Here's Looking At … The Rise of Sprawl and the Decline of the American Dream

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Some books are worthy because they contain an idea new to the reader. (Jane Healy’s *Endangered Minds*, which revealed that children who watch television have neurological differences from children who do not, was such a book for me.) Some books are worthy because they articulate an idea the reader already had, but hadn’t had the words to express. (Deborah Tannen’s analysis of gender differences in communication, *You Just Don’t Understand,* was such a book for me.) *Suburban Nation* is worthy for both of these reasons. The authors explain that suburban sprawl arose not by accident but as a result of our own laws. This was a new idea (at least for me). The authors also articulate for the first time (at least for me) what is wrong with sprawl and offer language to help us understand why we feel repelled by the look and feel of (for example) that classic piece of Americana: the strip mall. They give us a framework for understanding more fully why we are nostalgic for old-style neighborhoods.

But whether or not the ideas will come to you as brand new or newly articulated, *Suburban Nation* is a book every American who cares about housing, the environment, community, social structure, and the fate of our rural and suburban landscapes—as well as our cities—should read. It is a compelling diagnosis of what ails us, offering an uncertain prognosis, but a clear path to a cure, if only the patient is willing.

This may sound like a daunting, depressing book, a book full of history, arcane terminology, dire predictions, and sad statistics. But it is not. It is an easy book to read, even for someone, like me, who had never read a book about urban planning or policy before. This is a book without jargon, written in clear, logical prose that is admirably simple; they note that their book is an attempt to “create expert generalists” and in this it succeeds.

The authors (who lead and work for Duany Plater-Zyberk & Co., a firm that designs, redesigns, and revitalizes communities) draw their power not from the false security of prose stultified by the need to impress academic colleagues, but from the sheer force of their ideas. While the theme of the book—the blight of American sprawl—is indeed depressing, the authors are not doomsayers. They are practical people, and they see a way out of our plight. They offer an indictment of urban planning and architecture since WWII, but also a blueprint to change the future of our country before sprawl turns it into a bland nation of alienated and frustrated car-bound citizens.

The authors contrast “suburban sprawl,” an “invention, conceived by architects, engineers, and planners, and promoted by developers,” with the traditional neighborhood, which “evolved organically as a response to human needs” and is characterized by “mixed-use, pedestrian-friendly communities of varied population.” We have all, alas, seen sprawl, but one of the strengths of this book is its ability to codify its egregious features so that even the layperson can understand why sprawl is so offensive and offputting. Sprawl may seem innocuous and inevitable. Haven’t we all become used to miles of sanitized, cunningly twisted roads in new treeless housing subdivisions, separated from the mall, school, or offices by miles of super-efficient highway? The authors fully admit that suburbia is “neat” and “clean” and that “in truth, a lot of sprawl—primarily in affluent areas—could be considered beautiful.” Leaving aside that much of it definitely is not, what else is wrong with sprawl? “The problem with suburbia is not that it is ugly. The problem with suburbia is that, in spite of all its regulatory controls, it is not functional: it simply does not efficiently serve society or preserve the environment.” What suburbia encourages, the authors show, is traffic congestion (suburbs are designed with a single main ‘collector’ road that is necessary to take passengers anywhere, and cars are required to go anywhere); ugly convenience stores set back from the street behind daunting expanses of asphalt for all the cars; and a lack of pedestrians, which, if present, could generate community and a sense of place.
Tony Ferguson throws down a brave challenge: "At my institution we take in a lot of money, we spend even more money, and we borrow money annually. If there are great centers of profit out there, please advise." (see ATG v.12 #1, pp. 38)

OK. I can do this because I subscribe to the Chronicle of Higher Education. The Internal Revenue Service requires public nonprofits to report revenue and expenditure on their form 1-990, figures that are public information. Here is the latest for Columbia University, covering the fiscal year ending in 1998:

Revenue $1,900 million
Expenditure 1,400 million (including $31 million for libraries)
Profit $500 million

That is 26% profit after taxes. The prior year also showed $500 million profit. These profits are not distributed to shareholders. Dividends should be mission-related. Spending another $30 or $40 million to make its libraries hum would make more sense than blindly adding to its hoard of commercial real estate and other investments. (Nov. 26, 1999, and Oct. 23, 1998)

Tony suggests that Columbia University is so poor that it must borrow to survive. I can understand this one because a margin call wiped out my old broker. Borrowing preserves investments that might return more than the cost of interest. University endowments averaged 13% in bull markets since 1989. They would have done better, but Coca-Cola shares dropped suddenly on the last day of the fiscal year. (Feb. 18, 2000)

University misers managing $3,500 million who cry about borrowing at 9% and spout crap about a "rainy day" probably eat their children. They are out of control. They clearly cannot be trusted to act in the interest of library users or the academy. They always pay back their lenders only to avoid jail. In the academic version of 3-card Monte, they use past glory for credit and then cheat library users of promised excellence. We shouldn't let them get away with it.

Tony asks, "When did we cut spending?"

This is also easy because I lived with growing impoverishment since 1970. Jacques Barzun, president of Columbia University in the 1960s and speaking for all research universities, emphasized that 6 percent of the university's budget went to the library. (The American University. 2nd ed. University of Chicago Press. 1993 pp. 174, 196) About ten years later, a National Science Foundation study by Bernard Fry and Herbert S. White noted that the libraries' share of university spending had dropped. The National Enquiry on Scholarly Communication recognized that this financial policy caused a crisis. (1979) It timidly avoided criticizing this trend. (See R. Abel, Publishing Re-

search Quarterly 15.1 1999 p. 3-19) National Science Foundation canceled its troublesome studies, but University of Massachusetts librarian Richard Talbot found Department of Education statistics that showed the trend continued. (Bowker Annual 1984) Then University Libraries and Scholarly Communication reported that Columbia University dropped library spending to 2.93 percent by 1990, a trend shared by many others. (1992 p. 33) Between 1970 and 1995 academic R&D grew 2.5 times (in constant dollars to remove the effects of inflation). Library spending by major universities grew 1.5 times. In short, schools like Columbia cut library spending by more than half while they expanded R&D and generated more books and articles than ever.

Tony talks about a teenager's humiliation by Kia. I sympathize entirely. My two sons now choose their own vehicles. Transportation that is less than smart hardly trumps the wisdom of senior faculty. Professor James Shapiro indicates more cuts of the Columbia libraries, writing, "I'm embarrassed to report that my own university, Columbia, with one of the largest collections in the country, ranked far lower than Harvard, Princeton, Dartmouth, Yale, and Chicago — libraries that are still a pleasure to use, spending a measly 2.55 percent, or $28 million, on its libraries (which helps explain why I have had to spend so much time at other libraries and why a survey by Columbia's library revealed that more than 92 percent of Columbia's professors no longer set foot in the main library)." He goes on, "Universities are seeing serious threats to collections that in some cases have taken 200 years or more to accumulate .... In the 1970s, it was possible for a scholar in the humanities to undertake serious research at any one of 60 or 70 top university libraries. A decade from now, I suspect that this number will be reduced by half, at least." (Chronicle of Higher Education Dec. 12, 1997. pp. B4-5.) Another example: As outgoing chair of the University of California - Berkeley academic senate's library committee, historian Leon Litwack wrote, "We have already sustained losses in faculty and graduate students directly related to the deteriorating quality of the library, and this trend will be accelerated." He summarized concerns raised by faculty, students, and staff: "The gravity of the crisis cannot be overstated." (California Monthly. The Magazine of the California Alumni Association 108,4 Feb., 1998) The hoard at University of California is $4,300 million, yet libraries are impoverished. I could supply additional statistics and quotes, but I think I made my point.

Finally, referring to the litany of ills that I trace to reduced library spending, Tony asks, "Have you no shame?" Why should I? I am only sorry I didn't start studying this earlier. Universities made the library crisis. They duck responsibility for it, blaming publishers. Shame on them, the university managers who put money ahead of education and research, then make up ridiculous excuses. They should be drummed out of the academy in one of those hebris-laden ceremonies on which they like to spend funds that should go to libraries.

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ATG: We know that M.E. Sharpe has been in business since 1958, but when and why did Sharpe begin its reference line? How does it relate to the rest of M.E. Sharpe's list?

EF: Sharpe Reference was established in 1995, when I joined M.E. Sharpe to create a new line of reference books. Our first list was published in the fall of 1996. Because M.E. Sharpe's list mostly consists of social science, it made the most sense to me to capitalize on our strengths and publish in those areas. I also felt that we could expand our current market by moving down into the high school and public library markets, where we had little, if any, presence. We began with the Encyclopedia of the Republican Party and the Encyclopedia of the Democratic Party, the Encyclopedia of World Terrorism, Lives and Works in the Arts, and the Illustrated Book of World Rankings.

ATG: How long have you been involved in Sharpe's reference program? Did you have experience in reference publishing prior to joining M.E. Sharpe?

EF: I have been involved in the Sharpe Reference program from its inception. It was a wonderful opportunity to create something using my own vision to fill a market niche. I felt that we could capitalize on M.E. Sharpe's sterling reputation in the academic market, while also establishing a presence in two large markets that seemed underserved: high school and public libraries. My prior experience in reference extends back to the beginning of my career in publishing at Prentice Hall, and at Marshall Cavendish as Editorial Director immediately before joining M.E. Sharpe.

ATG: How did you implement your vision? What strategy or business plan did you use?

EF: The plan was to get the best material to the market as quickly as possible. I used a variety of packagers as sources for the first two years to avoid hiring a staff and adding to overhead expenses.

ATG: In examining some of your titles it looks like you have succeeded. Some of your titles seem appropriate for academic libraries and others more geared to public libraries. Are we on target with that observation?

EF: Yes, you are on target. I intended the line to be appropriate for researchers in high school, college and public libraries. Many of the sets sell well in all three venues, such as the Encyclopedia of Civil Rights in America, while others have penetrated the high school and public libraries more than academic libraries, such as Lives and Works in the Arts. And some, like the Encyclopedia of Interest Groups and Lobbyists, have had stronger sales in academic libraries than in high school or public libraries.

ATG: What subject areas do you consider to be your strengths? Are there plans to expand into other areas?

EF: Political science and history, as well as the arts—humanities, are our strengths, and they fit with the existing journal and book lines that were the foundation of the company. We do plan to expand, and I have been undertaking market research in schools, as well as at library meetings. We are considering other subject areas that are related, as well as educational levels.

ATG: How do you decide what to publish? Do you have specific criteria that authors must meet?

EF: What we publish must have a curriculum tie-in at the high school level, as well as in areas that are stressed at the college level. Some subjects are of such a compelling nature, like Terrorism, that they need to be published. There is also a correlation to modern world history with a subject like Terrorism that high school and public librarians feel comfortable with the purchase. As far as the authors/editors go, I try to locate experts in a field who can then draw on their colleagues to create the best sets with the best contributors. They have to be well organized and well networked to be the editors of a set, and the contributors must be scholars with credentials that give them, and the sets credibility. It's very important that students know that what they are reading was written by some of the leading scholars in a field. An example of this is the contributors to Encyclopedia of Third Parties in America.

ATG: A number of reference publishers, including M.E. Sharpe, repackaged previously published information. Your Encyclopedia of Civil War Biography is an example that comes to mind. It calls biographical sketches from the first fifteen volumes of the massive National Encyclopedia of American Biography. What criteria do you use in deciding to do this? How do you determine the amount of “value added” that justifies this type of repackaging?

EF: We felt it was such an interesting body of work that it should be made available to today's students. Much of the material was written by contemporaries of the individuals covered, making the work virtually a primary source. I found the eyewitness accounts of events like Grant's funeral, written in the style of the day, to be fascinating. The Civil War is one of the most compelling periods in American history, and is a very popular subject of research. The fact that Professor McPherson was the editor made it very exciting. His commentary provided the “value added” that you mentioned.

ATG: It seems to us that some of the “value added” was also in the selection of the specific biographies, negotiating permissions to reprint, etc. How did you tackle those issues?

EF: It's all part of the regular process of creating or editing reference works. I try to find the simplest approach, so that I can avoid dealing with too many pieces. It's easiest to find a single source that owns a copyright rather than put together a set with dozens of sources that each require separate negotiation. We aren't Scribner's or Gale, who have large staffs who can tackle these huge sets with big budgets and lengthy schedules.

ATG: What responsibility do publishers have in making clear what libraries are getting when they purchase these repackaged products?

EF: We feel it's important to make note of the origins of this kind of material. In the Civil War set, we make clear where the work first appeared, because we are well aware that librarians need to make informed decisions about what they add to their collections.

ATG: Is this repackaging obvious from your promotional material? How far should a publisher go in clarifying the extent of the repackaging?

EF: It's in the publisher's note in the book. Our materials are hand sold by sales representatives, who are fully informed about the original source of the information.

ATG: In the rush to electronic publishing how is Sharpe reference positioning itself? Do you have plans to release any of your print products in electronic formats?

EF: We are not rushing into anything, but are carefully considering the possibilities and discussing what to do next with several providers. In a small house like ours, we hesitate to take the lead in somewhat uncharted territory because the financial impact can be so great if one guesses wrong. We are watching this development very carefully, and are cautiously optimistic about the future of reference publishing in an electronic era. I suspect that reference material in the future will be accessed on-line via subscriptions, much in the way that periodicals seem to be headed. It's a rapidly changing world for us, and nobody has all the answers. I've done a considerable amount of research on this, and there are few clear answers yet.
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**ATG Interviews Donald Hagen**

**Managing Director, Bernan Associates**

by Katina Strauch (Editor, *Against the Grain*) <strauchk@earthlink.net>

**ATG:** It seemed that Bernan just appeared on the scene recently. Tell us: how old is Bernan? When was it started? Where and why? Who owns Bernan? How is it governed?

**DH:** Actually, Bernan has been around since 1952. The company was originally founded by Bernie and Nan Lockyer, hence the name. Bernan was initially set up to fulfill libraries' subscriptions to publications. By the mid 1970's the company had transitioned into only filling standing orders of GPO publications. In 1976, Bernan was purchased by the Kraus Organization Limited, a family owned corporation headquartered in New York City, run by the president, Mr. Herbert Gstdaler.

**ATG:** It just acquired Accents. Tell us why you acquired Accents. There was some consternation recently over a listserve about the loss of Accents and their personalized service. Is Bernan that much bigger than Accents?

**DH:** We acquired Accents for several reasons. The former owner of Accents, Mr. Nadav Katz, initially approached us about purchasing his company. When we took a close look at what Accents was doing and who their customer base included, we found that there was quite a bit a crossover between the core business of both companies. The majority of Accents' business was CFR subscription fulfillment, which is also a large portion of Bernan's business, allowing for a seamless transition of these accounts. On the other hand, there are approximately ten large academic libraries that were using Accents for acquiring highly specialized material. We currently do not have the staff in place to meet these needs, but we recently hired someone who, among other things, is looking at the possibility of us beginning this service again.

**ATG:** You publish quite a few federal government publications. Will this continue? Do you publish in electronic format(s)? What else do you publish?

**DH:** Absolutely. Government material is the foundation of what we do at Bernan. Not only will we continue, we are constantly adding titles the government discontinues in spite of a need driven demand for this material. Two examples of this are Business Statistics of the United States, and Handbook of U.S. Labor Statistics. This year we will be publishing for the first time The Biographical Directory of the United States Congress, formerly published by GPO. We have received high praise from many librarians for taking over the publication of these items.

Currently we do not publish anything in a straightforward electronic format, but we are in the process of laying the groundwork to begin doing this in the near future. Some of our products are published on CD-ROM or include additional material on CD-ROM or diskettes.

The material we publish covers a wide range of topics, such as international trade, statistics and demographics, health and medicine, education, ethnicity and culture, environment and natural resources, banking and finance, each branch of the federal government and more.

**ATG:** Currently, there is a bill in Congress to cut funding for the Government Printing Office/Office of Depository Libraries. Many fear that government publications will cease to be available or will be available to a select few people or libraries. Could you please comment? If this funding was withdrawn would this be an opportunity for Bernan to be a commercial publisher? Is this desirable for the public good?

**DH:** We are watching the developments on this bill closely. Personally, I believe that the Federal Depository Library Program is a wonderful treasure and it would be a shame if the proposed funding cuts actually take place. It is possible that the members of the House could be sobering, trying to drive home the point that in spite of the budget surpluses we have been hearing about, there are still tough choices that are going to have to be made if we are going to ensure the continuation of Social Security. I have a hard time believing that these cuts will be passed, though, by both the House and Senate and then signed by the President. I think a likely scenario would be that the House passes these cuts and the Senate does not and the funding is reinstated during conference or that both chambers pass these cuts and the White House demands they be reinstated.

However, if both chambers of Congress and the White House take this unimaginable step, I believe there could be a role for Bernan to play. Conceivably, this could be an opportunity for Bernan to begin republishing additional items, but clearly this is not desirable for the general public. As a business we would have to charge for these items and that would mean libraries would have to make some tough decisions regarding their collection development. Library budgeting is a zero sum game. So, if a library decided to purchase something they previously received for free, then they would have to eliminate something else. This situation is not in the best interest of the end user.

The GPO has a sales program in place and for some titles a far greater number of publications make it into the public's hands through the sales program than through the depository program. If all the material currently in depository program were made available through their sales program, I believe there could be a big role that Bernan could play. First, I believe that Bernan is easier to deal with than GPO, because we are more customer oriented. Secondly, I think Congess would start to view GPO as a revenue source and prices would steadily rise. Bernan is a for-profit business, but, part of running a profitable business is not pricing yourself out of the market. Profitability has never been a constraint the federal government has had to operate under.

The alternative to the government printing and distributing this material is to put the information online, but there are so many problems with this solution currently it is not really viable. Before this becomes even part of the solution, several questions need to be addressed. How will information be archived? Will it always be available for historical reference? What do you do with maps? What about depository items published in Braille? How do you verify the authenticity of something online? To my knowledge, currently there is no way to verify that electronic information has not been altered. This issue looms even larger in light of the archival issues. What about computer viruses? An open system that allowed everyone access would also be more vulnerable to hackers and viruses.

The world of libraries is changing, though. I grew up with books and find pleasure holding a book in my hands. My oldest daughter just finished her freshman year of college and tells me that she rarely set foot in the library. She did almost all of her research online. So while the idea of moving the depository material to an electronic format will be met with apprehension by me and my contemporaries, the generation that are now becoming adults would probably welcome this change.

**ATG:** How many people are employed at Bernan? How many books do you publish per year? How about journals? CD-ROMs? Electronic databases? Other?

**DH:** Currently there are about 55 people working at our office in Lanham, MD. Bernan publishes approximately 40-50 titles including new titles and new editions. We publish five titles on CD-ROM and none in electronic format, but that will be changing in the near future.

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*Limited to one per institution/organization.
We have an e-publishing group that is laying the groundwork for this transition, looking at hardware options, doing market surveys and evaluating which material is best suited for an online format.

The electronic revolution has had, is having and will continue to have an increasing influence on how and what we do at Bernan. From networking the office, to changing our order entry/accounting system, to deciding what material to publish online and how to package it, the electronic revolution has changed the way we do business. That is just the nature of the world we live in, though. Change is inevitable so we must continue to change and reinvent ourselves or we will be left behind.

**AGT:** Tell us about your family. What are your hobbies? What do you like to do? What do you like to read? Family?

**DH:** I'm a family guy with three girls and a boy. My wife, Joyce, is busy constantly keeping the daily business of the family operating. My oldest girl will be in her second year at the College of William and Mary. Another girl is a rising senior in high school, and the third girl is moving up to the 8th grade. My son will be in second grade next September. The majority of my free time is occupied with crew, soccer, lacrosse, and Little League events. Reading—most newspapers and re-reading high school classics to help the kids with reports. Biking has become my outlet for stress relief and weight control.

We are partnering with netLibrary on some of our academic works, but have not yet gone this route with an encyclopedia. I am considering options, but I am not ready to make any recommendations. As far as other publishers go, it becomes a question of who owns the copyright to a work, how it's going to be used and where, does it end up in a database that then competes with the original work, and similar issues. These things become a deterrent.

**AGT:** Where do you see Sharpe Reference in 5 years? 10 years?

**EF:** I would like to see this line continue to grow and expand, and become one of the best in the industry. I believe that if we stick to our mission and continue to grow carefully, and concentrate on high quality, we will continue to be successful. We have increased the number of titles published from 4 a year to 6 or 7. Our print runs are fairly stable—we'd rather reprint than keep excessive inventory, and the sales are growing on an average of about 20 percent a year so far. The backlist continues to sell, and we've reprinted several titles. I expect these trends to continue.

One of the innovations of this book, as I've mentioned, is that sprawl did not happen by accident. I had thought that the lack of zoning was responsible for sprawl, but here the authors demonstrate that sprawl is actually the logical outcome of current zoning laws and planning practices, which specify nonoverlapping single-use areas for shopping and for housing, and which regulate the type of housing that can exist in a certain area, forcing uniform, economically segregated neighborhoods without options for multifamily dwellings, apartments, and single family homes in a single integrated area.

The authors show that the typical suburb with its cul-de-sac kids and soccer moms is not a healthy psychological environment. The kids are safe on their cul-de-sacs for their first few years, but then become virtual prisoners "of a thoroughly safe and unchallenging environment" which they cannot leave except by car, so they are completely dependent on adults. Moms, on the other hand, are stuck in their cars for hours, driving various children to all the places they now need to go since they have nothing available to them in their own neighborhood: no walkable park, school, library, or shops. Teenagers are bored in these environments, and the elderly are stranded. Commuters are exhausted, pushing the limits of how far they can stand to drive daily. The authors point out that "now, largely because of suburban land-use patterns, the eight-hour day has once again become the ten-hour day. These two hours, once the most interesting, varied and socially productive hours of the day [when spent at home, or in communal activity as early in the twentieth century] have become some of the most stressful and unpleasant"—spent fighting traffic on overcrowded highways.

The book's most simple and yet stunning conclusion is that we've been designing our towns and cities for cars, not people. To make them work for people, they should look like traditional neighborhoods: mixed use, with shops and houses intermingled, apartments above stores, narrow tree-lined streets, houses set close to the street with garages hidden at the back, and a sense of the presence of other humans (which the mixed-use tends to encourage, but the single-use to discourage, since people all go off to work at the same time, abandoning one area, to fill an office park somewhere else, which, because of its isolation in a sea of asphalt, off a highway, is impracticable to leave except at the end of the workday.)

One of the authors' strengths is their ability to show how the "devil is in the details"—how small things like street width and the angle at which roads meet are important factors in establishing our psychological as well as physical environment. They point out that the arbitrarily curvy streets of the typical new subdivision "create an environment that is utterly disorienting" and that road engineers design roads with curves at intersections to allow cars to navigate them more quickly, but these same roads discourage walkers. It is difficult, after reading this book, to underestimate the power of such physical details. The authors believe (and do a good job of showing) that "community cannot form in the absence of communal space, without places for people..."
RIP has recently completed a two-year project that will provide you with expanded online access to our large body of scientific literature — more than doubling the number of articles now available online. With the help of the Naval Research Laboratory, we’ve created six additional years of digital archives for seven of our core journals, extending RIP’s online archive back to 1991.

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Against the Grain / September 2000

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he discovery of the Dead Sea Scrolls in 1947 opened a new world to biblical scholarship. Hailed by many as the most important archaeological discovery of the 20th century, the Dead Sea Scrolls have altered our view of one of the most compelling eras of Judeo-Christian history. Now, thanks to Oxford University Press there is an encyclopedic treatment of these important documents that offers 50 years of intense scholarship to both the professional and the general reader.

However, the Encyclopedia of the Dead Sea Scrolls (2000, 0195084500, $295) includes more than just discussions of the original texts found at Qumran. Editors Lawrence H. Schiffman and James C. VanderKam have expanded their coverage to texts found at related sites, and which scholars collectively refer to as the "Judean Desert" texts. Naturally, there are discussions of the archaeological discovery and descriptions of the various fragments and scrolls, but the encyclopedia also points to how analysis of the texts has enhanced our knowledge. New light is shed on sects and movements like the Essenes, significant events like the Bar Kokkha Revolt, concepts like atonement, practices like sacrifice, as well as various books of the Bible. There are also articles that discuss the research itself, including methods, individuals and institutions. Added features include a list of the Judean Desert Texts according to the official numeration, a synopsis outline of the contents by general category and an alphabetical index.

There is nothing else in the literature like the Encyclopedia of the Dead Sea Scrolls. It brings together a remarkable record of modern scholarship into a comprehensive and thorough two-volume set. This encyclopedia offers a natural complement to Scribner's highly regarded Civilizations of the Ancient Near East (1993 0684192799, $475), as well as to another Oxford University Press title, the Oxford Encyclopedia of Archaeology of the Near East (1997, 0195065123, $595).

Academic and larger public libraries that have made homes for these two titles will also want the Encyclopedia of the Dead Sea Scrolls in their collections.

The Encyclopedia of Psychology (2000, 1557981876, $995) took over seven years and the work of more than 1,400 contributors to complete. As befits the subject, the coverage is broad and interdisciplinary. Some 1,500 original articles treat topics as diverse as feminist psychotherapy, brain development, psycholinguistics, twelve-step programs, antianxiety medication and the psychology of virtual communities. The level of quality is what you would expect from the APA and Oxford UP. Thorough, well-written articles with attention to scholarly details, like good bibliographies, are standard in this encyclopedia. As such, the set is not only useful to readers for background information, but serves as a starting place for further research. There is however one minor quirk. Some of the entries in the article bibliographies are annotated, but many are not. Being a reference librarian who would have it all, annotations for each entry would have been preferred. Also, Web sources seem to have been ignored. The 160-page index is well organized and there is a Synoptic Outline of Contents that is helpful in getting a grasp of the encyclopedia's scope. The Outline groups the articles into broad categories like Biographies, Interventions, Cultural and Cross Cultural Psychology, Research Design and Statistics, Psychological Testing and Assessment, and Personal, Interpersonal and Social Processes. All eight volumes are nicely bound and the printing is generally clear and easy to read. However, you will want to examine your copy before processing it. In the set I reviewed, some of the pages, especially in volume one, were in a lighter print (interspersed among p. 273-317).

The Encyclopedia of Psychology will have wide appeal and is appropriate for students, scholars, professionals and lay readers alike. Some librarians may prefer to wait for the September publication of the newest edition of the widely respected Corsini Encyclopedia of Psychology and Behavioral Science (Wiley, 0471239496, $450) before deciding to invest in this set. But my guess is that with interest in psychology so intense, libraries will be expected to purchase both.

Speaking of publishers teaming up, William B. Eerdmans and E.J. Brill have introduced a landmark reference with the first of a projected five-volume set. The Encyclopedia of Christianity (1999, 0802824137, $100) promises to be the definitive reference on one of the world's great religions. Some 465 articles comprise this first volume and cover topics from A-B. The treatment is scholarly and comprehensive with the focus being more on historical development. There are articles on individual countries throughout the world relating to the current state of Christianity, as well as those discussing current trends in theology and Christian thought. The religious diversity of Christianity is also taken into account. Entries on subjects like Black Theology and the Charismatic Movement stand with those on Calvinism and Augustine's Theology. Other topics range from the symbolism of the Cross to Church music, Creativity to Contemplation and from Clinical Pastoral Education to Dialectical Theology. The longer articles have their own list of contents to give sense of scope and structure. Cross-references to related entries are embedded in the text of all the articles and each has a bibliography. Also, when relevant, there are references in the text showing the sources of specific ideas and concepts.

The fact that the Encyclopedia of Christianity was selected as an "Outstanding Academic Title" by Choice (January 2000), and as an "Outstanding Reference Source," by Reference and User Services Association of ALA (May 2000) testifies to its quality. In a subject area where there are already a number of useful reference works, the Encyclopedia of Christianity stands out. Both academic and public libraries will find it a necessary addition. (According to Books in Print, Volume 2 will be available in November 2000 from William B. Eerdmans Publishing (0802824145, $100).)

Another encyclopedia, just published by Garland, also deserves special attention. Edited by Richard Lansing of Brandeis University, the Dante Encyclopedia (2000, 0815316593, $175) will be a worthwhile addition to most academic library collections. It is comprehensive and authoritative, offering the reader access to both Dante's personal genius, as well as to the time continued on page 36.
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in which he lived. Naturally, the encyclopedia contains critical appreciation of Dante. Articles covering his early works like Vita Nuova (The New Life) and Il Convito (The Banquet) are included along with extensive consideration of his three-part masterpiece, the Divina Commedia (The Divine Comedy).

But more than that, Lansing and his contributors reveal both the sources of Dante’s inspiration, as well as the impact of Dante’s work on succeeding generations of writers and artists. They point out that the poetry of Baudelaire, the art of Dali and the films of Fellini, among many others, show elements of Dante’s influence. As you would expect, each entry has its own bibliography. Some are fairly extensive for a one-volume encyclopedia. The text is well illustrated with maps, drawings and photos and the general index is useful in locating specific details. Other features worthy of note include a chronology of Dante’s life, a list of Popes living before or during Dante’s time and an index of Italian and Latin proper names in Dante’s works.

Admittedly, it is expensive for a one-volume encyclopedia, but the Dante Encyclopedia returns real value for the investment. Both serious Dante scholars and undergraduates studying him for the first time will derive benefit from this reference. It is an encyclopedia that does justice to its subject, and that is saying a lot.

Garland has also added a useful legal reference to their catalog, Religion and American Law: An Encyclopedia (2000, 0815307500, $135). It is hard to overestimate the impact of religion on our history and in Religion and American Law, noted historian, Paul Finkelman, reaffirms that fact. But he and his contributors also point to the tension that exists between religion and the rule of law in a democracy. Religion and American Law traces this constant struggle from Roger Williams’ founding of Rhode Island in 1636 to the overturning of the Religious Freedom Restoration Act (1993) by the Supreme Court case City of Boerne v. Flores in 1997. A significant amount of the encyclopedia is dedicated to the coverage of case law. A quick count shows that over 500 cases are referenced in the index of cases at the end of this volume. But issues like school vouchers, the sacramental use of drugs, polygamy, the influence of the Bible, public proselytizing and school prayer are also discussed. In addition, the experiences of religious minorities ranging from Catholics to Snake-handling sects and from Baptists to Native Hawaiians are covered. The entries are well written and each ends with a brief bibliography and a list of cases cited.

There is so much information here that it is unfortunate more care was not taken with the subject index. There are few if any subcategories used so that for each topic listed, the reader is faced with a stream of page numbers, and oddly, under one topic “Black Churches” there is no page number listed at all. (African Americans are referenced on 14 pages.) Naturally, this hinders the use of what is overall, a fascinating and valuable reference book. Nonetheless, Religion and American Law is successful in making sense of an important, complex and emotional subject. It is still a worthwhile addition to both American history and legal reference collections.

A BC-CLIO has filled a gap in the literature. At last there is a multi-volume encyclopedia dedicated to America’s “Forgotten War,” Edited by Spencer C. Tucker The Encyclopedia of the Korean War (2000, 1576070298, $275) is an appropriately exhaustive treatment for a subject that was in need of it. From the military side, specific operations like the landings at Inch’on and the Pusan Breakout, weapons ranging from machine guns to the use of air power, as well as support services, like MASH units, are all covered. Of course, the Encyclopedia contains entries on the major personalities like Douglas MacArthur, Harry Truman, Kim Il Sung and Mao Zedong. But it also includes those on lesser lights like White House correspondent Anthony H. Lovins who won a Pulitzer Prize for his exposure of the Korea Island conversations between MacArthur and Truman. In addition, there are articles on logistics and strategy, the role of women, diplomacy, politics, and psychological warfare. There is even an extensive article that discusses the historiography of the war (revised and reprinted from the July 1997, Journal of Military History). The text is well illustrated with photos and charts, as well as a useful set of maps that appear in the front of each volume. Another feature of the Encyclopedia is that a major portion of Volume III consists of approximately 120 primary documents related to the war.

Admittedly, there are other references on the Korean war. Stanley Sandler’s The Korean War: An Encyclopedia (Garland, 1995, 0824044542, $125) and the recently published Conflict in Korea: An Encyclopedia (ABC-CLIO, 1999, 0874369789, $65) are both useful. But neither has the depth of coverage present in this work. The Encyclopedia of the Korean War is a recommended addition to both academic and public library collections.

Another impressive work from ABC-CLIO is Medieval Folklore: An Encyclopedia of Myths, Legends, Tales, Beliefs and Customs (2000, 1576071219, $150). It will appeal to both general and scholarly audiences seeking background and explanations of this important aspect of medieval life. As the title implies, the definition of folklore is inclusive. In fact, the Encyclopedia contains an article that defines folklore from the editor Carl Lindahl’s perspective and is worthwhile reading. However, Medieval Folklore is limited in geographic range. It is medieval European folklore that is being discussed here with emphasis on the folklore of England, Ireland, Scotland and Wales. That is not to say that the folklore of other European cultures is neglected. French, Scandinavian, Germanic, Baltic, East Slavic, Jewish, Italian as well as others are included. Some 306 entries cover a rich variety of topics including burial mounds, courtly love, dreams and dream poetry, festivals, games and play, oral theory, punishments and styles of food preparation. Influential characters, both real and imagined are also covered like Richard the Lion-Heart, Geoffrey Chaucer, Thomas Malory, Prester John, Sir Gawain and Robin Hood. Each entry has a brief bibliographic essay leading to other sources and there is a general index, as well as indexes of tale types and motifs. All of these features should prove useful to readers. In addition, there are over 150 illustrations that complement the text. Medieval Folklore: An Encyclopedia of Myths, Legends, Tales, Beliefs and Customs is a fascinating and well done reference that will find a home in many academic and public libraries.

Gale has returned to a winning formula with their new series Science and Its Times. Understanding the Social Significance of Scientific Discovery. However, one quirk must be mentioned first, the publishing schedule. Two of the projected seven volumes are available now: Volume 5 covering 1800-1899 (2000, 0787639370, $85) and Volume 7 dealing with 1950 – the Present (2000, 0787639397, $85). It may seem a minor point but as most reference librarians can tell you, explaining to patrons why volumes 5 and 7 are available while volume 1 is not, can get tedious.

As in another Gale’s set Literature and Its Times, (1998, 0787606081, $395) making connections is a key to this work’s usefulness (see my review in ATG, April 1998, p. 41). Similar facts and information, particularly the biographical sketches, can be found separately in other sources, a number published by Gale. However, the way the information is organized stresses the context in which scientific discovery was made. Pure science is not the strength here. It is the historical and sociological connections to the science that are emphasized.

Both volumes have the same structure and are divided into broad chapter headings including Exploration and Discovery, Life Sciences, Mathematics, Medicine, Physical Science...continued on page 58

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ences and Technology and Invention. So, unlike Magill's Survey of Science, in which each science is treated to its own multi-volume set, all of the sciences are covered in each volume. Each chapter heading contains articles on specific discoveries, biographical sketches and a bibliography of primary sources. The essays that cover the scientific discoveries range from 1500-2000 words. The biographical sketches of the scientists are shorter at 500-1000 words each. Approximately 160 scientific discoveries or developments are covered in each volume. Each essay consists of an overview, background and a discussion of impacts. In Volume 5 1800-1899 they range from the discovery of the magnetic North Pole to the development of Boolean algebra, from the discovery of viruses to the invention of the sewing machine and from the birth of dentistry to the first subways. Volume 7 1950 - Present takes the reader from invention of the heart and lung machine, through the space race and the Cold war on to the Human Genome Project, Chaos Theory, the personal computer and the explosion of fiber optics in communications technology.

The writing is direct and uncluttered by jargon. Presentation is good with photos, illustrations and sidebars complementing the text. Unfortunately, the inexpensive binding may not hold up to intense use. But, in spite of this, and the confusing publishing schedule, Science and Its Times obviously merits consideration. It will be a helpful addition to high school and public libraries, as well as some undergraduate libraries where the history of science is a recurring interest.

With the political season heating up it is only fitting that we take a look at two of Sharpe Reference's recent additions. The Encyclopedia of Interest Groups and Lobbyists in the United States (2000, 076568022X, $185) gives the reader a real perspective on the central role that interest groups and their representatives play in the political process. The coverage is diverse. A total of 197 interest groups are listed in categories like banking and finance, health and medical, labor, civil and human rights, agriculture, industry, construction and transport and media, entertainment and information. There are also sections on single-issue interest groups and foreign governments who promote their political agendas. Each category is preceded by an essay that gives a useful overview while the individual entries discuss the history, activities and financial facts related to the specific interest group covered, as well as providing a brief bibliography. The information is both interesting and helpful while the writing is factual and objective. However, the bibliographies could be a lot stronger. They range from the one entry listings (both organizational Web sites) for Friends of the Earth and the Environmental Defense Fund to those with up to ten entries like the Nuclear Energy Institute. (The NRA has only three references listed.) But the set has added strengths. There is a section of statistical information provided in a number of tables and charts about the top PAC's and lobbyists, as well as complete contact information for each organization. There is also a helpful index, a table-of-contents and a list of the abbreviations and acronyms used in the set.

Overall, the Encyclopedia of Interest Groups and Lobbyists in the United States brings together a good deal of important and useful information. Both undergraduate and public libraries will find it a beneficial addition to their collections.

Another Sharpe reference which brings together a lot of information is the Encyclopedia of Third Parties in America (2000, 0765680203, $275). The eclectic diversity of American politics shines through the pages of this set. The Encyclopedia's three volumes are divided into four parts. The first is a collection of eight essays that set the historical context, in broad chronological order, for the rise of third parties. The second is a group of 40 color maps that reflect the presidential voting percentages of major third party movements. The third part contains the actual articles on the individual parties. These articles provide informative discussions of the origins, platforms, political results and the legacies of each party. Coverage is impressive and ranges from the anti-immigrant Know-Nothings to the abolitionist led

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Test Driving CD-ROMs — Reviews of CD-ROM Products

The American Indian: A Multimedia Encyclopedia

Column Editor: Norman Desmarais (Acquisitions Librarian, Philips Memorial Library, Providence College, Providence, RI 02918; ph: 401-865-2241; fax: 401-865-2823)

The American Indian: A Multimedia Encyclopedia ver. 2.0

Facts on File, Inc., 11 Penn Plaza, 15th Floor, New York, NY 10001-2006
ISBN: 0-8160-3607-1 (Windows single user), 0-8160-3609-8 (Windows network)
0-8160-3608-X (Macintosh single user), 0-8160-3610-1 (Macintosh network)
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System Requirements: DOS: MS-DOS 5.0 or later, 640 KB RAM, 2 MB free hard drive space, color monitor, printer, double speed CD-ROM drive. Windows: 386-16 or better, Windows 3.1 or later, 8 MB RAM, 2 MB free hard drive space, color monitor, mouse, printer, double speed CD-ROM drive, Windows compatible sound card. Macintosh: 68030 CPU or better, System 7.1 or later, 4 MB RAM, 1.3 MB free hard drive space, 13-inch 256 color monitor, printer, double speed CD-ROM drive.

Reviewed by Norman Desmarais (Providence College)
<normd@providence.edu>


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can Indian: A Multimedia Encyclopedia should appear by mid-2000. We expect that it will include the revised versions of the source titles. The titles of the CD and the corresponding print publications focus primarily on North American Indians; but they also cover Mexico, Canada, the Arctic, Meso-American civilizations, Caribbean and South American tribes.

The main menu offers buttons to locate information by tribes, history, folklore, religion, biographies, reference shelf, and multimedia gallery. The Tribes button allows locating information about specific tribes by name or by region. Regions include: arctic, subarctic, northwest, southwest, Plains, Great Basin, California, northeast, southeast, Plateau, all regions, and other areas.

The History button goes to a submenu that offers other buttons to focus on early civilizations, culture and customs, wars and rebellions, land disputes, and discovery/exploration. These subdivisions are also used by the history and exploration timelines in Reference Shelf.

The Folklore, Religion, and Biographies buttons offer two further buttons which are complementary. One allows searching topics alphabetically while the other organizes the topics by tribe. The alphabetic entries are usually shorter (one or two paragraphs) than the topics. Alphabetical buttons appear raised except when there is no corresponding information. The multimedia gallery allows perusal of entries by media type: audio, video, photos/portraits, or maps.

The Reference Shelf includes primary source documents, a glossary, timelines for both history and exploration (but there are no links to corresponding topics), and a list of museums and societies. The buttons of the secondary menus for the multimedia gallery and the reference shelf transliterate the labels into Greek characters. Museums and societies can be identified by location or organization name for both the United States and Canada. It is up-to-date, including information about the Mashantucket Pequot Museum in Ledyard, CT, which opened in late 1998. Searches can identify documents related to particular tribes or the people related to them. As many of the documents consist of treaties, a button lists the treaty names and the dates.

Trying to locate the Pequots (or Pequot) and the Ojibwa with the Tribe button, however, made us think that there was no coverage of these tribes. Using the Search button at the bottom of almost every screen produced 125 entries for the Pequots, including a lengthy article on the Pequot War, and 147 for the Ojibwa. This search feature has some interesting capabilities. As one types letters in the Search For window, the window's available window goes to the nearest match. This helps to identify variant spellings such as Mohican, Mohogan, and Mahican. The entry for Algonkin explains:

— Indian tribal names can be confusing. Alternate names or different spellings of the same name are often used. Sometimes the Indians themselves use different names for their tribes than those given by whites. Or tribes may be known by names given to them by another tribe. Moreover, early historians may have applied names inconsistently. There were often French versions from French-speaking historians, explorers or traders, as well as English versions. In the case of the southern and southwestern Indians who lived in territories where the Spanish settled in North America, there were sometimes varying Spanish names as well.

— The use of the name Algonquin or Algonquin or Algonkin is an example of possible confusion. Different writers use different spellings. To add to the mix-up, the name is sometimes used to discuss one small Canadian tribe, the people who originally held the name. But at other times it is used to denote many different tribes who spoke a common language but who were spread all over the Northeast and other areas as well. One might see the phrase the Algonquin proper to distinguish the original tribe from other Algonquin-speaking peoples. Another way is to use the Algonquin spelling for the original tribe and to use the Algonquin spelling for the whole language family of tribes.

As the search engine identifies the closest entry, it lists the word in the Results window along with the total number of occurrences. Double clicking a word from the Words Available window enters the term in the Search For window; but it does not replace what one typed. We sometimes experienced General Protection Fault errors doing this. The Operators window offers an impressive number of options: &, ^, |, ~, and, not, or, xor, !, { }, *, ****, and #. Searches will understand the meaning of some of these operators but probably not all of them. Yet, the on-line help does not explain their meaning and the documentation that comes in the cover of the jewel case only covers the installation process.

The Tools button on the navigation bar allows seeing pictures and text, viewing search history, creating or running tours (slide shows or presentations), adding topics to a tour, and saving a tour. There is no cut and paste option; so, when one saves text to disk, one copies the entire article and must then select the desired portions.

The entries offer a good introduction or overview to a topic, as an encyclopedia should. However, despite its breadth of coverage, The American Indian: A Multimedia Encyclopedia is not a one-stop solution for serious research. For example, the long article on Indians in the American Revolution glosses over the Battle of Bennington (VT) without mentioning the important role of the Indians. Nor does the article mention the massacre of 20-year-old Jane McRea that galvanized the colonials and resulted in General Schuyler sending the fate of Gen. Burgoyne and leading to his surrender at Saratoga. However, a four paragraph biography of John Burgoyne devotes an entire paragraph to the incident; and there is a biographical entry under the variant spelling Jane MacCrea.

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In this issue, a veritable cornucopia of books is presented for your thoughtful consideration. I would like to introduce and thank the College of Charleston's Phillip Powell for enlightening us with his review of Strangers at Home and Abroad: Recollections of Austrian Jews Who Escaped Hitler, edited by Adi Wimmer. Phillip is a reference librarian and the Bibliographic Instruction Coordinator. While this is his first (but not certainly not his last) review for ATG, he has also written reviews for American Reference Books Annual. Welcome to the Grain, Phillip!

Robots for Kids: Exploring New Technologies for Learning
Edited by Alison Druin and James Hendler (2000, Morgan Kaufmann Publishers, 1558605975, 377 pp, $44.95)

If you have recently watched MTV's Real World New Orleans, you might be familiar with the house dog. For those of you who have not given up a Tuesday evening at the ten spot for the sake of witnessing popular culture, what you have been missing is a robotic canine. Most of the Real World casts are given fish; the New Orleans crew was given a hunk of wires and metal named Shorty. Being slightly skeptical of the usefulness of a robotic dog, I jumped at the chance to read editors Alison Druin and James Hendler's Robots for Kids: Exploring New Technologies for Learning.

Many of the books I review address one of the many issues associated with technology: Robots for Kids is no exception. Arguably the new technological frontier, robots are no longer funny little humanoids that used to make us laugh on television shows like Silver Spoons and Saved by the Bell. Rather, robots and other forms of artificial intelligence (AI) are used not only as toys and pets but also as assistants to the disabled and as educational tools. Robots for Kids is certain to introduce you to new frontiers in mechanical technology.

Druin and Hendler are no strangers to robotics. Druin, an assistant professor at the University of Maryland in both the Institute for Advanced Computer Studies and the College of Education, has focused her recent research on robotic storytelling technologies. Hendler, also a professor at the University of Maryland, heads the Autonomous Mobile Robotics Laboratory and the Advanced Information Technology Laboratory.

Robots for Kids covers three central topics: robot technologies for children, robots in education, and future visions for robotics. It is in the first section that ABIO, Sony's four-legged autonomous friend, is discussed. These entertainment robots, like the Real World's Shorty, have five modes of enjoyment: watching (It's so cute!), interacting (through gestures and vocal stimulation), raising (much like a child), controlling (as in playing a game with the robot), and developing (creating your own robot). Robots for Kids thoroughly explores the ingredients needed for creating a pet-type robot, the design opportunities and limitations, and the implementation of these robots into real-life situations. Pet-type robots are not the only mechanical issue explored, however; Druin and Hendler also highlight PETS (Personal Electronic Tellers of Stories), the LEGO Intelligent House, the KISS Institute, girls and technology, and several other themes. Kid's View sections essays by children that describe personal experiences with robotics are also included.

Robots for Kids begins with an exceptional table of contents that allows the reader to easily and quickly flip to chapters and sections of interest. Diagrams of robot construction, tables and graphs representing case study findings, black and white photographs, and color plates are also included. In short, this interesting book offers a bundle of information on a topic that is rarely explored in such depth. If your academic library supports programs in educational or instructional technology, engineering, artificial intelligence, and/or human-computer interaction, Robots for Kids would be a beneficial addition to your collection.

PC Buyers Handbook 2000
by Gordon P. Foreman (2000, McFarland, 078540907x, 127 pp, $22.50)

The month of September conjures up memories of buying new pencils, searching for the coolest notebook for English class, shopping for back-to-school clothing, and hoping to figure out exactly what your new teachers expect from you. It is not surprising that many students—from kindergarten to college—are expected to have access to a computer. If you are shopping for a new Mac or Windows machine, be sure to reference Gordon P. Foreman's PC Buyer's Handbook 2000. Right away you might be thinking that is useless to buy a book about computers when the information in it is obsolete

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TestDriving CD-ROMs
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The American Indian: A Multimedia Encyclopedia is a very good product that combines several reference sources and makes searching for information easy and enjoyable. Topics not identifiable from the main access points can usually be retrieved with the search function. We could not identify a single topic about which we could not locate at least some information. Many of the entries contain printed pronunciation information, particularly for tribal names. A multimedia encyclopedia should replace these notes with an authoritative audio pronunciation.

From the Reference Desk
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Liberty party, the Nationalist Socialist White People's Party to the Black Panthers and the National Women's Party to the Chicano La Raza Unida Party. The fourth part of the encyclopedia consists of biographies of the main actors associated with the parties discussed. Included are more familiar names like Jane Addams, Robert LaFollette, and H. Ross Perot, as well as the more obscure like Lucy Parsons, Nathaniel Banks and Vito Marcantonio. The set also includes bibliographies and a glossary of terms.

Besides giving specific information about the parties discussed, this Encyclopedia reveals both the difficulties faced by third parties in the American political system and the significant impacts these parties had on the mainstream. Most of the parties included in this encyclopedia were blips on the political radar screen. The fact they existed at all, is testament to political vitality and independent thought. Reading through this work makes this crystal clear. Academic, public and some high school libraries will find the Encyclopedia of Third Parties in America a worthwhile and useful purchase.

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Book Reviews — Noteworthy Compositions
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Free and Low Cost Software is organized by type of program and further categorized by genre. Screen captures and tabular data are given for each specific program that is highlighted, including the program name, version, Web address, and email address; any fees associated with the program; and a general evaluation examining utility, ease of use, ease of learning, and documentation. For example, the unit on educational programs is subdivided into testing and training aids, speed reading, coursework, and grading programs. Chalksoft's Courseware Web Series is briefly presented, three screen captures and descriptive text are provided, and it is given an excellent overall rating.

What puts Lopez, a business professor at SUNY's College of Technology in Delhi, on my A-list is his Word to Librarians at the conclusion of his introduction. Often, we ponder about licensing restrictions and other legal uncertainties when we think about making demos, freeware, and/or shareware readily available to our patrons. Lopez addresses these anxieties and even gives a few good tips for earning some money for your library by taking advantage of free resources.

While $32.00 might seem steep for a soft cover resource, think of the money that can be saved as a result of acting on Lopez's tips. Used together, PC Buyer's Handbook and Free and Low Cost Software are superb choices to augment your collection.

The Race for the Governor's Cup: The Pacific Coast League Playoffs, 1936-1954
by Donald R. Wells
(2000, McFarland, 0786407603, 484 pp, $29.95)

There is nothing quite like relaxing in a stadium with the people of your community, ingesting cold beer and doubly pretzels, and witnessing the great American pastime of minor league baseball. With the AAA Playoffs and World Series right around the corner, it seems most appropriate to investigate Donald R. Wells' The Race for the Governor's Cup: The Pacific Coast League Playoffs, 1936-1954. Wells has written a no-nonsense, fascinating account continued on page 62

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count of the Governor’s Cup playoff games during a time in which west coast baseball was essentially a league of its own.

The Race for the Governor’s Cup is broken down by year. Each chapter begins with a brief narration summarizing the playoff games as a whole and also enlightening the reader about how the games and the league fit into the larger picture of sports. Wells has done his homework for the statistics that follow; game-by-game accounts of each player’s achievements are given in chart format. Key players are listed at the end of each chapter. An appendix is included that offers more records concerning standings and prize money.

Winnem has included the memories of 30 Austrian refugees. The project began in the late 1980s with several of those interviewed having since died. People who shared their recollections were from Great Britain, Israel, and the United States. The glaring omission is that none of the refugees interviewed returned to Austria except for visits.

The group of refugees from whom Winnem got these recollections varied widely in age with about a 25 year span. Although most of them left Austria in 1938 and 1939, a couple departed as early as 1935 and one did not leave Austria until after the War but rather lived underground. With rare exception, this was a group of well-educated and motivated people who did well in their post-War lives. But the theme of loss, mourning, and anger pervades these interviews. It is a much different book than Whitman’s The Uprooted: A Hitler Legacy. Where Whitman painted a much larger picture, Winnem’s refugees provides the reader with intimate, often poignant, and often painful details of living in the inhume conditions in Austria in the late 1930s. The intimate nature of the recollections allows the reader to delve deeply into the psyches of these survivors - an intriguing, yet discomfiting, experience.

This primary source gives the reader insights into the experiences of an often-neglected group. Strangers at Home and Abroad is a small book which is quite readable with themes that are persistent and pain that is brutally evident.

Strangers at Home and Abroad: Recollections of Austrian Jews Who Escaped Hitler
Edited by Adi Winnem and translated by Ewald Osers
(2000, McFarland, 0864064682, $29.95)
Reviewed by Phillip Powell (College of Charleston) <powellp@cofc.edu>

The Roman military and Roman England have long been favorite topics for lay readers, undergraduates, and mature scholars alike. Irby-Massie combines these two fields in a new monograph published as part of Brill’s series Supplements to Mnemosyne (Vol. 199). The subject warrants interest as Roman soldiers were not just conquerors, but were also ambassadors bringing new cultures with them to Britain. Legionaries and auxiliary recruits came from all corners of the Roman Empire, from as far away as Spain and Syria. The customs of these soldiers gradually combined with local traditions resulting in a rich blend. Irby-Massie looks at religious practices, especially those documented by inscribed dedications, to understand this complex interaction.

Irby-Massie’s study is divided into two parts, a narrative discussion of military religion in Roman Britain and an extensive catalog of inscriptions that document religious activity. The two sections are of different quality and value. In the first part she surveys the deities worshiped in Roman Britain, categorizing them as part of Roman State religion, Eastern cults, or Celtic religions. Throughout this section, it is unclear whom the author envisions as her audience. Often she seems to assume no prior knowledge, discussing the basics of each god to an extent that serious students and researchers are likely to find distracting. For example, in preparation for her discussion of Jupiter (p. 55), she rehearse the history of his worship beginning with the first temple to Jupiter built in Rome by King Tarquin in the 6th century B.C. This background information, common knowledge continued on page 66

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Legally Speaking — "Libel"
What Publishers Need to Know to Avoid Defamation Lawsuits

by Bryan M. Carson, J.D., M.I.L.S. (Coordinator of Reference and Instructional Services, Western Kentucky University Libraries)
<bryan.carson@ksmail.wku.edu>

Since several of the last few columns have been about intellectual property issues, this month's issue will be a change of pace. This month I am going to discuss a topic that makes publishers cringe and hide: The topic is LIBEL.

Since many people confuse libel and slander, let me begin with a definition. Both libel and slander are forms of defamation. Libel is defamation in writing, while slander is spoken. (The way to remember it is that Slander and Spoken both begin with the letter S.) The basis of defamation is that "individuals should be free to enjoy their reputations unimpaired by false and defamatory attacks."1

According to American jurisprudence, defamation has been defined by the courts as:

- A false publication causing injury to a person's reputation, or exposing him (her) to public hatred, contempt, ridicule, shame, or disgrace, or affecting him (her) adversely in . . . trade or business.
- The publication of anything injurious to the good name or reputation of another or which tends to bring him or her into disrepute.
- That which tends to injure reputation or to diminish the esteem, respect, good will, or confidence in the plaintiff or to excite derogatory feelings or opinions about the plaintiff.
- Communications made by a defendant to a third party that cause some injury to the plaintiff's reputation by exciting derogatory, adverse, or unpleasant feelings against the plaintiff or by diminishing the esteem or respect in which he (she) is held.
- Repeating the false statements of others.2

In order to constitute defamation, the statement must be false. However, it can not be something that is a matter of opinion. For example, "authors' description of plaintiff as "dub and grey" and implication that she was "unpleasant" were mere statements of opinion, not actionable as defamatory.3

One of the most important elements of libel is "publication." Publication is defined as "the communication of defamatory matter to a third person . . . or persons."4 In order to constitute a publication, "a plaintiff must show that the allegedly defamatory matter was published, by proof that the defamatory matter was communicated to someone other than himself. In other words, there must be a communication of a defamatory matter to a third person."5

The publication can be written or spoken.5 The publication must be made "to some third person who understands both the defamatory meaning of the statement, and its application to the person to whom reference is made."6

Sometimes defamation cases are confused with invasion of privacy. However, these two torts are different causes of action. "[A] cause of action for defamation differs from one for false light invasion of privacy, in that the former provides recovery for injury to reputation, while the latter provides recovery for plaintiff's mental distress."7 Courts have decided that "Publicity that is actionable for false light invasion of privacy generally also would be defamatory and plaintiff is free to plead them in alternative, although she may recover only on one theory for single publication and false light invasion claim does not avoid strictures of burdens of proof associated with defamation."8

Publishers are often brought into court as being responsible for disseminating the defamatory statements of an author. There are two theories of publication that apply to books, magazines, etc. "Under the 'multiple publication rule,' each repetition of a libel, such as the sale of a book, creates a new cause of action . . . Under the 'single publication rule,' where an issue of a newspaper or magazine, or an edition of a book, contains a libelous statement, plaintiff has a single cause of action and the number of copies distributed is considered as relevant for damages but not as a basis for a new cause of action."9

Many states have adopted the single publication rule for mass media cases. "Under this rule, a libel or slander action accrues, for statute of limitations purposes, upon publication. Publication is complete on the last

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day of the mass distribution of copies of the printed matter because that is the day when the publishers, editors, and authors have done all they can to relinquish all right of control, title, and interest in the printed matter."111

The Statute of Limitations is the time period after the defamatory actions occur within which a lawsuit must be brought. The Statute of Limitations is often a matter of dispute; many cases succeed or fail based on the filing date and the Statute of Limitations. As a result, the date of publication is very important. However, there are many other factors that courts take into consideration. For example, "where publisher was entitled to summary judgment, on basis of one-year statute of limitations, against plaintiff who brought libel action against publisher and author, but where author had defamed, so that it was possible that plaintiff would be able to obtain judgment against author based on finding that the book was libelous, dismissal of action against the publisher would be without prejudice to plaintiff's right to seek leave to amend the complaint for equitable relief against the publisher in the event that he was able to obtain a judgment against the author."12

Articles and books books can be the subject of scrutiny. Newspapers are often sued for reporting the defamatory of others. Even book reviewers are not exempt: "assertions that would otherwise be actionable in defamation do not become nonactionable if they appear in the body of the book."13

If the statement was false, the publisher is in trouble. However, there is a different standard that applies to public figures. The seminal case on this subject is New York Times v. Sullivan.14

Sullivan was the police commissioner of Montgomery, Alabama. He claimed he had been defamed by an advertisement that ran in the New York Times. According to the court, "The advertisement included statements, one of which was false, about police action allegedly directed against students who participated in a civil rights demonstration and against a leader of the civil rights movement; respondent claimed the statements referred to him because his duties included supervision of the police department."15

If Sullivan were not a public figure, the case would have been decided according to the principle of libel per se. Libel per se is when "the words used are so obviously and materially harmful to the plaintiff that injury to his or her reputation may be presumed."16

There are only a small number of circumstances which constitute libel per se. "Words are slanderous or actionable per se only in those cases where they are falsely spoken and (1) impute the commission of a crime involving moral turpitude, for which the party might be indicted and punished; or (2) impute an infectious disease likely to exclude him from society; or (3) impute unfitness to perform the duties of an office or employment; or (4) prejudice him in his profession or trade; or (5) tend to discredit him."17

In the Sullivan case, the New York Times advertisement made false statements that allegedly 1) implied that Sullivan had a crime, and 2) imputed unfitness in his duties as police commissioner. Under ordinary circumstances, libel per se would normally apply. However, the Supreme Court used a different reasoning.

The Supreme Court in the Sullivan case examined the constitutional free speech issues of the press. According to the Court, "The constitutional guarantees require - a federal rule that prohibits a public official from recovering damages for a defamatory falsehood relating to his official conduct unless he proves that the statement was made with "actual malice" - that is, with knowledge that it was false or with reckless disregard of whether it was false or not."18 The idea is that public figures should have their records discussed, without fear of damages. But such cases have given rise to a privilege, qualified to this extent: any claim being defamed by the communication must show actual malice or go remediless. This privilege extends to a great variety of subjects, and includes matters of public concern, public men, and candidates for office."19

As a result of the Sullivan decision, public figures can no longer sue for defamation just because a statement was false. The false statement must have also been made with actual malice, in order to damage the reputation of the public figure. If the statement was made without actual malice, then the constitutional protections of the First and Fourteenth Amendments prevent recovery of damages for defamation. "Analogous considerations support the privilege for the citizen-critic of government. It is as much his duty to criticize as it is the official's duty to administer."20

To illustrate some of the principles of defamation, let's take a look at a recent publishing case from Britain. David Irving claimed to have been libeled by Penguin Books Ltd. and Deborah Lipshtad through her book "Denying the Holocaust: The Growing Assault on Truth and Memory."21 Irving claimed that Lipstadt committed libel by stating that he was a Nazi apologist, and that he "resorted to the distortion of facts and to the manipulation of documents in support of his contention that the Holocaust did not take place."22 Irving claimed that this ruined his reputation as a historian. "The Defendants, whilst they do not accept the interpretation which Irving places on the passages complained of, assert that it is true that Irving is discredited as an historian by reason of his denial of the Holocaust and by reason of his persistent distortion of the historical record so as to depict Hitler in a favorable light."23

Basically, Irving was claiming libel per se. Lipstact and Penguin claimed truth as their defense. Since truth is an absolute defense, continued on page 66

Endnotes
7. Ringler at 1166.
15. Sullivan.
22. Denial case.
23. Denial case.
24. Denial case.

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Questions and Answers —
Copyright Column

by Laura N. Gasaway (Director & Professor of Law Library, CB#383, University of North Carolina, Chapel Hill, NC 27599; phone: 919-962-1321, fax: 919-962-1193) <laura_gasaway@unc.edu> http://www.unc.edu/~uncinp/gasaway.htm

QUESTION: In a law firm, the medical malpractice group relies upon medical articles from experts and asks the library to provide copies. The library orders articles from a document supplier that pays copyright royalties and charges them to the firm as a part of its fee. Sometimes, an article ordered for one case might also be useful in another pending case. The lawyers and nurses who work with the articles would like to keep the original in the first case file, and make another copy for the second case file. May a second copy be made for a new specific case or does the library need to request a new copy each time one is needed?

ANSWER: When a library obtains a copy of an article from a document delivery service and pays the royalties for that copy, the library may use that copy for multiple purposes such as for multiple pending cases. Use and reproduction are different, however. Reproducing that article for another case file means that additional royalties should be paid since the firm lawfully acquired only one copy of the article.

QUESTION: Are there any copyright rules about corporate employees donating personal or professional association journals to the private corporate library?

ANSWER: Generally anyone who has lawfully acquired a copy of a copyrighted work may dispose of that copy even by donating it to a corporate library. The real question is whether the library can then use the journal just as it does a purchased subscription. If the publisher offers only one subscription rate for that journal then there should be no problem, but if the publisher has a separate institutional rate for the journal, then, the library really should not use that donated subscription except as a backup copy for binding. It should subscribe at the institutional rate that permits multiple readers, etc.

QUESTION: Is a library permitted to make an archival copy of a music CD, CD-ROM software or the CD-ROM that comes with books? If so, should the library circulate the copy or the original work?

ANSWER: The statute permits general archival copying only of computer programs but not of other works. Section 117 of the Copyright Act states that the owner of a copy of a computer program may make another copy of that program in two instances: (1) when it is a necessary step to use that program on a particular computer, and (2) when the copy is for archival purposes. To duplicate any other type of work for archival purposes, the requirements of Section 108(b)(c) and (h) must be followed. Regardless of whether the library circulates either the original or the copy (but not both), the library must place a warning label on the software package in accordance with Section 109(b)(2)(A).

QUESTION: If a CD-ROM becomes damaged and unplayable, may the library replace it by making another copy from the original or making a copy from another library’s original?

ANSWER: Assume that the CD is a published work. Under Section 108(c), the library may reproduce a lost, stolen, deteriorating, damaged or obsolete work only if the library first determines by reasonable investigation that an unused copy cannot be obtained at a fair price. After that, the library may make another copy from the original or obtain a reproduction from another library.

QUESTION: What is the public policy reason for awarding copyright to authors of letters? For example, if a famous author sends a letter to breathless admirer or even a lover, why does the recipient of the letter not own the copyright? Could the letter not be considered a gift to the recipient?

ANSWER: Authorship is referred to in the U.S. Constitution, in Article I, section 8, clause 8, which states that Congress may enact legislation to provide exclusive rights to authors for their writings. A letter is clearly a writing and the writer of the article is the author. In most types of works, when the author creates the work, it is then reproduced in multiple copies such as with books, articles, music recordings, etc., but not always. Major exceptions are works of

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the case involved analysis of Irving's writings
and statements. The final decision was that
Lipstadt's statements were not defamation
because they were true. According to the
judge, "The charges which I have found to be
substantially true include the charges that
Irving has for his own ideological reasons per-
sistently and deliberately misrepresented and
manipulated historical evidence; that for the
same reasons he has portrayed Hitler in an
unwarrantedly favorable light, principally in
relation to his attitude towards and respon-
sibility for the treatment of the Jews; that he is
an active Holocaust denier; that he is anti-
semite and racist; and that he associates with
right wing extremists who promote neo-
Nazism."24

So what have we learned today? The im-
plication for writers is that you are respon-
sible for what you write. Publishers are re-

One story the authors tell captures the
absurdity of designing without plac-
ing enough emphasis on the impact
the community and on individuals. They
describe a town in which the firemen
demanded janitorial security in the form of
large trucks, which require large num-
bers of staff to drive and maintain. Such
trucks meant streets had to be wide to
accommodate them, which in turn meant
that the town in the pines was dotted by
the roads, cars moved fast, and
walking was discouraged. Apparently,
designing roads to be excessively wide
to accommodate the large public emer-
gency vehicle is not unusual. The au-
tors conclude that "one of the most
important aspects of our new towns is
being shaped around an extremely un-
likely emergency, with the result that
they function inadequately in
crisis situations." Ironically, there are
more accidents on these streets
designed to accommodate emergency
vehicles: "wide streets lead to an in-
creased number of traffic accidents,
since people drive faster on them."

And they don’t simply drive faster. They
drive more. The wider the street or
highway becomes, the more people
drive on it, in a phenomenon called 'in-
duced traffic,' another of this book's
surprising revelations. It appears that
for years experts (but not the right ex-

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to get together to talk. Just as it is difficult
to imagine the concept of family independ-
ent of the home, it is near-impossible to
imagine community independent of town
square or the local pub. ... In the absence
of walkable public places — streets,

squares, and parks, the public realm —
people of diverse ages, races, and
beliefs are unlikely to meet and talk."

Issues such as invasion of privacy also
must be considered with letters since letters
were intended as private correspondence be-
tween two parties. One could argue that ei-
ther party should have the right to make
the letters public. Under copyright, how-
ever, the law protects the right of first publica-
tion so that the author or his or her heirs have
the first right to publish the text of letters for
the duration of the copyright.

Book Reviews — Noteworthy Compositions
from page 62

among scholars, is not necessary to explain Jupiter to a
general audience, and such detail is only tangentially
related to the cult of Jupiter in Britain six centuries later. At
the same time the author quotes lengthy passages in Latin
without offering translations, making much of her work
accessible to all but the expert. More troubling problems
appear as Iry-Massie becomes too focused on Britain, and
fails to consider larger trends throughout the Roman
Empire. Thus she concludes that the large number of dedica-
tions to the emperor Septimius Severus found in Britain
indicates that "the troops and officers in Britain felt obli-
gated to demonstrate their loyalty to Severus after the civil
wars of the 190s" (p.203). This would be a reasonable
conclusion were the trend limited to Britain alone. How-
ever, the Severan period has furnished an extraordinary
number of inscriptions empire-wide. Changes in epigraphic
habit and changes of survival are better explanations for the
British dedications.

The strength of the book, and an aspect that may war-
rant its purchase, is the annotated catalog of inscriptions

presented in the second part. The author has
brought together epigraphic evidence for reli-
gious cults in Roman Britain from scattered
sources that are available only at top research
libraries (Corpus Inscriptionum Latinarum,
Roman Inscriptions of Britain, and Corpus
Signorum Imperii Romani). Furthermore,
she has incorporated other evidence published in the Journal of Roman Studies and Britain-
nia. The result is a useful reference work for
scholars researching a particular cult in Brit-
ain. It will reduce the time and frustration of
any future study. The collection is easy to use
with a table of contents summarizing the en-
tries. References to Iry-Massie's catalog num-
bers are included in the general index to the
book. Scholars will likely skip the first part of
the book and use the evidence contained in the
second section to draw their own conclusions.
Catalogs and indices of this type are much
needed in many areas of Classical Studies.
Some researchers are certain to thank Iry-
Massie for her contribution.

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And They Were There

Reports of Meetings — Transborder Library Forum 2000 and KLA Academic/Special Section
Conference Review

Column Editors: Sever Bordeianu (Head, Serials Cataloging Section) <sbordeia@unm.edu> and Julia Gelfand (UC, Irvine) <jgelfand@orion.oac.uci.edu>

Transborder Library Forum 2000
Meets in Albuquerque (March 23 and 25, 2000)

Report by Sharon A. Moynahan (Catalog Department, University of New Mexico) and Claire-Lise Bnaud (Head, Catalog Department, University of New Mexico)

The 10th annual meeting of the Transborder Library Forum, or ForoTransfronterizo de Bibliotecas, took place in Albuquerque between March 23 and 25, 2000. The FORO promotes cooperation among librarians on the Southern and Northern borders of the United States and is beginning to attract interest and membership from librarians elsewhere in Latin America. The US/Mexico border region is of primary interest. Participants included librarians, vendors, publishers, and policy makers whose discussed library border issues, the transfer of information and knowledge across borders, and the sharing of information.

This FORO took to heart its theme “Beyond our Borders: Interconnections.” From the keynote address by John Wirth to the dinner address by Michael Gorman, borders disappeared, regionalism prevailed, and connections were made. Participants from the United States, Mexico, Canada met to discuss issues common to libraries, regardless of nationality, in the age of globalization.

Sessions covered a multitude of topics, ranging from the political and sociological, to the technical and naturally, to librarianship. Two pre-conference workshops covered risk-taking and preservation. Following are some highlights of the many sessions that took place.

John Wirth, Gilded Professor of Latin American Studies at Stanford University, introduced the themes of globalization and regionalism by pointing out that finance, the Internet, and especially the environment are not constrained by man-made borders and nation-states. While a nation-state is absolute, a region is more natural, created by national geography or populations. Regionalism is a good place to practice for globalization. The smaller scale solutions are more manageable and can be tested. Wirth does not advocate “one state,” but he does feel that regions should be given the authority and autonomy to solve their own particular problems, because they are best able to identify locally workable solutions. Globalization may redefine citizenship. Examples included the Deming/Columbus school district’s policy of allowing a number of Mexican children to come north to school. National and state policies put an end to a practice that had worked for decades. Similarly, initiatives among game wards, NAFTA, and the planned border cities of San Geromino and Santa Teresa are all working to solve regional problems and improve life in general.

The next plenary session addressed the status of librarianship in the borderless community. Speakers were the presidents of four library associations: Martha D. Castro, president of the Asociacion de Administradores de Recursos Informativos, Susan DiMattia, president of the Special Library Association, Sarah Long, president of ALA, and Nahum Perez Paz, from the Asociacion Mexicana de Bibliotecarios, Asociacion Civil.

Another session covered teaching and cooperation. Ronald Wyllys, professor at the University of Texas School of Library and Information Science, described a Web-Based Library and Information Science program, which essentially aims at offering the library degree through Web-based courses. Wyllys explained the steps that went into preparing the course. The program looks promising. Verla Peterson, of the Branigan Library in Las Cruces, described her experience teaching a two-day seminar on basic reference resources to Mexican librarians. While the experience was rewarding, she felt that more time is needed for this kind of teaching.

Danelle Crowley, from the San Antonio Public Library, described a study she conducted in Mexico and Caba about how libraries establish subject headings. Basically, the study found that there was no standard way or printed thesaurus for subject headings. However, efforts are being made to follow some of the practices established by the Library of Congress.

Another session was devoted to International Experiences for Librarians and Partnerships for Libraries. One of the best ways to connect is to travel and work in another country. A program moderated by Martha McPhail of San Diego State University described opportunities for foreign employment and offered advice to librarians who wish to experience another culture and work environment. Michael Dowling, Director of the International Relations Office of ALA, described ALA’s programs for international cooperation involving library employment and opportunities with international organizations. He stressed the value of networking globally. Sara Long, president of ALA, explained the Sister Library initiative. Using anecdotes to illustrate how small the world has become, and pointing out that immigrants tend to settle in places where they already know someone, she described a program that pairs up public libraries in the US and Mexico. Ideally, a US library serving a significant Mexican-American population from one region would be paired with a library from the town of origin in Mexico. Finally, Martha McPhail recounted the joys and frustrations of her six month stay in El Salvador including the nitty-gritty of what it takes to work for six months in another country.

“Serials and Electronic Resources: Current Issues/NASIG Update,” moderated by Fran Wilkinson, Interim Associate Dean, University of New Mexico General Library, featured three speakers who highlighted issues of serials and consortia. Ann Okerson of Yale University, reviewed several trends and a goal: 1) the move from print to electronic resources; 2) the change from copyright

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to licencing; 3) the growing power of consortia; and 4) management of this change. Birdie MacLennan of the University of Vermont explored the educational and training needs for the new global information environment. She discussed the need to constantly re-train in order to design and implement strategic policies which meet this challenge. She stressed the value of becoming acquainted with changes in related fields and jumping in and learning from others. Networking, conferences, and professional associations all offer opportunities to learn the new technologies. Nancy Gomez of the Universidad de Buenos Aires provided an overview of access to primary documents in the sciences in Argentina. She described the progress and the needs of the information community as well as several efforts to provide timely and complete access to scientific information.

Other workshops covered such topics as: Social Science Resources, Library Services for Patrons, Web Resources from Mexico and Latin America, Cooperative Cataloging Projects, OCLC Networks and Resources, Border Environmental Issues and Information Resources, American Indian Libraries and Initiatives, and Border Health Issues and Information Resources.

In the closing session, Michael Gorman, noted writer and Dean of the Library at California State University, Fresno, moderated a discussion on the future of FORO. The tenth FORO has seen an extension of the borders. So far, the FORO has been a flexible association of border librarians with a flexible structure. Members of the session debated the pros and cons of: meeting once every two years; having a more planned approach such as membership dues, etc.; being associated with other Mexican and US library associations; or how far from the border shall the meeting place take. If the organization grows, some of the informality will fall by the way side. No consensus was reached but a taskforce was appointed to conduct a survey. The FORO is at a juncture: will it stay small or will it become a more typical organization?

In addition to the workshop and presentations, there were also cultural, entertainment, and shopping opportunities. Noted poet, essayist and short Fiction writer Simon Ortiz conducted a literary reading and book signing ceremony. As the conference hotel was located in Old Town, Albuquerque, participants had easy access to the varied shops, restaurants, and galleries of Old Town. Each evening ended with a reception providing all members the opportunity to mingle. FORO will meet in Hermosillo, Mexico next year.

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The theme of technology permeated the meetings, beginning with the pre-conferences. Patrick Davison of Hazard Community College and Cindi Trainor of the University of Kentucky presented “TLC for your PC.” Those present learned tips and tricks to keep their personal computers operating at maximum efficiency, and also learned some options for locking patrons out of essential files and operating systems on public-access PCs. Winn Theirl, from the University of Kentucky Medical Center Library, presented “Teaching the Basics of the WWW; A Guide for Librarians.”

The Conference proper began on Thursday, which was devoted to sessions presented by T. Stephen Eggleston, a technology consultant, trainer, and public speaker with the Eggleston group. The sessions centered around the Internet, as the speaker challenged us to re-think our views of the Internet as an information tool, so that we might understand it better and use it more effectively. Session 1, “Critical Thinking and Organizational Tools (Skills) for the Communications Age,” described the shift from linear thinking (the traditional model for formal learning) to non-linear thinking, which has been fostered by the Internet. The speaker presented models and suggestions for improving non-linear thinking skills, and gave examples of the efficacy of non-linear thinking in a variety of situations, particularly in library settings. Mr. Eggleston discussed the impact of the new thinking methods in the second session: “The Internet - Why it is on Par with the Wheel, Fire and the Printing Press.” He was particularly insightful as to how the Internet differs from other information resources librarians are accustomed to. Rather than concern ourselves with how the Internet is (or is not) organized, we should instead focus on mastering the tools for accessing information available via the Internet, i.e., search engines.

The third session, “The Internet as a Publishing Medium,” considered the importance of using the Internet for publishing the library. The session highlighted the speaker’s expertise in this area, as we learned some basic truths about Web site construction and maintenance which were quite sensible, but not obvious. Mr. Eggleston reminded us that the biggest expense in having a Web site is not creating it, but maintaining and updating the content. Other helpful tips included ways to keep statistics on who is visiting; being “highly visible” to search engines; and completely re-designing the Web site each time it undergoes major revision. Mr. Eggleston also discussed some basic do’s and don’ts for structuring Web sites, with helpful examples.

In the final session, entitled “Building a Web Site - from the Ground Up,” Mr. Eggleston demonstrated the actual mechanics of creating a Web page, and provided further basic tenets for effective Web site creation. Throughout the day, participants were encouraged to ask questions and provide input to make sure topics relevant to the audience were discussed. Mr. Eggleston lived up to his reputation as one who “has developed innovative and elegant solutions to many of the complex problems facing the typical computerist and would-be computer user,” and to his motto, which is “technology should set you free, not make you crazy.”

After a profitable Thursday with one speaker, Friday was devoted to concurrent sessions, which provided attendees with three time slots to choose among nine presentations. In “Rethinking the Reference Desk for the New Millennium,” Carol Parris (University of Kentucky Law Library) discussed how one of the most basic and standard services we provide, reference assistance, must adapt to current factors such as technology, customer service expectations, productivity, and availability.

Tyler Goldberg (University of Louisville) and Pam Burton (East Carolina University) presented “Training for Technical Competency,” in which they examined two models for training library staff for technical competency: 1) a separate technical training unit within the Systems Department, and 2) a library-wide team approach to technical training. The advantages and disadvantages of each model were discussed.

Keith Belton of SOLINET and Eric Weig of the University of Kentucky presented “Developing Digital Library Programs,” in which they discussed the need to shift from a project-oriented perspective on digital resources to a larger perspective which considered the integration of traditional library processes and workflows into the digital environment. The presenters also examined the requirements needed for such a shift in perspective.

Judith Wulf (University of Louisville) and Elizabeth Smigielkski (National Library of Medicine) presented how the University of Louisville and area hospitals are looking at ways to cooperatively manage health information across institutional boundaries. They provided an overview of health informatics, the role of the National Library of Medicine in funding and training, how librarians fit into the picture, the current project in Louisville, and future plans in their presentation: “Integrating Health Information at the Louisville Medical Center.”

Joseph Miller of the University of Kentucky School of Library and Information Science presented the results of a survey of ARL libraries in “Provision of Local Assisted Access to Selected Internet Information Resources by Academic Libraries.” The survey examined how these libraries created access to selected Internet resources for patrons (generally through Web-based systems), including the administration, institutional support, and organizational structure of these systems.

In a different approach to how technology affects librarians and patrons, Carol Brinkman of the University of Louisville and Darla Bressler of Western Kentucky University discussed how they developed a mentor and protege relationship in “Mentoring Relationships for the New Millennium.” They presented some of the issues which were dealt with in the mentoring relationship (some of which involved technology), and also examined how the use of technology enhanced the ability to communicate and interact, even though they were in physically distant locations. Their mentoring relationship was established through the Kentucky Library Association MAP (Mentor and Protege) program, which assists recently hired librarians in adapting to the demands of their jobs.

Three presenters from the University of Kentucky Medical Center Library, Stephanie Allen, Rick Brewer, and Mary Vaughan, addressed the issues surrounding electronic journals. They covered collection development, technical aspects of acquisition, activation/registration of subscriptions, working through aggregator services, and issues related to online catalog and Web site access to electronic journals in a session entitled “Thousands of Journals, but Nothing to Read? Managing Online Titles at the Chandler Medical Center Library.”

In “Guidelines for Digital Library Production: KCVL Kentucky Digital Library,” Eric Weig and Beth Kraemer from the University of Kentucky discussed the best practice guidelines prepared by the Kentuckiana Digital Library group, as part of the Kentucky Commonwealth Virtual Library (KCVL) digitization project. They examined the process involved in creating the guidelines, and how they can be used by librarians around the state.

Haiwong Yuan of Western Kentucky University reviewed the process by which the University Library developed its Web site in his presentation “Keeping a Large Library Web Site Up-to-date Takes More than a Dreamweaver.” He discussed how the advanced of Web technology and editing software has improved the ability of the Web team to maintain the site, although he stressed the continued need for human input in improving and developing a site that serves the needs of its users.

Between the sessions and the section and round table business meetings, we had opportunities for developing professional contacts during meals, receptions, and outdoor activities. The KLA Joint Spring Conference provided the perfect blend of professional development, association business, and fun!
Publisher Bestsellers — Smithsonian Institution Press

Column editor: Julia A. Gammon (Head Acquisitions Dept., University of Akron, & Marketing Manager, University of Akron Press) <jgammon@uakron.edu>

Established in 1846, the Smithsonian Institution Press publishes in areas that reflect the strengths of the Smithsonian Institution and includes: air and space studies; American cultural history; anthropology and archaeology; conservation and evolutionary biology; museum studies; and natural history; to name a few.

With eight hundred titles currently in print, you have many to choose from, but this list, supplied by Kevin H. Posey, lists the bestselling titles. If you’re into palm trees, don’t miss the eight hundred varieties mentioned in Palms Throughout the World by David Jones. It’s the Smithsonian’s best kept secret.

Rattlesnake: Portrait of a Predator by Manny Rubio. Lavishly illustrated with text detailing the behavior of this well-known predator. $39.95 1560988088

Salamanders of the United States and Canada by James Petranka. 172 color illustrations, 311 black & white illustrations, complete with identification guide. $60.00 1560988282

Snow in America by Bernard Mergen. Shows links between snow and American cinema, poetry, and art. $24.95 1560987804

Amelia Earhart by Doris Rich. A thorough biography of the ill-fated pioneer aviator. $16.95 1560987251

Beyond the National Parks edited by Mary E. Tisdale and Bibi Booth. A guide to recreation in the public lands of the West. $19.95 1560985666

Flying Tigers and the American Volunteer Group by Claire Chennault. The story of the volunteer pilots who flew against Japan from bases in China in WWII. $17.95 1560985410

Storm Over Iraq by Richard Hallion. A history of the US war with Iraq that continues today. $17.95 1560987235

The Hold Life Has by Catherine J. Allen. Details the relationship of the people of an Andean village with the ubiquitous Coca plant. $16.95 0874472552

Uncommon Ground by Leland Ferguson. Details archaeological findings of early African American history. $14.95 1560980591

The Discover America Smithsonian Book of National Parks by Charles Little. A complete pictorial guide to the National Parks. $29.95 1560987006

Best Kept Secret Palms Throughout the World by David Jones. Describes 800 species of palms and how some may be cultivated as indoor house plants. $49.00 1560986166

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Wastewater, smelter smoke, landfills, pesticides, toxic chemicals, and other environmental problems are among the hottest topics for today's academic libraries. This is true whether or not a library supports engineering programs, so we think that a list of YBP's best selling titles for the past year in LC subclass TD Environmental Technology will appeal widely, especially so, perhaps, in those libraries with no engineering selector to comb that specialized body of literature. Our top seller for the year, The Sanitary City: Urban Infrastructure in America from Colonial Times to The Present, is one book from this list that has been widely purchased too, from Air Pollution Engineering Manual (Wiley), to Drinking Water Handbook (Technomic), to Water Distribution Systems Handbook (McGraw).

Melosi, Martin V., 1947-. Sanitary City: Urban Infrastructure in America from Colonial Times To The Present. Johns Hopkins Univ 2000 $59.95 Cloth 0801861527

Stradling, David. Smokestacks And Progressives: Environmentalists, Engineers, And Air Quality In America, 1881-1951. Johns Hopkins Univ 1999 $42.50 Cloth 0801860830

Ashley, Jeffrey S., 1965. Groundwater Management In The West. Univ Of Nebraska 1999 $45.00 Cloth 080324276X


Carle, David, 1950-. Drowning The Dream: California's Water Choices At The Millennium. Praeger 2000 $45.00 Cloth 0275967190

Wirth, John D. Smelter Smoke In North America: The Politics Of Transborder Pollution. Univ Pr Of Kansas 2000 $35.00 Cloth 0700609849

Stiller, David. Wounding The West: Montana, Mining, And The Environment. Univ Of Nebraska 2000 $25.00 Cloth 0803242816

Groundwater And Surface Water Pollution; Ed. By David H.F. Liu. Lewis 2000 $49.95 Cloth 1566705118

Manahan, Stanley E. Environmental Chemistry. Lewis 2000 $79.95 Cloth 1566704928

Freeze, R. Allan. Environmental Pendlum: A Quest For The Truth About Toxic Chemicals, Human Health, And Environmental Protection. Univ Of California 2000 $50.00 Cloth 0520220463

Hemond, Harold F. Chemical Fate And Transport In The Environment. Academic 2000 $64.95 Cloth 0123402751

Probst, Katherine N. Evolution Of Hazardous Waste Programs: Lessons From Eight Countries. Resources For The 1999 $12.95 Paper 1891853015


Dictionary Of Environmentally Important Chemicals; Ed. By David Ayres. Fitzroy Dearborn 1999 $55.00 Cloth 1579582060

Choy, Bruce. Diffusion Models Of Environmental Transport. Lewis 2000 $69.95 Cloth 1566704146

Air Pollution; Ed. By David H.F. Liu. Lewis 1999 $59.95 Cloth 1566705134

Nowell, Lisa H. Pesticides In Stream Sediment And Aquatic Biotas: Distribution, Trends, And Governing Factors. Lewis 1999 $89.95 Cloth 1566704693

Wastewater Treatment; Ed. By David H.F. Liu. Lewis 2000 $79.95 Cloth 1566705150

Alm, Leslie R., 1950-. Crossing Borders, Crossing Boundaries: The Role Of Scientists In The U.S. Acid Rain Debate. Praeger 2000 $55.00 Cloth 0275969169


Sterner, Olov. Chemistry, Health And Environment. Wiley-VCH 1999 $105.00 Paper 3527300872

Phytoremediation Of Hydrocarbon-contaminated Soil; Ed. By Stephanie Fiorenza. Lewis 2000 $64.95 Cloth 1566704634


Phytoremediation Of Contaminated Soil And Water; Ed. By Norman Terry. Lewis 2000 $69.95 Cloth 1566704052

Marzotto, Toni, 1945-. Evolution Of Public Policy: Cars And The Environment. Lynne Riener 2000 $55.00 Cloth 155587858X


Sullivan, Timothy J., 1950-. Aquatic Effects Of Acidic Deposition. Lewis 2000 $89.95 Paper 1566704162

Bedient, Philip B. Ground Water Contamination: Transport And Remediation. Prentice Hall 1999 $93.00 Cloth 0130183401

Subsurface Contamination Monitoring Using Laser Fluorescence; Ed. By Katherine Balshaw-Biddle. Lewis 2000 $64.95 Cloth 1566704812

Hazardous Waste And Solid Waste; Ed. By David H.F. Liu. Lewis 2000 $59.95 Cloth 1566705126


Perspectives On Strategic Environmental Assessment; Ed. By Maria Rosario Partidario. Lewis 2000 $59.95 Cloth 1566703603


Critical Masses: Citizens, Nuclear Weapons Production And Environmental Destruction In The United States And Russia; Russell J. Dalton... et al. MIT Press 1999 $65.00 Cloth 0262041758


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Reference Reviews Europe Annual

Casalini Libri takes great pleasure in presenting Reference Reviews Europe Annual. With its abstracted reviews and bibliographical citations in English, RREA is a unique source for identifying and assessing the value of European reference works for academic libraries.

The abstracts in Reference Reviews Europe Annual represent a cumulative selection of the abstracted reviews available on the World Wide Web at http://www.rre.casalini.it, under the title Reference Reviews Europe Online. They derive from the reviews that appear quarterly in Informationsmittel für Bibliotheken, edited by Dr. Klaus Schreiber, Württembergische Landesbibliothek and published by the Deutsches Bibliotheksinstitut, Berlin.

Reference Reviews Europe Online (RREO) is available for print subscribers at no additional cost: http://www.rre.casalini.it


Annual subscription and single issue:
ITL 54,000/tss $80.00
Additional desk copies for subscribers
ITL 18,000/tss $10.00

Bestsellers in Envir. Tech.
from page 72


Downey, Douglas C., 1954-. Cost-effective Remediation And Closure Of Petroleum-contaminated Sites. Battelle 1999 $65.00 Cloth 1574770713

Groundwater & Soil Cleanup: Improving Management Of Persistent Contaminants. Natl Academy Press 1999 $52.00 Cloth 0309065496


Production-Integrated Environmental Protection And Waste Management In The Chemical Industry; Ed. By Claus Christ. Wiley-VCH 1999 $135.00 Cloth 35272288546

Lewandowski, David A. Design Of Thermal Oxidation Systems For Volatile Organic Compounds. Lewis 2000 $79.95 Cloth 1566704103


Cullimore, Roy. Microbiology Of Well Biofouling. Lewis 2000 $79.95 Cloth 1566704006


Jobin, William R. Dams And Disease: Ecological Design And Health Impacts Of Large Dams, Canals And Irrigation Systems. E & Fn Spon 1999 $75.00 Cloth 0419223606

Environmental Policy In Mining: Corporate Strategy And Planning For Closure; Ed. By Alyson Warhurst. Lewis 2000 $89.95 Cloth 1566703654

Tomar, Manta. Quality Assessment Of Water And Wastewater. Lewis 1999 $59.95 Cloth 1566703824

Air Pollution Engineering Manual; Ed. By Wayne T. Davis. John Wiley 2000 $149.00 Cloth 047133336

MEMORY LANE
ATG Millennium Issue

Do you remember the days of manual or electric typewriters, electric erasers, or filing cards in the card catalog? How about carbon paper? How about the days when librarians “shushed” everybody and we didn’t even have Wilson indexes? Or when all we had were punch cards and no PCs. Or maybe you remember what books were on the bestseller list when you went to library school? Do you remember someone or something that you want to share with us?

Make the Millennium Issue a real treat for all of us. Write down your memories or favorite moments and send them to us. We need your submissions. Photographs also welcomed.

Send memories to: Katina Strauch MSC 98, The Citadel, Charleston, SC 29409, <strauchk@earthlink.net> ph./fax: 843-723-3536 www.against-the-grain.com
Annually, Blackwell’s reports on broad pricing trends in monographic publishing for the academic market as reflected in the titles treated for its Approval program. The following data represent single titles, even though each title may have been acquired by a number of libraries. This comparison of trends is restricted to exclude popular works and lower undergraduate texts, since most such works are not of interest to academic libraries with Approval plans. As usual, reprints are excluded since few libraries purchase reprints except on a selective basis.

Overall, during the period July 1, 1999 through June 30, 2000 there was only a 3% increase over the previous year in the average list price of academic and scholarly titles. Arts/Humanities titles (which accounted for 34% of all new titles) showed a 2% increase, Social Science titles (which accounted for 34% of all new titles) showed a 4% increase, and Sci/Tech/Med (which accounted for 32% of all new titles) showed a 4% decrease. Which particular subject within these three broad subjects areas increased or decreased dramatically over the year? How did subjects in areas of prolific publishing fare? Let’s take a look.

**Arts/Humanities**

The average list price of *Arts* titles (including *Fine Arts, Performing Arts, and Architecture*) increased 1% from $49.92 in 1998/99 to $50.42 in 1999/00. The 319 titles treated in *Applied Arts* lead in this category with a 13% increase, from $41.51 to $46.83. In *Art Media* there were 895 titles which had an average list price of $51.30, an increase of 3% from $48.69 the previous year. In *Music*, 404 titles had an average list price of $52.85, which was a 5% decrease from $55.89 the previous year.

The average list price of *Humanities* titles increased 1%, from $52.24 in 1998/99 to $52.94 in 1999/00. In this category, the average list price of 414 Language titles showed a 5% increase over the previous year; these went from $67.44 to $70.79. The average list price of titles in *Religion* remained steady again this year; the average list price of 1,872 titles was $46.84. On the other hand, *History* titles bucked the overall Humanities trend by showing a 1% decrease in the average list price of 1,400 titles; these went from $49.50 in 1998/99 to $48.94 in 1999/00.

**Social Sciences**

Social Science titles had an average list price of $56.25 in 1999/00, compared with $53.87 in 1998/99, representing a 4% increase from year to year. The 65 *Applied Psychology* titles treated in 1999/00 saw a rather dramatic 40% increase in average list price over the previous year, going from $51.35 in 1998/99 to $72.14 in 1999/00. There was a 7% increase seen in the overall average list price of *Interdisciplinary Social Studies* titles including, but not limited to, *Environmental Studies* titles that went from $59.79 in 1998/99 to $65.98 in 1999/00. *Race Relations* titles that went from $44.68 to $46.35. *Crime and Criminals* titles that went from $47.49 to $50.11, and titles on *Women* that went from $48.81 to $51.40. The most significant area of *Social Science* price increase, based on the large number of titles published, was *Economics* where the average list price of 1,193 titles increased 7%, going from $63.58 to $67.74. The average list price of 1,207 titles in *Education* increased 3% from $46.58 in 1998/99 to $48.07 in 1999/00. *Political Science* titles saw a 4% increase; 1,265 titles had an average list price of $51.62 in 1999/00 as compared with $49.83 the previous year. The average list price of 1,694 *Business Administration* titles in 1999/00 remained about steady compared with the previous year, at $55.64.

Only a few Social Science subject areas with a significant number of titles saw drops in their average list prices in 1999/00. The average list price of 544 *Sociology* titles in 1999/00 saw a 1% drop compared with the previous year, going from $52.09 to $51.75. 213 titles in *Military Science* also saw a drop in average list price going from $50.86 in 1998/99 to $45.32 in 1999/00, an 11% decrease. Additionally, there was a 9% decrease in the average list price of titles in *Management*; these titles went from $52.79 to $47.80.

**Sciences/Technology/Medicine**

*Sci/Tech/Med* titles had an average list price of $86.45 in 1999/00 as compared with $90.35 in 1998/99, or a 4% decrease. The most significant decrease in the Sci/Tech/Med area, based on a combination of large number of titles treated and size of decrease, was *Computer Science*. In contrast to 1998/99 which saw an 18% increase in the average list price of Computer Science titles relative to the previous year, these titles saw a 13% decrease from 1998/99 to 1999/00, during which their average list price went from $67.83 to $59.11. Another area of prolific publishing, *Technology*, also saw a decrease in average list price; the 1,892 Technology titles published in 1999/00 had an average list price of $104.34, which is 4% less than the average list price of Technology titles published in 1998/99. 115 *Botany* titles published in 1999/00 had an average list price of $102.71 as compared with $120.41 in 1998/99; this 15% decrease stands in contrast to 1998/99 which saw a significant increase in the price of Botany titles as compared with the average list price during the previous year. The average list price of 2,713 *Medicine* titles in 1999/00 remained about steady compared with the previous year.

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**FIGURE 1: Average Book Prices in the Arts/Humanities, Social Sciences and S/T/M**

<table>
<thead>
<tr>
<th>Category</th>
<th>1998/99</th>
<th>1999/00</th>
<th>Percent Change</th>
<th>Actual</th>
<th>Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities/Arts</td>
<td>$34.66</td>
<td>$38.86</td>
<td>12.1%</td>
<td>$41.63</td>
<td>$41.73</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>$38.44</td>
<td>$40.78</td>
<td>5.0%</td>
<td>$42.29</td>
<td>$42.17</td>
</tr>
<tr>
<td>Sci/Tech/Med</td>
<td>$68.80</td>
<td>$72.32</td>
<td>4.6%</td>
<td>$71.68</td>
<td>$71.68</td>
</tr>
<tr>
<td>All Titles</td>
<td>$48.14</td>
<td>$50.69</td>
<td>5.1%</td>
<td>$52.26</td>
<td>$52.26</td>
</tr>
</tbody>
</table>

*Note: Percent Change for Inflation: 1990-00 to 1999-00.*

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47 titles in *Book Industry and Trade* showed a 1% increase in their average list price, which went from $58.01 to $58.47, while 141 titles in *Library and Information Science* saw a 4% increase in average list price, which went from $50.15 to $52.24.

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with the previous year, at $84.27; however, the average list price of Dentistry titles increased by 21%; 48 Dentistry titles treated in 1999/00 had an average list price of $77.46 compared with $64.26 during the previous year. 31 titles in Animal Husbandry also saw a rather dramatic increase in average list price; in 1998/99 the average list price of Animal Husbandry titles was $54.50 as compared with $82.27 in 1999/00, accounting for a 51% increase.

The Long View

Figure 1 shows broad pricing trends in monographic publishing over the past ten years, restricted to exclude popular works and lower undergraduate texts. The total price change over this period, adjusted for inflation, shows a 1.05% decrease, with Sci/Tech/Med titles leading the decline again this year with an 4.81% decrease. Social Science titles and Humanities/Arts titles showed increases of 10.84% and 3.65%, respectively, in average list price, adjusted for inflation, during this period. Librarians planning the coming year's book budget may bear in mind these past price changes as the best near-term predictors of changes in book pricing in the coming year.

GRIPES: (Submitted by Caroline Dean, University of Cape Town Medical Library)

"What is everybody doing with CDs that accompany periodical issues? The University of Cape Town libraries are wanting to set up a protocol on how to handle these CDs and we are seeking advice. Where, and how do we keep them so that they are accessible to anyone who might want to view them? And what records do we keep? And what have we not yet thought about?"

Response: (Submitted by Molly Brennan Cox, Serials Coordinator, Virginia Tech)

At Virginia Tech the first thing we do when handling periodicals with accompanying CDs is evaluate the content of the CD. Sometimes a CD or disk accompanies an issue but is not directly related, or integral, to that issue. Those pieces deemed advertising, such as American Online disks, are discarded. CDs that contain backfiles of the periodical title are referred to a subject bibliographer for a retention decision. (An example would be a CD containing the 1999 and 2000 proceedings of the British Society of Animal Science that accompanies the print title, Proceedings of the British Society of Animal Science.) An accompanying CD index to a periodical title is also referred to a subject bibliographer for a decision.

Other CDs are judged integral to the print issue. In order to make this judgement, serials staff examine the periodical issue to determine whether the CD is mentioned in the contents page, other preliminary pages or in the colophon. If the decision is made to retain it, the CD is forwarded to our database maintenance unit.

The database maintenance unit puts notes in the holdings/check-in record indicating marking instructions and its shelving location. Virginia Tech shelves all media, including music CDs and computer files, in the Center for Alternative Media (CAM). The piece is given the same classification number as the periodical title with the additional notation of Media Center, e.g. MT56 P46 1987 Media Center.

The unit adds appropriate notes to the bibliographic record for the periodical indicating it has an accompanying CD. For example:

Partial contents available on CD-ROM.
Some issues accompanied by a CD.
Accompanying CD located in Media Center under same call number.

An item record is also created indicating the appropriate location period and item class.

The CD is then forwarded to the End Processing unit where the CD is placed in a suitable container and a sticker is placed on the periodical issue indicating where the CD is located. For music CDs the sticker reads: "Accompanying sound disc available in MEDIA CENTER under the same call number." For computer file CDs the sticker reads: "Accompanying compact discs available in MEDIA CENTER under the same call number." The sticker is placed either on the front cover of the issue or on the first few pages of the issue near the content page.

Once processed the CDs are housed in CAM. Based on decisions by public services staff, music CDs circulate from 7 to 90 days, continued on page 76
sotto voce — Taking the Step from Speaking Softly to Listening Loudly

by Bob Schatz (everbob@yahoo.com)

A
fter giving it serious thought, I’ve decided to discontinue my contributions to “sotto voce,” at least as a regular column. As I drive around North America visiting libraries, I’ve become aware of how much less I know for certain than when I was younger. I also find my thoughts turning more often to things of a personal nature than to the vagaries of the world of librarianship, publishing, and vending.

A column written for a professional publication should expand readers’ knowledge, or at least reveal otherwise hidden truths. That is difficult to accomplish when the writer has far more questions about his world than answers. I know that somewhere out there is a person who knows what kind of books will exist in the future, who understands how libraries will serve the very different demands of patrons in the coming years, decades, and centuries. This person will be able to reveal what kinds of publishing will remain in the electronic era of the 2000s, and will be able to answer the age-old question, “What is the effect of a publisher doing business a systems vendor?”

As I ponder these questions myself, I’m fairly certain that it will not be me. Coming to grips with this, I don’t think it fair to ATG readers that I intrude upon your time by spouting more conjecture. Our world is cluttered enough with writing that is centered on form instead of content for me to want to add to the noise. Thus, I take my leave of this column rather than risking its deterioration to that level.

In part, I’ll share with you the one thing I feel certain about, (and it doesn’t take substituting it six times each year to get this message across): It’s about people. It always has been and always will be. The work we all undertake, whether we be vendors, publishers, or librarians, is about helping people improve their world and their lives. The way we interact with each other is far more important than the way our computer systems interface. The books, journals, and technologies we deal with are conduits through which information flows. They represent the means, not the ends, of librarianship. Technology exists as a tool to help us help each other. It is supposed to work for us, not the other way around. If we are not careful, though, we’ll find ourselves working for the machine, a process which, I fear, has already begun. In the face of that, it is worthwhile to dedicate ourselves to whatever it takes to retain our humanity in this age where innovators too often ask “can it be done” rather than “should it be done.”

And with those revelations, I bring this column to a close (or at least a hiatus) for my contributions. Thanks, Katrina, for giving me the opportunity to express my thoughts. To those of you who responded to my columns via email, thanks for that too. It was fun getting “fan mail.” If the clouds part on one of my trips and new truths about librarianship and vending are revealed to me, I hope you’ll allow me to share my thoughts with you again as a guest columnist.

I’m beginning to embrace the idea that the truth is not so much in the telling as it is in the living, and I look forward to the time I’ll share with many of you in my continued work with Everests. Through our professional interactions, I hope we’ll be able to expand the human values that still surround this profession. Those actions, not the columns we write, are the real statements we make about what is important to us, even if, in this complex world, they are only heard as a sotto voce.

Editor’s note: We will miss Bob Schatz, and his astute comments! Does anyone else out there want to pick up “sotto voce”? — KS

Rumors from page 36

products from the project—a set of tools, processes, and techniques—will be useful to the library community in general as it looks to provide electronic resources to their communities. A separate task force from within the project will focus on working with vendor-based database products to arrive at agreed-upon data element definitions and terms, specific data that can be collected, and methods for reporting data to libraries. This ARL Task Force on Statistics from Vendor-Based Da-

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Among the many responsibilities of a Website coordinator, one finds that the development of a library Web site is only a portion of the management issues involved. Maintaining and keeping it up-to-date could be a costly, ongoing process. It is particularly true with large sites that have hundreds, or even thousands, of internal and external links. Even full-time Web developers could be overwhelmed by the continued volatility of the Web world, where links come and go with or without notice.

Some of the difficulties involved in managing a Web site could, however, be alleviated by the selection and application of a few good Web tools. The value of these tools has been illustrated by my experience of developing and managing the Western Kentucky University Libraries & Museum Web site. Within only a few months, each of its thousand pages received a face-lift. In addition, a thirty-eight page “Topper InfoPortal” (TIP) — a potential model for libraries to become “first portals of choice” — was also completed. At the time this article is being written, both sites had been kept free of bad links, thanks to a slew of Web development software and services.

Of all the Web tools, Macromedia’s Dreamweaver is at the top of the list. Its round-trip HTML authoring interface is like a car with both a shift and an automatic gear, satisfying the savvy as well as the novice Web weavers, and it can be switched back and forth. Its drag and drop design feature proves to be a time saver. The formally complex process of laying out convoluted table after table now becomes a simple matter. Dreamweaver’s templates allow instantaneous and simultaneous modifications to be made to multiple pages within seconds. Developing a site using templates can also produce non-frame pages with the effect of frames: keeping navigational mechanism available on every page while page contents change. Together with the template, on which one can designate editable and non-editable areas, Dreamweaver’s “Check In/Out” function allows you the power to delegate tasks to others while maintaining control and security.

Atomz.com is another good tool. An online service that provides search engine capabilities to Web sites, it keeps you away from hardware and software installation and configuration hassles. The service is free unless a site has five hundred or more pages. Atomz.com Search not only facilitates patrons’ searches for information on one’s library Web site, but also helps you maintain your sites. Search results report the key words that patrons used to search the site and can be used as valuable feedback for site improvement. One can also benefit from the link error reports — generated in the process of having the site indexed by the Atomz.com Search — so that you know from which page to find the broken links and fix them. Again, with Dreamweaver, locating reported bad links is as easy as finding a word on a word processor.

If one wants the link-checking process automated, LinkAlarm and NetMechanics work equally well, except that the “mechanic” is a bit “quick-tempered” - timing out immaturely as it checks the links so that some of the reported broken links may not necessarily be broken. It is still better than missing something.

If Dreamweaver checks internal links at the development stage and Atomz.com checks them each time it indexes the site, then LinkAlarm or NetMechanics will keep a constant eye on both internal and external links. They are doing it independent of your routine at your computer. You need only to submit a URL of a site or a directory that needs to be checked. When the checking is done, a notice will be sent to your e-mail with the URL to the service provider’s site that displays the results detailing which link from which page is broken.

If you wish to announce an event or to debut a new page, you may want to enhance the advertisement with some animation. GIF Movie Gear is a simple but user-friendly and powerful tool. To create more sophisticated animations, one needs to use Macromedia’s Flash, which is good at creating interactive movies for the Web. Used together with PhotoShop and GIF Movie Gear, you can create catchy but less annoying animated buttons and icons because they do not call for plug-ins. What’s more, both GIF Movie Gear and Flash can produce maximized GIF animations, that is, only the color of an animated section of the image is saved to reduce file continued on page 78
Biz of Acq — Book & Serial Industry Mergers: Effects on Libraries

by Nancy Markle Stanley (Head, Acquisitions Service, University Libraries, Penn State University) <nms2@psu.edu>

The library supplier business and services have changed significantly over the last ten years and the rate of change over the past five years has profoundly changed the way librarians view suppliers. Libraries depend on vendors for a much broader range of services than ever and have a high stake in what happens in the industry. Mergers proliferate, reduce supplier choices, and escalate librarians’ concerns with regard to the industry. Contrary to popular belief, the library community is well aware of many challenges in being in business, because librarians face similar challenges in their libraries. This discussion is one librarian’s view, in consultation with others, of the book and serials industry changes and their effects on libraries.

Like all other businesses, the library book and serial industry has stages patterned similar to the life stages of a person or even some of the products they produce (e.g. serials). They are born and they die. In between they develop relationships with libraries and other relevant businesses through formal contracts and informal verbal agreements. They often marry by developing partnerships or mergers with other companies. They have out-of-the-nest experiences by downsizing and selling off parts. They divorce by splitting or splintering from each other. Business resurrection are rare if they exist at all. Companies in this industry almost never return their original structures or products. The strategy is to move forward with the intent to change in response to the marketplace and to drive that change by anticipating market needs. All of these instances affect the suppliers’ library customers.

One must be very careful, however, in drawing a too close analogy to the type of interpersonal relationships experienced among friends and family. After all, business is business and companies deal with the bottom line. Customers really should not expect to have the same permanence with suppliers that we have in our personal lives. Libraries, however, should expect some level of stability and dedication to customer needs. There are realities to running a business that all customers need to understand. Business thrives by asserting profits and showing growth, creating and preserving a niche or market share, and continually responding to changing markets.

Any business, like all organizations, is subject to changes in personnel and administrators, the whims of management, market needs or opportunities, and technological developments. To thrive most businesses need to reinvent themselves every five to seven years, if not more frequently, to maintain the attention of its customers. Considering the plethora of industry changes and particularly mergers in the past five years, publishing and distribution companies certainly have captured the attention of libraries.

Everyone in this business, including librarians, recognize that we live in a capitalistic society. Rumor has been for some time that the capitalistic model is breaking down. As we meld social and business needs together there is evidence that, to some extent, this is true. Societal pressures certainly affect business profits. However, if there were not sufficient profit in this industry, suppliers would not be vying so avidly for the library market. Some suppliers talked about forming partner-
challenges to libraries that are serious about striving to provide the best services. Such competition presses libraries to respond to its program and community demands quickly, through its collections. Continued technological innovations pressure everyone to change everything everyday.

Most libraries have limited income sources. They depend on public funding, tuition, and the goodwill of donors. The dollars that are set aside for materials do not always stretch far enough to meet the needs of library users. Libraries struggle to meet the rising costs of materials and many are losing the battle. Like everyone else, librarians must continually strive to get the most from their collection budgets and have learned over the years to court and chose vendors carefully and wisely, but it wasn’t always that way.

Continuing the relationship analogy, when we are young, restless, and inexperienced, we enter into relationships rather casually. We play the field and move anxiously and quickly. Essentially, “smoke gets in our eyes.” Humans have always had a tendency to engage in intended permanent relationships somewhat recklessly, often driven by our gut feelings. With experience, however, our strategies change and become more sophisticated. We bring more mature values and ethics to the table and improved strategies into the process of developing relationships.

While the pace may differ, most businesses and libraries very likely have gone through the same sort of growth experiences, especially if their organizations are thriving. With experience, courting a mate or a vendor assumes a more seasoned approach. Playing the field takes into account a much broader perspective. Librarians enter with their eyes wide open. Issues are discussed with prospective suppliers, including the range of services or the types of materials offered.

Often, a library will begin testing the waters with a vendor by sending them a sampling of firm orders. Under these circumstances, a true sample of an appropriate mix of orders is important but difficult to achieve, especially if there is a commitment to a current vendor to maintain a certain mix to secure optimal discounts. Once the orders are issued and received, the results are evaluated. If the vendor’s services are satisfactory and meet a need, the library may continue to provide a smaller portion of orders or look for a niche with the vendor to further observe the supplier’s services over time. If the library really likes what it sees and is positioned to seek another vendor, it may issue an RFI and/or RFP to an array of vendors to compare the current and prospective vendors. After reviewing the submitted instruments, the acquisitions librarian may invite a supplier representative to talk with his or her organization. During vendor presentations, the library will hear about how each individual customer is better than its competitor. Finally the library will evaluate all of their data and select its choice company.

The library then moves to firm up its agreements with the selected vendor. If formal agreements are involved, the institution’s purchasing agents, attorneys and even governing bodies may get involved in granting approval. The customer profile is fine-tuned, as is the approval plan profile, if approvals are part of the agreement. Appropriate delivery systems are established between supplier and the library, which is often no small task when either supplier or library is situated in a non-major metropolitan area. If delivery systems are not appropriately set up, it will be a continual issue in the future. Finally, the library’s acquisitions personnel settle into stable relationships with customer and sales representatives, building the basic glue of unspoken expectations and hopefully developing a synergy between the organizations that will be maintained for the long haul.

The hope is that the library and supplier complement each other’s organizations and will develop trust between them.

My point in reiterating the vendor selection process is to demonstrate the amount of money and time both organizations invest in it. Each hopes to benefit from the relationship and the shared values.

Effects of Mergers

With the above in mind, it can be a shock to the supplier’s customers to suddenly receive word by phone, fax, electronic mail or, at worst, a rumor that a merger involving your primary vendor, is underway. Acquisitions and collections librarians must go on high alert. It may be tempting to simply conclude that librarians are just a bunch of alarmists and lack understanding of the needs of business. Suppliers should keep in mind, however, that the money and time invested in establishing a relationship between library and vendors, is considerable. It is unlikely in a merger situation that libraries would take this news lightly. With continual streamlining of staff, libraries cannot afford to repeat this process frequently. A library also may have very high investments in prepaid orders (e.g., approvals, subscriptions, etc.), giving them a direct stake in the outcome of the new alliance.

As demonstrated earlier, librarians do understand supplier needs but also understand that their needs may conflict with those of the library. Suppliers should keep in mind that librarians select and deselect for reasons unique to their libraries and look for a match on local requirements. Many libraries are publicly supported with legislative reporting lines. There is heavy pressure to maintain objectivity in the selection process. A recent article in Against the Grain, supports the contention that mergers may add to our costs, especially for journals. In some instances, a librarian may have an RFP underway. An announced merger may have the impact of bringing a supplier to the bid process, which the library had never intended to invite or had previously rejected. The merger could also occur with another supplier who is under consideration, which narrows and muddies customer choices. Librarians will need to examine the potential outcomes very carefully and monitor the end results.

Advice to Library Suppliers

Asking suppliers to give libraries advance notice is unrealistic and, anyway, there is little a customer can do to stop the merger. If suppliers were to consult, however, with some of their key customers, prior to final agreements, they may position themselves to receive feedback prior to the completion of negotiations.

Vere Langford Oliver's set of Caribbeana

This high-quality set has been re-created from several sources in hard-back on double-strength paper. CanDoo Creative Concepts is a very small publisher specializing in rare Caribbean genealogy. Also "History of Antigua", Old Barbados Newspapers, 1791 Jamaica Almanack, a heavily annotated Fuertado's "Personages", and more.

Details at http://www.canadoo.com/olivers/caribbeana.html

Jim Lynch in Toronto at (416) 968-9749, jim@canadoo.com
Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Pamela M. Rose (Web Services and Library Promotion Coordinator, Health Sciences Library, University of Buffalo) <pmrose@acsu.buffalo.edu> http://www.acsu.buffalo.edu/~pmrose

NET AND TAXES
by Sandra Beehler (Old Dominion University)

Groups supporting both sides of the debate over taxing Internet commerce spent over $14 million on lobbying efforts and another $3 million on campaign contributions in 1999 to try to influence Congress. A study panel, the Advisory Commission on Electronic Commerce, was delegated to make a recommendation to Congress, failed to achieve consensus. Major commercial Internet players are hoping at least for a long delay in resolving this question. The current ban on Net taxes expires in October 2001. It seems most likely that in the long run state and local governments will impose taxes rather than the federal government. The stakes in the Net tax debate are high, with online retail sales expected to climb from $38.8 billion in 2000 to an estimated $184.5 billion by 2004.


PROFIT MAKES PERFECT
by Sandra Beehler (Old Dominion University)

An estimated $250 billion of the $1.1 trillion spent annually on health care in the U.S. is lost to administrative waste. Health care organizations as well as commercial interests hope to use the power of the Internet to reduce these costs and distribute health information more efficiently. Obstacles to overcome include incompatible information systems and an understandable mistrust of new, unproven players in the life-and-death business of health management. However, new regulations from the HFCA are forcing physicians and hospitals to meet strict standards in automating health information. Physicians and health care managers alike see a major role for the Internet in improving exchange of health and patient information, keeping better track of patients with chronic illnesses, reducing administrative costs and preventing deaths from medication errors. Enough potential profit is involved to attract the minds and the money to solve the ongoing health care crises in the U.S.


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of agreements and resolve some of the issues in advance for the library customers.

In approaching mergers, suppliers are naturally concerned about how they should roll out the information to current and perspective customers and when announcements should occur. Often libraries become aware only after the fact and lack detailed knowledge of merger agreements or the potential effects on agreements between the vendor and its customers. Those detailed announcements of the mergers to customers are carefully crafted and choreographed to diminish customer concerns. Nevertheless, they are not always successful.

Announcement of mergers should include or attach a financial statement of the new company. A bank reference to key customers also would help. In addition, mergers often translate into streamlining of services. There may be a slippage in quality and standard turn-around times or improvements. Assuming good customer services from the former company, libraries need to know that the company representatives, who are providing current customer support, will remain at the very least for a transition period, since building new relationships can be time consuming.

Libraries understand good customer support and services and are positioned to provide useful feedback. A wise move on the part of the newly formed vendor might be to send customers a simple but short survey, giving librarians a chance to provide feedback on their issues with regard to the potential effects of the merger. On the whole, library supplier services are generally quite good and often excellent, but the changing face of a business affects those support operations. Libraries know quickly when customer support workloads become too heavy. In the work world today, although many of us enjoy our work, there is inevitably too much of it. When library customers let suppliers know that their requirements are not being met (e.g. expected response times and quality of response), librarians and company representatives need to seek quick solutions together. For example, delivery systems between vendors and libraries are probably one of the most difficult areas to perfect. With online vendors ready to pick up the slack, both organizations need to assure minimal or no delays in delivery.

Advice to Libraries

The plethora of mergers brings fewer companies and, thus, fewer choices. This could result in increased charges, reduced service, and loss of discounts. The first question librarians should ask about is the newly merged company's financial stability. If a library decides to stay with the new company or lacks a choice in the matter, it is important to take a wait and watch approach, carefully examining the bottom line on costs and services. Libraries must hope for the supplier's need to maintain the customer base and the related desire to serve customers well.

When mergers occur, involved suppliers often provide repeated reassurances that they are giving us one "swell deal." However, the "proof is in the pudding." Certainly each library customer will need to decide whether the newly formed company meets its needs and to act accordingly, taking steps to re-establishing the relationships or to move on. Librarians should not overlook the important fact that often there are new services to be gained (e.g., Web-based services, EDI, etc.). Many smaller suppliers have sold out to larger companies to gain access to new technologies. Libraries should examine them carefully and take advantage of them whenever possible. Because of local requirements for doing business, there will be instances where select libraries will be forced to initiate a new RFP process or restart one in the works.

With regard to mergers of publishers and producers of information, librarians need to be very watchful of potential mergers that could affect the general marketplace. In addition, librarians should also be attentive and respond to court and federal and state legislative activities that affect the libraries' ability to acquire materials, providing support to professional associations who are advocating in behalf of libraries.

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

Library suppliers and libraries need to remain mindful of each other's needs. Change is a constant and will never go away. All organizations must remain flexible and open to change but mindful of the bottom line and driven by the dollars available. Generally, libraries are publicly supported and cannot rapidly enhance their budgets. Companies continually strive to improve their profits and have a need to move in fast-paced time frames. Producers, suppliers, and distributors in the information chain, including libraries, must continually seek best practices and good relationships across their organizations to benefit library users everywhere.

Endnotes

PUBLISH, PERISH, OR PERSIST?
by Pamela M. Rose (SUNY at Buffalo)

Will scientists abandon traditional journals and share their research directly online? Although PubMed Central’s ambitious plans have been scaled back due to technical problems, other companies like Current Science Group are undeterred in their efforts to offer free online research papers. Meanwhile, CrossRef, a publisher-initiated fee-based alternative to PubMed, was launched in June, and traditional publishers continue to dismiss free publication schemes as utopian. See — Eliot Marshall, “Publish and Perish in the Internet World” in Science, p223-4, Jul. 14, 2000.

WE NEED A BIGGER GARAGE!
by Sandra Beeehler (Old Dominion University)

A business opportunity is developing, as IT managers look for solutions to the problem of providing storage and access to huge amounts of data. The amount of storage space needed has jumped over the last five years from gigabytes to terabytes and soon to petabytes. Vendors are betting on Storage Area Networks (SANs) as a long-term solution. The article describes SANs as “collections of Fiber Channel drive arrays, linked with hubs and SCSI-based tape drives.” SAN technology is still in its early stages, and standardization is needed for optimal efficiency. Access tools (e.g., gateway buses for servers) also must be perfected. For those unable to afford the expensive infrastructure for data storage, future options may include leasing SAN space.

See — “Cleaning Out the Files,” Internet World Digest, May 2, 2000.

TO PROTECT AND CONTROL
by Sandra Beeehler (Old Dominion University)

The connection between a new digital rights management company called ContentGuard Inc. and Microsoft could spell the end of free content on the Web. Microsoft, which owns an interest in the new company, intends to embed this digital rights management technology into its existing software—Windows, MediaPlayer, Explorer— as well as its upcoming e-book reader, Microsoft Reader. ContentGuard is an offshoot of Xerox Corporation, and its technology employs Extensible rights Markup Lan-
Adventures in Librarianship: Final Report by the Task Force for Committee Review

by Ned Kraft (Order Librarian, Ralph J. Bunche Library) <Kraftno@state.gov>

Objective

Pursuant to the directive issued by the Vice-Director for Informational Information, and further clarified by the Assistant VDI (as mentioned by the Vice-Assistant VDI in her memo of 12 June), this task force was formed for the express purpose of reviewing library committees and task force formation, proliferation, and inflation with special attention paid to the cumulative results (speculation) of committees and task forces and to the possible disbursement of task force and committee members (rehabilitation).

Methodology

To pursue its objective, the Task Force for Committee Review met as a committee to discuss the pertinent issues, plan refreshments, channel former (deceased) committee members, and reach agreement as to how it could proceed as, in fact, a task force rather than a committee. With its infrastructure thereby clarified and delineated, and after coffee had been served, the task force devised a survey vehicle that would allow it to analyze the pertinent issues which it had previously been unable to analyze (as pertinent).

The survey was sent to a random sampling of all professional staff (roughly 100%). Although the immediate response rate was low (no survey was returned before the deadline), the Vice-Director was able to improve the response rate (to roughly 100%) by issuing a carefully crafted email (some respondents characterized the reminder as a "threat"). Surveys were then independently tallied by an outside agent (the Vice-Director's son-in-law).

Survey Results

Although the survey was "anonymous" careful handwriting analysis revealed a relationship between tenure and cynicism toward the committee/task force process. Among respondents, as the years in service rose, so did the disinterest. This measurement has a low margin of error (roughly 0.0%).

The survey also found that task force recommendations are rarely followed (some respondents used the word "never") when they conflict with the opinion of the Vice-Director. Again, there was near unanimity on this question, and the conclusion agrees with the historical record.

Recommendation

The Task Force for Committee Review recommends the following two options:

The Vice-Director could consider mandating that no professional ever reach more than three consecutive years of service with the organization. The survey results suggest that maintaining a professional staff with an average length of employment of 2.6 years or less will ensure enthusiasm for the Vice-Director's programs by tapping into what has been called the "rose-colored glasses" effect.

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As an alternate approach, the Task Force recommends that all current committees and task forces be replaced by a single Standing Committee for Affirmation, designed to respond to the Vice-Director’s proposals quickly and “objectively.” Anticipating high staff turnover on this committee, the Task Force suggests that the Standing Committee for Affirmation be staffed with paid library consultants who are already familiar with the basic purpose of the committee and for whom “objectivity” will cause little stress.

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My City: a Hong Kong Story
Translated by Eva Hung

Hong Kong in the 1970s—a time of rapid economic growth, and more significantly, of growth in self-confidence and the forging of a local identity. In a disarming style that is uniquely her own, Xi Xi weaves a deceptively child-like narrative against the background of the political and social problems of this complex society. Seldom has a writer captured the spirit of a generation with such apparent simplicity and ease. “The very first to depict Hong Kong from a fresh... human and emotional point of view... a place to live, to work, and to have fun; and for some, there are not many places in the world that can replace Hong Kong.”


Marvels of a Floating City
Edited by Eva Hung

Xi Xi eloquently conveys the mood of the city during the 1980s in this collection of stories. In the first half of the decade, the Chinese and British governments negotiated Hong Kong’s fate, occasioning intense soul-searching and close scrutiny of their society among the general population. The old and the new, the real and the fantastic, Western culture and local perception are skillfully woven together here to create narratives of the hopes, anger and fears which gripped the people of Hong Kong in this crucial period of their history.


Hong Kong Stories:
Old Themes New Voices
Edited by Eva Hung

In telling the Hong Kong story, young local writers face up to such issues as rapid economic and political changes as well as the continued impact of Western ideas and mores. They make a conscious effort to explore their own identity from a Hong Kong perspective and to describe Hong Kong’s special way of life and the trials and tribulations of a populace caught between two cultures.


A Girl Like Me & Other Stories
Translated by Eva Hung

This anthology presents samples from the author’s entire writing career, ranging from the 1960s to the 1990s. It includes excerpts from Xi Xi’s Elegy for a Breast, an intensely personal account of her own battle with cancer. Xi Xi’s fascinating rendering of the fusion of East and West, tradition and modernity that is Hong Kong assures her place in the literary annals of this unique society.

“A writer who deserves a place in the international library.”

— Far Eastern Economic Review.

“Her stories blend sophistication with an unfinching, childlike wonder.”


Flying Carpet—A Tale of Fertillia
Translated by Diana Yue

A small island sits south of Dragonland. This tiny speck, “smaller than a sesame seed” has a world-famous harbour rimmed by skyscrapers, an elite district on a mountain top, steep, narrow alleys, hawkers, street-sellers, noisy markets, garish signs and borders. Back and forward in history, we accompany the Ips, master furniture makers, the Fas, aerated water suppliers, as well as Fulibaba, secret possessor of a flying carpet on an up-and-down journey of the history of a city very much like Hong Kong.

Chaos — ONIX International - The New International Metadata Standard

by Sandra K. Paul (President, SKP Associates) <Sandy@SKPAssociates.com>

The digital community has popularized the term metadata — “data about data.” The data about books has recently been standardized, so that publishers who want to send information about their products to retailers, e-tailers, wholesalers, or bibliographic authorities can do so in a standardized set of XML tags. Called ONIX (ONline Information eXchange) International, these metadata elements are a subset of the broader EDIteUR Product Information Communication Standard (EPICS). EPICS is compatible with the international metadata standard for all intellectual property, called <indices> — Interoperability of Data in E-Commerce Systems. EDIteUR is the international organization concerned with electronic commerce standardization for the publishing community; Book And Serial Industry Communications (BA-SIC) is the U.S. contributor to the EDIteUR activities.

A committee of the Association of American Publishers (AAP) initially developed the ONIX specification, after several publishers complained that Amazon.com, BarnesAndNoble.com, the wholesalers, and other e-tailers were asking them for different information about their books. Turned over to BASIC by the AAP in May 2000, ONIX International includes the traditional bibliographic information about a book, author, title, publication date, list price, etc. It also includes the type of information one finds at e-tail sites, including the cover artwork, author biography, flap copy, and reviews. The ONIX International standard is available on the EDIteUR website, www.edireur.org; <indices can be found at www.indexes.org.

ONIX International was released by EDIteUR in mid-July, 2000. A broad spectrum of e-tailers, wholesalers, and bibliographic agencies in the United States and United Kingdom are committed to accepting ONIX International tagged files from publishers by the fall of 2000. A special web site is being established to allow users of this format to discuss implementation problems, suggestions for changes, etc. It is expected that future ONIX International versions will include the metadata for video and audio works, as well as for e-books.

Librarians have told me that they are most interested in having their OPACs look more like Amazon.com than like a MARC record. Since few of them purchase books directly from the publishers that will be creating the ONIX International records, the question arises as to where they might obtain this information. The most likely candidates seem to be Bowker, as the provider of other book information to libraries, or the wholesalers, some of which now provide MARC records along with books. This topic was discussed at the AAP/ALCTS Joint Committee meeting during ALA in July, 2000 and is certain to continue as librarians convinced their ILS vendors to provide OPACS with Amazon.com-like characteristics.

For more information about ONIX International, contact BASIC at www.bisg.org or call Sandy or Bill at 212/929-1393.

Webworthy

Column Editor: Pamela M. Rose (Health Sciences Library, University at Buffalo, 3435 Main St., Buffalo, NY 14214-3002 Ph: 716-829-2408) <pmrose@acsu.buffalo.edu>

Web sites selected for broad appeal, depth of information, and ease of access. Sites are organized by broad subject area and are visited just prior to publication. Please let the editor know of any sites that are not accessible. Comments and suggestions welcome to Pamela M. Rose, Health Sciences Library, University at Buffalo, 3435 Main St., Buffalo, NY 14214-3002 716-829-2408 <pmrose@acsu.buffalo.edu>.

Unless otherwise noted in square brackets following the description, Internet addresses were published in Science, NetWatch column edited by Jocelyn Kaiser.

Alternative Medicine

An interactive, electronic herbal database, HerbMed provides hyperlinked access to the scientific data underlying the use of herbs for health. A freely available project of the Alternative Medicine foundation, each listing provides six categories of information: Evidence for Activity, Warnings, Preparations, Mixtures, Mechanism of Action, and Other peripheral information like pictures and added links, or viewers can search the site. Over 100 herbs are currently listed from Achillea-Yarrow to Ziziphus-Jujube. http://www.anfoundation.org/herbmed.htm.

Astronomy

An incredible resource for astronomy and related information, Astroweb: Astronomy on the Internet, contains over 2800 distinct resource records. The listings are organized by categories including Organizations; Observing Resources; Data Resources; Abstracts, Publications, Libraries; People-related Resources; Software, Computer Science; Research Areas, Astronomy, Space Physics; Educational Resources, and Miscellaneous. The personal Web pages list alone offers a fasci...
We believe that this restructuring of the current committee and task force structure will immediately save the library substantial time, money, and resources (structurally).

Considering the results of this study, it would be unreasonable to expect the Vice-Director to implement the Task Force recommendations (above). Therefore we suggest that the results be shelved until such time as the lowest geological strata (some respondents used the name “Hades”) accumulates are remarkable abundance of ice crystals.

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A fascinating glimpse of astronomers’ visions; the Astronomy Departments list offers insights into astronomers’ great snapshots of college choices, and Astronomy Pictures will dazzle viewers with some of the best photos of our universe. cdsweb.u-strasbg.fr/astrowebw.html.

Bioweapons

Would you hire a former bioweapons lab scientist? Just how much Pasteurella tularensis does it take to cause rabbit fever? Check out these two sites to explore the fascinating topic of Bioweapons.

— Offering an in-depth look at the Chemical and Biological Weapons Nonproliferation Project at the Stimson Center in Washington, D.C. www.stimson.org/cw.

— All the Virology on the WWW provides a list of disarmament projects and Department of Defense sites, and the full text of the 1972 Biological Weapons Convention. www.virology.net/garry/avewww.html.

Botany

Botanists and gardeners alike will be delighted to discover The International Plant Names Index (IPNI), a collaboration between The Royal Botanic Gardens, Kew, The Harvard University Herbaria, and the Australian National Herbarium. Names and basic bibliographical details of all seed plants were merged from the Index Kewensis (IK), the Gray Card Index (GCI) and the Australian Plant Names Index (APNI) to create the “most comprehensive listing of seed plant names available to date.” With ongoing deduplication, standardization and verification of its currently over 1.3 million species, this will become the botanical names resource of choice. Future plans include setting up additional mirror sites, allowing users to contribute data directly, offering subscriptions, and allowing links to remote databases. Note that finding a plant name listed in IPNI does not mean it is the currently accepted name of a particular taxon. www.ipni.org.

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University of Southern California, Texas A&M University, Virginia Tech University, University of Western Ontario, University of Wisconsin-Madison, and Yale University. The institutions are providing both the financial resources for the project as well as staff time for data collection and testing of methodologies. An article about the project appears in the June issue of ARL: A Bi-monthly Report on Research Library Issues and Actions from ARL, CNI, and SPARC <http://www.arl.org/news/ NRLreport210/emetrics.html> and, throughout the project's three phases, information about the study and its activities will be available through the ARL New Measures Initiative Website at <http://www.arl.org/stats/newmeas/newmeas.html>, which also hosts resources relating to the other ARL new measures projects. For further information, contact Rush Miller, University of Pittsburgh <rgmler@pitt.edu>; Sherrie Schmidt, Arizona State University <sherrie.schmidt@asu.edu>; or Martha Kyviliotou, ARL Senior Program Office for Statistics and Measurement <martha@arl.org>.

Well, y'all, I have a huge Rumors file still not tapped and I've run out of room! I told you the summer was unbelievably busy! Stay tuned for November!

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Against the Grain / September 2000
Arguments against remote alumni access to Library supported commercial sources of information:

1. Identifying and authenticating an ever-expanding group of former students is difficult and expensive.
2. Many publishers are already fiscally on the brink; any revenues lost threaten their existence.
3. Money spent meeting the needs of yesterday's students is money not spent meeting the needs of today's students.
4. Alumni are not only former students but they are also employees of companies. These companies should pay for the professional information needs of their employees.
5. License negotiation is already protracted and costly. Adding the need to negotiate alumni access only adds to the difficulties and the costs of this process.
6. If alumni associations want to add information support benefits, they, not libraries, should negotiate and pay for them.
7. Opens the gates to all sorts of abuse, e.g., the spouses of alumni providing their employers with free access to information, the friends of alumni are given the passwords needed to gain access, etc.
8. Government and private support for higher education is already inadequate and tenuous. Redirecting funds to the needs of yesterday's students will both water down the value of what we can give today's students and cause our supporters to question the value of purposes for which their support is used.
9. There is really little alumni demand for this sort of informational support. This is just a librarian thing.
10. Colleges and universities enjoy educational discounts for many databases, e.g., chemistry, pharmaceutical medicine, etc. Why endanger these discounts?
11. When the alumni were students, the fees they paid were according to the programs of which they were a part. If they want access to commercial sources of information, why should things be different now?
12. The alumni pay for other benefits like football tickets, why not commercial sources of information?
13. Doubtful if most alumni would favor someone taking a part of their contributions to pay for the information needs of other alumni who are not willing to pay their fair share.
14. When a course ends, the student loses the right to the professor's time and energy.
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