Yr. Ed. 🌱