February 1998

From the Other Side of the Street: So You Want to be Publishers, Do Ya?

Thomas Bacher
Purdue University Press

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

Bacher, Thomas (1998) "From the Other Side of the Street: So You Want to be Publishers, Do Ya?," *Against the Grain*: Vol. 10: Iss. 1, Article 26.

DOI: <https://doi.org/10.7771/2380-176X.3305>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

1997 from a Bookseller's Perspective

by **Daniel P. Halloran** (Academic Book Center) <danh@acbc.com>

The beginning of a new year is always a time for hope and optimism. Looking back through the past year, in contrast, it's natural for us to focus on some of the things that went wrong, the occasional missed opportunity, or other negative events that affected our professional and personal lives. From a professional standpoint, however, I would have to search long and hard for the negatives in 1997. In fact, it's apparent to me that this past year brought to fruition a number of important trends, and they will coalesce into guideposts for developments in the next few years.

Among these trends and developments are:

- The widespread interest in outsourcing certain technical services functions.
- The commitment to Web-based technology among the larger library booksellers.
- The central role of approval plans in libraries, including smaller libraries that traditionally had used other collection management tools.
- The emergence of consortia as fun-

damental platforms for resource sharing and other forms of cooperation.

• The creation of a new university in Florida that combines all of these trends to form at least one model for the future.

What has motivated these trends and developments? The apparent answer is cost, or stated more broadly, the attempt by library administrators to control costs, use budgets more effectively, and manage the human, technological and material resources better than ever before. But behind this cost control effort is something far more interesting. The amount and the variety of information is growing explosively. Libraries are charged with the mission of collecting and making accessible all this information in a variety of formats, and the task is becoming more complicated. For instance, a simple CD that children buy in retail stores has all sorts of implications when a library purchases the same product: How can it be shared among patrons? What are the fair use restrictions? Can it be copied and networked? How is it protected against theft? Each of these questions requires a different

response, based on the many different producers of the information or the information itself contained on the CD.

And someone, or several people, have to make policy regarding these issues, and then manage those policies. The task gets more complicated in the electronic and database environment, and then there are the added requirements of knowledgeable li-

continued on page 16

If Rumors Were Horses

Well, it seems like something always happens while we are "in press!" We have just learned that **Williams & Wilkins** has agreed to be acquired by **Wolters Kluwer** in a transaction valued at about \$375 million. Apparently, there will be an integration between **Waverly's** business and **Lippincott-Raven's**. It is anticipated that **Kluwer** will maintain a "substantial operating presence and work force in Balti-

more." The consolidations continue. See this issue, p. 30 for **Judy Luther's** article on consolidations and mergers in our industry. Also, in the future, the energetic and awesome **Mary Brandt-Jensen** will be writing a column for **ATG** on mergers and acquisitions in the industry. And there's more, **Rob Richards** (see **Biz of Acq**, this issue, p. 68) sends word over the **lawlibrary listserv** that there is an updated version of "A Legal Publisher's List: The Shape of Legal Publishing Today," available at <http://www.colorado.edu/law/lawlib/ts/legalpub.htm>.

Bradford Wiley II, Chairman of the

continued on page 8

What To Look For In This Issue:

Circulation Autumn	18
What A Tangled Web	
We Weave	24
Sleepless Nights Redux	29
A Year of Consolidations	30
Current Price Situation	33
The Legal Deposit of	
Electronic Publications	36
Annual Report Survey	42
The Egg is Broken, Who	
Will Make the Omelet	44
Interviews	
K. Wayne Smith	48
Lana Porter	52

1043-2094(199802)10:1;1-2

Instant relief for back issue problems.

Alfred Jaeger, Inc., your one source for back volumes in all subject disciplines.

Our comprehensive inventory is sure to include the exact material you need from all over the world. That's why we've been a primary source for libraries for almost 40 years. Simply send us your list of requirements and we'll respond promptly. Come visit our homepage at the address www.ajaeger.com. By the way, we'll also be glad to purchase your duplicate copies.

So for instant relief of back issue problems, Jaeger is the prescription. Contact us today. Write or call Toll Free 1-800-969-JAGR.

**ALFRED
JAEGER
INC.**

66 Austin Boulevard
Commack, NY 11725
Phone (516) 543-1500
Fax (516) 543-1537
<http://www.ajaeger.com>

ALFRED JAEGER INC.

Dept. AG, P.O. Box 9009, Commack, NY 11725-9009

Gentlemen: Please send your latest catalog and brochure.

Name _____
Title _____
Company/Facility _____
Address _____
City _____ State _____ Zip _____
Phone _____
Fax _____

BLACKWELL'S

Collection Manager

Collection Development Services

- Intuitive presentation of approval profiles
- Web-based review of new title announcements
- Flexible selection & ordering features
- Eliminates double-keying of orders
- Adaptable to library workflows
- Developed in partnership with librarians

Collection Manager — A Complete Workflow Solution

Against the Grain

Against the Grain (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. Subscription price per year is \$40 (U.S.) \$50 (foreign). Periodicals postage paid at Charleston, SC. **Postmaster:** Send change of address to *Against the Grain*, LLC, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409.

Editor:

Katina Strauch (College of Charleston)

Associate Editors:

Rosann Bazirjian (Florida State University)
Barbara Dean (Arlington County Public Library)
Joyce Ogburn (Old Dominion University)
Celia Scher Wagner (Academic Book Center)

Research Editors:

Barry Lee (Research & Reference Services)
Judy Luther (Ardmore, PA)

Assistant to the Editor:

Anne Jennings (InfoFacto)

Contributing Editors:

Richard Abel (Consultant)
Dora Biblarz (Arizona State University)
Nat Bodian (Publisher's Marketing Consultant)
Sever Bordeianu (Univ. of New Mexico)
Liz Chapman (Oxford University)
Ron Chepesiuk (Winthrop University)
Eleanor Cook (Appalachian State University)
Nancy Dennis (U. of New Mexico)
Barry Fast (Academic Book Center)
Eamon Fennessy (The Copyright Group)
Anthony Ferguson (Columbia University)
Julie Gammon (U. of Akron)
Julia Gelfand (University of California, Irvine)
Chuck Hamaker (Louisiana State University)
William M. Hannay (Schiff, Hardin & Waite)
Don Jaeger (Alfred Jaeger, Inc.)
Tony Leisner (Dawson)
Tom Leonhardt (Oregon Institute of Technology)
Fred Lynden (Brown University)
Kathern Miraglia (Catholic University)
Jack Montgomery (Univ. of Missouri)
Matt Nauman (Blackwell's)
Sandy Paul (SKP Associates)
Elsie Pritchard (Morehead State University)
Joanne Schmidt (Emerson College)
Karen Schmidt (U. of Illinois-Champaign Urbana)
Jerry Seay (College of Charleston)
Mark Sexton (Mark Sexton Associates)
Albert Simmonds (R.R. Bowker)
Winn Theirl (U. of Kentucky Medical Center)
Sarah Tusa (Lamar University)
Judy Webster (University of Tennessee)
Proofreader: Jill Conway (Charleston, SC)

Graphics:

Bowles & Carver, *Old English Cuts & Illustrations*
Grafton, *More Silhouettes*
Ehmcke, *Graphic Trade Symbols By German Designers*
Grafton, *Ready-to-Use Old-Fashioned Illustrations*
Crawhall, *Pictorial Archive of Quaint Woodcuts in The Chap Book Style*

Production:

J. R. Rowell Printing Co., N. Charleston, SC 29405

Ads Manager:

Edna Laughrey Internet:elaughrey@aol.com
phone: 313-429-1029, fax: 313-429-1711

Send ads to:

Edna Laughrey, Executive Support Services,
291 Tower Drive, Saline, MI 48176

Publisher:

A. Bruce Strauch

Publisher Relations:

Lyman Newlin (Book Trade Counsellor)

Send correspondence, press releases, etc., to:

Katina Strauch, Editor, *Against the Grain*, LLC,
209 Richardson Ave., MSC 98, The Citadel,
Charleston, SC 29409
phone or fax: 803-723-3536
Internet:strauchk@cofc.edu

Against the Grain is indexed in *Library Literature*, *LISA*, *UnCover*, *BUBL*, and *The Informed Librarian*.

Authors' opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on a Power Macintosh Performa 6112CD and Power Macintosh 8100, with Apple Color Monitors, and AGFA Imagesetter, using Microsoft Word 5.0 and Pagemaker 6.5 software under System 8.0.

Against the Grain is copyright ©1998
by Katina Strauch

AGAINST THE GRAIN

TABLE OF CONTENTS

v.10 # 1 February 1998 © Katina Strauch

ISSUES, NEWS, & GOINGS ON

Rumors	1	From Your Editor	6
Deadlines	6	Letters to the Editor	6

FEATURES

1997 from a Bookseller's Perspective ... 1 by Daniel P. Halloran — In 1997 it became mainstream thinking that libraries had to make a real change in the way they did a lot of their work, and the library book and journal suppliers recognized this in a number of ways.	Circulation Autumn: Some Thoughts on Forty Fulfillment Years 18 by Brian Cox — Brian began his working life in 1951 as a booksellers' apprentice for B.H. Blackwell Ltd., Broad Street, Oxford, at a salary of 78 Pounds. He looks back on a career which spanned many years and many companies.
--	--

What a Tangled Web We Weave 24 By Stephen Rhind-Tutt <i>A review of pricing models and the forces that drive them.</i> Stephen Rhind-Tutt estimates there are over 50 commonly used pricing models in use for electronic products today.	The Current Price Situation, 1997 33 by Frederick C. Lynden
--	--

Sleepless Nights Redux 29 By Karen Hunter In wrapping up 1997, Karen has reviewed her 1996 worries to see if they are still relevant and considers what happened in 1997 to add to her sleeplessness.	The Egg is Broken, Who Will Make the Omelet? 44 by Ward Shaw — Publishers, academic institutions, and libraries had control of distribution of most information. That has changed as we witness shifts away from institutional control mechanisms.
---	--

A Year of Consolidations, Mergers, and New Entrants to the Market 30 by Judy Luther As 1998 begins, there continue to be dynamic changes in the ownership of companies throughout the information industry.	Against the Grain Annual Report Survey 42 Compiled by Barry Lee and Judy Lee — The Second <i>ATG</i> Annual Report survey gathered answers by <i>ATG</i> readers and Charleston Conference participants on a variety of issues — budgets, organization, staffing, the future.
---	---

What Do Mergers Do For Libraries? 31 <i>ATG</i> wanted to find out what librarians are saying about all the mergers and consolidations that are taking place.	Op— Ed Opinions and Editorials 40 Michael Gorman's Plea For Balance — Librarianship is a profession with enduring values and an enduring mission. We can and should use our values and continue our mission in incorporating electronic documents and resources into our collections, services, and programs but we must be careful not to be pulled away with the tide.
---	---

The Legal Deposit of Electronic Publications 36 by Jim Vickery — The primary purpose of legal, mandatory deposit is to build and preserve a comprehensive collection of publications as a record of the nation's culture and heritage, without being dependent upon funds for purchasing the items. We are now reaching a critical point in the availability of electronic publications to deposit libraries.	Back Talk — Is Distance Education in Our Future? 86 by Anthony W. Ferguson
---	--

ATG INTERVIEWS

K. Wayne Smith 48 President and CEO, OCLC — by Ron Chepesiuk	Lana Porter 52 President and CEO Ameritech Library Services by Katina Strauch
--	---

REVIEWS

From the Reference Desk 54 Tom Gilson just keeps on reviewing those reference books.	Book Reviews 59 Henry M. Yapple reviews Frank D'Andraia's <i>The Academic Library Director: Reflections on a Position in Transition.</i>
TestDriving CD-ROMS 58 Norm Desmarais reviews <i>Robert Frost: Poems, Life, Legacy</i>	

ANNUAL REPORT ISSUE

LEGAL ISSUES

Edited by Anne F. Jennings (InfoFacto) and Jack Montgomery (U. of Missouri, Columbia)

Term Papers Over the Internet: New Threat to Educational Integrity 62

by William M. Hannay — Cheating in school has never been easier. With several dozen term paper "mills" now available over the Internet — students are only a mouse click away from downloading ready-to-submit term papers.

The State of Copyright 60

In keeping with beginning of the year reviews Anne Jennings examines the copyright legislation proposed and/or passed by the United States Congress in 1997.

PUBLISHING

Book Pricing Update 64

Mark Price explores the special challenge of Books in Computer Science

Physics Bestsellers 1996/1997 46

by Bob Nardini — Selection of science books is among the most difficult jobs in an academic library, but here's a list that might help.

From the Other Side of the Street ... 65

So You Want to be Publishers, Do Ya? The SPARC, Scholarly Publishing and Resource Coalition — by Thomas Bacher — In life you can fight the tide or try to build the boat to ride down the river.

BOOKSELLING AND VENDING

Biz of Acq — The Out of Print Marketplace 68

In recent years changes in the bookselling industry and the rise of the Internet have rung in a new era in out of print acquisitions. Narda Tafuri explains.

Inside Pandora's Box 70

PARTNERING: A Powerful "What to Do" Management Tool or Just Another Fad? by John Secor — Library and vendor leaders have to make collaboration a shared objective. This is how we will come to cope with the way things are becoming.

Bet You Missed It 66

What do DC Comics, Math Problems, and Maurice Sendak have in common?

Issues in Vendor-Library Relations . 75

Booksellers and Consortia (Part I) by Barry Fast — The ability to leverage a large

amount of purchasing power certainly gets vendors' attention, but does it always result in lower prices or higher discounts?

On The Street 76

Journal Collection Analysis is the subject of this column as well as a review of "on the street" column issues in 1996.

Papa Lyman Remembers — Books for Younger Readers 74

Since we were all children at one time or another Lyman Newlin deviates somewhat from the usual academic scene to write about some early experiences with books for younger readers.

Not Fit For Print — Are You a Closet Outsourcer? 84

By Tony Leisner What are you paying for when you buy outsourcing?

INTERNATIONAL

International Dateline 78

We welcome Jeffrey Wilhite as Section Editor to tell us about the European Union Training Seminar for the European Documentation Center

TECHNOLOGY AND STANDARDS

Edited by Sandra K. Paul (SKP Associates) and Albert Simmonds (R.R. Bowker)

Drinking from the Firehose 81

The Bloom is Off the Rose: Pondering Where the Internet has been and where it might be going — From Eleanor Cook's "right on" perspective, the Internet is no longer a quiet corner where academics can chat.

Innovations Affecting Us 80

Newfire's Higher Education Partner Pro-

gram by Norman Desmarais — Some colleges and universities are expanding their creative writing courses to include writing for entertainment and real-time 3D and other multimedia programs.

Doc Aquis 82

Winn Thierl and Elsie Pritchard thought it was time to send some "Have You Heard" our way. This Doc Aquis is about many announcements they want to share with us.

ETC.

The Year in Review 57

Personal Lessons of 1997 by Celia Scher Wagner — All of us have our experiences of 1997 to report, but Celia has a special way of doing it.

Call for Papers 28

1998 Charleston Conference — Nov. 5-7, 1998

Adventures in Librarianship 23

Death on the Podium by Ned Kraft — This essay is about the perils of public speaking.

*"Linking
Publishers,
Vendors and Librarians"*

Against the Grain

Uncommon ...

Against the Grain is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. *ATG* is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.

Against the Grain

Unconventional...

ATG is published six times a year, in February, April, June, September, November, and December/January. A six issue subscription is available for only \$40 (\$50 foreign), making it an uncommonly good buy for all that it covers. Make checks payable to *Against the Grain, LLC* and mail to:

Katina Strauch
209 Richardson Avenue
MSC 98, The Citadel
Charleston, SC 29409

Name

Address

City

Zip

State

Phone

Company

Letters to the Editor

Send Letters to <strauch@cofc.edu>, phone or fax 803-723-3536, or snail mail: **Against the Grain**, 209 Richardson Ave., MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <<http://www.against-the-grain.com>>

Dear Editor:

As a followup to the article **Bruce Heterick** and I wrote for **ATG** in 1996 ("The Year 2000 is Coming ... Are Your Data Coming With It?", v.8#3, June 1996, pp. 1, 17-19), I thought your readers might be interested in a couple of items regarding the Year 2000 problem that I ran across recently.

Last Fall I got to wondering what it would be like trying to get my money out of my bank if it (the bank) were not Year 2000 compliant. So I got on their Web Page and sent a message asking about this, subtly hinting that unless the bank could assuage my fears on this subject, I would close my accounts. (I live by the motto: "Never be the last one to try to withdraw your money from your bank because of the Year 2000 problem.")

To my amazement, I got not one but two telephone messages from the bank. To my recollection, this is the first time they have acknowledged my existence, unless you count overdrawn account notices. Even more amazing was the detailed explanation I got that, although the bank itself is compliant, not all its vendors are, and therefore they could not issue ATM cards with dates of 2000 and beyond (it was the "99" on my ATM cards that had gotten me all worked up in the first place). Last week they sent me a new ATM card — and it's dated "01." Whew.

The other item is the publication of Stephen Jay Gould's *Questioning the Millennium: a Rationalist's Guide to a Precisely Arbitrary Countdown*. This is a treatment of the millennium issues, written from a scientist's point of view. Gould doesn't much like computers, so there is not much on the Year 2000 problem. There were two highlights, however. The first is an explanation of how the debate over 2000 vs. 2001 as the first year of the new mil-

lennium got started. I had known that Dionysius Exiguus ("Dennis the Short"), the 6th century monk who devised the "B.C./A.D." business, had not included a year 0 in his calculations. Therefore, in order for the First Century to be 100 years long, it has to include the year 100, and the Second Century begins with January 1, 101. However, the thought "Why was D the E so stupid as to not include 0?" never occurred to me, the non-mathematician. The answer is a good one: in the 6th Century, no one, not even the Hindus, had yet invented it.

The other gem has to do with the spelling of "millennium," which Gould maintains has to have two N's because it is composed of "mille" ("One thousand") and "annus" ("year"). Spelled with one N, it would mean one thousand circles ("anus"="circle") or one thousand.....well, you get my drift.

Keep up the good work at **ATG**.

Sincerely yours,

David R. Fritsch

(Senior Manager, Business Development,
The Faxon Company, 1295 King George
Blvd., Ann Arbor MI 48108
734/677-3530; fax 734/677-0955)
<fritsch@faxon.com>
<<http://www.faxon.com>>

Dear Editor:

Is a "rare bookseller" (**ATG**, November 1997, p. 72) different from a "rare book seller"?

Another great issue.

Warm good wishes,

Michael Gorman

Dean of Library Services, CSU-Fresno
<michael_gorman@csufresno.edu>

From your (spring cleaning in winter) Editor:

It has been COLD in Charleston this winter, but that didn't stop yours truly from cleaning. I don't want to give you the impression that I have a clean house, but for some reason I decided to clean it at least for a few weeks (part of the New Year and all that.) ... Anyway, cleaning got me to thinking about 1997 and all that has happened around us. In this **Annual Report** issue we give you a look at some of the trends and issues. **Dan Halloran** calls 1997 the year of the Web; to **Karen Hunter** it was the year of Metadata; to **John Secor** it was partnering and cooperation; to **Stephen Rhind-Tutt**, pricing models for electronic products; to **Jim Vickery**, mandatory deposit of electronic products; to **Judy Luther**, consolidations and mergers. But I think the most charming paper in this issue is by **Brian Cox** as he looks over forty years of the publishing industry. We were there for a lot of it ourselves.

This issue of **ATG** illustrates what will no doubt consume us for 1998. Buying and selling electronic — and even print — products, pricing of same, consolidations in the industry, archiving and preserving of the electronic record, the World Wide Web, consortial buying, distance education. Our interviews are with **Lana Porter** (Ameritech) and **K. Wayne Smith** (OCLC). And we have a couple of new things to report. First, **Jeffrey Wilhite** has agreed to take over editing the **International Dateline** section of **ATG**, which I hope will grow! And, **Bob Nardini** has been kind enough to supply us with a physics bestseller list. I hope that you other booksellers out there will make other contributions in this bestseller list area. In fact, is there anyone out there who wants to make it his or her business to make sure that this happens regularly?

Well, excuse me. My daughter says I left the vacuum cleaner running.

Yr. Ed.

Against the Grain — Deadlines 1998 Volume 10

Event	Issue	Camera-Ready Copy
SLA, MLA	April 98	2/11/98
ALA Annual	June 98	5/6/98
Reference Books	September 98	7/8/98
Charleston Conference	November 98	9/16/98
ALA Midwinter	December 98/January 99	11/18/98

Our Numbers Tell The Tale:

#1 in Experience

#1 in Service

#1 in Speed

For 169 years, we've set the industry standard by planning ahead, by meeting your requirements and by talking and listening to you, our library customers. And while libraries have changed markedly since 1828, our commitment to our customers has remained our number one priority. From automated ordering to automated order handling, our delivery time for book and processed product is second to none. Of course, some things require a personal touch, and our dedicated academic customer service and sales representatives are ready to meet your every need. Our tradition is to provide the most responsive order fulfillment and total service in the business. Because with us, you're **number one**.

BAKER & TAYLOR

Information and Entertainment Services

phone: 800-775-1800

e-mail: btinfo@baker-taylor.e-mail.com

web site: <http://www.baker-taylor.com>

Rumors
from page 1

Board of Directors of John Wiley & Sons, Inc. (NYSE: JWA and JW.B) publishers, have just announced that **William J. Pesce**, Chief Operating Officer, has been appointed as the company's next President and CEO. Mr. Pesce, 46, will succeed **Charles R. Ellis**, who will relinquish the post on May 1, 1998, shortly before his 63rd birthday, as anticipated in his employment contract. Mr. Ellis, who has held the position since 1990, will continue to serve Wiley in a senior advisory role. Mr. Pesce, a member of the company's senior management team since 1989, has served as Wiley's COO since May 1, 1997, responsible for the management of all its worldwide publishing operations. Mr. Pesce led the turnaround of the College Division and has contributed significantly to the growth and profitability of the company's global publishing programs, both in print and in electronic form. "The appointment of Will Pesce as Wiley President and CEO represents continuity for the leadership of the company. Over the past eight years, Will has worked closely with **Charles Ellis** and other members of the senior management team to return Wiley to the ranks of leading publishers worldwide," said Mr. Wiley. "Will brings to his new assignment the leadership, management skills, and personal enthusiasm for the publishing craft needed to face the competitive realities of Wiley's future." If you want to know more, visit the Web site at <http://www.wiley.com>.

John A. Jenkins, a twenty-seven-year publishing veteran and author of two acclaimed books, has been hired by **Congressional Quarterly** as corporate Vice President and General Manager of CQ Books. In his new capacity, Jenkins will oversee an operation offering more than 200 book titles and directories on Congress, politics, and national affairs. CQ Books publishes about fifty new titles annually. Jenkins is president of the **Cobb Group**, a Louisville-based **Ziff-Davis** subsidiary that publishes magazines, newsletters, and electronic information products. Jenkins spent 23 years at the **Bureau of National Affairs, Inc.** The two widely reviewed and critically praised books mentioned above are *The Litigators* (Doubleday, 1989) and *Ladies' Man: The Life and Trials of Marvin Mitchelson* (St. Martin's, 1992).

Routledge Publishing Holdings, established in June, 1996, when capital venture group **Cinven** purchased the 165-year-old company from the **Thomson Corporation**, has reported a group operating profit of \$4.45 million on revenues of \$59 million from the first year as an independent company. Those sales figures were converted from the British Pound at an exchange rate of \$1.65 U.S. dollars to one pound. During the past fiscal year, as *ATG* readers know (see *ATG* interview with **Colin Jones**, v.9#4, September 1997, pp.34-36) — **Routledge New York** has added to its staff in all departments, launched a U.S.-based reference program, created a new online marketing department (which will unveil a new U.S. Website in early 1998), and has redirected its publishing list to increase sales in both the academic and trade markets. **Routledge Publishing Holdings** consists of **Routledge Ltd.** (London), **Routledge Inc.** (New York), **Carfax**, and the recently acquired **Spon**, which joined the group in

Linus Pauling, two-time winner of the Nobel Prize, convinced himself that vitamin C was a cure for cancer and co-authored a book: Cancer and Vitamin C. Pauling's wife, Ava Helen, began taking large daily doses of the vitamin, in reinforcement of Pauling's theory and ten years after starting the daily megadoses died — of cancer.

November 1997. For the financial year July 1996, the performance of the individual growth companies is as follows: **Routledge London** — Sales: \$42,428,000, Earnings Before Income Tax: \$2,467,000; **Routledge New York** Sales: \$17,702,000. EBIT: \$1,256,000; **Carfax** (April-June) Sales: \$4,547,000, EBIT: \$1,269,000. After allowing for inter-company trading and group expenses, sales for the year were \$58,613,300 and operating income before tax and interest was \$4,512,000.

Just got a news bulletin and letter from the wonderful **John McNeil**. John has retired from **Annual Reviews** effective January 30, 1998. He says that his retirement gives him the opportunity to pursue other interests and spend time with two of his granddaughters who, after living in St. Paul for the past eight years, recently relocated to Davis. He says he also wants to get his house and garden "to the point that Martha Stewart might approve of my efforts." In case you didn't know, John is quite a gardener and he was able to trade all sorts of gardening stories with **Emily Whaley** (*Mrs. Whaley's Garden*) and **Corrie Marsh** (*Gale*), both great gardeners as well at the wonderful **Charleston Conference Post-Conference Reception** in Mrs. Whaley's garden hosted by Mrs. Whaley, **Angie LeClerc** (Director of the **Citadel's Daniel Library**) and her husband Fred! AND John is NOT deserting the **Charleston Conference**! He plans to come back many more times and writes that he can be reached at 205 Silvia Ct., Los Altos, CA 94024-3839. Happy gardening, John, and, don't worry, we don't care if Martha Stewart doesn't approve!

Well, 'twas the week after Christmas and all through my office there were Christmas cards galore. Thanks to ALL of you. AND, what to my wondering eyes should appear but a card from **Dr. Nigel Hollingworth** <nigel.hollingworth@iopublishing.co.uk> who is now Business Development Manager, Journals for the **Institute of Physics Publishing**!

Sandy Gurshman is the new Manager of Content Development at **Dawson Information Quest**. Sandy is that incredible woman who used to be Manager, Publisher Relations, at **Blackwells Information Services** and Manager of Continuations at **Baker & Taylor**. She holds a Masters of Library Science from Rutgers as well as a Masters degrees from both Cornell and the U. of Maryland. Sandy will be joining the awesomely patient **Jan Peterson**, Director of Content Development for Dawson Information Quest, Inc. Sandy will work with publishers and content providers to supply access to their content through IQ.

More. **Dawson** has announced the appointment of **Shaun Naughton**, **Terry Austin**, **Joanne Robillard**, **Frank Scales**, and **Amy Gerzog** to its sales team. These great sales executives come from the likes of **Chemical Abstracts Service** and the **DIALOG Corporation**, **Primary Source Media** and **Baker & Taylor Books**, **Digital Equipment Corporation**, **IME Systems** and **SilverPlatter Information**. Congratulations to all of them.

Elsevier Science, Inc. and **Engineering Information, Inc.** ("Ei") have announced the acquisition of the publishing and information service assets of Ei by **Elsevier Science**. These assets include the **Engineering Index** publication, the **Compendex** database with related products, and the **Engineering Information Village Service**. Financial terms were not disclosed. All you astute readers of *ATG* will remember that **Judy Luther** interviewed **John Regazzi**, President and CEO of Engineering Information Village, in *ATG*, v. 9#3 (June, 1997), pp.38-39.

Community of Science, Inc., (COS), a Baltimore-based World Wide Web publishing company, has just announced that it has signed a three-year agreement with the **University of California Office of the President** (UCOP). This agreement provides a framework for the nine campuses and three national laboratories in the U. of California system (UC) to participate in COS. The master agreement between UCOP and COS was agreed to in August, 1997, and eight of the nine UC campuses and Lawrence Berkeley National Laboratory have signed participation agreements and began using COS services this fall. The eight campuses are **UC-Berkeley**, **UC-Davis**, **UC-**

continued on page 10

SwetsNet

Electronic journals

now you can streamline ordering and access!

Growing numbers of electronic journals bring with them new challenges for library managers and end users.

SwetsNet is a major new service, providing a single source for accessing a broad range of publishers' electronic titles.

SwetsNet offers:

- browsing of contents of specific journal issues
- full searching across all titles in SwetsNet or those subscribed to by your library
- searching of tables of contents and abstracts
- regular management information
- full information and support services
- simplified password administration
- SwetsNet is accessible via the WWW

For further information and trial access, contact Brian Noone at 800-447-9387

SWETS
SUBSCRIPTION SERVICE

Talk to us.

Swets Subscription Service • 440 Creamery Way, Suite A • Exton, PA 19341 • Tel: 800-447-9387 • Fax: 610-524-5366
e-mail: s&zinc@swets.nl • World Wide Web: <http://www.swets.nl>

Rumors
from page 8

Irvine, UC- Riverside, UC-San Diego, UC-San Francisco, UC-Santa Barbara, and UC-Santa Cruz. UC-Los Angeles continues its relationship with COS through a separate agreement utilizing the COS Funding Opportunities Database. The UCOP-COS agreement permits these sites and UCOP to develop a system-wide repository of information about faculty research interests and expertise. Additionally, the UC-system information will be published for each individual campus and will be integrated into **COS Expertise**, a consortium of over 200 leading research universities which participate in the **Community of Science** system. According to the most recent survey by the **National Science Foundation**, the U. of California is the most research-intensive system of higher education in the world. Its nine campuses have a combined research budget of over \$1.8 billion. Community of Science, Inc., works with research universities, scientific societies, and publishers to create virtual communities of scientists and scholars on the World Wide Web. With the participation of the nine University of California institutions, the COS consortium includes the ten largest research universities, and seventy-five of the Top 100 research universities in the United States, as ranked by annual research expenditures. **The Johns Hopkins University** founded the Company in 1988 and remains a major shareholder. For more information, visit the Web site at <http://www.cos.com>.

Recently heard from **Sara Miller McCune**, Publisher and Chairman of **Sage Publications, Inc.**, in Thousand Oaks, CA. Sara is a most nurturing, supportive, kind woman not to mention bam-zowie! It was she who helped me in so many aspects of *ATG* when it was just getting started! Sara wrote the first publisher profile to appear in *ATG*, June 1989, see v. 1#2, p.28, ("Making it Public: Sage Publications) and we also interviewed her in *ATG*, v.5#5, November 1993, pp.32-35.

Anyway, Sara sent along a review which appeared in the *Times Literary Supplement* in January 1998. Called "Page-turning detective tales." This is a review of *The Book Trade and its Customers, 1450-1900*, edited by **Arnold Hunt**, **Giles Mandelbrote** and **Alison Shell** and is published by **Oak Knoll Press** in its St. Paul's Bibliographies series. The review is by **Christopher Phipps** of the London Library and, Phipps says, that the book is a sort of Festschrift for "**Robin Myers**, one-time schoolteacher and librarian, honorary archivist of the Stationers' Company and recently elected first female president of the Bibliographical Society." And, Phipps continues, this series of seventeen essays contains a "blockbuster" essay about Charleston and the **Charleston Library Society**. Maybe next year at the Conference, we should have a tour to the Library Society? What do y'all think?

I tell you, looking back at *ATG* in June, 1989 (mentioned above) is quite a trip down memory lane. In the rumors column was news about **Key Book Service** filing for Chapter 11, relocation of **Ballen Booksellers International** to Hauppauge, NY, **Jossey-Bass** being acquired by **Maxwell Communications Corporation**, **W.R. Grace's** announcement of its plan to sell **Baker & Taylor**, **Keith Schmiedl** talking about the fact that **B.H. Blackwell** and **John Menzies** plc

For the late James Michener, writing success came through hard work. "I write everything three or four times," he once said. "My books are very long, very involved, very arbitrary. For example in Chesapeake I spent forty pages on geese ... I spend a lot of time on background ... that's the way I work."

had agreed to cease negotiation on the sale of **Coutts Library Service** because of objections to the sale by the Canadian government, and, the acquisition by **John Wiley & Sons** of **Alan R. Liss, Inc.** WOW! It's a historical archive! Plus, y'all this is happening all around us!

And speaking of **Publisher Profiles**, **Julie Gammon** has done one of the **U. of Akron Press** which we are looking forward to running in the April issue. Coming up. So — renew, renew, renew!

As we told you above, this issue of *ATG* contains an article by the astute **Judy Luther** on mergers and consolidations in our industry (see page 30). We should mention that the outcome is still unclear about the purchaser of **CARL** and **UnCover**. However, we have received word that **Thomson** has sold its science and professional division to **Wolters Kluwer**.

And speaking of Thomson science and professional division, did you meet **Anthony Watkinson**, who works for that division, at the **1997 Charleston Conference**? Anthony, who looks a bit like Rip Van Winkle I think, and who very patiently just went out on the Charleston cold night streets during the **Charleston Conference** to help me look for my lost husband, I hope will be a speaker at the **1998 Charleston Conference** — November 5-7. I am trying to pin him down ...

John Wiley & Sons, Inc. has acquired **Peter Brinckerhoff's Mission Management series** from the Colorado-based publisher, **Alpine Guild**. The series currently comprises three bestselling titles for nonprofit organizations, *Mission-Based Management*, *Mission-Based Marketing*, and *Financial Entrepreneurship*. **Robert Follett**, owner and founder of **Alpine Guild**, and former Chairman of **Follett Corporation**, said, "I am delighted that a very fine companylike Wiley will be taking over the books of my friend and author Peter Brinckerhoff. This arrangement will be good for nonprofit leaders, good for Peter Brinckerhoff, good for Wiley, and good for me, since it will free my time to enjoy more of the great Colorado skiing."

Christopher Brown-Syed, PhD, of the Library & Information Science Program, **Wayne State University**, Detroit Michigan is assuming editorship of the biannual *Library & Archival Security* (Haworth Press), starting with volume 15. Congratulation, Christopher and more info is available at <getinfo@haworth.com>.

Peter Lyman is resigning as university librarian at the **U. of California, Berkeley** effective July 1 to join the faculty at Berkeley's School of Information Management and Systems.

According to *Bookselling This Week* (January 19, 1998), p.1, **Viacom** has confirmed reports that it plans to sell off most of its **Simon & Schuster** publishing operations. Viacom is \$8 million in debt and is hoping to recoup \$4 or \$4.5 million from the sale. Companies which Viacom will keep are in the area of "consumer" publishing and include **S&S**, **Pocket Books**, **Scribner**, **The Free Press**, **Fireside**, **Touchstone**, **MTV Books**, **Nickelodeon Books**, **Star Trek**, **S&S Children's Publishing** and **S&S Audio**. They plan to sell **Macmillan Computer Publishing**, **Macmillan Digital Publishing**, and **Macmillan Reference**, **Prentice Hall**, **Allyn & Bacon**, **Appleton & Lange** and **Jossey-Bass**, among others.

The Institute for Scientific Information® (ISI) and **Derwent Information** have announced a planned collaboration to create links between the **ISI Web of ScienceSM** and **Derwent's Patent Explorer®**. Links between these two Web-based services will facilitate the access of researchers worldwide to the significant intellectual value of patent literature and the journal literature supporting that patent. This collaborative effort is expected to be available in the first half of 1998. To learn more, go to <http://www.derwent.co.uk> or <http://www.isinet.com>.

Also, the **Northeast Research Libraries Consortia (NERL)** has purchased extended years of the **ISI Web of Science**. NERL members participating in the Web of Science agreement include: **Columbia University**, **Cornell University**, **New York University**, **University of Rochester**, **Dartmouth College**, **Harvard University**, **Massachusetts Institute of Technology**, **Princeton University**, **Tufts University**, **University of Pennsylvania** and **Yale University**. NERL

continued on page 12

DIALOG@CARL

Sometimes things just belong together. Like left and right.

Like DIALOG@CARL.™

For the **first** time, any user can search the wealth of **DIALOG databases** in near record time.

It is an easy-to-navigate, web-based interface developed by and

available **exclusively from CARL**. Now searching information-rich

DIALOG databases is point-and-click easy – a direct path to **limitless information access**.

And speaking of easy access, one agreement with CARL connects your library

to DIALOG databases which are simply not available anywhere else – and we're

adding **new content** all the time. With our **predictable annual pricing** offered

on a per connect, flat annual fee basis, your library can deliver unlimited use of

DIALOG@CARL, with no connect or per search fees.

Several **flexible pricing options** are available. So **run**, hop, **walk** or

skip over to your telephone or computer to call or visit us online at dialog.carl.org.

888.439.2275 1.303.758.3030
[toll-free] [outside the U.S. & Canada]

e-mail: dialog@carl.org www: dialog.carl.org

Rumors

from page 10

comprises a total of seventeen universities. For more information, contact **Ann Okerson**, Associate University Librarian at Yale University and NERL Coordinator at 203-432-1764.

ISI has announced that it will release **Discovery Agent** in February 1998. This alerting service is designed for organizations and individuals who want Web access to sophisticated profiles running against one of the world's best research databases. **Discovery Agent** enables subscribers to create, manage, and edit their own personal profiles on the Web. A specially designed interface assists the user in testing profile results so that the user can refine it using relevant keywords and targeted criteria. **Discovery Agent** filters its profiles against the **ISI/Current Contents** data. Alerts are delivered weekly directly on the Web and also by email as an option. Librarians can create profiles for individuals in their organization and automatically email the results to the appropriate individual. A Web demo of **Discovery Agent** is available at <http://www.alerting.isinet.com>.

Also, the **State University System (SUS) of Florida** has licensed the **ISI Web of Science**. The agreement covers multiple years of access through the Web browser, the **Web of Science**, to the **ISI Citation databases** by six participating institutions which include — **University of Florida**, **University of South Florida**, **Florida International University**, **Florida State University**, **University of Central Florida**, and **Florida Atlantic University**. Also participating are the medical schools — **University of Florida Health Science Center**, which includes the **Boland Medical Center** in Jacksonville, and the **University of South Florida Health Science Center**. Earlier in 1997, **Florida Gulf Coast University**, Florida's newest state university, licensed the **Social Science Citation Index®** component of the **Web of Science**. **Sam Gowan**, Associate Director of Collection Management at the **University of Florida** said that "the Web of Science is a valuable tool for research faculty. It will enhance productivity, enabling the research community to complete literature research more quickly and apply for funding more efficiently."

Speaking of **Sam Gowan** (above), remember that he is co-producer of **Ulee's Gold** for which **Peter Fonda** is up for the Academy Awards. Have you seen it? As we told you back in the November issue, **Bob Nardini** of **Yankee Book Peddler** did an interview with Sam which is available at the Yankee Web site <http://www.ybp.com>. AND — ta da — **Bob Nardini** will be updating his **Ulee's Gold** interview in the NEXT issue of **ATG**! Watch for it in these pages and, for heaven's sake, **RENEW** your subscription to **ATG**! Do you want to be left out of the news loop?

One thing I really regretted about Midwinter was missing **Eleanor Cook's** panel on "Your Boss is Not Your Mother." Did anyone go who can give us a report?

And, speaking of **Eleanor Cook**, are you going to the **Seventh North Carolina Serials Conference**? It's March 3-6 in Chapel Hill and has as its theme, "The Seamless Interface: Weaving Serials Partnerships." Eleanor is organizing a Symposium there on "Partnerships" which will be great and includes such leading lights as **David Ferriero** (University Librarian, Perkins Library, Duke University) and **Bruce Heterick** (Director, Electronic Sales, Blackwell's Information Services). There are plenty of other great speakers. Here are a few that come to mind — **Clifford Lynch** (CNI), **Maggie Rioux** (Woods Hole Oceanographic Institute "Maximizing the Web for Serialists"), **Elaine Drusedow** (Duke University, "Cataloging Electronic Serials"), **Arlene Hanerfeld** (UNC-Wilmington, "Claiming and Database Maintenance Serial Housekeeping"), **Nancy Gibbs** (NCSU Libraries), "Wheeling and Dealing for Electronic Resources: A Panel Discussion," including **Amy Dykeman** and **Bill Potter**. There are plenty of people I have left out and I don't mean to slight anybody. So, for further information contact **Cheryl Reddish** or **Wanda Rascoe** at NCCU: 919-560-6485 (voice) or 919-560-6402 (fax).

Heard from **Ruth Hodges** <lb_hodges@scsu.scsu.edu> who is

in the process of planning for **SACS (Southern Association of Colleges and Schools)**, an accrediting agency. Ruth has asked SACS for their criteria for library journal holdings. I am sure that a lot of you have experience with accrediting agencies and am wondering if you would contact either me or Ruth. As always, this is a topic that we would love to cover in a future issue of **ATG**!

Becky Lenzini (CARL) <rlenzini@carl.org> is always on the move! She was recently in Las Vegas for daughter Annie's Gymnastics Competition and Annie did a great job!

Buzzy Basch, President of **Basch Subscriptions**, is pleased to announce that **Alice Laona** has joined Basch Subscriptions. Alice, a twenty-year veteran of the publishing industry with special expertise in serials, will focus on publisher and customer services.

The **National Research Council of Canada** has announced that it has signed an agreement to include all fourteen of the **NRC Research Press** titles on the **ADONIS** Electronic Journal Subscriptions service. Beginning in January, NRC Research Press started supplying PDF files of all new journal issues to ADONIS electronically in advance of paper publication. The ADONIS production system ensures that electronic publication in ADONIS EJS will be concurrent with the paper issues. For further information, call **Paul Ashton** 800-944-6415. You will remember that **ATG** carried an article on ADONIS in the June, 1997 issue, pp.26-28.

Swets & Zeitlinger and the **National Research Council of Canada** have reached an agreement for the electronic journals of the NRC to be made available via **SwetsNet** technology and search engine, and then view the article fulltext on screen in Adobe PDF. **Kathryn Mikoski**, Acting Director of **NRC Research Press**, states that their participation in **SwetsNet** is seen as an integral part of the long-term strategy to utilize the enhanced functionality of the electronic environment to provide greater access to published scientific research. "We anticipate that our agreement with **Swets & Zeitlinger** will be a mutually beneficial partnership between content creator and access provider in which the sum will be greater than the two parts," she said.

More about **SwetsNet**. **Swets & Zeitlinger** and **Springer Verlag** have announced the conclusion of an agreement for Springer's **LINK** to view article fulltext and multimedia material and to also use the broad range of user services within **LINK**. The joint service was launched at the **London Online Conference** in December, 1997 and initially 225 titles will be available. **LINK** is an innovative service combining printed and electronic editions of Springer journals, bringing a wide variety of information directly to the user's desktop. **Hans Ulrich Daniel**, Managing Director of Springer Verlag said, "The demand for access to **LINK** has been enormous since its very inception. **LINK** and **SwetsNet** are an excellent fit and **SwetsNet** will quickly broaden the **LINK** user base even further.

Fred Lynden (Brown University) and the **Charleston Conference** go way back. One of my favorite stories is how a group of us women, after a Charleston Conference, stuck Fred with a big restaurant tab (almost). Anyway, Fred's a good sport, but he is also a serious professional. He is co-editor of **Advances in Librarianship** and gives a good look at the pricing trends for books and journals in this issue, p. 33.

Looking to reduce costs without affecting public services, the **Palos Verdes Library District (PVLDD)** in Rolling Hills Estates, California, has signed a three-year outsourcing contract with **Brodart**. The Palos Verdes Library District plans to add service hours to its branches. "We needed to outsource our cataloging and processing, and we also needed a more efficient selection process," said **Peg Tarbox**, central library manager for PVLDD. "With Brodart's **TIPS** all of our selection information — including fulltext reviews — is grouped together. It's a great time saver over our previous journal review process." Brodart's selection lists are provided in machine-readable (MARC) format for loading into the District's **Dynix** system. Once the PVLDD staff has selected their print and non-print materials, orders are placed using **Dynix** acquisitions with **Enriched**

continued on page 14

New Titles FROM ABC-CLIO

FOLKLORE

An Encyclopedia of Beliefs, Customs, Tales, Music, and Art

VOLUMES I & II

Thomas A. Green, Editor

A fascinating, comprehensive general reference work with a cross-cultural perspective.

ISBN 0-87436-986-X 892pp. \$150 (set)

ENCYCLOPEDIA OF RURAL AMERICA: THE LAND AND PEOPLE

VOLUMES I & II

Gary A. Goreham, Editor

The first encyclopedia of its kind to explore the contemporary landscape of rural america

**ISBN 0-87436-842-1
861pp. \$175 (set)**

ENCYCLOPEDIA OF THE CONSUMER MOVEMENT

Stephen Brobeck, Editor

A landmark reference book! The coverage is comprehensive and global, including many topics that have never appeared in previously published sources.

ISBN 0-87436-987-8 659pp. \$99.50

800-368-6868
805-968-1911
www.abc-clio.com
130 Cremona Drive
Santa Barbara
California 93117

A B C C L I O

BISAC selection tools. Then **Compleat Book Serv**, Brodard's "material in hand" cataloging service, provides cataloging with customized holding records and shelf-ready processing. The PVLVD has three branches and serves four cities in Los Angeles County. If you want to know more, contact **Michael Wilder**, Brodard Books Division, 800-233-8467, ext. 551.

Electronic Online Systems (EOS) International has released the Q series, its new Next Generation, fully-integrated, modular library information management system. Cataloging, Circulation, OPAC, Powersearch, a Web OPAC and System Setup began shipping in 1997. Modules for Serials and Acquisitions are planned for release in 1998. **Linda Yoder**, the Director of **Nappanee Public Library** in Nappanee, IN, is just one of the people who is happy with the results. Visit the Web site at <http://www.eosintl.com> for more info.

I remember being really impressed by the soft-spoken and astute **Laura Parker**. Well, guess what? Laura has joined Academic Press' sales force of **IDEAL** online library. Laura has seventeen years of experience in scientific publishing with **Elsevier Science**. Before joining Elsevier, Laura had been technical librarian for **Sunkist Growers** (1977-1980) and reference librarian at the **Morton Arboretum** in Lisle, Ill, for the previous four years. Laura received a master's degree in library science from **Rosary College** in 1976.

Jan Banks, Southeastern Regional Manager for **Rittenhouse Book Distributors, Inc.**, has been promoted to National Sales Manager of the privately-held Pennsylvania-based distributor of health sciences information. Jan has been with Rittenhouse for five years. **John Fishback** is Assistant National Sales Manager, and **John Gosden** is the Northeastern Regional Manager.

We're a little late in telling you this, but still it's important! **Joyce Meskis**, owner of **The Tattered Cover Book Store** (Denver, CO) has been awarded the 1997 **Jack D. Rittenhouse Award** by the **Rocky Mountain Book Publishers Association** (RMBPA). The Rittenhouse Award was established in 1990 as a way for RMBPA to recognize publishers, booksellers, librarians, printers, salespeople, wholesalers, etc., who have made substantive, lifetime contributions to the region's publishing and reading communities. **Joyce Meskis** purchased the Tattered Cover in 1974 when it was located in Cherry Creek North in Denver and had two employees and 950 square feet. Today, the Tattered Cover operates in two Denver locations and ranks as one of the country's most preeminent independent bookstore operations. Meskis began her bookselling career in 1960, working at a university bookstore in her Midwestern college town. When I was in Denver many years ago, I visited the Tattered Cover's LoDo (Lower Downtown) store and was impressed by the size, congeniality and depth of stock. The July 1997 special anniversary issue of *Publishers Weekly* named Ms. Meskis among the industry leaders who have, "been most influential in the development of the American book business over the past century and a quarter." Hear, hear!

Speaking of bookstores, **Lyman Newlin** — Papa — just sent an

In the early years of this century, history books did not sell as well as novels. One journalist-turned-historian, Kenneth Roberts, was able to convert history into bestselling novels by weaving in a plot, giving his historical presentation a fictional title, and providing it with a happy ending. His best-known work was Arundel.

article about the "Expatriate Press in Paris in the 1920s" by **Henry A. Campbell**, a retired minister who has opened a bookshop called **Second Storey Books** in Omaha, Nebraska. The article's in *AB Bookman's Weekly*, January 19, 1998, p.189-190, and Papa says he recommends we read articles like this rather than about "outsourcing" and "virtual" things. See more from him in this issue, page 74.

The **American Philosophical Society of Philadelphia** recently chose **Brodard Automation** to perform the Retrospective Conversion of their collection. With many of the historically significant materials dating back to the 1700s, **Dr. Martin Levitt**, Associate Library Director, explains the need for an automated public access catalog. Funded by a grant from the **Andrew W. Mellon Foundation**, this unique retrospective conversion project will provide wider access to the collection for researchers, scholars, scientists and humanitarians worldwide, via the Internet. For further information, try 800-233-8467, x581.

Blackwell's Information Services has signed an agreement with **Science Archive** to supply an exciting new series of videos entitled *A Life in Science*. This innovative project aims to create a permanent 'archive' of interviews with key twentieth century scientists. Each scientist tells the story of his or her life in science in their own words, covering the major events and scientific achievements of their career. Here are some of the scientists coming or to come. Physics (**Edward Teller**, **Hans Bethe**, **John A. Wheeler**), Mathematics (**Sir Michael Atiyah**), Biology (**John Maynard Smith**, **Sydney Brenner**), Biochemistry (**François Jacob**), Chemistry (**Manfred Eigen**) and Zoology (**Ernst Mayr**) are covered and Blackwell's will be supplying the video archives to libraries all around the world. The transcripts of the interviews are also produced in book format which include regular timecodes corresponding to the video to allow ease of reference and navigation. Further information can be obtained from **Marianne Jacques** at marianne.jacques@gladkwell.co.uk.

EBSCO Document Services (EBSCOdoc) has announced development of a new service that permits librarians to control user access to document ordering. The new service, called **EBSCOMentor™** and will permit administrators to load local title holdings and notify and or block users from ordering those titles; provide unmediated ordering to end-users; and allow different user groups to have different permission and spending levels.

Journal of Women's Health is expanding both its frequency and content in 1998. In its seventh year, the *Journal* will be published ten times in 1998, starting with the February issue. Publishing original papers and review articles *Journal of Women's Health* is indexed in **Index Medicus**, **MEDLINE**, and **Current Contents Clinical Medicine**. For more information, contact — **Vicki Cohn**, Mary Ann Liebert, Inc., at 914-834-3100, ext 616.

Okay. Long time ago — maybe 3 years — the fantabulous **Phil May** (Mumford Library Service) sent me a letter about millennium versus millenium that I should have put in *ATG*. For one reason or another, I never got around to doing it, so we have had to wait for **Dave Fritsch** to enlighten us on this issue. See page 6. Sorry about that Phil, but see you soon in Jacksonville!

Well. For the second year running the **Institute of Physics** has won the **Technical Web Site of the Year Award**. "The Institute's site is simply enormous," said **Conrad Taylor** of the **Information Design Association**, reporting the judges' findings. Recognising the high standards in design, content and functionality of the Web site, Taylor noted that since winning the award last year, the Institute has added new services and content to support physicists and physics-based small businesses. The judges appreciated the site's relatively light use of graphics, dense network of navigational links and minimal use of HTML to keep the site accessible to the wide range of Web browsers used. "It is gratifying to receive this award for the second time in a row," said **Andy Stevens**, chief technologist at Institute of Physics Publishing. "The judges not only recognised the quality of our interface design and implementation, but that we have added many new features and services since winning last year, including a

continued on page 23

Question:

What Affects the Barotropic Stability of a Hurricane's Vortex?

Answer:

INFORMATION QUEST

Dawson announces *Information Quest* — a new Web-based information research, access and retrieval service supporting simple to sophisticated queries. This easy-to-use tool delivers one-stop access to scientific, technical, medical, and business electronic content conveniently at your desktop.

Information Quest provides powerful, full-text indexing and searching capabilities through a state-of-the-art search engine.

Timely e-mail notices of article availability based on your specific search criteria. Automated tracking and detailed usage reports for collection analysis. Plus, the future ability for OPAC integration and on-line subscription ordering.

To learn how *Information Quest* can help you answer those difficult and unique questions, call **1-800-422-3223**, or visit our Web site at <http://www.informationquest.com>.

INFORMATION QUEST
A Dawson Company

Worldwide Headquarters: 5838 Edison Place • Carlsbad, CA 92008 • (760)431-8400

©1997, Dawson Inc.

Bookseller's Perspectives from page 1

brarian guides to facilitate the research efforts in these new electronic environments. Contrary to some thinking on this subject, I believe the roles of librarians as navigators in the electronic and Internet worlds will grow as fast as these worlds themselves are growing. After all, both ordinary patrons and sophisticated faculty are making a transition from books and journals to a whole host of non-book and electronic formats as they use library resources. Who will help in this transition if it is not the library profession?

In 1997 it became mainstream thinking that libraries had to make a real change in the way they did a lot of their work, and the library book and journal suppliers recognized this in a number of ways. Because these changes in traditional library management are new, the process of change is not always perfect. Take outsourcing of technical services as one example. The Hawaii project, in 20/20 hindsight, appears to have been misconceived and mismanaged. As a result, some of the worst fears of librarians who oppose outsourcing were heightened. ALA has decided to appoint a task force to examine and make recommendations on outsourcing issues. Librarians in individual institutions are learning how to plan outsourcing more effectively and how to manage the process. Major library suppliers are hiring librarians with technical services experience, recognizing that bookseller-supplied services have to equal or exceed the quality of these services that were performed inside libraries. This is good. It indicates that we are all taking the outsourcing issues seriously and working together to get the whole process right. In the last few years the debate within the library community was about whether certain functions could be outsourced. In 1997 the debate has centered not on whether to do it but how to do it well.

As the personnel needs of libraries change in response to the changes in information formats, approval plans are increasingly seen as an effective collection management tool. Smaller academic libraries, and larger public libraries, are viewing carefully conceived approval plans as alternatives to book by book selection methods. This is prompting changes in the way vendors design and manage their approval plans. It is now essential to expand and refine non-subject parameters, and do a much better job of monitoring readership level. Specialized approval plans, like author-based fiction plans or small press plans, are gaining adherents. Some libraries are asking vendors to monitor important review sources and automatically supply books that get good reviews. As these approval plans become more sophisticated, there will be in-

creased cooperation between book suppliers and libraries. In 1997 we have seen a customer ask us to check their holdings in their OPAC, before supplying certain types of books on approval. The line between book selectors in libraries and those outside is blurring. There are all sorts of pitfalls that this type of cooperation presents, not the least of which is the fact that book suppliers are motivated by profit and librarians are motivated by other factors such as collection excellence and the need to serve their unique community. But there are areas of commonality, and the emergence of a sense of collegiality in solving the problems inherent in our separate roles is a welcome trend.

Perhaps 1997 should be called the year of the Web. The major academic library book suppliers are offering Websites that are really useful. We are all going beyond mere searching and selecting functions, giving our customers the ability to manage their approval and firm order business online, at their own convenience. The first steps to providing a truly seamless, paperless ordering system were introduced in 1997 by **Yankee Book Peddler** and **Academic Book Center**. **Blackwell** launched their interactive Website and promised rapid development of advanced

"In the last few years the debate within the library community was about whether certain functions could be outsourced. In 1997 the debate has centered not on whether to do it but how to do it well."

features in the first part of the new year. It became obvious that librarians are comfortable in the Web world, and they are demanding as well. They want Websites that work quickly and provide the same kind of customization that has traditionally characterized booksellers' array of services. These three book suppliers demonstrated a commitment to this in 1997, a trend that is certain to continue into the next millennium.

Consortial library cooperation came of age in 1997. With the successful completion of the **TULIP** experiment and the **OhioLink** project getting off to a good start, as just two examples, library administrators are creating new models for inter-library cooperation. In South Africa and Australia, library consortia came of age with agreed agendas and real projects identified. In Russia and some CIS countries another form of cooperation was born with the acronym **ILIAC**. This effort will facilitate the flow of information between Russia and other former Soviet countries, and the major information providers in the West. In Asia, particularly Hong Kong, library cooperation is being formalized. Some library book suppliers view these developments with trepidation. In Great Britain, for instance, a consortium of universities in the southern

part of the country negotiated what all agree is a ruinous discount, resulting in part in the closure of the vendor who made the winning bid. As I said above, none of these changes taking place result in complete success. We all make mistakes, and the better managed libraries and vendors learn from those mistakes. Agreeing to supply books at discounts that are so high that profits disappear hurts all involved. The demise of a respected bookseller who makes this kind of mistake is regrettable, but it's also a harsh lesson for all of us. Consortia offer an opportunity for cooperation on many fronts, including negotiating pricing. I believe that these opportunities for library suppliers to increase their sales can be managed realistically within an environment that brings benefit to all parties involved in the process.

1997 saw the opening of the **Florida Gulf Coast University**. We at Academic partnered with **OCLC**, **SOLINET** and **FCLA** to provide a fully processed and cataloged shelf ready collection on opening day. Working as a team, we were intimately involved in a new kind of university library, featuring a heavy reliance on electronic resources as well as a rich collection of books and journals to support the teaching programs. While there were some traditional ordering methods using paper, the majority of books were supplied in an entirely electronic environment. We provided a Website that enabled the librarians to select and order books, monitor and manage their approval plan, and track their funds. Working with our partners, we created a database of on order

and on the shelf titles in the OPAC, and we accomplished this without a cataloging department in the library. The success of the FGCU project shows that librarians and vendors, working together but under the firm direction of library administrators, can create a fine library collection in a new and efficient manner. Is this the model for all libraries, or for all new libraries? I believe it is a model for many libraries. It is certainly worthy of discussion and examination, and no doubt there will be plenty of that. But meanwhile the FGCU librarians are providing faculty and students with the resources they need in 1997 and in the future.

A new year, and indeed a new millennium, lie ahead of us. If 1997 was a reflection of the past, it was the year when debate and discussion about new concepts, new ways of working and cooperating, resulted in concrete steps toward the future. If 1997 is an indicator of the future, it predicts a customer-centered vendor community working as part of a team with librarians and other organizations in the library community. In other words, a review of the highlights of 1997 means that the next few years look very promising for all of us involved in libraries. 🍁

You don't need stacks of catalogs to fill your stacks...

... subscribe to GPG's E-mail Book Information Service today!

You'll receive a short monthly e-mail update
on new titles in your areas of interest.

It's easy!

The address: **bookinfo@greenwood.com**
Your message should read: **subscribe bookinfo**

Don't forget that you can get information on any GPG title
by e-mailing **prices@info.greenwood.com**

<http://www.greenwood.com>

GPG GREENWOOD
PUBLISHING GROUP INC.

Greenwood Press • Praeger Publishers • Quorum Books • Auburn House • Bergin & Garvey • GPG Subscription Publications
Imprints of GREENWOOD PUBLISHING GROUP INC.
88 Post Road West • P.O. Box 5007 • Westport, CT 06881-5007 • Telephone (203) 226-3571 • FAX (203) 222-1502

Circulation Autumn: Some Thoughts on Forty Fulfillment Years

by **Brian Cox** (Director of Journals Business, Elsevier Science Ltd., The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, England, UK) Tel: (+44) (0)1865 843355 Fax: (+44) (0)1865 843955 <b.cox@elsevier.co.uk>

This paper looks back at some of the people and events which influenced academic journal publishing in the past 30-40 years and how this may affect our futures. It was presented at the 1997 Charleston Conference. - KS

I have had the good fortune to visit the United States for the last 25 years, during which time I have made more trips to New York than to old York. I have also visited Birmingham, Alabama, and Boston, Massachusetts, more often than I have visited Birmingham or Boston, England, for reasons which you will understand. For a decade or so I have enjoyed coming to Charleston, for your Conference and for many other reasons. I enjoy history and architecture and my birthday is at the time of the Conference, a fact that I kept a secret until last year when my old friend, **Bob Miranda**, let the cat out of the bag. I remember speaking at the Conference some years ago and as a reward Katina Strauch gave me a magazine article about Guy Fawkes, the Gunpowder Plot and fireworks night. 5 November is also the date of the death of **Robert Maxwell**, for whom I worked for over 30 years at Headington Hill Hall.

I began my working life in 1951 as a booksellers' apprentice for **B.H. Blackwell Ltd.**, Broad Street, Oxford, at a salary of 78 Pounds Sterling per year. One began in a humble way, carrying piles of books from one floor of the bookshop to another and shelving them in the appropriate department. On my very first day I was too ambitious about the

quantity of books I considered I could carry and dropped one complete pile on

the staircase while ascending from the ground floor to the first floor. A grey-haired old gentleman in his sixties was very sympathetic and helped me to pick the books up and carry them to the next floor. This was my very first meeting with **Sir Basil Blackwell** who was to live for more than another 30 years, dying at the age of 94.

I spent five years with **Blackwell's**, the latter part working in their subscription agency, which later indirectly, led to my joining **Pergamon Press**. Also in the 1950s I spent two years in the British Army which was the Cold War tradition in those days. The Oxfordshire and Buckinghamshire Light Infantry paid me One Pound Sterling or eleven German Marks per week for my services. I

was too late for the Korean War and spent my army service in Germany performing in numerous mock battles where the enemies were friendly Americans and Canadians. I did not meet a Russian and never saw a shot fired in anger. This was perhaps not very relevant to my career in bookselling and publishing except that when I later met Captain Maxwell it helped me to understand his rather autocratic management style for he had learnt his impressive command of the English language, and much else besides, during World War II.

The international scientific research journal grew out of the innocent optimism of the post war years. Before the War most academic journals were published by national and learned societies and were almost exclusively devoted to papers published by their own countrymen. The name **Elsevier** is derived from **Lodewijk Elsevir** or **Elzevier** (1547—1617) of Leiden, who was the founding father of a printing and bookselling business which flourished in seventeenth century Holland. He was born 450 years ago in 1547 and his first printed book bore the date 1583. His sons later opened further bookshops in The Hague, Amsterdam and Utrecht and the dynasty lasted until 1712. They produced editions of the Latin classics including Caesar, Pliny, Seneca and Virgil, as well as contemporary works by Descartes, Erasmus, Galileo, Hugo Grotius and Daniel Hensius.

The modern Elsevier publishing company began in 1880 when a Rotterdam bookseller, **Jacobus George Robbers**, together with

four business partners, founded a new publishing company using the Elsevier name out of respect for the highly regarded

printed books produced by the Elsevier family during the Dutch Golden Age. The first Elsevier scientific journal came much later when *Biochimica et Biophysica Acta* commenced publication in 1947. It cost \$9 per annum, post free, and first made a small profit in 1954.

Butterworth-Springer, founded in 1948 to import **Springer Verlag** publications into the United Kingdom, was acquired by its Manager, **Robert Maxwell** in 1951 and renamed Pergamon Press. His acquisition included *Spectrochimica Acta*, first published in 1939 by Springer, published in the Vatican City during the war and acquired as part of the Pergamon deal from 1951. Scientific journals for the first time began to attract research

papers from scientists over a wide geographical area and as their circulation increased in the 1950s and 1960s, became truly international for both authors and readers. To begin with this was largely a European phenomenon, but it soon became the norm to have a co-editor in the United States. Today many journals published by international publishers are edited by U.S. scholars. At one time every new Pergamon Press journal began with the three words "International Journal of," and although largely true, it was a bibliographic nightmare for librarians. Over fifty of these international journals still appear in our 1998 list.

I worked continuously for Pergamon Press at Headington Hill Hall from 1960 to 1991 when it was acquired by **Elsevier NV**, but with the constant changes in the company it did not feel like working for the same business, since change was the order of the day. Maxwell was everywhere; he seldom remained in one location for more than a few days at a time. He was quite capable of re-drafting a telex message from me to a colleague in our New York office and also assisting that same colleague with his reply to me during his next visit to the USA, a few days later. Like **Basil Blackwell** he loved to personally sort the incoming mail immediately when it arrived.

Furthermore, since long-range planning covered the period until next Wednesday he had no difficulty differentiating between what was important and what was urgent in his company. His office, with the possible exception of the large marble entrance hall, was the largest room in the building. His desk was arranged diagonally in one corner of this rectangular room with the door in the opposite corner of the longest wall, with the result that when you opened the door and approached his desk you traveled across an acre of carpet before coming face to face with your employer. If you knew the answer to his first question you would be offered a chair and a cup of coffee, otherwise you would be left standing for the duration of the session. He perhaps went completely mad in the end, but in the early days he was a most stimulating man to work for; you felt you were at the center of the world and you never left his office without the adrenalin running faster.

In 1960 we published fifty-nine journals and over the next thirty years this list was to grow tenfold, while journals expanded in size and frequency, separated into parts, were

continued on page 19

Circulation Autumn
from page 18

combined with other titles, changed their aims and scope and occasionally ceased publication. We probably dropped at least 200 titles in thirty years, very few of which disappeared altogether. One of the tragedies of this period was that journals which for good intellectual and commercial reasons should have died a natural death, were often taken up by other publishers and given a further lease of life. My thirty years with Pergamon perhaps covered the rise, the triumph and the beginning of doubt about the role of the print on paper international STM journal.

Many of the best stories about **Robert Maxwell** are apocryphal but one funny experience I remember personally. One of the important reasons why **Pergamon Press** made profits was that it was run on a shoestring; all of the office furniture at Headington Hill Hall was made personally by one resident carpenter who made all the desks and cupboards and also designed Mrs. Maxwell's kitchen in his spare time. In the days before the electric typewriter when there were no wires to worry about, he built desks with typewriters screwed to their underside so that when space was at a premium the typewriter could be stored upside down under the desk and the working surface used for other purposes, writing, proofreading or eating your lunch. Maxwell loved to show this invention to visiting authors and editors and would suddenly appear and say to a member of staff, "make your typewriter disappear," at which the employee would demonstrate this new piece of furniture. On one occasion, however, this little drama occurred with a relatively new member of staff whose desk was not one of the latest design. His desk was surrounded by a group of visitors and he was commanded in a firm voice to demonstrate the facility by making his typewriter disappear. He looked open-mouthed at the group of visitors who were anticipating this small miracle and then not knowing what to do, he picked up his typewriter and ran from the room leaving a colleague with the appropriate equipment to complete the demonstration.

Although Pergamon Press had a U.S. subsidiary company from the 1950s, most of the expenses were committed in Pounds whereas our books and journals were sold in North America in U.S. dollars. For a period in 1914 there were seven dollars to the pound sterling but after the First World war this fell to four and I remember that as a small boy we usually referred to five shillings (a quarter of a pound sterling) as a dollar. By 1945 the US dollar had replaced the pound sterling as the world currency and from 1950 to 1985 the US dollar was the benchmark against

which all other currencies were measured. As British and other European journals grew in size and frequency so the costs and subscription rates grew when expressed in pounds, but since during this period the pound fell in value almost continuously against the US dollar, this was not apparent to librarians in the USA, who saw only the illusion of stable prices. This factor perhaps more than any other made **Robert Maxwell** rich.

Windfall profits was not the whole picture however. Pergamon was a very "hands on company," where we worked long hours and often performed more than one role.

"[Not-for-profit publishers] is perhaps an unfortunate phrase which has fueled a dishonest dialogue which is more about patriotism than business practice."

Fortunately, as the company grew, the increased workload was largely covered by improvements in the commercial use of mainframe computers. Initially however with a small team, I set the budgets, prepared the price lists, mailed the renewal notices and then proceeded to collect the revenue, service the subscriptions and manage the distribution of the products.

Over the last 40 years there have been momentous changes in publishing and in the manufacture of books and journals. Hot metal has been superseded by offset lithography, the copy typist by the photocopying machine, the typewriter and the telephone, by the personal computer. There were, however, some apparently mundane things in fulfillment and distribution which also contributed to change. When I first joined Pergamon Press in 1960 the fulfillment and distribution records of the fifty-nine journals which were already being published were maintained on 80 column ICT punch cards with a separate tray of punch cards for each journal. Even if a library subscribed to all fifty-nine, we would have been quite unaware of it. These cards were used both as the clerical record and also a means of producing dispatch labels, invoices and renewal promotion. The accounting was fairly primitive; codes were used for each price, one year, two year, direct or through agents etc.; and could only be accounted for at the end of the year by counting the packs of cards on a sorting machine and then adding up the totals with a mechanical adding machine, but if you do it this way you remember it. I retained the journal code numbers, prices and the circulation levels in my head very easily, whereas now we have sophisticated computers to help us but we can never be absolutely sure that the data they provide is totally accurate because no one understands the business in sufficient detail to argue against the records provided in this wonderful way. In 1968 we converted the separate records for each journal into a computer-based system giving the addresses

of subscribers and a record of all the journals requested by each subscriber. I believe this was the first time this was ever done although it is the way that almost all publishing companies now operate. The idea occurred to me because I had previously worked in a subscription agency where manual typewritten cards were retained in this sequence. Alas, I think this was probably my only completely original contribution to the industry in 40 years.

Much later, in the 1980s, subscription agents and journal publishers began to experiment with machine-readable orders particularly with regard to annual renewals for journal subscriptions. A committee was formed consisting of the major international agents, **Blackwell, EBSCO, Faxon, Swets**, etc.; and some of the leading journal publishers. A Standard was published in November 1989 by the Joint Serials Committee which later became **ICEDIS, International Committee on Electronic Data Interchange for Serials**. The original work with magnetic tape orders operated during the short window of the renewal season each year but has more recently been extended using File Transfer Protocol (FTP) to cover all subscription orders throughout the year. Journal dispatch data, to assist in the handling of claims for missing issues is now provided daily by EDI by some journal publishers. Work is also in progress to provide subscription rates annually by EDI to avoid the troublesome job of updating this data each

continued on page 20

E B C
European Book Center
Since 1967

is leading library supplier
with long modern experience
for foreign acquisitions titles
published all over Europe,
subscriptions, serials services,
and monographs.

**ACCURACY, SPEED &
RELIABLE SERVICE**

Phone ++41/26/481.31.43
Fax ++41/26/481.26.29
E-M ebcbooks@dial.eunet.ch

PO Box 4, CH - 1702 Fribourg
Switzerland

year by keyboarding the new information into the essential rate and title files maintained by subscription agents.

Last year (1996), Elsevier Science amalgamated the fulfillment records of journals from five operating companies and created a central fulfillment department which now distributes over 1,100 journals. This was made possible largely by modern IT techniques and the splendid cooperation gained from subscription agents who moved from providing machine-readable orders to five sites to one in the period of a few months.

The pound was devalued from four dollars to 2.8 dollars shortly after World War II, but thirty years ago, in November 1967, the British government made a further devaluation. In those days most currencies did not float but were devalued, or less often revalued, as a matter of government financial policy. This latest devaluation occurred after Pergamon had mailed its 1968 subscription price list. The US dollar prices remained as they had been set, but there was a feverish activity to issue new price lists with appropriate letters of explanation in all other markets. Different explanations were required because in those days there was a sterling area in which Australia and New Zealand also traded in pounds and many other countries tied their currency to the pound sterling and consequently devalued at the same time. Our action gave the company a windfall profit while the revised prices did not result in higher subscription rates for most of our subscribers. In the 1960s circulation levels grew by 5—10% each year, not in financial terms, but in the number of subscriptions sold each year. I was sometimes in trouble with my employer, not as one would expect for failing to achieve the targeted sales, but for exceeding the targets, therefore being criticized for setting the target too low and having collected more revenue than I had budgeted. Not a problem that

journal publishers have to deal with in the 1990s when attrition makes it unlikely that they will sell as many copies next year as they were able to achieve this year.

It was many years however, before each new journal began to make a contribution to profit and even when they did there were the losses from the set up years to be covered. Consequently, companies which succeeded tended to publish a large number of journals so that the established journals could support the new products during their formative years. Nothing succeeds like success and in publishing it is very difficult to break even — you either lose your shirt or become very successful indeed. This has led to a debate about commercial publishers and “not for

profit” publishers. This is perhaps an unfortunate phrase which has fueled a dishonest dialogue which is more about patriotism than business practice. Whether stockholders or society members enjoy the profits of a successful enterprise, does not seem to me to be an ethical issue. Furthermore, as time went on commercial publishers worked closely with learned societies and many journals which were started independently by commercial publishers became the property of learned societies. On the other hand, many learned societies operated successful publishing programs in much the same way as the so-called publishers did, although they usually enjoyed more splendid premises and perhaps paid higher salaries. When in the mid-1980s the U.S. dollar ceased to be a benchmark which it had been for some forty years and the true costs and prices of STM journals became apparent, British publishers came in for a great deal of criticism in this country whereas previously they had been held in high regard. The real problem is that academic journals will never be inexpensive because they sell in very small quantities compared with popular publishing. If an STM journal sells 2,000 copies internationally, it is extremely successful and many sell only a few hundred. Only popular science journals with wide general appeal have circulations substantially higher than this.

Everyone's problem about collection development and funding is that as information grows and collections become larger, more money is needed. Funding authorities seem unwilling to recognize this rather obvious fact. If from tomorrow all publishers were able to provide their books and journals free, I believe academic libraries would still be in trouble a decade from now as the cost of housing and circulating this material rose in excess of the rate at which their budgets grew. As we train more academics they carry out more research and write more ma-

“We no longer live in a world of relatively small publishing companies where the owner/manager was personally known to all his staff.”

terial without necessarily increasing the budgets for the purchase of such material by the libraries of the world. If research is not published, however, and the work is unknown it is of no benefit to other research workers. Unfortunately, however, like higher expenditure on new roads, it simply attracts more vehicles and creates a further crisis of resource funding. In the early 1970s we thought that microforms were likely to play a significant role in journal publishing. I remember planning a fulfillment and distribution system which retained parallel circulation figures for print on paper and microfiche. I need not have bothered; the microfiche subscriptions were never significant and what records there were could have been maintained on a

manual card index system. For a time, however, microfilms of back issues proved a useful space-saving and profitable activity. It seems difficult now to understand the view held at that time that a more sophisticated form of microfilm would replace the printed word. With hindsight, however, true electronic publishing and its threat to print on paper did not become a practical proposition until some twenty years later.

I have often corresponded with librarians about the problems caused by changes of journal title which occurs too often, mainly because an editor feels that his subject has changed over the years and the original journal title does not fit the current state of his field of research. When a title changes, librarians all over the world need to register it and often have to move their stock. I understand all this but it does not impress scientists who have strong feelings about this and since it is their subject, change is often necessary. Both the Elsevier and Pergamon imprints, however, contain a sprinkling of journals with classical Greek and Latin titles, several of which have been published for over forty years and have never changed their titles even though the research published in these journals has moved in new directions. Perhaps there is something sacred about a dead classical language. After a successful campaign by **Chuck Hamaker** and **Marcia Tuttle** and other members of the American library community in the 1980s, most European publishers now sell subscriptions worldwide at one price. Perhaps less well known in North America is the action which the **German Library Association** referred to the **Commission of the European Economic Community (EEC)** in 1989, Britain being subject to the Treaty of Rome since it joined the EEC (now the EU) in 1973.

The 1989 Pergamon Press Subscription Price List contains three groups of prices, the lowest price set for the Americas in US dollars, a somewhat higher price for Britain and Ireland expressed in pounds sterling, and the highest price expressed in German marks which applied to all other countries. Subscribers in the Americas were asked to remit in US dollars but in other countries renewal invoices were rendered in German marks and its pound sterling equivalent, giving subscribers or their agents the option of remitting in either currency. The lowest price for the Americas was justified by the current weakness of the dollar at that time, but domestic prices for Britain and Ireland were lower than those extended to the other countries of the European Community which infringed the Treaty of Rome with regard to competition and differential pricing. Case IV/32.390 being a Statement of Objections 5 June 1989, was responded by Pergamon Press plc in a document dated 6 October 1989. This document contained 100 pages of text and several more hundred pages of documents and exhibits to support the defense. The charge was Dominance and Abuse: the Charge of

continued on page 22

THE CLEAR CHOICE

for concise science references— only from McGraw-Hill

"Authoritative ... comprehensive ... recommended?" —Booklist

Now in its fourth edition, and featuring more than 8,100 clearly written and concise articles on essential concepts in over 75 disciplines, the **McGraw-Hill Concise Encyclopedia of Science & Technology** remains the most widely used reference of its kind. This abridged version of the celebrated 20-volume **McGraw-Hill Encyclopedia of Science & Technology, Eighth Edition** contains:

- The latest research and up-to-date data on a wide range of scientific and technical topics
- Hundreds of new articles and dozens of new illustrations
- Updated bibliographies
- Updated periodic table of the elements—with revisions to all 108 element articles

May 1998 • 2,300 pp. • 1,600 illus. • 8 1/2 x 10 7/8
0-07-052659-1 • \$150.00

"One of the 'Best Reference Sources of 1995' ... invaluable ... accessible ... a terrific bargain." —Library Journal

Recognized as the definitive electronic reference covering science and technology, this cutting-edge learning tool gives users quick access to data in all key science and engineering fields. The new version features:

- Full text of the **McGraw-Hill Concise Encyclopedia of Science & Technology, Fourth Edition**
- The **McGraw-Hill Dictionary of Scientific and Technical Terms, Fifth Edition**
- A more powerful and easier-to-use search engine

May 1998 • Windows & Macintosh

0-07-853110-1
\$150.00 (Single User)
0-07-853103-9
\$295.00 (Network)

Special
Prepublication Offer!
ONLY \$125.00!
(After 5/31/98, price increases
to \$150.00)

McGraw-Hill
**Concise
Encyclopedia
of Science &
Technology**
Fourth Edition

**Buy both
and save!**

0-07-913762-8 (Book & Single User)
0-07-913761-X (Book & Network)

Prepublication Price	After 5/31/98
\$195.00	\$225.00
\$325.00	\$375.00

To order, contact your library wholesaler or call 1-800-722-4726.
www.books.mcgraw-hill.com

A Division of The McGraw-Hill Companies

Dominance could be answered since Pergamon published only some 500 journals against many thousands of STM journals in similar fields. The charge of Abuse with regard to differential pricing could only be answered by pointing out that the differential between American and European prices was being reduced as the dollar strengthened again each year and by agreeing to phase out differential pricing altogether, which we did. The company was not fined but it faced a huge bill in legal fees for the defense. Pergamon subsequently sold at one price worldwide, but for three consecutive years (1987—1989) Pergamon journals were sold in North America at prices lower than those prevailing in other countries. It is perhaps ironic that differential pricing is still applied by many academic publishers in the USA when supplying their journals to foreign subscribers (1998).

The most interesting few days of my life were spent briefing the barristers who represented our case in London and in Brussels before a German lady judge who presided on behalf of the European Commission. The matter ended amicably but led to one worldwide price with all the advantages and disadvantages of such a policy. American librarians had also campaigned for one price being under the impression that the North American price was always the highest, which as you can understand from my remarks, was not necessarily the case.

Following the acquisition of Pergamon Press by Elsevier in 1991, I have worked for **Elsevier Science**. Alas, there are no outrageous characters here; it is a world of dedicated specialists directed by an oligarchy, but I will always be grateful to Elsevier for saving my job and my pension rights when the **Maxwell Communication Corporation** collapsed. The company continued as Pergamon Press Ltd. But in January 1994 the name of the UK company was changed to **Elsevier Science Limited** and in March of that year the company moved from Headington to a new purpose built facility in the village of Kidlington some five miles from the center of Oxford. Although the Pergamon imprint remains, the name over the door is Elsevier Science Limited.

Headington Hill Hall was in turn acquired by **Oxford Brookes University** after the former UK polytechnics were upgraded to universities in 1992—1993. The bronze bust of **Robert Maxwell** has long since been removed from the Headington Hill Hall and replaced by a memorial to **John Brookes**, the first Principal of the **Oxford College of Technology**, which in turn became the **Oxford Polytechnic** and which is now the University named after him. He was also the Principal of the **School of Technology Arts and**

Crafts which I attended from 1949—1951; in the period immediately before my first meeting with **Basil Blackwell**.

Elsevier NV joined the **Reed International PLC** in January 1993 to become **Reed/Elsevier** and is in turn scheduled to become **Reed, Elsevier, Wolters Kluwer** in 1998. We no longer live in a world of relatively small publishing companies where the owner/manager was personally known to all his staff. Bob Maxwell with his 20 internal telephone lines linked to each of his department managers is a thing of the past. Current developments will, however, ensure that high quality publications will continue in a changing and perhaps more challenging world.

I remember standing in the arrivals hall

“... academic journals will never be inexpensive because they sell in very small quantities compared with popular publishing.”

at the Charleston airport in November 1991 looking for confirmation that my baggage had arrived on the same airplane as myself. I had been traveling to our office in New York State and also visiting subscription agents and had not found time to watch television or read a newspaper for several days. **Buzzy Basch**, who had arrived on another plane, waved at me and said, “Did you know that your old boss has fallen off his boat?” Maxwell’s yacht, his helicopter, his Rolls Royce and his profits had often been topics at previous Charleston Conferences, and it seemed almost in character that his untimely death had been reported in time for yet another Charleston Conference. I am sure that you will all go on remembering the late **Robert Maxwell** at Charleston long after you have forgotten me; I hope so anyway because he was a fascinating character who had a profound affect on modern scientific publishing, not all of it bad.

What about the future? Most electronic journals are currently versions of print products. Can we now confidently forecast that print on paper will move to networked electronic products. Will electronic journals become established as the preferred method of publication and how will we deal with peer review? The timescale is unfortunately the thing that no one can prophesize with accuracy. The apparent demand for electronic products will require huge investment and no foreseeable profit since while print on paper continues in parallel with electronic products, it is like using both electricity and gas to heat the same room at the same time.

Prices have increased as research journals have grown in size and frequency; institutions have learned to purchase less journals while spending more money on other services and are now seeking out electronic products to partially replace print on paper books and journals which have served us well for over 500 years. Even the journal has a

history of well over 300 years since several date from the second half of the seventeenth century. The joint first of these, *The Philosophical Transactions of the Royal Society* began in 1665, only sixty years after the Gunpowder Plot, and like Guy Fawkes, is still part of our culture.

Will there come a time when some subject bias collections consist only of electronic material? Many of my fellow delegates saw a demonstration of **Institute of Physics** electronic journals after the preconference here on Guy Fawkes night. We have also heard about **Academic Press’ IDEAL**, **Wiley’s InterScience**, the birth of an electronic file of some 200 journals from **Springer** and the development of **Elsevier Electronic Subscriptions** and **ScienceDirect**. Which one of these will be the model for the future? One of the reasons why publishers are building files of this kind is the inherent inefficiency of individual journals residing at individual Web sites. Alternatively alas, what could evolve is a move to a world of thousands of virtual and essentially invisible URLs, which may not be permanent and which require a different access procedure for each title.

Publishers as entrepreneurs do not traditionally cooperate with their competitors. Perhaps only **ADONIS** involving some sixty publishers and over 700 journals can be cited as a successful example of this kind of cooperation so far. The market of the early twenty-first century is likely to require large files of data by subject rather than relatively small parcels of information which to date have been neatly packaged as books and journals. Consequently, publishers need to join together in larger groups by acquisition, merger or alliances to meet this demand.

We have now come full circle and I need only conclude by telling you about the fate of the leader of the Gunpowder Plot. Folklore remembers only **Guy Fawkes** who was apprehended beneath the House of Lords on the 5th of November 1605, and has been burnt in effigy at the annual children’s firework parties every year since. The real leader of the plot, **Robin Catesby**, was shot while evading capture, by a posse led by the High Sheriff of Worcestershire on 8 November 1605. The plot and the shot brought his life to an end and he left no direct descendants. His brother, however, survived, and one of his descendants was the author of an important work on the natural history of the Carolinas published in the eighteenth century. **Mark Catesby** made two trips from London to the American colonies between 1710 and 1726 becoming America’s first naturalist and published his two volume work: *The Natural History of Carolina, Florida and the Bahama Islands* in 1731. The Charleston Museum across the block on Meeting Street has examples of his color plates on display. In closing, I should perhaps mention that today the pound sterling is worth less than three marks and very much less than two dollars.

Adventures in Librarianship — Death on the Podium

by **Ned Kraft** (Smithsonian Institution Libraries) <nkraft@sil.si.edu>

"You know, there was a study that showed most people fear public speaking more than they fear death. In other words, they'd rather die than make a speech."

If that was designed to encourage me, it missed the mark.

My wife and I were in Chicago for a library conference — she as a spectator, I as a speaker. This was only my third speaking engagement, all three within one year, so I was still enough of a novice to be shaking in my boots. My wife is honest to a fault — a family trait — and she's a cataloger who can't help analyzing the situation.

"Thanks," I said, "I'll try to remember that as they clip the microphone around my neck."

Add to that anxiety the fact that this conference weekend marked two other disturbing events: my fortieth birthday and the last cigarette of my life. Just pass me a bowl of Valium, please.

"When's that firing squad?"

I looked at my watch. "Thirty-one and one-quarter hours to go."

My fortieth birthday. It wasn't so bad, really. My twenty-ninth was traumatic. Twenty-nine marked the spot where I had to stop fooling around, had to get serious, make some important decisions for a change — more important than, say, which nightclubs are best on Friday nights and which on Saturdays, or, can I still get away with purple ties. So at twenty-nine I put away childish things, became a librarian, lost my hair, and got married.

My fortieth birthday. Did I say that already? I am getting older, you see.

Only one problem: the fear that I was becoming set in my ways, conservative, cautious, that all my purple ties were now replaced by muted shades of respectability. I was giving up cigarettes — another vestige of the younger, rebellious self gone. I owned property, worked from nine till five, wore shoes surprisingly similar to those my father wore, and appreciated fine

port. Just point me toward the podium. It's time to die.

I checked my watch again. "Twelve more hours ... and twenty-two minutes."

My wife told everyone we met at the Saturday night reception that it was my birthday. I saw her chatting with strangers, librarians from who-knows-where. I walked up to them, handed my wife the plate of hors d'oeuvres I'd just gathered and before any word of introduction had passed, one of the strangers said to me, "You don't look forty."

Am I so insecure that I need such stroking? Maybe.

Eleven hours and three minutes to go as the band played "The Girl From Ipanema" and I scoured the dessert table for something perhaps not so loaded with cholesterol.

A librarian! A forty-year-old librarian! What would the boys in my neighborhood think, the boys I played football and soccer with? "Ya know, Ned is now a forty year old librarian. No, I'm not kidding." They may as well say that Ned is now wrapped in tweed, paunchy, and near-sighted. Oh, that's not fair, I know. Blame it on panic ... and a plummeting blood-nicotine level.

As I turned off the lights that night I stood for a moment looking out toward the Chicago skyline. Vibrant. Glorious. A dome of glow lit the black as if Bucky Fuller had succeeded in

covering the toddling town with his geodesy. Hey, wasn't he quite old when he hit full stride? I glanced toward the bedside clock. Nine and one-half hours to go ...

"Good Morning!" I rehearsed as I stepped into the shower. "Hello" as I tied my (muted maroon) tie. "Welcome" as I paced the room waiting for my wife to finish her make-up. Fifty-two minutes to go.

A librarian ... about to give a speech on fund-number design as it relates to organizational structure and reports! Yikes! Maybe no one will show. Maybe the world will end and I'll be saved from giving my speech. Maybe ... I checked myself in the mirror one last time and realized that all this worry about my becoming hide-bound and safe was superficial. That the risks I'd taken as a young man — physical things like rock climbing, skiing the double-diamonds, wandering into bad neighborhoods, or the general risk of letting life happen — none of that was nearly as risky as what I was about to do. To face a crowd, just me and my experience and a few notes scribbled on index cards, that was by far the greater risk. The possibility of humiliation is so real you can smell it. Put away the childish risks and take up the adult.

"Good luck." My wife kissed me on the cheek and pushed me toward the front of the room. The seats were gradually filling. Two and one-half minutes to go.

Lo, though I walk through the valley ...

The moderator clipped the microphone to my collar. She said something to me. I don't know what she said. I just smiled.

I shall fear no evil ...

The moderator turns toward the room. She introduces me as somebody who does something in some library. I ... I can't quite make it out. Then all eyes turn toward me. I smile back at them. Who are these people and why are they here? I check my watch. Three. Two. One.

"Good morning ..."

Rumors

from page 14

major upgrade to our electronic journals system and significant new products like PhysicsWeb."

The **Oryx Press** book that was named a *Library Journal* "Best Sci-Tech Book" of 1991, has been completely expanded for the second edition. *How the Technology Works: A Guide to High-Tech Concepts* by **Robert J. Cone** and revised and updated by **Patricia Barnes-Svarney**, explains in clear, easily understood language how high tech systems work and how they affect our daily lives.

continued on page 32

EUROPEAN AND LATIN AMERICAN
LITERATURE AND NON-FICTION
DICTIONARIES AND GRAMMARS
FOR 300 LANGUAGES & DIALECTS

SPECIAL ORDERS

...NEED WE SAY MORE?

SCHOENHOF'S FOREIGN BOOKS

TELEPHONE: 617-547-8855

WWW.SCHOENHOFS.COM

What a Tangled Web We Weave

A Review of Pricing Models and the Forces that Drive Them

by **Stephen Rhind-Tutt** (President, Chadwyck-Healey, Inc., 1101 King St., Alexandria, VA 22201. (703) 683-4890; fax (703) 683-7859. StephenRT@chadwyck.com <<http://www.chadwyck.com>>

By my estimates there are over 50 commonly used pricing models in use for electronic products today. As many of these models are used in conjunction with each other, there are thousands of different combinations. My purpose here is to provide a context for these, and

to show that although they're complicated, the forces that drive them are surprisingly simple.

Let's begin by taking a look at some of the models — this is not meant to be exhaustive, I'm sure there are plenty I've missed:

<u>Model</u>	<u>Category</u>	<u>Example</u>
1 FTE	Approximates use	\$3,000 for schools below 5,000 FTE's
2 Book budget	Approximates use	\$3,000 for schools below \$100,000 book budget
3 Simultaneous Users	Approximates use	\$1,495 for four simultaneous users
4 Connect Time	Approximates use	\$15 per hour connect time
5 Modem BAUD rates	Approximates use	\$50 per hour for 14,400 modem, \$100 per 28,800 modem
6 Number of characters	Approximates use	\$0.10 per '000 characters
7 Number of pages	Approximates use	\$3 per page
8 Number of documents	Approximates use	\$20 per document
9 Number of abstracts	Approximates use	\$0.20 per abstract
10 Number of records	Approximates use	\$0.50 per record
11 Number of downloads	Approximates use	\$1.00 per record downloaded. View for free
12 Number of views	Approximates use	\$0.50 per view
13 Number of faculty	Approximates use	\$100 per faculty member
14 Number of searches	Approximates use	\$0.50 per search
15 Number of sessions	Approximates use	\$5.00 per session, per database
16 Block Session purchase	Approximates use	\$20,000 per block of 1,000 sessions, any db, any location
17 Departmental copy price	Approximates use	\$1,000 for single department access, any location
18 Personal copy price	Approximates use	\$100 for individual copy
19 # of ports	Approximates use	\$3,000 per port
20 Based on last year's usage	Approximates use	Pay fixed amount now, next year's price based on use
21 Institution type	Approximates use	Public library, high school, ARL, Community College prices
22 Price per password	Approximates use	\$5 per password
23 Price per terminal	Approximates use	\$3 per terminal
24 LAN price	Approximates use	\$500 price for a LAN
25 WAN price	Approximates use	\$1,000 price for WAN
26 Unlimited Site license	Approximates use	\$5,000 unlimited use within defined site
27 Purchasing paper copy	Discount	20% off for purchasing paper and electronic
28 Purchasing CD copy	Discount	20% off for purchasing CD and paper
29 Purchasing Web copy	Discount	90% off for purchasing CD and Web
30 Multi-year discount	Discount	5% off for purchasing two years
31 Multi-site discount	Discount	5% off for multi-site purchases
32 Multi-copy discount	Discount	5% off for buying multiple copies of same product
33 Pre-pub discount	Discount	5% off for buying before publication
34 Consortium discount	Discount	20% off for 20 sites participating
35 \$ volume discount	Discount	20% off for sales over \$100,000
36 Multi-database discount	Discount	5% off for purchasing more than 10 products at once
37 Early purchase incentive	Discount	5% off if you purchase without a trial
38 Extra subscription time incentive	Discount	Extra two months subscription if you purchase before x
39 Charter subscriber discount/ fee	Discount	Long term 20% off for paying \$10,000 charter subscriber fee
40 Country Discount	Discount	Developing country discount
41 Profit/non-profit Discount	Discount	Non-profit discount
42 Introducing a new customer discount	Discount	5% if you bring a new subscriber when you buy
43 Advertising - # of click-throughs	Sponsored	\$19.95 per month, but you must look at ads
44 Pledge	Sponsored	Contribute as you see fit
45 Free	Sponsored	No charge
46 Currency	Value added	\$2,000 for subscription, quotes delayed 5 minutes
47 Remote usage surcharge	Value added	\$500 to add a remote campus
48 Ownership surcharge	Value added	\$15,000 for outright purchase of the data for a site
49 Hard disk charge	Value added	\$500 to download data onto a hard disk
50 Magnetic tape surcharge	Value added	\$19,500 for tape to load locally
51 Software loading fee	Value added	To access data through software x, \$3,000 software loading fee
52 Software maintenance fee	Value added	To ensure technical support, and software updates
53 Update frequency	Value added	4 updates per year for \$1,000; 12 updates \$2,000

continued on page 26

GOBlyond

Libraries everywhere are planning for the next century with YBP and our GOBI™ database.

GOBI (Global Online Bibliographic Information) is the best tool in the galaxy for searching and ordering English-language monographs. Now, go beyond with GobiLink, and link your system to ours. To learn more about GOBI, GobiLink, shelf-ready services, consortial profiles, and other YBP services for the 21st century, visit our home page at <http://www.ybp.com> or call us at 800-258-3774.

Yankee Book Peddler, Inc.
Contoocook, NH USA
Corporate E-mail: service@ybp.com
Website: <http://www.ybp.com>

YBP Library Services, Inc.
Southampton, England
Corporate E-mail: ybp_uk@ybp.com
Website: <http://www.ybp.com>

Pricing Models

from page 24

Usage based pricing sets up a measure which assumes a certain value for each action, and then charges accordingly. Even site licensing is a variant of usage based pricing. In this case the limit is the description of the site, but there is still an assumption of the amount of use that will go on within the site.

Discounts are usually tactical. Their purpose is to reward customers who help the company by buying early, or to pass on cost savings for volume. Notice that often a discount is actually a price. For example, if I buy the CD and paper together I get a lower price.

Value added forms of pricing choose a particular desirable feature or part of the service, and then attempt to differentiate customers accordingly.

Sponsored pricing is when advertising, sponsorship or other good will dispense with fees completely. In some cases the customer must undertake an action to get the discount, such as providing the sponsor with a number of click-throughs on banner advertisements.

If you find these categories somewhat arbitrary, that's because most pricing models have multiple purposes. They defy categorization. You could argue that additional months is in fact value added rather than a discount. It's much easier to look at the forces driving the models rather than the models themselves.

So what are the driving forces?

- Customer pressure for lower prices:

It's easier to see if you take a micro-example.

Hypothetically, let's imagine an ARL — Ivy University, and a Technical School — Bob's Late Night College — that both want to buy the same product. Just look how the simultaneous user model penalizes Bob's College. Bob's has fewer students, fewer faculty, a lower budget and fewer overall usage than Ivy University — surely it should pay less? Bob's complains loudly — and the vendor — MoreMoney Inc. — recognizes that it was unlikely they would sell to Bob at full price. If only MoreMoney Inc. could come up with a price that would still leave their current customers paying the same, but that would allow some revenue to be generated from Bob's ... Hey presto ... a new pricing model is created: the technical school price.

- Publishers create additional models to maximize revenues.

Sometimes the market drives the change, sometimes publishers do. Publishers naturally seek to recover the costs of creating a product or service from the market for which it was created. If they can keep the revenues from this market stable, but find a new group of customers they will do so. Often, the easiest way for them to do this is add a restriction on something that the target customers are prepared to pay for.

This is why we can have a corporate customer paying tens of thousands of dollars for up to the minute information. Fifteen minutes later the same information can effectively be had for free on America Online.

- Different products need different models

Books don't perform. Readers do. It doesn't make sense to talk about the "performance" of a book. This isn't true for electronic products. Much of the value they have is in their performance, rather than the content they contain. The measures of that performance — speed, ease-of-use, level of technical standardization, accessibility, and others — are all strong drivers towards new pricing models.

The company I work for publishes 250,000 works of literature on the Web in our *Literature Online* product. When we examined how to price it, we quickly learned that customers did not want to pay a per text price. They pointed out that a number of the texts would rarely be used. Instead they preferred an annual subscription, where they could get as many of the texts as they wanted. The product

required a different pricing model.

Another example. A while ago I was involved in a conversation about pricing market research reports. The publisher was unwilling to give the customer a price for simultaneous use. Why? Because the value in each report is in downloading it. The publisher wanted to be remunerated by the number of times each report was downloaded. A simultaneous usage model would mean unlimited downloading. Since each report cost hundreds of dollars the publisher wanted far more for the product than the customer was willing to pay. A new model was needed.

We don't expect a doctor, a lawyer or a plumber to charge the same way for their services. We should not expect electronic services or products to be any different.

- Technology enables pricing models that reflect value more accurately

Technology is going to provide us with more and more ways of pricing. The ability to create useful subsets of databases, micropayments, and ever more sophisticated usage and monitoring schemes will drive this.

You can make a subset of an electronic database relatively easily. This enables new kinds of services (and price models) to be created from what used to be indivisible databases. It used to be expensive and time consuming to divide, but now an electronic newspaper can and will be crafted into biographical databases, almanacs, real estate analysis tools, historical dictionary, genealogical research tools, etc. Each one of these may use a different model.

- Sublicensing makes models more complex still

Most — if not all — electronic databases are aggregations of rights. Behind the scenes there are software rights, and sublicenses for content. These rights are usually won over time, often with tightly argued contracts. Each agreement is subject to the value the licensor believes his or her data has, the personal opinions of the negotiators, and competitive concerns.

A quick example to show how complex this can be: Journal publisher A gets most of their revenue from advertising. Providing the aggregator promises to carry their advertising they are prepared to license it at very low fees. Journal Publisher B gets revenue from current issues. They're worried about loss of print subscriptions, so they want a per copy per individual fee. How should the aggregator price? For them to be sure not to lose money they need to be extremely careful on the terms on their pricing. In practice this might result in a price model that allowed a site with fewer than 10 faculty having an unlimited license, but an additional charge for every 10 additional faculty.

Is there anything wrong with this?

Clearly, complex pricing offers more chances for libraries to overpay vendors, but it also offers more chances for customers to pay less. Look at *Encyclopedia Britannica* which is now available to many thousands more users than earlier versions. A new pricing model that the market liked had much to do with this.

Some might say that it's unfair that in the example above Ivy University has to "subsidize" Bob's College. But on many measures Bob's won't get much value from the database anyway. If Bob's doesn't buy, then the overall cost of the file will be higher, which could end up in Ivy University paying more. Very quickly such arguments become philosophical. Should a student pay more or less than a professor for the same information? Should a corporation pay the same as a university? Is more information necessarily more valuable than less information? Surely a product that has turned data into knowl-

continued on page 27

Pricing Models

from page 26

edge is worth more than one that has raw data? That way madness lies.

The bottom line is that customers will not and should not pay more than they think the product is worth.

Ideally, the value delivered should fit the model. By this I mean that customers should pay more for things they value. In the longer term this will mean that companies seek to add more value, so doing a better job for the users. For example, if high schools want tailored features for high schools, they should be prepared to pay more for them. And as with most products and services, the better the product the more the company should be rewarded.

Ideally, there should be some standard general models. In theory where the data is the same and the market is the same, there should be the same kind of pricing. Customers and publishers would save money and hassle.

Let's take a look at the candidates:

Per search pricing rewards the publisher for the number of searches performed. As most users who find what they want will stop searching, this means that the publisher is incentivized not to give the answer the patron is looking for until they've done several searches. I'm not saying that publishers who use this model are doing this — I'm merely pointing out that patrons come to libraries to find answers, not to do searches. It would be better if the pricing could be per answer rather than per search.

Simultaneous Use pricing rewards publishers for the time users spend on the database. But it does so in a perverse way. Most reference databases are not like word processing or spreadsheet programs. Their value is in providing answers to a select group of students, not in how long you use them.

Simultaneous user pricing also brings several disadvantages for both publisher and customer:

Imagine¹:

- Every English Literature undergraduate at a particular university has to write a paper.
- All the students want to use the same database for their papers.
- The papers are all due at the same time.
- Each student uses two 15 minute search sessions.
- The library is open from 9 a.m. to Midnight. This means there are 60, 15 minute sessions which can occur during the day.
- Students all save their searching for the same two-week period.

Then the theoretical total number of users is defined as:

$$\frac{\text{Sessions/Day} \cdot \text{Days} \cdot \text{Number of weeks} \cdot \text{Number of machines}}{\text{Machine Week} = \text{Number of Students Served}} \\ \text{Number of Sessions/Student}$$

This means that for a single user on a network 420 students could use the file. For 9-12 simultaneous users 5,040 students can use the file. What this means is that most simultaneous user pricing is a very good deal for the customer. The formula also means that the larger the user population the better deal it is — so penalizing smaller institutions. This is why there is so much pressure to "pool simultaneous users"². For every additional simultaneous user you add, the size of the population you can serve increases geometrically.

If you look at the elements within the formula you can see several problems with this form of pricing. The shorter a session, the more students can be served, and so the larger the population served. So publishers are incentivized to make searching slower and to lengthen the session. Interestingly, the slowness of the Web helps publishers greatly on simultaneous user pricing, because it lengthens sessions and means that customers need to buy more simultaneous users to serve the same population. I can assure you that my

continued on page 28

Missing Issues?

Replace them easily and quickly with Faxon FIRSt!

Is your staff wasting valuable time tracking down missing issues?

Now Faxon has a solution—Faxon FIRSt, Faxon's Issue Replacement Service.

The screenshot shows the Faxon Issue Replacement Service (FIRSt) website. At the top left is the Faxon logo with the tagline "A DAWSON COMPANY". Below it, the text "Faxon Issue Replacement Service (FIRSt)" is displayed. Underneath is a "Search/Order" section. It includes a "Search by:" line with four radio button options: "Title" (selected), "ISSN", "Title Number", and "Phrase". Below this is a "Search String:" input field containing the text "BYTE". To the right of the input field is a "Year:" input field with the text "Year is Optional" next to it. At the bottom of the search section are three buttons: "Submit", "Main Menu", and "Reset". Below the buttons, there is a line of text: "If you have questions or comments on this system, please contact our Help Desk at 1-800-852-7404 or via e-mail at Helpdesk@dawson.com". At the very bottom of the screenshot is the copyright notice: "Copyright © 1997, The Faxon Company".

Here's how FIRSt works:

- Select the issue you want from the FIRSt website.
- Order is transmitted and sent directly to you within 24 hours.

To find out more, contact us at
1-800-766-0039, x503

www.faxon.com

faxon
A DAWSON COMPANY

Pricing Models from page 27

company is not doing this, and I expect most other companies aren't, but we are not incentivized to improve performance.

The higher the usage the better the simultaneous user model correlates to value delivered. So for high use databases like **InfoTrac SearchBank** there is a good correlation between "actual use" as defined in downloads, prints, and time spent on the system and the level of simultaneous use. For a low use file, simultaneous user pricing can become almost meaningless.

The Usage model

Over the past year several companies have announced "transactional" pricing models. Typically these models measure use based on downloads, prints, sessions, etc. In so far that these models reflect "actual" use they provide a much better indication of value delivered.

Some of these models have been tweaked to give libraries fixed "budgetable" prices. Just as you pay for your insurance your initial fee is based on an assessment, and then the price goes up or down depending on what you do during the year.

Even this model is fraught with challenges. For many kinds of research, you want the patron to be incentivized to search the data more rather than less. Many people feel that information should be (close to) free at the point of consumption. Otherwise learning, research and knowledge will be penalized. With this model the penalty for high use is deferred for a year, but it's still a disincentive to use the file.

Imagine usage based pricing was applied to the existing library for their monographs. How many books have not been looked at for years? Would that mean they should be disposed of?

The Site license

A significant part of this paper has been devoted to stressing that having multiple models is a good thing. So, this is not intended to hold up one kind of model as the best for all cases. It is to suggest that a site license has many positives to it. It gives customers unlimited use to seek, discover, and explore information without penalties. It is much simpler to administer than the simultaneous use model, where technical definitions of what constitutes a simultaneous user can drag on for weeks. With the site license model the main point of contention is what constitutes a site.

Parties that use site licensing tend not to get distracted by the model — they can focus on whether the product is worth the money

or not. It doesn't get into subjective judgments — of whether an abstract is worth more than a download — which anyway differs by database. It also rewards publishers who have better products and penalizes those who have worse ones.

But the winning model is ...

Unfortunately, there's one force that overrides all others. For almost all customers the best model is the one that gives the lowest price. If it's free so much the better.

Pricing isn't about theories, it's about establishing what vendors will sell for and what customers are prepared to pay. It's about prices, not pricing.

Theoretically simultaneous user pricing is a poor model. I think customers like it because it is a very good deal for them. Many publishers have decided that they would have to adopt the model — driven by customer requests. And so it's become established. Any model that displaces it will have to generate lower prices, or publishers will have to raise prices on simultaneous use to make other models more attractive.

All publishers compete with each other, and with free sources of information. I believe we should embrace this. It's a great thing that the Web has enabled so much more information to become free. It will drive publishers to produce better products and to become more efficient. A more efficient publishing system will improve the utility of our societies and result in a much greater good. We should welcome creative new models and seek better ways of allocating the resources society sees fit to spend on information.

The future offers some very interesting models. Technology will eventually make it possible to price by the answer rather than the search, by the amount learned rather than the amount taught. In short it will make it possible to price by the result we're seeking rather than the process.

Unless, of course, pricing by process results in lower prices. 🌿

Endnotes:

¹ Formula taken from "Balancing Your Database Network Licenses Against Your Budget", Benjamin F. Bauer, *Searcher Magazine*, February 1995. NetEffect Inc., Benbauer@neinc.com, <http://www.neinc.com>

² Pooling simultaneous users is when several institutions club together to use a fixed number of simultaneous users, e.g., a subscription to four simultaneous users across seven campuses.

Call for Ideas/Papers/Speakers/etc.

THE 1998 CHARLESTON CONFERENCE NOVEMBER 5-7, 1998, CHARLESTON, S.C. ISSUES IN BOOK AND SERIAL ACQUISITION

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

The Planning Directors for the 1998 Charleston Conference include **Barbara Dean** (Arlington County Public Library), **Robin Lent** (U. of New Hampshire), **Heather Miller** (SUNY-Albany), **Katina Strauch** (College of Charleston) and **Judy Webster** (University of Tennessee).

Send ideas by **June 30, 1998**, to Barbara Dean, Technical Opera-

tions Center, 4000 Stringfellow Rd., Chantilly, VA 22021. Phone (703)222-3139; fax (703)222-3135. Internet: bdean@leo.vsla.edu. 🌿

FUTURE CHARLESTON CONFERENCE DATES:

November 5-7, 1998 • November 4-6, 1999 • November 2-4, 2000

Sleepless Nights Redux

by **Karen Hunter** (Senior Vice President, Elsevier Science)

I made a presentation at the **1996 Charleston Conference** called Things That Keep Me Awake at Night, which was published in *Against the Grain* in February, 1997 (vol. 9, no. 1, pp. 40). Apparently, the causes of my sleeplessness hit home with listeners and readers. Now, in wrapping up 1997, I have agreed to review the worries, see if they are still relevant, and consider what else might be an excuse for the bags under my eyes. My 1996 concerns were largely connected to the process making the transition from paper to electronic. Let me reconsider those first, using the headings from my 1996 paper.

Building the infrastructure

By mid-1997, my quip was that we were in the sixth year of a five-year plan to put all of our journals in SGML. This was the right item to head the list, for it was probably the single biggest source of frustration in electronic developments last year. SGML is hard

"The viability of a market for sophisticated products targeted at narrow disciplines still has to be proven."

under the best of circumstances. SGML on a large scale, when there are as many different suppliers and locations as we have, is very hard. We're getting there, but this truly did cause sleepless nights.

By contrast, the other parts of the infrastructure needed to support electronic publishing and distribution, most notably more sophisticated sales efforts and product development and support tools, developed for us as planned in 1997 and now can be said to be an asset, not a worry. When I look around the industry, I'm not certain our experience has been mirrored by others, but I think this part of the process is better for most publishers and their library customers.

Virtual kiosks vs. digital libraries

One might call 1997 the Year of Metadata — or at least talk of metadata. A lot of that, and of developments such as the **Digital Object Identifier (DOI)**, is intended to provide more coherence to the array of individual Web sites and millions of digital objects that are part of the distributed set of information resources available to library patrons. As the **Digital Libraries Foundation** and **CLIR** describe on their Web site, the need is to organize these virtual collections and resources into a digital library. So, perhaps it is no longer the need to make a choice between isolated sites (my 1996 "virtual kiosks") or aggregators' collections, but rather the development of tools to make a

uniform offering out of the disparate parts.

Creating links

In 1996 I said: "One of the key roles a publisher should play in the future is creating links — adding value by integrating information, letting people maneuver through the space and get a full range of information." Amen. My current motto is "the publisher with the best links wins." I don't lose sleep over this, but it's a mantra that I keep repeating to all who will listen. No publisher is an island, no information cannot be improved by enriching its context. (Pardon the double negative.)

User vs. buyer

The concern was do you design for the end user (who will not be paying) or for the library (who makes the buying decision and writes the checks)? I think the balance has shifted to the library. More emphasis this year has come — from all sides — on broad, horizontal offerings intended for library purchase. For all of the talk of tailored or customized subject-based services, very few have emerged. Even those that have been marketed, such as **Chem Web** and **Chem Port**, are on a broad disciplinary basis, not a narrow specialization. The viability of a market for sophisticated products targeted at narrow disciplines still has to be proven.

Role of consortia

No contest. Consortia have grown in importance and are not just a flavor of the month. What is not clear is how consortia will play out as buyers' clubs for Web-based services. The win-win economies that are obvious when resources are licensed to mount locally are not so clear when the consortial aspect is largely limited to bringing together individual entities to do collective price bargaining.

Interlibrary loan

Some things seem never to go away. I know, you will say that's because publishers remain "distrustful" of libraries when it comes to ILL. This year saw some interesting discussion on the Net on this topic, but no substantive movement toward a consensus between publishers and libraries. At **Elsevier Science** we have agreed to do some limited ILL experimentation with a group of libraries and are searching for a more per-

manent (i.e., good for 2-3 years) approach. This subject may not keep me awake, but it can ruin a good meal if brought up over dinner.

Pricing and Subscription or transaction

These are continuing and major concerns, not only for new electronic paradigms but for the paper product as well. During 1997 we supported the **University of Michigan** in their development of a pricing experiment called **PEAK** (<http://www.lib.umich.edu/libhome/peak>), which will run through 1998. One of the key features of this experiment is the option for some participants to buy subscription access (that is, prepaid at the start of the year) to a fixed number of articles to be drawn as needed from across the entire Elsevier Science journal database. This has been described as a user-selected (versus publisher-selected) subscription and varies from pure pay-per-view in having a lower per-article cost. There are other aspects to the pricing, notably that the intellectual content is separated from the media in pricing more traditional electronic subscriptions. It has not been an easy project for Michigan to put together, but we hope that we will all learn from the work being done.

Parallel publishing

For the moment I see no decrease in the need to publish in both paper and electronic form. Regrettably, that means the total costs continue to be greater than paper alone. A worry for all of us.

Short and long-term archives

Yep, still a worry. If I saw any movement in 1997 at all (and I saw little), it was a tightening of the library view that publishers are not likely to be considered trusted archives.

Frankly, I agree. Now let's work out the alternatives.

Where is the money going to come from

This was my last point in 1996 and is a good transition to the issues that having me watching the clock at 3 in the morning in

continued on page 30

"For the moment I see no decrease in the need to publish in both paper and electronic form."

A Year of Consolidations, Mergers, and New Entrants to the Market

by **Judy Luther** (Market Development Services, 102 W. Montgomery Ave. #B, Ardmore PA 19003; phone: 610-645-7546; fax: 610-645-5251) <jluther@earthlink.net>

As 1998 begins, there continue to be dynamic changes in the ownership of companies throughout the information industry. We are seeing consolidation among the existing primary and secondary content providers, aggregators and distributors, while new entrants bring new ideas.

Innovators such as **PointCast** entered the market for electronic news by introducing the use of screen savers to deliver content. A subsequent shakeout in this portion of the market has resulted in a new roster of players. (see prior article in *ATG*, vol. 9 #2, April 1997, p.79) Thirteen year old, **America Online** (AOL) acquired both **CompuServe** and more recently, **Personal Library Software** (PLS), a leading developer of information indexing and search technologies whose products they use.

For publishers selling to the library market, the impact of technology on internal operations and the increased demand for Web based products is prompting conversion of their legacy systems. They have developed partnerships with new entrants and bought out competitors to achieve economies of scale and gain market share. Established publishers are challenged by the need to invest in producing electronic publications without jeopardizing the revenue base from their print products, realizing that libraries will cancel the print to

subscribe to the electronic version.

Libraries can benefit from mergers which offer one-stop shopping, consolidated publication offerings, standardization, or greater innovation through product development. Occasionally libraries report more limited product choices, fewer customized solutions, and less opportunity for customer feedback to the new management.

ELSEVIER buys ...

Reed-Elsevier has been in the news frequently with announcements of their acquisitions as they build a critical mass of primary and secondary content for the online environment. The most recent announcement before going to press was that Elsevier Science had acquired **Engineering Information** (Ei) creator of *Compendex*, the engineering index and the popular Ei village which serves the community of engineers on the Internet. The index tools can be linked to the full image engineering journals published by Elsevier, providing greater access and increased demand for articles.

Just prior to this announcement is the major news that Elsevier will buy their competitor **Wolters Kluwer** which will make Reed-Elsevier the world's largest scientific publishing and information group,

pushing revenue to \$8 billion and market capitalization to \$30 billion. **Kluwer** owns **Lippincott-Raven** which produces health science titles and **Commerce Clearinghouse** which produces US tax law information.

Late in 1997 Elsevier Science acquired **Bielstein Information System** G.M.B.H., a chemical database and handbook which will complement their acquisition of **MDL Information Systems**, a California company that sells software and databases to scientists in the pharmaceutical and chemical fields. The acquisition of **BioMedNet** enables them to offer service to the biological and medical community, including their electronic journal "hmsbeagle".

The **Chilton Business Group** was sold during the summer to Reed-Elsevier by **Walt Disney's** ABC Division and will be-

continued on page 31

Sleepless Nights *from page 29*

early 1998. As a colleague of mine observed recently, librarians are increasingly saying, "This is it, there is no more." Most of these declarations come from simple reality: there are few or no more special funds to tap. Sometimes it is also (or instead) a question of principle, or as the old Network line went, "I'm mad as hell and I'm not going to take it anymore." Or: "You can't get what I don't have (and if I had it, I wouldn't give it to YOU)." The message is clear: the money isn't going to come from anywhere — it just isn't there.

Which, as I said, is something of a transition point to the things that keep me awake now. I think I would characterize 1997 as stacking up as a year of extraordinary librarian distrust of publishers, which is sad. Certainly, Elsevier specifically felt this repeatedly, whether in pricing and negotiat-

ing, or in our advocacy of database protection legislation, or the proposed merger of **Reed Elsevier** and **Wolters Kluwer**. We were publicly accused of having policies we don't have (e.g., requiring libraries to purchase entire packages of journals), criticized for responding to customers' express requirements (capping prices for future years or setting firm prices), reviled for favoring passage of legislation which is supported by neutral parties such as the Registrar of Copyrights, and labeled a monopolist in a merger

"... publishers are not likely to be considered trusted archives."

in which our autonomy may be less and the other publisher is slated to take the Chairman's chair. You feel a bit black and blue after a while.

But the sleeplessness is not just over what are often misunderstandings or misperceptions of Elsevier. It goes much

deeper. Take the DOI. This is a numbering system intended to provide a better way of ensuring that when you click on something intended to lead you to a digital object (whatever that object might be) you actually get where you want to go. It will set up a directory system that will permit persistent locators. It is just that — a numbering system. Yes, there can be different applications or uses of that system, just as a Social Security number can be used with your government pension, but also as an insurance ID or student ID. But the market will decide which, if any, of these applications it is willing to support. The DOI itself is just a number that can serve many linking purposes.

But, so deep does the distrust of publishers run, the fact that the DOI was developed by the **Association of American Publishers** seems to have made it, *prima facie*, something to fear. I admit, some publishers (in this case, not Elsevier Science) may have created part of the problem by talking about poten-

continued on page 32

What Do Mergers Do For Libraries?

ATG wanted to find out what librarians are saying about all these mergers. We polled several directors and large consortia representatives. Surprisingly few actually took this opportunity to respond. The majority of responses can be summed up in this reply from **Tony Ferguson** of Columbia University: "I see only doom, gloom, and foreboding regarding the Elsevier move." Here's what we heard.

Some of the benefits cited include one-stop shopping; larger-consolidated publication offerings; and standardization. On the "down-side," many libraries find that consolidations result in limited product choices, limited customized solutions, and less customer participation in a company. Most libraries report they do not feel any "power" over corporate decisions and few have ever taken actions against mergers that affect their business operations.

Bill Sozansky, Library Director at University of Minnesota-Duluth, offered some very insightful and objective views of the consolidations taking place. "Just look at what's happened in the defense industry!" he replied. Just like the rest of the commercial world, Sozansky recognized that publishing, as well as electronic services, are capital intensive industries. He stated "individuals can be publishers, but to do things right, needs investment." Bill elaborated that what is most vital is to assure that we continue to have at least three or four competitors in the library market to assure competition and value-added services. In summary, Sozansky stated what is really needed is diversity in services offered; "a need for separating content from technology." Library end-users don't really want multiple interfaces; they want the convenience of central delivery. "Publishers are not necessarily library service-oriented, but they are the producers of quality data content." He further emphasizes that the need for world-wide standardization and transactional article/document procedures are the primary areas that need the major attention and investment for improved results.

Libraries actually see the merger of **Wolters Kluwer** and **Elsevier** as a merger of two huge-profitable companies. But there is no doubt that this merger creates a critical mass of electronic journals. On October 30th, the **Association of Research Libraries** announced the formation of the **Scholarly Publishing & Academic Resources Coalition (SPARC)** (see: list proc@cni.org and www.arl.org/scomm). This promotion states:

"... increasingly, much scholarly publishing — particularly science, technology, medicine, and law — is being consolidated into the hands of a few large commercial companies. The most recent example is the proposed merger ... of the British-Dutch company **Reed Elsevier**, with its primary competitor, **Wolters Kluwer**, another Dutch company, creating the world's largest publisher of academic and trade journals. These publishers had combined sales of \$6.6 billion in 1996 and publish a combined total of almost 2200 titles.

"With prices continuing to spiral and commercial publishers pursuing an aggressive strategy of acquisitions, we must take some action to ensure competition in the market-place," said **Duane Webster**, Executive Director of ARL. "Library partnering with scholarly societies, university presses, and other educational and research organizations that can achieve the high quality expected of scholarly publishing will create an opportunity for the academic community to enrich the marketplace with publishing ventures that are affordable and respect the academic values of access to information for research and teaching."

The following comments are from **Ann Okerson**, Yale University: "As publishers merge and the information publishing world scales up, well-capitalized publishers (such as Elsevier, for example), are positioned to invest the necessary funds to make their businesses more competitive and efficient/cost-effective. Ideally, this would lead to both a more coherent product AND a lower price to the consumer. So far, consolidations in scholarly communications or publishing have not often worked to the advantage of the consumer. And librarians are skeptical that current and future consolidations would result in better products at contained or lower prices. Instead, avenues of competition seem to be consolidated or cut off and prices rise. The resulting large publishers or large aggregators are more likely to command the presentation of the ensuing products and the terms of transactions. I do not believe that long-term this kind of consolidation is in the interests of the marketplace."

As with all other industries around us, banking, telecommunications, news services, etc., it is obvious the consolidations and mergers in publishing and library industries will continue in the year to come. The consensus from the library perspective is that the bigger consolidation can be better for libraries only if the size is leveraged to solve needs, provide additional resources, solicit library customer feedback, and reduce costs to the library.

come part of the **Cahner's Publishing Company**.

MAID buys DIALOG

In December 1997, MAID plc completed the acquisition of **Knight-Ridder Information, Inc. (KRI)** and officially changed their name to **The Dialog Corporation** plc. This merger has created the world's largest online information company and they plan to consolidate their three separate data centers into one located in Palo Alto, California.

Headquartered in London, the company has a strategic plan for three main operating divisions: a groupware and intranet solutions division offering the support of information professionals; an interactive solutions division comprised of the databases in Dialog and DataStar plus two end-user products — **Profound** and **Dialog Select**; a division focused on generating alliances with companies such as **AltaVista** and **Microsoft** to utilize **MAID's InfoSort** technology and the combined databases.

Although strengthened by the combined offerings of MAID and KRI, Dialog must create a role for their services in an environment where the end user is being trained to search locally mounted databases and the Web, rather than rely on the librarian for intermediated searches.

The future ownership of **CARL** and the popular **UnCover** database and document delivery service is uncertain at this time. If sold, this would be the third sale including the initial sale to **Blackwell's** and then to **KRI**, both of whom invested in product development with CARL.

THE NEWS INDUSTRY

The landscape looks considerably different than this time last year in the personalized news business. The entry of

continued on page 33

MEDIA EXPRESS

COMPREHENSIVE COVERAGE &
ACCURATE FULFILLMENT
FOR ALL OF YOUR NON-PRINT ORDERS

•VIDEOTAPES, LASER DISKS AND DVD

•AUDIOTAPES AND
AUDIOBOOKS

•CD'S OF ALL TYPES
OF MUSIC

•CD-ROM AND SOFTWARE

131 Middle Street

P.O. Box 4540

Portland, Maine 04112

<http://www.ebc.com>

voice: 1-800-937-0331

bbs: 1-800-456-5201

fax: 1-800-214-3895

e mail: info@ebc.com

Consolidations from page 31

PointCast made push technology popular by using screen savers to deliver customized news that was advertising based at no cost to the subscriber. This broad-based innovative approach attracted many administrators who were not included in the profiled contract information service provided to selected staff in their organizations.

As corporate Intranets expanded to include information from outside the company for internal distribution, new opportunities appeared along with additional competitors such as **Reuters**. By summer **NewsNet** succumbed to increased competition and closed their doors.

About this time, **WavePhore Inc.**, whose specialty is data broadcasting, acquired **Paracel Online Systems**, which provides Internet-based corporate business intelligence services. The combined operation strengthens WavePhore's position in the desktop information market and the combined operation will provide customized, real-time information to more than 125 corporate customers including **IBM**, **3M**, **Lucent**, **Toyota**, **U.S. Robotics**.

DataTimes, acquired by **University Microfilms Inc. (UMI)** in 1996, fell victim to a shift in the corporate strategy of its new parent when UMI decided to close their corporate division during 1997 and transferred their accounts to **Dow Jones** with whom they have a new partnership.

Finally at the end of 1997, **Desktop Data, Inc.** and **Individual, Inc.** both located in Massachusetts announced a merger to form a new company called **NewsEDGE**. Desktop Data has a strong reputation for delivering real-time news over company intranets to corporations, financial institutions, government agencies and publishers. Individual has developed highly personalized news packages for both individual and enterprise settings.

OTHER NEWS

During 1997, **John Wiley and Sons**

bought **Van Nostrand Reinhold** from the **Thomson Corporation**, expanding their offerings in architecture and design, environmental and industrial science, culinary arts and hospitality, and business technology.

Carfax was sold to **Routledge Publishing Holdings** and aim to be the world's premier journal specialist in the humanities, social sciences, education and healthcare.

Harry Abrams, the largest and most eminent art book publisher was sold off by parent **Times Mirror** to a young French company, the **Latigny Group**.

The Learning Co. (TLC) agreed to buy **SkillsBank Corp.** for \$15.4 million in stock. It has also bought **Learning Services**, an educational catalog company, for \$9.8 million in stock. This will put TLC's School Division into the top five K-12 electronic instructional materials publishers in the U.S. The acquisitions will expand TLC's products and move the school division into new markets, according to **Paul Gullickson**, president of **TLC School**. **SkillsBank** and **TLC School** are planning to launch a subscription-based curriculum Web site similar to the **Scholastic Network** by fall of 1998. **Quality Education Data** claims that 84.7% of schools use TLC products, making TLC the leading educational software company in the nation.

NEW VENTURES

It seems as though large companies (**Thomson**, **Reed-Elsevier**) are managing by incorporating new technology, buying competitors and aligning with partners to adapt to the changing market. Part of their challenge is that their size makes it difficult to move quickly and they are economically vested in a print-based subscription model.

New companies can introduce innovative ideas and begin with current technology and workflow without having to reinvent themselves by dealing with legacy systems. Some examples of new entrants include those born as related but separate identities from their parent institutions.

KnowledgeCite, created by **Silver**

But for this to be successful, it is essential that the initial negative library reaction be replaced by a thorough and careful understanding of what is actually being proposed. Publishers have an educational mission to perform here.

Which leads to my last remark. As a community we are going to get nowhere if we continue to encourage a bunker mentality. Therefore, I have made a New Year's resolution to try to get out and talk with as many people as possible, to listen and to respond as objectively and openly as possible. I would encourage all readers to do the same. What have we got to lose but our prejudices? 🐷

Platter, offers Web-based collective access to a range of scholarly bibliographic and fulltext databases which can be searched by database or by discipline across databases. Natural language and advanced Boolean searches produce results which are ranked by relevance. Similar in concept to **Nightn**, this product has a logical market with **SilverPlatter's** existing customer base.

The **Community of Science** was created ten years ago as a spinoff of **Johns Hopkins University** and was focused on linking researchers and serving their grant information needs. They just introduced their journal and Web site publishing services which offer societies a flexible, affordable and current approach to putting their journals online and linking them to bibliographic databases.

Yankee Rights Management, whose parent company is **Yankee Book Peddler**, offers online copyright transactions from within online documents. **Copyright Direct** supports compliance by making it easy for users to obtain permission and pay for legitimate use of copyrighted works.

As the economic model shifts from supply (offering what is available) to demand (transactional sales, buying as needed), the entire market will become more customer oriented. The Web technology provides the ability to offer customized services to end users and publishers, third party vendors and intermediaries will find new roles to meet the specific information needs of their customers. 🐷

NB: I would like to acknowledge the support I received in writing this article from — **Corrie Marsh**, *Gale Research*; **Glen Secor**, *Yankee Book Peddler*; **Phil Wallas**, *EBSCO Publishing*. — JL

Rumors from page 23

This issue contains the results to the **ATG Annual Report Survey**, see page 42. The two winners are **Julia E. Ben-Simon** (Head of Acquisitions, King County Library System, Seattle, Washington) and **Chuck Longfellow** (Delaware State University, Dover, DE). These people were chosen at random from the group of people who took the time to fill out the survey. They will be given a complimentary subscription to **ATG** as well as free registration to the next **Charleston Conference** (November 5-7, 1998). Hooray!

CORRECTION. ATG, v. 9#6, Dec. '97-Jan. '98, page 82, Paragraph 3, line 1, the word "not" should be inserted before the word "cook". The point is that **Papa Lyman Remembers** that he is not going to cook his lunch and must, therefore, outsource it. 🐷

Sleepless Nights from page 30

tial applications of the DOI in e-commerce, which gave rise to a library worry that somehow everything will become pay-per-view. In fact, as unique numbers with persistent ways of being found, DOIs can be powerful tools for links between different publishers' materials, which in turn will permit the type of seamless movement from one database to another that librarians and researchers are asking for. In that same way, they can be used to link from a listing of a journal in an OPAC to the journal itself on a publisher's Web site.

The Current Price Situation, 1997

by **Frederick C. Lynden** (Associate University Librarian, Brown University Library, Providence, R.I.) <Frederick_Lynden@brown.edu>

The trend in 1997 for American library materials prices (book and journal) was single digit percentage increases over last year for monographs and double digit for serials. Price increases for foreign books and serials continued to be exceedingly high. Coverage of prices for other types of materials is beyond the scope of this paper.

The trend for monographic price increases showed upward movement over the past year in almost all cases. **Blackwell Book Services** in their *North American Approval Program Coverage and Cost Study for 1996/97*, available on the World Wide Web, (<http://www.blackwell.com/shelf/tools/cc.htm>), "revealed an increase of 9% in the list price of academic monographs over the previous year." (American prices in this study moved from \$44.93 to \$49.65 or a 10.5% increase.) There was a caveat, however. "Librarians who must make a guess at price increases over the next twelve months might be safest taking the five year average of 2.6%." *The Average Prices of USA Academic Books, January to June 1997*, published by the Library and Information Statistics Unit (LISU) at **Loughborough University** in England noted a 17.2% increase for January-June 1997 and concluded that "the previous trend of comparatively slow increases may have come to an end." (One can probably discount the 17.2% increase since the LISU unit price increases seem to be an aberration because this average price increase is based only on January-June figures.) **Donna Alsbury**, in "College Book Price Information, 1996" (*Choice*, March 1997) showed an increase level of 4.7%, moving from \$48.17 to \$50.44. This compares with an increase last year of .5%. As Alsbury reports, "the overall increase of 4.7% (\$2.27) is the steepest since 1992 when prices rose 6.6%." The *Bowker*

Annual "U.S. Hardcover Books: Average Prices and Price Indexes, 1993-1996," derived from *Publishers Weekly* records, showed an increase from 1994 to 1995 of 5.5% whereas 1995 to 1996 there was an increase of 3.3%, although the 1996 prices are preliminary (*Bowker Annual*, 1997, p. 483). Finally, only the "North American Academic Books: Average Prices and Price Indexes, 1993-95", derived from the records of the following book vendors: **B/NA**, **Coutts**, and **Yankee** showed a slight decline from 1994/95 to 1995/96, going from \$48.16 to \$48.11 (*Bowker Annual*, 1997, p. 485). One disadvantage of this index is its late reporting.

In summary, the range of increases for 1996/97 is 3.3%, 4.7%, 10.5%, and 17.2%. It bears repeating that the reported Blackwell Book Services average increase over five years of 2.6% is lower than the Consumer Price Index (CPI) percentage increase from 1994 to 1996 (2.7%, 2.9% and 3.3%). Thus, with variations from year-to-year, on average, monographic price increases for academic books have not exceeded the CPI. For those libraries prognosticating monographic price increases, it is probably best to use local data and track it over ten years to flatten out the year-to-year fluctuations.

continued on page 34

C o m i n g S o o n !

It's got the academic library world abuzz.

EBSCO Online™, the new electronic serials management tool from EBSCO Subscription Services, is creating quite a buzz in academic libraries. From its easy-to-use administrative features to its intuitive search options, EBSCO Online is redefining the way people think of electronic journal access and management.

Administrators can even select certain journals for certain people. How's that for bee-ing flexible?

EBSCO Online. It's a honey.

*All the subscription formats you need and want
from a name you already know and trust.*

(205) 991-6600 • Fax (205) 995-1636 • <http://www.ebsco.com>
P.O. Box 1943 • Birmingham, AL 35201-1943

EBSCO
SUBSCRIPTION SERVICES
A part of the EBSCO
Information Services group.

EBSCO Subscription Services is now Year 2000 Compliant!

Current Price
from page 33

When foreign book prices are included in price increase reports, then the price increase is higher than CPI. For example, *ARL Statistics, 1995/96* report that over the eleven year period from 1986 to 1996, the average annual percent increase for monographic units, paid by ARL libraries, was 5.0%. Since ARL statistics include foreign book purchases, the unit "price" increase includes foreign materials. According to the Blackwell Study, titles of foreign origin outside of England, shipped on the North America approval plan, moved up from \$92.99 to \$96.44 or a 3.7% increase, higher than the CPI. English prices moved from \$57.03 to \$63.88 or an increase of 12%. Another interesting aspect to these increases is the price level for foreign monographs (outside of England) which seems to be close to double that of American monographs.

For serials, the double digit level of increase for both foreign and domestic titles continues to be the norm. The 1997 U.S. data showed a decline in the level of increase, but these data are still close to the double digit level. Although last year the "U.S. Periodical Price Index for 1997" showed a single digit increase in overall average price, not including Russian translations, moving from \$165.61 to \$181.98 or a 9.9% rate of increase (*American*

Libraries, May 1997), when Russian translations are included, the U.S. Periodical Index showed a 10.1% increase. In comparison, the rate increase, without Russian titles, for the previous year (1996) was 10.8%, making the 1997 increase a 1% drop. On the other hand, in the annual EBSCO study (*Library Journal*, April 15, 1997), the average increase for U.S. titles was 10.69%. The EBSCO increase showed a drop 1.44% from the previous year. In summary, the price increases for American titles have dropped slightly but are still hovering at the double digit level.

The EBSCO Study continued to show dramatic increases for foreign periodicals. The average percentage increase for Europe was 11.4%, with Ireland (19.54%), the UK (13.50%), and the Netherlands (13.37%) showing the largest increases. Another noticeable trend was the setting of European prices, *without currency exchange rates*, above 11% increase range. A letter sent in August 1996 from the Chairman of Elsevier noted that "subscription prices for Elsevier Science journals will increase between 12.3%-13.5% for 1997 depending upon the country in which a customer is located." (It is interesting to note that the Chairman of Elsevier, in August 1997, reported on 1998 prices that "the overall increase for Elsevier Science journals is 11.8%. This includes 4.3% page growth over our 1997 publishing program.")

"The prices of library materials, particularly serials, continue to significantly affect the purchasing patterns of libraries."

ARL Statistics, 1995/96 show a less striking trend for serials costs over the eleven year period from 1986-1996. The average annual percentage change for serial unit "prices" (quotations added) for the 43 libraries reporting was 9.5%. The ARL Statistics really indicate that this change is in serial unit cost (and not price) since it reports expenditures by ARL libraries and therefore includes currency exchange as well. Including currency exchange means that the cost would have been less in years when the dollar was strong, thus lowering the annual percentage increase.

The effect on university libraries of the serial costs is very stark when one realizes that most materials budgets cannot support double digit inflation. As the ARL Statistics point out: "ARL data show that while ARL libraries more than doubled expenditures for serials from 1986 to 1996, they bought 7% fewer serials ... During the last decade, libraries shifted expenditures for monographs to meet some of the demands of increasing serial prices and reduced the number of monographs purchased by 21% while the unit "price" (quotations added) for monographs increased by 63%."

The prices of library materials, particularly serials, continue to significantly affect the purchasing patterns of libraries. In an article in *Library Resources and Technical Services* (LRTS), exploring the issues related to "Chemistry Journal Use and Cost, Tina E. Chrzastowski and Brian M. Olesko, reported that "the data show a collection definitely under attack, with approximately 25% of the serial collection lost over eight years" (LRTS, July 1997, p.110). This article points out that the percent of the materials budget spent in the University of Illinois Urbana Champaign, Chemistry Library changed from 82.9% in 1988 to 91.3% in 1996. Furthermore, it seems that "the annual cost of purchasing the top 10 titles [in use] rose 159% in 8 years, reflecting annual inflation rates approaching 20% per year..." In addition, 40% of the use is in the top 10 journals.

In summary, prices for journals and foreign books are still rising at extremely high rates. 1997 was no exception. This escalation of prices continues to restrict access to materials that users should have. Fund raising, judicious cancellations and cooperation are imperative in this environment.

Special Announcement

HOLD THE DATES: OCTOBER 4-11, 1998

SPECIAL OFFER FOR LIBRARIANS & FRIENDS IN PUBLISHING INDUSTRY:
Are you interested in a group trip to the 1998 FRANKFURT BOOK FAIR?

1998 is the 50th Anniversary of the Book Fair and lots of special events are being planned. Whether this is your first time to attend the Fair or you are attending again, this should be a memorable experience. Why not go with a group of like-minded professionals? We are planning a special orientation and meetings and sessions for our group. This is an all-inclusive package including airfare from JFK (with add-ons from other cities), all transfers, taxes & service charges, 7 nights hotel/breakfast, and local transportation to/from Fair each day from hotel. Depending on response, rate is around \$1850.00/pp. Single supplement available at \$250.00+.

Expressions of interest can be made by

March 31, 1998 to:

Julia Gelfand, Acting Head
Science Library R&I
University of California, Irvine
Irvine, CA 92623-9556
714-824-4971; 714-824-3114 FAX
jgelfand@uci.edu

Miguel de Cervantes

Racquets of Fire

In the *Adventures of Don Quixote*, Cervantes describes the gates of hell: "A dozen devils playing at tennis.... They were holding racquets of fire.... instead of balls, they used what looked like books stuffed with wind and fluff." The Miguel de Cervantes/Racquets of Fire connection is one of thousands of fascinating associations researchers will find while exploring *Major Authors on CD-ROM: Miguel de Cervantes*. Praised by critics for their depth and accessibility, our *Major Authors* titles include the most scholarly editions and comprehensive supporting materials. *Cervantes* — our first bilingual disc — includes first editions, Spanish critical editions, and English translations. The disc has more than 5,500 images — digital facsimiles of every first edition page and more than 100 representations of Don Quixote from a wide variety of eras and countries. The disc's complete contents is searchable, indexed and cross referenced for consistently productive — and often surprising — research results.

Major Authors on CD-ROM

Primary Source Media

1.800.444.0799

The Legal Deposit of Electronic Publications

by **Jim Vickery** (The British Library) <Jim.Vickery@mail.bl.uk>

NB: A version of this paper was delivered at the 17th Charleston Conference, 8 November 1997. British spelling has been retained. — KS

Introduction

I will be focusing in this paper on the intriguing challenges arising from the explosion of electronic material from a slightly unusual angle: that of legal deposit (also known as copyright deposit or mandatory deposit).

Legal Deposit Purpose

Legal deposit is the requirement that publications produced within a certain jurisdiction be deposited, usually in designated libraries which include the national library. The primary purpose is to build and preserve a comprehensive collection of publications as a record of the nation's culture and heritage, without being dependent upon funds for purchasing the items. So there should in theory always be a library of last resort for all publications. If carried out effectively worldwide, this forms a central component of the Universal Availability of Publications programme. The existence of the resulting national collection facilitates scholarship through the publications being made available to researchers, normally for reference purposes. And let us not forget that many new books could not have been written but for their authors working with the legal deposit collections.

A secondary but still vitally important function of legal deposit is to provide the basis for the national bibliography and associated bibliographic services. This can indeed be seen as an obligation on the deposit library. There are benefits for depositors too: a positive effect on sales often results from inclusion in the national bibliography.

Method

Deposit is usually based in legal statute, although argument and persuasion are the standard means of operation, backed up by the law only when absolutely necessary. There are in practice very few prosecutions for non-deposit, mainly because most publishers see the sense in sending in their material. Although it is generally agreed that legal sanctions are necessary as a last resort, it should be noted that the Netherlands manages very well on a voluntary basis, but this ultra-civilised country is the excep-

"Published knowledge must be available to future generations."

tion that proves the rule. The right to receive deposited material may be distributed across several designated libraries, but the national library's role remains paramount.

A Brief History of Legal Deposit

Legal deposit has its origins in censorship and state control of the printing press. The King of France was the first to realise the advantages of this in 1537. **Sir Thomas Bodley** of Oxford set up a similar arrangement in England in 1610, which was ratified by a British Act of Parliament in 1662. By the eighteenth century a more enlightened view was emerging. Here in America deposit began in 1790, and was formally assigned to the **Library of Congress** along with copyright registration in 1870.

The concept of legal deposit is now accepted worldwide, although it works patchily in the developing world. The form of

deposit varies widely in different countries: for example, the number of copies can vary from one to dozens, depending on the history, geography and federal nature of the state. The possibility of a single system for the whole European Union has been mooted, but it is unlikely that national boundaries will be broken down so easily.

In the last half-century or so, several new types of publication have caused unforeseen problems for the implementation of deposit laws. These include grey literature, audio-visual material, and microforms. All may be covered to some extent by existing legislation, but not necessarily by the national library: sound recordings, films and videos, for example, are often lodged with other institutions. Further problems are caused by broadcasts of various types; and photographs are another matter again.

The Need for Extension

That brings us to the main topic of this paper: electronic material. The justification for extending deposit into the electronic era is clear and unanswerable: the principle of legal deposit should apply to all the nation's knowledge, regardless of format. Since there is no need to make online publications accessible on shelves, it would seem at first glance that they should be easier to deposit and make available. We are now, in the late 1990s, reaching a critical point in the availability of electronic publications. There is a pressing need for solutions in to be put place or much valuable material will be lost to libraries forever. This particularly applies to deposit libraries, which are the guardians of each nation's heritage.

What makes this such a live issue is the increasingly fast rate of change, leading to blurring of boundaries and unpredictability. This diversity and pace of change means that broad solutions, not dependent on today's (or even tomorrow's) technology, are necessary. In the last few years the problems associated with electronic publications have become better-understood, but trial and error is not a suitable methodology when framing laws (though normal in the world of commerce), so an intensive scrutiny of the key issues at the outset is essential.

Electronic Material

Hand-held Material

Let us first briefly review hand-held material, including CD-ROM, diskettes, and mixed media. In general, libraries are finding ways of coping with this challenge, since the items display similar characteristics to books.

The main area of concern here is that of licences which limit use. This question does not cause major problems with traditional printed material, at least not when the relevant copyright legislation is in place and recognised. It is, however, possible to allay publishers' fears concerning uncontrolled dissemination of their works, protecting their legitimate commercial interests while still meeting the national library's needs: after 18 months negotiation with the information and publishing industries, the **Library of Congress** in 1993 successfully implemented its CD-ROM agreement, whereby either one copy is received for up to five simultaneous users on a local area network, or two copies for standalone

continued on page 38

No Matter **HOW YOU MEASURE...**

We Set The Standard For:

Timely Delivery

High Fulfillment

Low Error Rate

Customer Service

Value

Benchmark Results for Firm Orders are available for your review.

Contact us by Phone, Fax, or E-mail, and we'll send you a copy of the report.

**Send Your Trial Order Today and see if we
*Measure up to Your Standards.***

**the
BOOK
HOUSE** INC.
Since 1962

**Jobbers Serving Libraries with
ANY BOOK IN PRINT**

Phone: (800) 248-1146

Fax: (800) 858-9716

e-mail: bhinfo@thebookhouse.com

use within the Library. The depositor may permit insubstantial downloading if the reader signs the relevant agreement, and security and monitoring arrangements are in place.

This pragmatic approach was taken by LC in preference to demanding deposit from unwilling producers. Preservation and archiving are also worrying aspects of this material, as no one knows how long CD-ROMs will last. There may be a need to retain present technology to read them in the future, or for the various computer standards and formats to be supported indefinitely. Assuming that a variety of technical formats will be deposited, since obligatory deposit in the library's preferred format is unrealistic, the deposit library will have to cope with them by refreshing or migrating the data, for example on to gold-plated discs which are reputed to last for one hundred years.

Electronic Publications

Moving on from the relatively straightforward hand-held or offline products, I will now consider the latest electronic manifestations: online and networked publications, electronic journals, and digital texts, all of which are key scholarly material and so vital for research and particularly deposit libraries to collect. Electronic discussion lists are not generally regarded as publications, more as modes of communication, so thankfully are not required for deposit.

Dynamic databases that are available only on the Internet or over local networks pose special problems. Snapshots or updates may be all that libraries can cope with here, although access to live databases plus deposit of frozen ones may be a workable compromise. If it is true that some forms of publication cannot be physically deposited or retained for future use, this is of major significance for the role of national libraries in their efforts to preserve the world's knowledge.

Another tricky dilemma is posed by on-demand or tailored publications, which may not exist until someone requests or orders them. Which of these categories are 'published', and therefore liable for deposit, is a moot point. A separate manifestation of a work may exist as the original digital form of books and other publications prior to printing; but as far as I am aware there are no plans for deposit libraries to collect these automatically in place of the finished books.

Issues of Concern

I will now look briefly at some of the main areas of concern surrounding online electronic publications.

Deposit and Access

Deposit means the permanent transfer for retention by the library, not just temporary access from the library to a remote source. Simply allowing access is not equivalent to establishing a permanent store, and is insufficient for deposit purposes. Key practical questions are who is responsible for depositing (author, publisher, network operator ...), at what cost, when and where?

"... libraries should not be seen as competing with publishers."

The downloading process itself could be either automatic or determined at the receiving library.

Mechanisms for deposit will depend on type of publication. What is the definition of publication? A key issue is the definition of 'publication'. A useful working definition based on print experience is that a work is considered to have been published when either (a) copies are offered to the public or (b) it is made available through a technology enabling the public to view or hear it. It would be possible to devote a whole paper

to the niceties of this definition, but I will resist the temptation here.

Place of Publication

National legislation cannot easily cope with genuinely international publications such as worldwide online databases. If a place of publication cannot be determined, the location of the network distributor could conceivably be used. Perhaps we need something akin to the International Law of the Sea; although then some enterprising publisher will no doubt try publishing from satellites in space!

Bibliographic Control

Bibliographic identification is a traditional function of librarianship. Someone needs to authenticate each electronic publication, describe it, and provide access points. The concept of national bibliographies, based on legal deposit, should be extended to include such works, as there is little prospect of the networks themselves taking on this role.

Stability/Integrity

It is necessary to check the integrity of all items received, but electronic formats present special difficulties compared to printed material. This is a particular problem with works containing hypertext links to other documents on the Internet: should they all be deposited together? The spectre of different "versions" or "editions" also raises its head, with the extreme example being publications that are constantly changing.

Usage

The issue of controlling subsequent use is integral to the receipt and ownership of electronic material. The ideal solution would be a standard legal agreement, setting reasonable and mutually-acceptable conditions of deposit for copying, downloading, and multiple usage. Once deposited, the means of access must be established, whether on a stand-alone machine, within the building, over wide-area networks or through the Internet.

Although linked to the above, copyright is a separate issue, which should not be dependent on deposit but a right that automatically comes into being whenever a work is created. Can the 'fair use' concept be applied differently in legal deposit libraries, when material is deposited by right and not by commercial contract and much of the use is last-resort? Readers should expect to have reasonable access to and use of publications regardless of format.

Selection

The same criterion used for printed books and serials, that of being of lasting value to serious readers, should apply when selecting or accepting electronic material for the national collection. But in the short-term this will have to be pragmatic, as selectivity will be essential if we are to cope with the sheer volume and variety of material. It will be difficult to identify new publications from listings, since many producers of electronic material are not aware of the book trade. All formats should be deposited unless specifically exempted, although not all may be retained for the collection.

Preservation/Archiving

Ultimately it is the content rather than the format that the deposit library is interested in preserving. Given the huge volumes of data, retention will have to be carefully planned and disposal policies agreed upon, and each nation or region will require a policy on the number and location of archival collections. Either data will have to be refreshed or migrated regularly at great cost, or obsolescent machines will need to be retained to read it. Dynamic

continued on page 39

publications, even if copiable on to disc or microform, cannot be satisfactorily preserved in their entirety. I comment further on the archiving problem below.

Current State of Extension Worldwide

The chart below shows the current state of legal deposit legislation in some key countries.

New Legal Deposit Legislation

	<u>Date</u>	<u>CD-ROM</u>	<u>Online</u>
Norway	1989	Y	Y
Germany	1990	Y	
France	1992	Y	
USA	1993	Y	
Sweden	1993	Y	
Canada	1995	Y	

So: countries with new laws include Norway, Germany, France, the USA, Sweden, and Canada. Other countries such as Russia and Poland have general legislation in place, and are at the initial stages of accepting electronic material. Denmark, Finland, Italy, Spain, Australia and the United Kingdom are all actively pursuing new legislation, having produced major reports in the last 2-3 years. There is much work taking place across the globe, in the rush to bring legal deposit up to date. Norway has been the front-runner in these stakes, and is the only country actively seeking deposit of online material. Approximately 500 Norwegian titles have been downloaded from the Internet since 1994 and stored on gold-plated CD-ROMs, but very few online databases have been received, and no public access is allowed for three years. Sweden has recently downloaded all five million Swedish documents from the Internet, and is investigating models for storage and access to this material. Australia has hosted but not acquired several hundred electronic journals, and **PANDORA (Preserving and Accessing Networked Documentary Resources in Australia)** has been set up in collaboration with publishers to establish a national archive. Canada has acquired some electronic journals in both electronic and print form, and is accepting electronic deposit of some statistical data. In the USA the requirement to deposit online material is in process of clarification, given the narrow definition of "publication" in the **Code of Federal Regulations**, but no new legislation is pending. France is currently receiving around 1,500 offline publications, mostly disks, per year. Denmark is following Norway's example, seeking access to static databases plus deposit on cessation; electronic public records are deposited in the National Archives, and research data in the Danish Data Archive.

The UK has adopted a phased approach, concentrating initially on hand-held items and framing the legislation to accommodate online publications at a later date within the new law. After much spadework by the British Library and others, including publishers, the UK government issued a consultation paper in February 1997. The initial proposal is for standalone access to CD-ROMs at all six Copyright Libraries, whilst allowing the British Library to retain its right to automatic deposit. Selected publishers are voluntarily depositing electronic journals on a trial basis.

The Netherlands has no national legal deposit legislation, but the **Dutch Depository of Electronic Publications**, which was set up in 1993, provides access to 400 Elsevier and Kluwer journals for registered readers of the national library. Since May 1997 remote access via the Internet has been tested. It is too early yet to judge the success of any of the new legislation, and there has been little policing of compliance, since most of the effort has been devoted to drawing up the regulations and finding practical ways of making them work.

Role of National Libraries

National libraries of course have a special role to play in the extension of legal deposit. Following an international workshop in 1995 a working group of the **Conference of Directors of National Libraries** established guidelines for bodies preparing cases for government approval.

As noted earlier, archival collections should guarantee the integrity and authenticity of electronic publications, and who will provide them if not national libraries? Creators of works may maintain their own archives, but given the limited lifespan of individuals and publishers long-term retention should be the responsibility of national organisations, with all items being deposited at the time of publication. One of the main functions of national and research libraries is to provide access to 'out-of-print' or 'offline' publications, since publishers do not normally wish to retain or provide access to such material once its main economic life is over. This point is closely related to the theme of 'perpetual access', which has recently become a key topic for discussion. National libraries are generally leading the process to establish a national electronic archive; in the USA the **Library of Congress** is working closely with organisations such as **OCLC, Center for Research Libraries, JSTOR, Cooperating Institutions in Consortium** and the **Digital Library Federation** to reach a workable strategy. If publishers can supply readers directly over

continued on page 40

High praise from Booklist for Ashgate's

Sleuths, Sidekicks and Stooges

An Annotated Bibliography of Detectives, Their Assistants and Their Rivals in Crime, Mystery and Adventure Fiction, 1794-1995
Compiled by Joseph Green and Jim Finch

"... this volume's coverage is far more comprehensive than any other compilation focusing on fictional sleuths. ... it will be a valuable addition to academic and public libraries that support both the study and the enjoyment of detective fiction."

— **Booklist, January 1998**

- Contains over 7,000 detailed entries from American and British crime fiction writing.

ISBN: 1-85928-192-3 1997 868 pages \$119.95

Libraries can save 15-25% by ordering through Ashgate's extensive online catalog.

Visit us on the Web today!

<http://www.ashgate.com>

Ashgate

Old Post Road
Brookfield, VT 05036-9704
Toll Free: (800) 535-9544
Fax: (802) 276-3651
E-mail: info@ashgate.com

A PLEA FOR BALANCE

by **Michael Gorman** (California State University, Fresno)
<michael_gorman@csufresno.edu>

NB: Adapted from a talk given at the RASD/CODES program "To Net or Not to Net?" at the ALA Annual Conference, San Francisco, June 29th 1997. — KS

As most of us do, I absorb cultural change and view the popular culture landscape through among other things, advertisements. A recent series of TV ads for the communications company MediaOne — has been most instructive. The first ad combined flashy graphics, that annoying post-modernist advertising device of turning the words of the ad into a kind of round game with different overlapping voices completing the previous sentence, and vaguely New Age-y music. The message was that "the future has arrived" in the shape of MediaOne laying down broadband cable all over these United States. Over pictures of people playing sports, reading, thinking (signified by doped-up looking people staring into space), enjoying "quality time" with each other, etc., the voices intoned: "This is the way you are going to learn; this is the way you are going to work; this is the way you are going to play; this is 'The Way' (cut to image of glowing cable).

MediaOne's broadband, in short, is going to change society, change our lives, change everything, and *all for the better!* MediaOne is presented as a beneficent, even philanthropic force. Looking at the images of the radiant broadband cable and listening to the music, one could almost think this is not a commercial firm but something more like a cult. One feels like jumping to one's feet and saying "I believe, I believe!!! Broadband will save me!!!" I even saw a MediaOne van near my house one day and was so happy that I could hardly

stand it. Broadband is coming! All will be well!

Then I saw the next two ads. Same vaguely religious music — plain chant meets Enya kind of thing — but this time MediaOne was about to show us the miraculous, life-enhancing, transformational things that Broadband was going to do for us all. And what were they? World Championship Federation Wrestling and the edifying Mike Tyson/Evander Holyfield fight!

The MediaOne campaign is techno-hype at its most refined and shows us, more clearly than ever before, the two fallacies deep at the heart of the Cult of Information and Technology. First, there is the concentration on the *medium*, which, despite the much misunderstood Marshall McLuhan, is *not* the message. Lauding the magic powers of broadband is much like showing images of a real library and saying "paper is going to change your life." It is what is *on* the paper and the skills one needs to use that content that are important. Anyone who doubts this need only spend an hour or so wading hip-deep in the disorganized rubbish and ephemera that makes up most of the World Wide Web. No one can have that experience without realizing that it is content not the vehicle of communication that matters and that the vehicles of communication should be judged on

continued on page 41

Legal Deposit from page 39

networks, then general libraries may no longer subscribe to such journals or databases; in this case the legal deposit library may be the only library holding a copy.

Conclusion

In conclusion, several themes are emerging. Since around 1990 the potential loss of valuable material has been growing exponentially. Seven years is not a long time to form a new vision of the function of legal deposit, but it is the technology not the libraries that is setting the pace.

Although there are as yet few solutions, at least the magnitude of the task is universally recognised. Progress is likely to be evolutionary as the practical considerations are weighed and options explored. Technical solutions for identifying, capturing, refreshing, storing and accessing data are not too far away. More nebulous are the economic implications of deposit: both the effect on publishers' revenues, and the cost of maintaining the deposit systems in libraries: the latter is a major governance issue that has hardly been addressed so far. If it is the role of national libraries to preserve deposited electronic material for future generations, where is the extra funding to come from? Other, potentially more intractable political implications could include: state control of networks; censorship masked as selection; and the social responsibilities of publishers. This all sounds strangely

reminiscent of the birth of legal deposit in the sixteenth century!

Although some of their interests may appear to be in conflict, libraries should not be seen as competing with publishers. Libraries must work closely with all concerned towards the long-term aim of automatic deposit under standard, legally-binding conditions. As with print, persuasion is preferable to coercion, and a balance between the needs of publishers and libraries must be established. Given the lesser economic threat posed by legal deposit libraries, it may be easier for them than for purchasing libraries to achieve a mutually beneficial alliance with publishers, especially when taking on the responsibility for older material.

This is, above all, an international issue; communication (and ideally harmonisation) across national boundaries is essential, if sensible progress is to be made as uniformly as possible for the good of all peoples.

I would like to sum up with a statement of four key principles concerning the legal deposit of electronic publications:

1. Published knowledge must be available to future generations.
2. The essential role of deposit libraries is valid for all forms of publication.
3. Deposit libraries are required to collect and preserve electronic material.
4. Libraries should work collaboratively with publishers and others to achieve these goals.

That is the agenda. Now we just have to make it a reality. 🌱

strictly utilitarian lines.

What is broadband good at? What is the most cost-effective use of the Internet? Where is print-on-paper to be preferred? The only alternative to asking these questions is the kind of inanity that wants computers to do everything for everybody and is prepared to sell out real libraries in pursuit of “virtual libraries.”

The second fallacy illuminated by MediaOne’s glowing cable is that everything is information and information is everything. First of all, libraries have never been all about information or even primarily about information. Ordinary people have used a variety of sources to find out the facts and data that they need to know, sometimes in libraries and sometimes not, since long before the so-called “information revolution.”

Second, the word “information” as used by its cultists is, essentially meaningless. The only useful definition of “information” is one that distinguishes it from recorded knowledge. It consists of data, facts, images, and short texts that are capable of being used out of context (the latter are typical of those found in ready reference materials). Information, seen in that light, is peculiarly amenable to being stored, transmitted, and made available by electronic means.

The flip side of the definition is, of course, that recorded knowledge—those texts and images that are more expansive and cumulative and that must be *studied*—needs to be stored, transmitted and made available by other means. In short, the library of the future will be similar in essence to the libraries of the past and present in that they will use all means of communication (print-on-paper, videos, sound recordings, electronic resources, etc.) to carry out their historic mission. To believe otherwise is to believe that, for the first time in human history, one form of communication—the electronic—is going to obliterate and supersede all others; a proposition which is, on the face of it, absurd.

Let me break the habit of a lifetime and put a controversial proposition to you. This subterranean war that is going on over the issue of “virtual libraries” and all that jazz is one between phantom armies—the Soulless Technocrats on the one side and the Old Fogey Luddites on the other. The warring cries are “If it moves, digitize it” and, on the other side, “Books are precious, nothing else matters.” I know, alas, a few soulless technocrats (only a couple of them librarians) and a few people with Luddite tendencies (personally, I’ve always thought the Luddites had a point—but that is another story). The vast majority of us, though, are neither at one extreme nor the other. We work every day to incorporate technology into our libraries and to maintain the “traditional” collections and services that our patrons want and need.

Here, then, is my controversial plea. I ask for the following to inform our discussion: Balance; Rationality; Truth in advertising; Thrifty stewardship; and Service.

Balance is about ensuring that libraries apportion their resources equitably in such a way that their collections contain media of communication and preservation that are best suited to their use.

Rationality is about subjecting every plan, program, initiative, collection development policy, cataloguing policy, etc., to rational analysis; it is about being bound neither by nostalgia nor technophilia. It is about understanding, for example, that the World Wide Web is neither a good thing nor a bad thing—it just is, and should be used when and how it is most useful. Making a Web page is not the pinnacle of professional activity but it is not worthless either.

Truth in advertising is about presenting things to our users and constituents as they are and in telling it like it is, not as we wish or want it to be. The Governor of the great state of California is intent on putting the Internet in every classroom as if that would, at one stroke, solve the deep societal and educational problems that we face. The estimable Vice President of this great country called for every schoolchild to “have access to the Library of Congress”—via the Internet. You and I know, and I suspect these towering political figures know, that this is all froth and nonsense and the real problem is that Johnny and Janie can’t or won’t read, not whether they can’t read from a book, print-out or screen. Then the nonsense gets compounded by those (including some in our own profession) who talk of “computer literacy,” “visual literacy,” and “information literacy” as if they are equivalent to real literacy and as if putting some poor little illiterate in front of a screen is going to make her educated, literate, and happy. It ain’t so, and we do a real disservice to education and society when we pretend that it is. Let us see things as they

“Service is the oldest and most important value of librarianship.”

are and present them to the world as they are.

Thrifty stewardship is about taking the taxpayer’s dollar or anyone else’s dollar and using it in the best way possible. The current Technological South Sea Bubble has led to many of us diverting money from valuable library services into whatever technological innovation has taken the fancy of the moment. I asked a public librarian friend of mine why there always seemed to be money for technology and none for books and other services. She replied “that’s where the money is.” So are we all Willie Suttons now, fixated on the short term and giving no heed to the future or present real needs? If you can only get funding for technology, does that mean that technology is all that matters? An odd concept of professionalism and stewardship if that is so. Perhaps “downsizing,” “rightsizing,” (Note here Gorman’s Second Law, which states “When you read a word or phrase that appears to have been translated literally from the German, someone is after your job.”) and job anxiety have made cowards of us all and we feel we have no choice but to swim with the tide.

Service is the oldest and most important value of librarianship. In this context, I think a dedication to service would lead us to trying to discover what our patrons want, not what we think they should have or ought to want. Always remember that the “virtual library” is a profoundly elitist concept, dreamed up in the ivory towers of academe, and as far as can be from the desires of most people for real places, real libraries, human contact, and books to read. Why is it so hard for us to understand this when it is so easy for Mr. Barnes and Mr. Noble?

Libraries have always had a unique responsibility, one that they have carried out in an exemplary manner. That responsibility is the preservation of the cultural record. The history of human communication is one of a simultaneous progress and regress from documents few in number but of great durability to electronic documents too numerous to count but with the life span of a summer insect.

Printing recorded knowledge and information on acid-free paper and making multiple copies has proven to be a wonderful way of carrying out the mission of preserving the cultural record. However, almost all of that print-on-paper is the result of an established filtering process (called the publishing industry). No such thing exists for the electronic world. We are still in what I call the Haight-Ashbury stage of electronic publishing—thousands of flowers are blooming (though it is hard to see them for the weeds), everyone is stoned (on technology not exotic cheroots this time), all is peace and love and it is all going to go on forever and, hey man!, it is all *free*! Of course, it has never been all free and we have to get serious at some time and start to worry about how we are going to preserve the minority (prob-

continued on page 42

ATG Annual Report Survey

Compiled by **Barry Lee** and **Judy Lee** (Research & Reference Services)

The Second **ATG Annual Report** survey gathered answers by **ATG** readers and **Charleston Conference** participants on a variety of issues — budgets, organization, staffing, the future. Four-fifths (80%) of the respondents consider themselves old/new academic librarians. While half identified themselves as working in technical services on the first survey, this year it fell to ten percent. Forty percent of the respondents have been librarians between eleven and twenty years. Below is a summary of some of the results. The complete results can be accessed on the **ATG** Webpage, beginning in April, at <http://www.against-the-grain.com>.

Budgets

- The percentage of the monies devoted to books was 30% and journals 50%, making total print resources 80% of the materials budget. The twenty percent of the materials budget spent on non-print resources is spread between online resources and gateways (10%), CD-ROMs (4%), and other 2%.

- Very few respondents, approximately one-tenth (10%) report a decrease in their overall materials budgets. Half reported an increase in their book budgets.

- Three quarters (75%) of the respondents reported an increase in their journals budgets.

- Almost three-quarters (75%) reported an increase in their budget for electronic users.

Personnel and Staffing

- Almost all (98%) of the respondents provide training for their existing staff. Thirty-six percent do continuing education in-house.

- Seventy-two percent fund travel to conferences and workshops and twenty percent fund credit courses for staff.

- Ninety percent of the respondents reported being able to absorb the additional work in their current workflow.

- One quarter (25%) are starting to teach end-users to be more self-reliant and to do research on their own.

- Ninety-eight percent of the respondents use a subscription agency. Over half (52%) have switched agencies within the past five years.

- Approximately two-fifths of the libraries reported being downsized and of those, two-thirds have had to decrease their professional staff. Slightly over half (55%) reduced the paraprofessional staff. Surprisingly, only one-sixth of the libraries reported negative effects, down from last year's survey's one-fourth.

Concerns and Issues

Librarians have found a variety of ways to incorporate the Internet

into their daily lives.

- Three-quarters now have a homepage on the Net, up from last survey's two-thirds. Acquisitions services have incorporated the Net into their routines in the following ways — electronic ordering, searching publisher Web pages, email, reading listservs such as ACQNET and ACQWEB, searching for out of print materials.

- Ninety-two percent of the libraries have workstations in their work areas.

- Almost half of the institutions offer distance education. Only ten percent of the libraries have merged with a computer center.

- Only sixteen percent of the respondents have implemented paperback only approval plans. Fifty-four percent have not. Thirty percent do not have an approval plan at all.

- Forty percent of the libraries responding report canceling paper subscriptions for new media. As to the archiving issue, fifty percent say that they will keep electronic information in whatever format they can use it. Sixty-two percent also state that they are keeping paper for the present.

- Respondents read a wide variety of library-related publications. The large majority read *Against the Grain* (98%). Two thirds read *College and Research Libraries*. Half of the respondents reported reading *Publishers Weekly*, *Choice*, and *Library Acquisitions: Practice and Theory*. One-third receive *Library Journal*.

The Future

The top issues for the twenty-first century in this year's survey are Funding (20%), Change (14%), New technologies (12%), and Staffing (6%). Of these four, only funding was a top issue in the first survey (33% in 1996). Respondents had a much broader range of concerns this year.

AND, as promised, we have selected two winners from this year's survey. These people were chosen at random from the group of people who took the time to fill out the survey. They will be given a complimentary subscription to **ATG** as well as free registration to the next **Charleston Conference** (November 5-7, 1998). THANKS to all of you for filling out the survey!

Winners: **Julia E. Ben-Simon**, Head of Acquisitions, King County Library System, Seattle, Washington; **Chuck Longfellow**, Delaware State University, Dover, DE.

Op – Ed from page 41

ably a tiny minority) of enduringly useful electronic documents.

Let me propose two simple strategies. The first is to ask the question "Would I have added this to my library if it were in print?" If the answer is yes, print it on acid-free paper. This second may seem to lack glamour but, on the other hand, what is the alternative? Does anyone seriously think that the government (for who else would have the means and the staying power?) is going to create a gigantic electronic archive and maintain it indefinitely in the face of dizzyingly frequent technological change? Again, remember that no group but librarians has the history of preserving the records of humankind and the means and the will to do it well. If not us, who? If not now, when?

Finally, what about something else in which we are uniquely expert — bibliographic control? Just contrast the experience of using a well-ordered library with the World Wide Web swamp. No matter how fancy the strategy or "search engines" (the little engine that couldn't), the fact is that in searching the Web, one is using nothing

more nor less than contextless keyword searching. The searcher lacks completely the results of careful cataloguing, authority work, and cataloguing standards.

Cataloguing is expensive. Not having cataloguing is expensive. You can either spend the money up front to the benefit of many thousands of users or you can abandon those users to thrashing around in the Web and hoping that the 40,000 results that seem to be par for the course for every search contain something of relevance—a process that costs them money and time. Before we go much further with metadata and other fancy notions, perhaps we should think about taking those electronic documents that we determine are of value and applying regular old cataloguing standards and practices to them?

Librarianship is a profession with enduring values (service, intellectual freedom, etc.) and an enduring mission — to acquire, give access to, organize, disseminate, preserve, and provide assistance and instruction in the use of recorded knowledge and information in all forms. We can and should use our values and continue our mission in incorporating electronic documents and resources into our collections, services, and programs.

What do this animal and the leader in **full service document delivery** have in common?

They're both fast, lean,
resourceful and great caregivers.

Just what you look for in a full service document delivery provider:

- **Rapid standard delivery with rush capabilities**
- **Competitive base prices** with volume discounts from an organization that knows how to pass cost savings onto the customer
- **Innovative solutions** such as globally-networked document sources, customized document ordering and management services, state-of-the-art automation, and a personalized TOC current awareness service
- **Trained account service professionals** who really care about your needs

All the document services you need and want from a name you already know and trust — EBSCO.

EBSCO Document Services.
Delivering Results Worldwide.

EBSCO/doc

E-mail: info@ebscodoc.com

Web: www.ebscodoc.com

Phone: 800-871-8508

THE LEADER IN INTEGRATED INFORMATION MANAGEMENT

When you contact us, please mention Code No. ATG298 so that we may better assist you.

The Egg is Broken, Who Will Make the Omelet?

We Have all this Information, How Will We Organize it?

by **Ward Shaw** (CARL) <wshaw@carl.org>

A version of the paper was delivered at the 1997 Charleston Conference, November 6-8, 1997. — KS

Did any of you see the search for Dot Comm in the newspapers? It was great. There actually is a woman named Dot Comm. She's a retired schoolteacher somewhere in the Pacific Northwest. She was discovered in a nationwide search, and was reportedly quite impressed that she had such an important name. I urge you all to do some research and find that story.

I have a wonderful topic, and I'm going to take a little bit of liberty with it. It's one of those great topics which no one understands, and that means you can talk about anything you want to talk about. As you know, I will do that anyway.

This is a brief essay on omelets. We're going to talk about describing them, making them, and eating them.

As the saying goes, first you have to break some eggs. When you look at all that is going on around us, I think it is very clear that the eggs are broken. We didn't break them, by the way — technology and economics broke them for us. If you need some more evidence of the fact that there's a lot of change going on right now, two days ago in the *Wall Street Journal* there was a fascinating article about newspaper subscriptions. The trend is absolutely down, not only in daily newspaper subscriptions and readership but also in Sunday subscriptions and readership. Interestingly, in the middle of the article, they started talking about access to online information. Subscription paying access to *The New York Times* and *Wall Street Journal* online are both up and the article commented that this is probably related although no one knows quite why or how.

The retiring FCC Chairman, in a speech not long ago, gave print-based classified ad-

vertising fewer than 10 years. That's not very long. When you consider that classified advertising is something more than 50 percent of what makes newspapers go economically, there's an interesting shift going to occur. We all know that journal subscriptions are declining — that is, numbers of subscriptions, even though their prices continue to rise. We can debate and measure which occurs in

which year or how fast or why or whatever, but the trend is pretty clear.

Let's look a little bit carefully, though, at these broken eggs and other potential ingredients before we try omelet-making. You know it's really easy to make an omelet — all you have to do is throw a dozen eggs in a bag and smash it on the floor and then throw the mess in a frying pan. It may not be a very good omelet, but it's an omelet. The trick is not just who is going to make the omelet, but how can we find one that's edible. When it was whole, the egg looked like this — it was that classical information chain — with the author and the publisher and the library and the reader and the bookstore and other institutions — and they all kind of turned back into a chain and created a research cycle. You've all known about that from way back in library school. These dependencies were born of technical and economic necessity and it's technical and economic shifts that have caused them to change. Network and computing technology, along with changing economic patterns, have altered fundamentally the distribution mechanisms so that the traditional chain just doesn't exist anymore.

Authors can publish all by themselves if they want to. Readers can communicate directly with authors or publishers, or themselves, reasonably easily. I do mean reasonably easily. My nine-year-old son decided, for whatever mysterious reason, that this year he wanted to be a Sasquatch for Halloween. Two problems — first, he didn't know what a Sasquatch looks like, and second, he didn't know anything about them in case anybody asked. He did know that they were sometimes called Big Foot. His first move was to get on the World Wide Web, call up Alta Vista or Infocom or one of those search services. He did a search on Big Foot and he got back a whole ream of stuff — all of the horror stories that you've heard about what you get when you search the Web occurred. He got all kinds of things about sneaker manufacturing, and bizarre foot diseases.

He also got some first rate information. First of all, there were lots of pictures. As you know, no one really knows what Sasquatch looks like but there are lots of interpretations and he saw them. He also discovered a fascinating link to a Sasquatch museum research project, part of the University of California at Berkeley. It's located in San Francisco and seems to be the center of research into these alleged crea-

tures. There were ac-

counts of siting studies of alleged footprints, and literally hundreds of other leads. What you actually take away from this is that, for my son, that was exactly like the best public library experience that we could think about. He starts to do this research, and all sort of other ideas come at him. He gets what he wants, but he also gets extended in the process. And that's what we've always talked about as being a great public library experience for kids or, for that matter, for the rest of us.

There are two important differences, of course. One was that he was in complete control of the process from start to finish. He didn't need any help from anyone. He didn't need to interact in any way that he didn't want to interact. The second difference was that he didn't have to go anywhere to do this research. It was immediately at hand. All of this took place in the space of half an hour. He decided he wanted to be a Sasquatch, he didn't know what they looked like — Bang! — He's doing a search and within minutes he's got pictures and all the rest of it and he's off and running. This is not exhaustive research that those of us in ivy-covered halls are accustomed to, but nonetheless it's pretty common. In fact, I think it's probably a lot more common than exhaustive research.

We often mistakenly lump all sorts of disparate information-seeking activities together to make generalizations, and those generalizations are generally misleading. Don't think about that sentence too much, please, but rather think about publishing. Newspapers are not like popular magazines are not like scholarly research journals are not like "summarizing" journals. Entertainment publishing is completely different from information publishing like, for example, *Time* magazine. It is completely different from research publishing like *Brain Research*, all of which is different from what we might call contemplative proselytizing, in journals like *Foreign Affairs Quarterly* where people are writing primarily opinion.

The economics of creation and the effectiveness of various distribution mechanisms differ for each one of those forms. Competitive values differ as well. Entertainment vehicles go head to head for the same dollar. Informing vehicles — *US News and World Report* and *Time* and *Newsweek* — compete directly, selling the same or at least mostly substitutable products.

continued on page 45

"What is true for newspapers is not true for STM journals, even though both are called publishing."

vertising fewer than 10 years. That's not very long. When you consider that classified advertising is something more than 50 percent of what makes newspapers go economically, there's an interesting shift going to occur. We all know that journal subscriptions are declining — that is, numbers of subscriptions, even though their prices continue to rise. We can debate and measure which occurs in

The Egg Is Broken from page 44

Research vehicles are not like that. If you need a paper by so and so, you need that paper and not some other one — unless you're going to cheat.com and the journal that it's in is not very important, at least at the consumer end. After the need is established, the specific journal that the paper is in is not really very crucial. Contemplative proselytizing vehicles are more like research vehicles than they are like information or entertainment. They have their own characteristics, not the least of which is that they tend not to be substitutable for each other. If you buy a copy of *Atlantic Monthly* you might also want to buy another journal like that. They may even lead to each other, much like citation chains.

All this is confusing enough, but completely confounding when you consider that no vehicle nor any form of publication that I know of is a pure type. There are lots of changes, some of them trivial, but a few are profound, and have a great deal to do with the question now before us — who will make the omelet and will it be any good? Just as academic institutions, or more properly the academic elite, have lost control of the Internet — a very interesting shift that's happened in the last couple of years, but another day's subject — so have the traditional players lost control of the informing process, the circle we were talking about. Publishers, aca-

dem institutions, and libraries, because of their economic and technical imperatives early in the cycle, had control of distribution of most information. That has changed. It is very interesting to watch those institution's behaviors as they all scramble to try to preserve their roles.

The second really crucial change that's occurred is that I can navigate by myself. I don't need help. Maybe I can't do it as well as I can with help, but I can do it and so can you and so can my nine-year-old. That's a fundamental shift in the last couple of years, and it profoundly changes the mechanisms

***"Communications is king —
content is only a prince."***

and values involved.

And, finally, I can publish by myself. Again, not very well, and I've got some difficult issues around advertising and quality assurance and all of that. But I can do it, and it's getting better. This is not going to go away, and it's going to accelerate as the issues are inevitably addressed.

All of these are shifts away from institutional control mechanisms that I think are very important, and deep. Any massive social or institutional change always creates predictable reactions. This one is no different. First is the Luddite reaction, or full cry denial — "no computer can ever replace my

book or my brain" or whatever. There's nothing new here. Remember *Desk Set* — that old **Katherine Hepburn, Spencer Tracy** movie — it's must be almost 50 years old. At least half a century ago we started wrestling with some of these issues. Thankfully, I think we're mostly through that stage. We rarely hear a truly luddite-like reaction from this podium.

Then comes what we might call preservation behavior. Existing institutions attempt to mold their behavior to make the world look like it did before — to them, at least. Publishers will offer their information electronically, but make you subscribe to it, so they can guarantee a stable income. This sometimes is under the guise of "site licensing" or "statewide licensing" or whatever. It is not necessarily bad — in fact, preservation stage offerings are often great steps forward, but they are essentially stop-gap measures which sometimes effectively buy time and space for truly revolutionary forms to emerge. We are right now approaching the end of the preservation stage and are in the beginning of the third stage — the invention and establishment of new forms.

These usually begin as experiments with little economic justification, and the best of them survive to become the models of whatever new paradigms will emerge. They are edible omelets. I think of the various hybrid e-journals, or perhaps better, experiments like **BioMedNet**, as the first of these omelets.

continued on page 47

ENCYCLOPEDIA OF LANGUAGE AND EDUCATION

The most current and comprehensive reference work in the field

- State-of-the-art reviews
- More than 200 research topics in eight volumes
- Over 200 contributors from more than 40 countries
- Extensive cross referencing within and between volumes
- International in scope and approach
- Wide ranging analyses and evaluation of current research
- Subject index
- Extensive and up-to-date bibliographies

ISBN 0-7923-4596-7 (hardbound, 8 vols.)
\$899.00 after 4/30/98

**Special
Introductory
price of
\$739.00**

valid until 4/30/98

*Available
from your
vendor*

**Kluwer
academic
publishers**

Physics Bestsellers 1996/1997

by **Bob Nardini** (Regional Vice President, Collection Management & Development Group, YBP)
rnardini@YBP.com>

Editor's note: We at ATG have for a long time wanted to produce scholarly bestseller lists. Here is the first installment in what I hope will be many "scholarly bestseller" lists. Any of you booksellers who can provide us with such information, PLEASE write! — KS <strauchk@cofc.edu>

Selection of science books is among the most difficult jobs in an academic library. A vendor "best seller" list can be a useful tool, allowing librarians without a strong science background to draw upon the collective expertise of selectors across the country in evaluating their own holdings. This list shows titles in **Library of Congress** subclass QC Physics purchased most often by **Yankee Book Peddler's** approval plan and firm order customers during our 1996/97 fiscal year. In querying our database to compile the list, we excluded non-monographic series, so as not to count titles commonly acquired on standing order. We also excluded our "General—Academic" content level, in order to exclude the sort of accessible science book often widely reviewed and easily evaluated. These fifty titles represent approximately the top 10 percent of the remaining physics titles sold by **YBP** during 96/97. They range in list price from \$19.95 to \$139. At press time, all were in print. — BN

Alexander of Aphrodisias. *On Aristotle's Meteorology 4*. Cornell Univ Press, 1996. 0801432251 cloth \$45.00

Ambegaokar, Vinay. *Reasoning About Luck: Probability and its uses in Physics*. Cambridge Univ Press, 1996. 0521447372 paper \$19.95

Arons, Arnold B. *Teaching Introductory Physics*. John Wiley, 1997. 0471137073 cloth \$64.29

Atomic and Ion Collisions in Solids and at Surfaces: Theory, Simulation and Applications; Roger Smith et al. Cambridge Univ Press, 1997. 052144022x cloth \$69.95

Badii, R. *Complexity: Hierarchical Structures and Scaling in Physics*. Cambridge Univ Press, 1997. 0521418909 cloth \$74.95

Bub, Jeffrey. *Interpreting the Quantum World*. Cambridge Univ Press, 1997. 0521560829 cloth \$49.95

Cao, Tian Yu, 1941- *Conceptual Developments of 20th Century Field Theories*.

Cambridge Univ Press, 1997. 0521431786 cloth \$59.95

Climate Change, 1995: The Science of Climate Change; ed. by J.T. Houghton. Cambridge Univ Press, 1996. 0521564336 cloth \$95.00

Climate Variability, Climate Change and Social Vulnerability in the Semi-Arid Tropics; ed. by Jesse C. Ribot. Cambridge Univ Press, 1996. 0521480744 cloth \$80.00

Debenedetti, Pablo G., 1953- *Metastable Liquids: Concepts and Principles*. Princeton Univ Press, 1996. 0691085951 cloth \$69.50

Decoherence and the Appearance of a Classical World in Quantum Theory; D. Giulini ... et al. Springer-Verlag, 1996. 3540613943 cloth \$74.50

Deconvolution of Images and Spectra; ed. by Peter A. Jansson. Academic, 1997. 0123802229 cloth \$99.00

Efetov, Konstantin. *Supersymmetry in Disorder and Chaos*. Cambridge Univ Press, 1997. 0521470978 cloth \$100.00

Electron: A Centenary Volume; ed. by Michael Springford. Cambridge Univ Press, 1997. 0521561302 cloth \$49.95

Fara, Patricia. *Sympathetic Attractions: Magnetic Practices, Beliefs, and Symbolism in Eighteenth-century England*. Princeton Univ Press, 1996. 0691010994 cloth \$45.00

Gambini, Rodolfo. *Loops, Knots, Gauge Theories and Quantum Gravity*. Cambridge Univ Press, 1996. 0521473322 cloth \$75.00

Gennes, Pierre-Gilles de. *Soft Interfaces: The 1994 Dirac Memorial Lecture*. Cambridge Univ Press, 1997. 0521564174 cloth \$19.95

Gruppen, Claus. *Particle Detectors*. Cambridge Univ Press, 1996. 0521552168 cloth \$100.00

Guillemin, V., 1937- *Symplectic Fibrations and Multiplicity Diagrams*. Cambridge Univ Press, 1996. 0521443237 cloth \$49.95

Handbook of Nuclear Properties; ed. by Dorin Poenaru. Clarendon/Oxford, 1996. 0198517793 cloth \$98.00

Handbook of Physical Quantities; ed. by Igor S. Grigor'ev. CRC Press, 1997. 0849328616 cloth \$139.00

Hooft, Gerard't. *In Search of the Ultimate Building Blocks*. Cambridge Univ Press, 1997. 0521550831 cloth \$39.95

Imry, Joseph. *Introduction to Mesoscopic Physics*. Oxford Univ Press, 1997. 0195101677 cloth \$49.95

Kogan, Sh. *Electronic Noise and Fluctuations in Solids*. Cambridge Univ Press, 1996. 0521460344 cloth \$84.95

Kondratyev, K.Ia. (Kirill Iakovlevich). *Global Change and Remote Sensing*. John Wiley, 1996. 0471960780 cloth \$115.00

Krieger, Martin H. *Constitutions of Matter: Mathematically Modeling the Most Everyday of Physical Phenomena*. Univ of Chicago Press, 1996. 0226453049 cloth \$65.00

Le Bellac, Michel. *Thermal Field Theory*. Cambridge Univ Press, 1996. 0521460409 cloth \$69.95

Low, Francis E. (Francis Eugene), 1921- *Classical Field Theory: Electromagnetism and Gravitation*. John Wiley, 1997. 0471595519 cloth \$59.95

Merrill, Ronald T. *Magnetic Field of The Earth: Paleomagnetism, the Core, and the Deep Mantle*. Academic, 1996. 0124912451 cloth \$89.00

Mouroulis, Pantazis. *Geometrical Optics and Optical Design*. Oxford Univ Press, 1997. 0195089316 cloth \$69.00

Nonequilibrium Statistical Mechanics in One Dimension; ed. by Vladimir Privman. Cambridge Univ Press, 1997. 052155974x cloth \$100.00

Novel Optical Materials and Applications; ed. by Iam-Choon Khoo. John Wiley, 1997. 0471127930 cloth \$74.95

Owens, Frank J. *New Superconductors*. Plenum, 1996. 030645453x cloth \$39.50

Particle Physics: One Hundred Years of Discoveries: An Annotated Chronological Bibliography; V.V. Exhela et al. Amer Inst of Physics-AIP, 1996. 1563966425 paper \$52.00

continued on page 47

Physics Bestsellers

from page 46

Perspectives in Quantum Hall Effects: Novel Quantum Liquids in Low-Dimensional Semiconductor Structures; ed. by Sankar Das Sarma. John Wiley, 1997. 047111216x cloth \$74.95

Pfalzner, Susanne. *Many-Body Tree Methods in Physics*. Cambridge Univ Press, 1996. 0521495644 cloth \$49.95

Polyak, Ilya. *Computational Statistics in Climatology*. Oxford Univ Press, 1996. 0195099990 cloth \$65.00

Quantum Physics, Chaos Theory, and Cosmology; ed. by Mikio Namiki. Amer Inst of Physics-AIP, 1996. 1563965445 cloth \$65.00

Ridley, B.K. *Electrons and Phonons in Semiconductor Multilayers*. Cambridge Univ Press, 1997. 0521474922 cloth \$69.95

Robinett, Richard W. (Richard Wallace). *Quantum Mechanics: Classical Results, Modern Systems, and Visualized Examples*. Oxford Univ Press, 1997. 0195092023 cloth \$65.00

Snygg, John. Clifford. *Algebra: A Computational Tool for Physicists*. Oxford Univ Press, 1997. 0195098242 cloth \$85.00

Steele, Charles W. *Numerical Computation of Electric and Magnetic Fields*.

Chapman & Hall, 1997. 0412086212 cloth \$69.95

Strobl, Gert R., 1941- *Physics of Polymers: Concepts for Understanding their Structures and Behavior*. Springer-Verlag, 1996. 3540607684 paper \$39.00

Swartz, Clifford E. *Teaching Introductory Physics: A Sourcebook*. Amer Inst of Physics-AIP, 1997. 1563963205 cloth \$75.00

Transport Properties of Fluids: Their Correlation, Prediction and Estimation; ed. by Jurgen Millat. Cambridge Univ Press, 1996. 0521461782 cloth \$90.00

Tribble, Alan C., 1961- *Princeton Guide to Advanced Physics*. Princeton Univ Press, 1996. 069102670x cloth \$59.50

Weinberg, Steven. *Quantum Theory of Fields; V. II: Modern Applications*. Cambridge Univ Press, 1996. 0521550025 cloth \$47.95

Westgard, James B. *Electrodynamics: A Concise Introduction*. Springer-Verlag, 1997. 0387945857 cloth \$49.00

X-Rays: The First Hundred Years; ed. by Alan Michette. John Wiley, 1996. 0471965022 cloth \$69.95

Yndurain, F.J. *Relativistic Quantum Mechanics and Introduction To Field Theory*. Springer-Verlag, 1996. 3540604537 cloth \$59.00

The Egg Is Broken

from page 45

Given what we know about the ingredients, then, let's venture a few guidelines for picking omelets off the menu, assuming that we want edible ones.

1. Follow the money. In the final analysis, only economically viable offerings will last.

2. Look for consumer convenience. A couple of years ago I argued in this forum that content is king. I don't think so any more. **Becky Lenzini** found a quote the other day that said "communications is king — content is only a prince." I think that's right, in almost all contexts, which leads to the next point.

3. Make sure you are thinking clearly about the specific informing activities being supported. What is true for newspapers is not true for STM journals, even though both are called publishing.

4. Watch the underlying characteristics — technical, economic, and scope — of distribution. This is the traditional middleman role. Both publishers and libraries are at core distributors, and this will make this topic the hardest of all for us to think about, because it is us.

5. Finally, watch for the overall effects on societies, however big or small. These will never control, but they may well dampen, the speed at which things happen.

Who will make the omelet? Who knows? There will be many of them. Some will even be good.

From ordering to invoicing, libraries all across the country are designing service to meet their needs. Why shouldn't you?

1966 W. Main Street • Owosso, MI 48867-1397

Phone Toll-Free 1 800 248-3887 • Fax Toll-Free 1 800 523-6379

e-mail: custserv@emery-pratt.com • <http://www.emery-pratt.com>

ATG Interviews K. Wayne Smith

PRESIDENT AND CEO, OCLC

by Ron Chepesiuk (Winthrop University) <104551.2330@compuserve.com>

This past October, **K. Wayne Smith**, President and Chief Executive Officer of OCLC and one of the major figures in the library world, announced his retirement after nearly nine years at the helm. Dr. Smith had an illustrious career before coming to OCLC. Among other positions, Smith worked as a Special Assistant to the Assistant Secretary of Defense Systems, Program Manager for Defense Studies at the Rand Corporation, President and CEO of Dart Properties Group, Chairman and Chief Executive Officer, World Books. He has also served in numerous offices in higher education, business, government, and international relations, including membership on the Council on Higher Education, the American Society for Information Science, and the American Library Association.

Dr. Smith is the coauthor of **How Much Is Enough? Shaping the Defense Program, 1961-1969**, and he has lectured and written extensively on management systems, information technology, and international affairs. Among his numerous honors are a Distinguished Service Award from the U.S. Department of Energy and an Outstanding Leadership award from Dart Industries.

During Dr. Smith's tenure, many major developments took place at OCLC, including the implementation of a new \$70 million telecommunications network and a new \$30 million cataloging system (PRISM). Contributing editor **Ron Chepesiuk** secured an exclusive interview with Dr. Smith to get his thoughts on his tenure as OCLC CEO, the future of the non-profit corporation, and the present state of the library profession.

ATG: Your retirement came as a surprise to the library community. Why are you retiring?

KWS: There are a number of reasons. First, I have been working now for nearly

forty years, the last twenty-five of them as a CEO. I will have been at OCLC nearly ten years and I worry about CEOs who stay too long, particularly in a high-tech organization. Second, because OCLC is an international membership organization, it requires a tremendous amount of time and energy, including some thirty weekends a year of travel. I want to spend more of those weekends on my farm in North Carolina. Third, I am stepping down because OCLC is in very good shape, financially and otherwise. In fact, in all good conscience, I would not be leaving if OCLC weren't in such excellent shape. We have a good strategic plan, exceptional staff and managers,

"Truly, we are in a business for the quick or the dead."

great opportunities, a very supportive membership, and are working on our fifth consecutive record year. I have done more than I set out to do and stayed longer than I originally planned. Finally, when I first came to OCLC back in January 1989, I told my wife of thirty-nine years and fifteen moves that I would only be at OCLC for three years. She has been very patient.

ATG: So, was it a tough decision?

KWS: Given my personal interests, this job is a great fit and a great joy. It's going to be difficult to say goodbye both to the staff and to the OCLC community, but I believe that it is the right decision at the right time for me and for OCLC.

ATG: What will your relationship with

OCLC be after next June when you step down?

KWS: I am stepping down from day-to-day management, but I expect to continue to be involved with OCLC in some capacity, which will be determined by the Board of Trustees.

ATG: What do you see as your biggest accomplishment during your tenure as OCLC's CEO?

KWS: I will let history sort out the "biggest," but I am very proud of a number of things. My successor will inherit a diverse and international library membership, a talented and dedicated staff, a financially strong organization, a firm commitment to our public purposes, and the opportunity for even greater success in the 21st century. More importantly, OCLC remains firmly what it should be — a non-profit, library membership organization. Its core values are intact. During my tenure, OCLC has provided libraries with more than \$60 million in membership credits, subsidies, and savings, while holding the line on prices with only two modest increases in nine years. We have been able to do this by rigorously controlling costs. For example, when I came on board in January 1989, OCLC served 10,000 member libraries with some 900 staff members. Nine years later, we are serving more than 25,000 libraries with about the same number of staff.

Financial strength and a talented staff have also let us provide member libraries with a steady stream of innovative and cost-effective products. We completely retooled the OCLC factory in 1991 and 1992 with a new telecommunications network and new online system for cataloging and resource sharing. Our new, modular, technological platform is enabling us to keep up with steady advances in computing and telecommunication. In 1997, for example, we installed another new network based on TCP-IP which will provide member libraries five times the telecommunications capacity at the same cost they now have. Nine years ago, OCLC was mainly a technical services organization. Today, we have moved from the back room of the library to the front room, where we are a leader in reference services. OCLC **FirstSearch**, which was introduced in 1991, has in five years gone from no place to first place in terms of connect time. And

continued on page 49

Smith

from page 48

WorldCat, the OCLC Online Union Catalog, is now the most consulted database in higher education. In electronic publishing, our new **FirstSearch Electronic Collections Online** service has already lined up 1,100 journals from twenty-five publishers. This new service builds on more than a decade of pioneering research and development that OCLC has done in electronic journals and electronic publishing.

In technical services, we have added automated cataloging options, new authority control services, and outsourcing services. We have also greatly expanded resource-sharing options for libraries at the same time that we are helping them reduce costs. Our new ILL fee management service, for example, has already allowed nearly 1,000 libraries to avoid processing small checks for interlibrary loans at a savings of over \$10 million. Our **SiteSearch** software has been an integral part of exciting, new models in resource sharing such as **GALILEO** in Georgia and the **Virtual Electronic Library** for the **Committee on Institutional Cooperation** in the Midwest.

Over the last nine years, OCLC's cam-

pus has grown from forty acres to one hundred acres and we have added badly needed conference and meeting facilities. The OCLC Institute, which was established in 1997, is based in these new, state-of-the-art training facilities.

Last but not least, OCLC's Office of Research has emerged as one of the world's leading centers devoted to the problems and challenges for libraries in the Information Age. Over the years, the OCLC membership has reaped enormous benefits from OCLC research in terms of new prod-

"This is a great time to be a librarian. Indeed, the stars, planets, computers, telecommunications, and the historic mission of libraries and librarians are all in alignment."

ucts and services and in emerging new areas of librarianship, such as the Internet, Metadata, and electronic archiving.

In short, in the last nine years, I believe that OCLC has become a more important force for research, scholarship, and education around the world. It is a commons for the world's libraries and librarians — a commons built through collaboration. And it is increasingly an important counterweight for libraries to the growing information mega-giants. It enables 25,000 li-

braries and hundreds of thousands of individual librarians to work together to further access to the world's information and to reduce information costs.

ATG: Looking back at OCLC's history, what would you consider its biggest accomplishment?

KWS: Without question, **WorldCat**. It's now the most consulted database in higher education. It's a unique, powerful, and priceless tool for finding the world's information — a tool built one record at a time through the cooperation of thousands of libraries. While the technology behind **WorldCat** has changed many times since 1971, it is the continuing commitment of OCLC member libraries to cooperation and sharing information resources that has made **WorldCat** the world's premier bibliographic database.

ATG: What do you see as the biggest challenge facing OCLC in the years ahead?

KWS: The biggest challenge for OCLC will be to continue to increase not only the value of OCLC membership, but the values of OCLC membership — nonprofit perspective, membership governance, resource sharing, cooperation, and commitment to the ideals of research, scholarship, and education. These values transcend the

continued on page 50

Reference Reviews Europe Annual

Casalini Libri takes great pleasure in presenting **Reference Reviews Europe Annual**, now in its third year.

A yearly compilation of reviews to some 300 reference works in the humanities and social sciences, abstracted in English by North American and British librarians, **Reference Reviews Europe Annual** is a unique source of authoritative information on must-have (and must-avoid) foreign reference books. Useful to college and university librarians alike, **RREA** is available to subscribers for \$24 per year, with additional desk copies for only \$10 each. Back issues for 1995 and 1996 are still available.

For further information and an order form, visit our Web site at <http://www.rre.casalini.com>

or contact:

**Casalini
libri**

Via Benedetto da Maiano 3
50014 Fiesole (Italy)
Tel. ++39-55-5018.1
Fax ++39-55-5018.201
info@rre.casalini.com

*"An outstanding contribution to
European scholarship"*
Margrit B. Krewson,
European Division,
Library of Congress

technology, and the changing paradigms. They are the foundation of the library commons that OCLC represents.

ATG: What about the library?

KWS: The biggest challenge facing the library community will be resource allocation — trying to maintain systems and collections that are both print and electronic with inadequate resources. The hard choices involved in trying to both evolve new electronic services and at the same time maintain traditional library services would frustrate Solomon.

ATG: When the 1991 strategic plan was put together, the WWW did not exist. Can you comment on the remarkable technological changes that have taken place in the last six years and how this has impacted OCLC services?

KWS: Technological change is a constant in OCLC's world. The implications of this change are everywhere from our building to our products and services to our economics.

For example, OCLC's main offices are in a 1981 building that was designed to capture heat from large mainframe computers and recycle it throughout the rest of the building. Since we no longer have seventeen large mainframes, we have had to install a gas-fired boiler.

In 1991, we installed the new X.25 telecommunications network; now we are installing another new network based on frame relay technology and TCP/IP. This new network will enable us to provide member libraries with a five-fold increase in capacity at the same price they now have for access to OCLC via the X.25 network. It will also increase reliability and reduce Internet delays and World Wide Web waits.

Five years ago, we only had Internet access to **FirstSearch**; today, we have Internet access to most of our products and services. We also have Web interfaces for our reference services.

In 1991, OCLC pioneered the world's first peer-reviewed, electronic scholarly journal called the *Online Journal of Current Clinical Trials*. It used technology that OCLC developed over the previous decade — Guidon and Graph-Text. This electronic journal was state-of-the-art, the first to provide typeset-quality and the first to support graphs, tables, and illustrations as well as mathematical equations. By 1995, OCLC was distributing some thirty electronic journals using its Guidon software. By 1996, the technology was essentially obsolete. Truly, we are in a business for

the quick or the dead.

One of the under-appreciated consequences of this relentless technological change is the rapidly declining depreciation schedules and the resulting huge impact for all organizations on business basics like cash flow, capital spending, margins, and pricing. The useful life of workstations, for example, is now measured in months rather than years. Libraries are particularly ill-prepared — financially and psychologically — for such rapid obsolescence of essential equipment.

"WorldCat, the OCLC Online Union Catalog, is now the most consulted database in higher education."

ATG: What types of alliances and partnerships do you see OCLC pursuing in the next century?

KWS: First, let me say that OCLC has been in the strategic alliance business for a long time. Our first and foremost strategic alliance has been with our member libraries. Another has been with our U.S. regional networks whose efforts in training and support and marketing have been a driving force in OCLC's success. These alliances are part of the bedrock of OCLC.

In general, two organizations enter into a strategic alliance in order to do together what neither could do alone. At OCLC, we enter into such alliances because they can lead to new or better products and services, to a new markets, or to lower costs for our member libraries. Since I have been at OCLC, we have entered into hundreds of such alliances, ranging from professional associations to publishers to database providers to the **Library of Congress** to individual libraries.

With **PromptCat**, we find ourselves in alliance with ten booksellers. With **FirstSearch Electronic Collections Online**, we now have nineteen publishers as partners and will soon have many more.

OCLC's fundamental interests are furthering access to the world's information and reducing information costs for its member libraries. Every strategic alliance we have had or will have must meet this litmus test.

ATG: You have said that OCLC has a proven record of using technology to facilitate international cooperation on a global basis. Please elaborate.

KWS: OCLC now serves over 25,000 libraries in sixty-three countries. One of our newest members is the **University of Queensland** in Australia. Queensland recently joined OCLC, according to the Director, so that it could participate in "the global community of libraries." I believe

that is a very good way to put it.

Two recent examples of how OCLC technology has facilitated international cooperation are our new interlibrary loan fee management services, which enabled the **Library of Congress** to resume its international interlibrary lending activities. And in 1996, in an effort led by **Harvard**, OCLC helped create a "Bosnian" database from **WorldCat** to assist in the rebuilding of the war-ravaged **Bosnian National and University Library**. OCLC member libraries are contributing their records of books in this area.

ATG: How important will the Internet and WWW be in OCLC's development in the next century?

KWS: The Internet and the Web and its technological successors will be central. And this rapidly changing, almost chaotic telecommunications environment will place new demands on libraries. High cost equipment is becoming obsolete before you get it paid for. Brownouts, blackouts, unreliable service are no longer exceptions. OCLC intends to assist libraries in meeting the challenges for the Web by providing reliable, cost-effective access. We also intend to help libraries plan their future access strategies. That is why, in part, we established the new **OCLC Institute** which now makes our internal telecommunications analysis and training, as well as other topics of interest, available to the general library and educational communities.

ATG: OCLC has just published an updated Strategic Plan, entitled Beyond 2000. What does it contain?

KWS: It summarizes what OCLC plans to do, when, and why. We see both great opportunities and great challenges. We see revolution and evolution. On balance, however, we believe that for OCLC, for libraries, and for library users, the best is yet to come.

"Libraries are particularly ill-prepared — financially and psychologically — for such rapid obsolescence of essential equipment."

ATG: In talking with librarians who have used OCLC's services, they laud OCLC's contribution to the profession, but see areas for improvement. For example, some librarians have said that OCLC needs to improve its user interface and search engine. What is OCLC doing in this area?

KWS: There is always room for improvement. As I have noted many times before, the online information business is a business for the quick or the dead. While

continued on page 51

OCLC has had thirty years of success in providing technology to help libraries work together, we know that we can't rest on our laurels. Take **FirstSearch**, for example. We have added major enhancements to the system eight times in the past five years. We are currently working hard on the next generation of **FirstSearch**, which is a redesign from top to bottom of both hardware and software. But in terms of the constant need for improvement, this will always be a Sisyphus-like process.

Some librarians would like to see a minimum standard for cataloging records, pointing out that while the coverage is impressive, many records lack call numbers. Cataloging experts at OCLC tell me that OCLC cannot mandate that a call number is included in a record because the call number is based on libraries' own practices and the classification scheme they use. We do, however, encourage libraries to add classification numbers according to their own practices. Moreover, OCLC has always had widely promulgated standards for input cataloging since the cataloging system started operation in 1971 and will continue to evolve these standards.

ATG: Another librarian told me that OCLC's policy regarding a per record charge for contributing to OCLC will deter institutions like his from being contributing members. What is your response?

KWS: First, let me make it clear that OCLC doesn't charge libraries for inputting an original cataloging record into **WorldCat**. Indeed, OCLC provides a credit to the library when it adds such a record. We do this to encourage growth of the database. Last year alone, for example, we provided some \$4.1 million in cataloging credits to libraries that added original records.

OCLC does, however, charge a fee when a library adds its holding symbol to a record already in **WorldCat**, whether that symbol is added online or by tapeload. Online cataloging members pay for adding their symbols to existing records, and so do tapeloading members. These symbols provide the means to share resources. Last year, we also provided another \$4 million in credits to libraries for online interlibrary loans that were arranged using **WorldCat** holding library symbols.

As I said earlier, **WorldCat** is now the most consulted database in higher education. Library users value it because of its vast bibliographic information and its holdings information. There are now more than 660 million location listings. There is obviously a cost associated with maintaining this database and the location listings, but we have a good record of keeping these

costs as low as possible while continuing to grow **WorldCat**.

ATG: So what more can OCLC do to ensure that its database reflects the international scope it potentially has?

KWS: While **WorldCat** is already an international resource — indeed, librarians are now calling it their “international” online union catalog — we are working hard to maximize its potential for users around the world. Nearly 3,000 libraries in sixty-three countries are now linked to **WorldCat**, and our international membership is growing rapidly. We are currently loading several national bibliographies and large files of records from leading libraries around the world. Just this month, for example, **Waseda University** in Japan has agreed to load 300,000 additional records for Japanese language materials, and **Seoul National University** and the **Australian National University** have announced they will become cataloging members.

In our updated strategic plan, which we sent to member libraries in September 1997, one of our four major goals over the next five years will be to “internationalize” by increasing global expansion and perspective. Making **WorldCat** more international requires an integrated effort in terms of system availability, cataloging formats and rules, and multilingual interfaces. Users are now able to use OCLC for cataloging 157 out of 168 hours a week. We can now load records into **WorldCat** as well as output them in UNIMARC format. We are enhancing our Chinese-Japanese-Korean cataloging system. We are working with Russian libraries on Cyrillic alphabet support. We are working with German libraries on cataloging harmonization. We are developing multilingual interfaces, particularly for **FirstSearch**. And, we are working to improve the reliability of our Internet connections with OCLC around the world.

ATG: There is some worry that the emerging Information Age will make libraries obsolete. What are your thoughts?

KWS: I believe just the opposite. This is a great time to be a librarian. Indeed, the stars, planets, computers, telecommunications, and the historic mission of libraries and librarians are all in alignment. As experienced information organizers and managers in the Information Age, librarians have tremendous opportunities. For example, the difficulty of finding things on the World Wide Web cries out for librarians to bring their skills to bear on organizing and taming this new frontier of information.

Indeed, OCLC researchers are already working with libraries toward that end. For example, the **National Library of Finland** and OCLC co-sponsored, with support from the **National Science Foundation** and the **Coalition for Networked Information**, the fifth metadata workshop last October in Helsinki, Finland. Seventy-five experts from libraries, the networking research community, the digital library research community, and content providers met there to continue work begun in 1995 to reach consensus on conventions for describing electronic resources on the Internet. There are other, similar opportunities out there for librarians. If they seize them, this can truly be a golden age for libraries and librarianship.

ATG: What does the profession need to do to thrive in the Information Age?

KWS: Build on the solid foundation it currently has, such as helping people find needles in the growing haystacks of information and in organizing information. However, like other professions, librarians are also going to have to focus not just on the practice of librarianship, but on other, broader, aspects as well. This means developing and strengthening skills in marketing, communications, economics, management, technology assessment, and above all else, leadership. As I have said many times before, one good woman or good man who wants to lead is worth at least three strategic plans. In my opinion,

“... one good woman or good man who wants to lead is worth at least three strategic plans.”

21st century librarians will have to be better advocates for their libraries and their profession,

not only in the usual budgeting and political processes, but in selling the benefits of librarianship and libraries in general. It will not be enough, however, to just be a squeaky wheel or a banger of drums. Librarians will have to be out front providing realistic solutions for their institutions and their users. It will be an exciting time, but, clearly, the profession has the opportunity to thrive as never before.

ATG: Anything you wish to add?

KWS: Just that I've truly enjoyed my nine years at OCLC. It has been “work worth doing,” to paraphrase **Teddy Roosevelt**. It has been an honor and a privilege to be the third in the line of temporary stewards entrusted with the care of some priceless OCLC membership assets. I am proud of the progress we have made. I will always treasure the memories and the friendships. Libraries are special places, and the people who work in them are very special people indeed. 🌱

ATG Interviews Lana Porter

PRESIDENT AND CEO AMERITECH LIBRARY SERVICES <CRA@AMLIBS.COM>

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

ATG: Please bring us up-to-date on Ameritech Library Services. Let's look back at what's been happening and forward at the future.

LP: 1997 was a very good year for Ameritech because we made real progress in a number of important areas. I think it would be safe to say 1997 was a turnaround year for the company because of several key events. They included: Putting into place a new management team comprised of some really talented people. In fact we just finished this in December when we added industry veteran and librarian, **Carl Grant** as our new Vice President of Marketing. We released some exciting new products and services, including UNIPAC, JAVA based WebPAC, **Dynix** under Windows NT, our Resource Sharing System, **NETCONNECT** and Media Booking for Horizon. New products are, to my mind, an important indicator of the vitality of a business and so this was a very important step forward. We also achieved a significant number of new sales worldwide which is a wonderful reaffirmation that the marketplace believes in the company, its products, services and people. Service procedures were better defined and included the establishment of standards by which to measure the results. By all measures, our customer service has improved dramatically. Company revenues showed growth and the company is profitable again as a result of a lot of very hard work on the part of the entire Ameritech team.

The future looks very good for us. Like many companies, we still have a great deal more to do but all the foundations are in place and we're poised to achieve some really significant progress in the year(s) ahead.

ATG: Tell us about Ameritech's vision for the future of libraries?

LP: Libraries are facing a very important time in their existence, a time when they can redefine and reaffirm their importance in society. This is occurring because of the opportunities created by the Web. At **Ameritech Corporate** and **Ameritech Library Services**, it is well understood that in order to seize this opportunity, we must closely couple libraries with networks and enhance that package. Our vision is to connect libraries in a variety of ways and manners. Clearly, the basic is to connect the library with their us-

ers by providing good, solid systems. We are connecting libraries with system extensions via partnerships with other technology and service vendors like **Ingram, Baker and Taylor, RoweCom** and others. We need to connect libraries to each other, the Web and digital resources via our extensive network offerings. We also need to connect libraries to the future by giving them means to easily maintain and refresh their technology. Backed by the resources and commitment of Ameritech, this vision is becoming a reality for our customers.

ATG: Your background is in telecommunications. Are you working to bring libraries and the telecommunications industry closer together?

LP: Ameritech sees an opportunity to leverage, in two directions, the expertise of networking and information management as is done by libraries. Clearly, libraries need networking. On the other hand, networks sell well when there is something to be accessed on the other end, such as the information found in libraries today and will be found in the future. Remember that Ameritech manages over two million communication ports across the United States. That is the kind of infrastructure that is needed by libraries — big, big networks. It represents a major new outsourcing opportunity in the years ahead.

ATG: Come again? Can you elaborate more on what you just said?

LP: We believe that the need to

outsource the purchase and/or lease of equipment for library networks will become even larger than it is today. We intend to offer as many types of services as are needed by libraries in order for them to be able to leverage our expertise in communications and libraries to improve their ability to better manage all areas of their operations. One example of this would be our offering **ISP (Internet Service Provider)** services as part of a package in order to make things even simpler for the library. We will also help the libraries update their hardware and software on a fixed cost basis. We will be providing libraries with good safe access to the Internet. We'll also provide firewalls, management and monitoring of network links, Internet integration, and the production of **MARC** records with Internet resource links included.

ATG: We are all working on expanding patron access to digital information. Ameritech has been doing some work with the Library of Congress in these areas. Can you tell us about that?

LP: Yes. Libraries from across the U.S. have been given awards totaling \$600,000 through a partnership between the **Library of Congress** and **Ameritech** in order to digitize historically significant American collections and to then make them available for the first time via the Internet. This is a first step in trying to expand patron access to this information. Ultimately, creating these resources and using our networking capabilities we will be able to provide libraries with easy, fast access to digital information.

ATG: What role do Consortia efforts have in this process?

LP: I think it is very important to realize that consortia efforts have a huge role to play in this process. Creating digital information and libraries, particularly when imaging is involved, is still a costly process. One way we can better bear those costs is by coordinating our efforts at all levels, between all libraries and sharing the work and results. To help libraries take advantage of this approach Ameritech Library Services has undertaken several important steps. For instance, **Horizon** has a number of new enhancements to support consortia. In partnership with our parent company, Ameritech, we are in the unique position of being able to facilitate network-

continued on page 53

Porter

from page 52

ing involving multiple locations across wide geographic areas. This has implications for how "consortia" are defined, because it is no longer necessary to define them strictly by geographic territories. Now we can begin to define them by type, no matter where they are located! Again, because of our extensive expertise in networking, we can assure the libraries of adequate bandwidth to support whatever level of activity they desire and because we understand libraries, we are uniquely positioned to be proactive in planning network needs and capacities. When coupled with our other products and services this ultimately means that Consortia can come together from many diverse geographical locations; that Ameritech can run the central system from one of our data automation centers on an outsourcing arrangement; that we can provide centralized access to databases, fulltext and other digital information, such as images; we can

also manage the entire network, the PCs and software on the desktop, and we can provide a technology refresh program so that the consortia members don't even have to worry about updating those PCs! There is no other company that can help consortia achieve all of this with one-stop shopping. So, clearly consortia are a critical piece of the future of digital information

"Creating digital information and libraries, particularly when imaging is involved, is still a costly process."

from our point of view!

ATG: Tell us a bit about yourself? How long have you been with Ameritech?

LP: I was born and reared in Salem, Illinois. I received my undergraduate degree and Masters Degree in English from **Murray State University** (Kentucky) and my MBA from **OSU** (Columbus, Ohio). I taught for six years at the high school and college levels and did educational research and consulting for six years thereafter. I then started with Ohio Bell telephone in

Columbus, Ohio. Now I have over 21 years of experience in Ameritech, working in cellular and wireless communications as well as in international activities. I ran the first library group that Ameritech bought from **OCLC** in July 1990 and integrated it into **NOTIS** after that purchase was made in 1992. I also spent six months working with the **Dynix** operation in the Paris Office integrating it into the Dynix system since it had just been purchased from a distributor. I have strong operations and marketing background. My Rolodex is one of our most valuable resources and I share it freely within the company. We are strongly supported by Ameritech corporate and I personally hear from the Chairman of Ameritech at least monthly.

ATG: What do you like to do in your spare time?

LP: Reading fiction (mysteries) is pure entertainment. I also enjoy spending time with my family. Our daughter **Cathy** is a veterinarian and lives nearby us here in Chicago. She wanted to be a veterinarian ever since the second grade and she would let nothing get in her way. She has three dogs, four cats and three turtles. 🐢

SINCE 1853

**MARTINUS
NIJHOFF**
INTERNATIONAL

Bookdealers
Subscription Agents

YOUR SPECIALIST FOR ALL PUBLICATIONS FROM **WESTERN EUROPE** (INCLUDING UNITED KINGDOM)

- Experienced, full service subscription agent & bookdealer based in The Netherlands with Liaison Offices all over the world, including North America
- Multilingual, highly educated, dedicated personnel
- Approval plans for material from The Netherlands, Belgium, Luxembourg, France, Scandinavia
- Consolidation services for journal subscriptions
- Automatic claiming, management reports, bibliographic update service
- Electronic access to online database
- Electronic invoicing and prepayment options
- Reduced service charge plans for journal subscriptions
- Monthly publications on new and forthcoming monographs, series, journals and other media

For more information visit our website: <http://www.nijhoff.nl>

Or contact us at:
HEADQUARTERS
P.O. Box 1853
2700 CZ Zoetermeer
The Netherlands
Phone: +31 79 3684400
Fax: +31 79 3615698
E-mail: csna@nijhoff.nl

LIAISON OFFICE
P.O. Box 562
Marshfield Hills, MA 02051
Phone: 800 664-1853
Fax: 617 837-8642
E-mail: reijnen@nijhoff.nl

LIAISON OFFICE
29 Pridemark Lane
Attleboro, MA 02703
Phone: 800 346-3662
Fax: 508 226-1670
E-mail: middeldorp@nijhoff.nl

From the Reference Desk

Column Editor: **Tom Gilson** (College of Charleston) <gilson@cofc.edu>

*Eating crow is not generally part of my diet, but this issue's column starts with a correction and an apology. In my recent review of Routledge Press' **Biographical Dictionary of Psychology** (ATG 12/97-1/98, v.9#6, p.32) the price I gave was incorrect. The price that I quoted was from the Web version of **Books in Print** and listed the book as costing \$195 when, in fact, it is priced at \$155. An apology is due to the folks at Routledge because in my review, the cost of the book was a major criticism. At the correct price, the **Biographical Dictionary of Psychology** is unquestionably a worthwhile investment. With that having been said, let's get on to less humbling concerns.*

Public administration and policies studies have been recognized academic disciplines for a number of years with a reference literature that has shown steady growth. Efforts like the Garland Press *Public Affairs and Administration Series* of bibliographies, ABC-CLIO's *Public Administration Dictionary*, 2nd ed. (1988, 0874364981, \$51.50) and Marcel Dekker's *Handbook of Public Administration* (1989, 0824779649, \$245) evidence this growth. However, the one resource missing from the mix was a multi-volume subject encyclopedia devoted to these disciplines. That is until now. The publication of Westview Press' *International Encyclopedia of Public Policy and Administration* (1998, 0813399777, \$425) has filled that gaping hole in the literature.

Edited by Jay M. Shafritz (well known to many PA students for his *Classics in Public Administration*, a widely used text), the *International Encyclopedia of Public Policy and Administration* is a singular achievement which will set the standard for years to come. Shafritz describes the intent of the encyclopedia as the "international integration of the literature on public policy and administration ... two sides of the same coin." The set includes some 900 articles by 462 contributors, many scholars of note like H. George Frederickson, Robert T. Golembiewski, Victor H. Vroom and Albert C. Hyde. Articles cover concepts like leadership, social equity and federalism as well as specific aspects of policy and administration like organizational theory, ethics, policy analysis, budgeting, personnel administration and administrative law. There are also entries dealing with the contribu-

tions of major figures like Dwight Waldo, Herbert Simon and Mary Parker Follett, important commissions like the

Brownlow, Hoover and Lambert Commissions as well as significant governmental agencies and non-governmental organizations. But, possibly the most important feature of this work is its international scope. Articles which outline the administrative practices in other countries, besides those of the United States and Europe, are a major contribution. Coverage ranges from the administrative traditions of Japan to those of Islamic, African and Latin American nations. Countries which have made individual contributions like Mexico, Malaysia and New Zealand are also included. In addition, there are articles on the Treaty of European Union, GATT and other international treaties and agreements.

The set is attractive and well organized. The articles are arranged alphabetically and there is a table of contents which helps give a sense of scope. However, a referral to the index is necessary for the most efficient use of the encyclopedia. As an example, information about Charles Lindblom's theory of incrementalism is found under its popular slang term "muddling through." Only someone familiar with the theory would think to look there but a quick look in the index leads you right to it. A listing of contributors is provided and each article is signed. The articles are scholarly and well-written and will be of most help to students and faculty. However practitioners and informed lay readers will also find this set of use. Each article contains a bibliography, some of which could have been more extensive; on the whole, however, they are more than satisfactory. Charts and tables are interspersed throughout the set when appropriate. The only noticeable flaw in this encyclopedia is the lack of "see" and "see also" references. Even with an index and table of contents, "see" and "see also" references provide quick and helpful links to related articles and this encyclopedia could benefit from them.

International Encyclopedia of Public Policy and Administration is a reference which academic libraries supporting policy studies and public administration programs will find essential. Large public libraries will also want to consider it to complement their government and political science reference collections. My main complaint is that this set was not available when I was studying for my MPA degree!

Another recently published set of significance is John Wiley's *Encyclopedia of Acoustics* (1997, 0471804657, \$395) edited by Malcolm J. Crocker. This reference is a unique and highly useful contribution. Prior to its publication, students had to consult multiple textbooks and journal articles to get the comprehensive view of the field which is presented here. The *Encyclopedia of Acoustics* is divided into eighteen parts containing some 160 individual chapters dealing with the various aspects of linear and non-linear acoustics, underwater sound, aeroacoustics, ultrasonics, mechanical vibrations, architectural acoustics, speech communication, musical acoustics as well as other topics. This set is a meticulous and scholarly endeavor. Each chapter has been individually authored and peer reviewed. A list of all contributors as well as a partial list of reviewers (some chose to remain anonymous) is included. To help insure comprehensiveness, an outline was developed by the editor for each chapter using the PACS classification of subjects utilized by the *Journal of the Acoustical Society of America*. Diagrams, formulas, tables and charts abound and each chapter has a useful bibliography. Given that this set does not follow the typical alphabetical approach, the use of the index is essential to get specific information especially for the non-specialist, and this index is up to the task. In searching for information on building acoustics a quick look in

continued on page 55

Reference Desk
from page 54

the index led me to sections on building design guidelines and noise control codes for buildings, as well as a "see" reference for ratings and descriptors for the acoustical environment of buildings.

The overall effect is one which will be of most use to specialists in the field, although others interested in acoustics like architects, engineers and musicians will find the set of value. This is a definite purchase for any academic or special library which supports the study of acoustics and its related fields.

In collaboration with the American Council on Education, Walter de Gruyter has just released the 15th edition of *American Universities and Colleges* (1997, 3-11-014689-4, \$199.95). Referred to as the "preeminent directory of American institutions of higher learning" by *ALA's Guide to Reference Books*, this reference features narrative and statistical information on over 1900 universities and colleges throughout the United States. But *American Universities and Colleges* is more than just a directory of institutions. Introductory articles on the evolution, structure and future of higher education as well as articles on undergraduate and graduate education, the government's role and impact of foreign students provide informed commentary and analysis regarding these important facets of American higher education. An expanded section on professional education is included which lists institutions offering a range of degrees in some 45 different fields. However, the directory or "institutional exhibits" section of the book is still its most significant part. Each entry provides basic information like addresses, telephone and fax numbers and email and Web page addresses. In addition, information like institutional characteristics, brief histories, accreditation, admission and degree requirements, fees and expenses, financial aid, faculty and student body characteristics, distinctive programs, etc. are also provided. Appendices include information on academic costume and ceremony, tables of earned doctorates and master's degrees, listings of ROTC programs, and summary data on enrollment, faculty and earned degrees for each of the 1900+ institutions included in the directory section. An institutional and a general index round out the volume and here there could be a minor improvement. Even though the directory is arranged by state, it would be helpful to have an index by specific location, i.e. city or town. In addition, each state section could have a state map, similar to the ones provided in the *College Blue Book's Narrative Descriptions* volume. Often people moving to a specific location want to know which colleges and universities are located in that area. Such an index, along with state maps, would be very helpful with these types of questions.

However, this suggestion does not cancel the fact that *American Universities and Colleges* has earned its reputation as one of the best of the higher education directories. There is a great deal of well organized information provided in this reference which all types of libraries will find useful. Most academic and public libraries, as well as some school libraries will want to consider its purchase.

Sports fans, trivia buffs and public librarians will welcome two new books just published by McFarland: *Sports Leagues and Teams: An Encyclopedia, 1871-1996* by Mark Pollak (1998, 0-7864-0252-0, \$65) and *Professional Sports Statistics* by K. Michael Gaschnitz (1997, 0-7864-0252-0, \$85). These references unearth and bring together an avalanche of facts about professional sports teams.

Relying on other sources as well as his own original research,

Mark Pollak organizes *Sports Leagues and Teams* by professional sport and then provides information on each league. Besides the "big four" of professional sports: baseball, football, basketball and ice hockey, Pollak covers soccer, roller hockey, volleyball, tennis, softball, team rodeo, bowling, boxing, golf and lacrosse. Dates, total number of teams, league structure, original teams, subsequent additions and yearly champions are given for each league. An attempt is also made to measure the league's market penetration based on census rankings of the cities comprising the league. Individual team entries include nicknames, playing fields, championships and status (moves, mergers, etc.). There is so much information in this book that a good index is a must. Luckily, the author provides a very helpful "Alphabetical Guide to the Teams, Nicknames, Leagues, Cities, and Playing Fields and Arenas." In addition, there are listings of primary sources, newspapers and individuals consulted, as well as specific libraries (and librarians) which proved particularly helpful. There is, however, one caveat, *Sports Leagues and Teams* is an encyclopedia of "major leagues." Minor league franchises like Charleston's own Carolina Stingrays ice hockey team are not covered.

Sports junkies addicted to statistics will get a major "fix" from *Professional Sports Statistics*. Divided into two sections, this book also covers the "big four" of baseball, basketball, football and hockey, as well as selected other sports. The first section is arranged by year, starting in 1876, and gives information like final standings, won and lost records, coaching changes, league leaders and playoff and championship results. The second section is an alphabetical listing by team which includes home city and arena, origin of name, regular season records, playoffs and championships and coaching history. There is one problem in this section. The sport is not clearly identified. A league affiliation is

continued on page 56

PROVE YOUR POINT

Invest in your
collection with
OCLC/AMIGOS
Collection
Analysis Systems.

Ask for a FREE Collection
Analysis CD demo set for
results you can see!

- ◆ Compare your collection to more than 2,300 institutions
- ◆ Measure effectiveness of your collection development policy
- ◆ Justify budget requests
- ◆ Evaluate resource sharing opportunities
- ◆ Support accreditation studies

amigos@amigos.org 800/843-8482 972/851-8000

Reference Desk
from page 55

given but only with an abbreviation, so unless you know that NBL stands for the National Basketball League you are left unsure what sport the team played. There is a list of abbreviations in the front of the book but flipping back and forth is cumbersome. In addition, this book does not cover the Negro Baseball Leagues or the Women's professional sports teams, as Pollak's book does. This is a major oversight that should be remedied in any future edition.

However, both of these compendiums are extremely useful. They gather together facts from a variety sources in one convenient place. Most public libraries serving avid sports fans should consider them for their collections.

Greenwood Press adds to the reference literature in Classical Studies with its *Encyclopedia of the History of Classical Archaeology*. (1997, 0-313-22066-2, \$225). This two-volume set focuses on the history of classical archaeology as a specific discipline. Included within the definition of classical archaeology are Greek and Roman artifacts and remains, as well as those of the cultures of the Bronze Age Aegean and the Etruscans. Naturally, this encyclopedia stresses the uncovering of archaeological evidence in Greece and Italy; however, it also discusses evidence of classical archaeology throughout Europe and Asia Minor. Fifteen years in the making, this work includes 1,125 articles by 171 contributors. Entries include biographies of individuals like artists, collectors and scholars who have helped shape the study of classical archaeology, as well as specific sites, monuments and statuary. Arranged alphabetically, the articles are straightforward and factual with a brief bibliography following the text. The set also contains a chronology of "landmark discoveries and publications" a selected bibliography of additional sources as well as a helpful index including "see" and "see also" references.

This current set is not intended as a replacement for the *Princeton Encyclopedia of Classical Sites* originally published in 1976 (Books on Demand, 0835775593; \$180). It is broader in its aims and not as deep in its coverage of specific sites. But it certainly has a place in most classic studies collections. Shelves next to contributions like the recent *Oxford Classical Dictionary* (019866172x, \$99.95) and Scribner's *Civilization of the Ancient Mediterranean* (no longer in print), the *Encyclopedia of the History of Classical Archaeology* lends another needed perspective to the field.

Here is a novelty, a solid reference source with a preface by popular novelist **Michael Crichton**. But who else knows more about things Jurassic, so on second thought, maybe it is appropriate that Mr. Crichton introduce us to Academic Press' *Encyclopedia of Dinosaurs* (1997, 0-12-226810-5, \$99.95)

This volume ranks along with David B. Weishampel's *Dinosauria* (U of California Press, 1990, 0520067266, \$110) and *Dinosaurs: The Encyclopedia* by Don Glut (McFarland, 1997, 0899509177, \$145), as one of the more thorough treatments of the world of dinosaurs. Far more scholarly than the *Macmillan Illustrated Encyclopedia of Dinosaurs and Prehistoric Animals* (1988, 0025801910, \$39.95), this volume provides both a general overview and "point of reference" for further exploration. Editors Philip J. Currie and Kevin Padian have organized their book well with a table of contents, as well as the articles themselves, being arranged alphabetically. In addition, there is a very helpful thematic table of contents which groups articles under broad categories like: dinosaurs around the world, the biology of

dinosaurs, environments of the past, important localities, geology and dinosaurs and the history of dinosaur discoveries. Helpful tables, charts, drawings and photographs, some in color, illustrate the book. This encyclopedia is intended for students and scholars, so the articles can be technical, but interested lay readers will also find a wealth of useful information here. Each article is followed by a good bibliography containing citations from both books and journals and there are "see" and "see also" references linking to related articles. Rounding out the volume is an alphabetized classification list, a chronology of major events and discoveries, a glossary and an index. The *Encyclopedia of Dinosaurs* is a necessary addition for any academic library collecting in this area and should be considered by public libraries where interest is strong.

Two new popular fiction bibliographies have recently arrived which are worth considering. Published by Gale, *What Fantastic Fiction Do I Read Next* (1998, 0787618667, \$89) and *What Western do I Read Next* (1998, 0-7876-1865-9, \$68) are genre specific compilations from Gale's *What Do I Read Next* annuals stretching from 1989 to 1996.

What Fantastic Fiction Do I Read Next, edited by Neil Barron, will be a godsend to fantasy, horror and science fiction buffs, not to mention reader's advisory librarians. A total of 4850 books are cited with each entry containing the author's name, book title, publisher, story type, major characters, time period and locale, a brief plot summary and a list of "other books you might like." But the real strength to this book is the index, or should I say, indices. There are eight of them including indices by series, time period, geographic location, story type, character name, character description, author and finally book title. As a further help, editor Barron also provides a "key to story types" which defines the various story types referred to in that index.

Mr. Barron has a history of helping librarians. He has edited the Garland Publishing's guides *Fantasy Literature* (1990, 0824031482; \$20) and *Horror Literature* (1990, 0824043472, \$20.00), as well as Bowker's 4th edition of *Anatomy of Wonder: A Critical Guide to Science Fiction*, (1995, 0835236846, \$39). (The latter title was of great personal help in assisting a recent class in science fiction literature.) *What Fantastic Fiction Do I Read Next* is another of his works that librarians will turn to in assisting readers.

Wayne Barton provides a similarly detailed approach to western fiction in *What Western Do I Read Next*. A western author himself, Mr. Barton lists entries for 1550 titles and offers the same thorough indexing described above for *What Fantastic Fiction Do I Read Next*. Having a personal interest in western fiction I found this book of particular value. In searching for novels about the Rocky Mountains and the early fur trade, I browsed through the story type index and found the term "Mountain Man" and under it, found a listing of titles and authors which I recognized. Reading some of the entries for books which I had previously enjoyed, I paid particular attention to the section "other books you might like." I was delighted to note a number of authors and titles with which I was unfamiliar and now have a list of interesting titles to pursue during my next visit to the public library. This exercise did reveal a possible problem for future editions of these guides. Browsing through the story types index and making educated guesses about which story type relates to a specific interest works for now, but as the coverage increases, more specific story types or "see" and "see also" references should be added.

While some may consider such efforts exercises in creative repackaging, both these volumes provide quick and convenient access to current fiction in two of the most popular fiction genres. Libraries who have already invested in the *What Do I Read Next*

continued on page 57

The Year in Review — Personal Lessons of 1997

by Celia Scher Wagner (Academic Book Center) <celiaw@acbc.com>

All in all, 1997 was an instructive year for me. Early in the year, I gleaned two choice tidbits at an exhibit on *The Animal Figure in African Art*. First, I learned what “crepuscular” means. (For those who have wondered, “crepuscular” is similar to “nocturnal” or “diurnal” and means “active primarily at dawn and dusk.” I’m hoping someday to use it in a sentence other than: Water buffalo are crepuscular.) Second, I found out about pictographic potlids.

Imagine a wooden lid (as for a cooking pot) on which is carved a tiny cart with a goat harnessed to either end. The goats strain to pull the cart in opposite directions. Pictographic potlids are used by the wives of an African tribe (the Yoruba?) both to cover pots and to remind their husbands — nonverbally — of proverbs which suggest solutions to marital discord. (The exhibit did not relate whether the husbands generally take the hint.) I don’t know what marital strife is exemplified by, “If you harness goats to both ends of your cart, you won’t get anywhere,” but if pictographic potlids were part of my culture, I would find out.

Pictographic potlids intrigued me. I fantasized briefly about quitting my job and opening a pictographic potlid atelier. I am free of artistic talent, but the marketing sounded easy: Marriages are in peril in America! Men are visual, women are verbal! Get your pictographic potlids here!

The atelier fantasy must have been symptomatic. In July, I did leave my job of 19-plus years, having been offered a position with another vendor. The new job would start in September, on the first day of school. I had eight weeks off.

Eight weeks off! My last long vacation was twenty years ago, after college graduation. Without an assured job awaiting me in the fall, though, I spent that summer

worrying, mailing out resumes, and suffering unsuccessful interviews. I feared I was heading from graduation to the gutter. It wasn’t a carefree time.

This time, I had the chance to pursue large, worthy goals: painting the house, or re-reading *Moby Dick*. I had the chance, but not the inclination. Instead, I goofed off. I strung beads. I went to the beach. And now, in the spirit of the ’90s, an era filled with books on “life’s little lessons,” I offer the following Zen-like insights from my sabbatical:

On my deathbed, I won’t say, “I wish I had scrubbed the tub more.” I did scrub the tub, the morning of my first day off. It looked good. I was admiring it when the horror struck: What was I doing? Was I going to fritter my summer away cleaning house?! I went out and signed up for a class I had long wanted to take.

Recreation is a metaphor for life. The class was Trapeze for Adults. (When I was a new mother, I tried to teach myself to juggle. I reasoned I was already juggling work, home, and friends, so how hard would it be to keep three bean bags in the air? Harder than it looked, as it happened.) Trapeze seemed a good metaphor for swinging into the unknown, letting go of safety (my long-time job), taking a calculated risk.

The question is: Compared to what? (I knew from past Book Pricing columns that data is but data, while data-plus-analysis can be enlightening.) Consider: The other adults in Trapeze fell into two groups — muscular young men, and strong, supple young women. I was not a trapeze phenomenon, but in the females-over-forty category, I was (and I say this advisedly) peerless.

Foundations that appear solid may collapse under you. The week after Trapeze

ended, my daughter and I embarked on our adventure of the summer, a raft trip down the Salmon and Snake Rivers in Idaho. I anticipated white-water thrills, but nothing worrisome. On the second day of the six-day trip, in the middle of rapids, our large, sturdy cargo raft buckled. My foot was in the fold, and my toes bent back toward my shin. There was a noise I would not have guessed a human joint could make.

If you wreck your ankle on a wilderness trip, make it a raft trip. I didn’t have to walk after I hurt my foot. Coach Wally, one of the men on the trip, wrapped my ankle in a Louisiana Heel Lock. We propped it up on the front of the raft, kept it cold, and floated out. I lounged like Cleopatra on her barge. When we got home, I got my cast.

If you have a summer off, others may envy you. If, however, you *start work in a cast, they will envy you less.* My ankle is nearly all better. My new job is great. And our family just got a puppy. He is adorable, but he chews constantly, both things he should and things he shouldn’t. The only time we don’t have to watch him is when he is asleep.

Let sleeping dogs lie. Right now, he’s asleep under the desk. While I have the chance, I’m going to work on my potlid. Imagine a little springer spaniel, curled up and flaked out. 🐕

Reference Desk from page 56

annuals will have to decide whether the convenience is worth the cost. However, other libraries with the need for reader’s advisory bibliographies in fantasy and western literature will be well-served by these books.

Although some librarians feel that a number of these titles are more appropriate for circulating collections, Scarecrow Press’ *Historical Dictionary series* often covers countries where there is an unfiled need for a reference work. *The Historical Dictionary of Trinidad and Tobago* (1997, 0-8108-3173-2, \$84) is a case in point. There are not that many background references which focus on Trinidad and Tobago. The most recent *Area Hand-*

book was done in 1976 and many of the more useful histories are equally dated.

In his book, author Michael Anthony treats both the historic events as well as the major, and some minor, players in this island nation’s history. There are 630 pages of brief, factual entries which help define the history of Trinidad and Tobago followed by a bibliography of sources by category like histories, bibliographies and travel accounts as well as subject specific like literature, migration, sociology and women and the family. Unfortunately there is no index or table of contents; access to the information is strictly alphabetical by entry. However there are “see” references which help to link related articles. For those libraries with a need for information on Trinidad and Tobago, or the Caribbean in general, the *Historical Dictionary of Trinidad and Tobago* is worth considering. 🐕

TestDriving CD-ROMS — Reviews of Electronic and CD-ROM products

Column Editor: Norman Desmarais (Providence College, Phillips Memorial Library) <normd_1@providence.edu> Send items for review to Norm Desmarais, Providence College, 467 River Road, Lincoln, RI 02865. 401-865-2241 (voice); 401-865-2823 (fax)

Robert Frost: Poems, Life, Legacy
Publisher: Henry Holt & Company, Inc.
115 West 18th St. New York, NY 10011
212-886-9398. ISBN/ISSN: 0-8050-5703-X (disc only); 0-8050-5704-8 (disc plus teacher's manual). Price: \$49.95; \$69.95 (disc plus teacher's manual). System requirements: Macintosh 68030, 25 MHz processor, and OS 7.1 or higher. PC: 486 66 MHz processor, 12 MB RAM, Windows 3.1 or Windows 95, VGA monitor (256 colors minimum), at least a 2X CD-ROM drive, audio capability, and 10 MB of hard disk space.

Reviewed by **Norman Desmarais**

Robert Frost's relationship with Henry Holt and Company lasted almost half a century. When Alfred Harcourt, Frost's editor and only contact with Henry Holt and Company, left to establish Harcourt and Brace, he invited several of his authors, including Frost, to join him. Robert Frost would have accepted willingly, but realized that the move might jeopardize any anticipated publication of his collected works; so he stayed with Henry Holt and Company which held the copyrights on his first three volumes. Fortunately for us because we now have a complete collection of his poetry, accompanied by a multimedia documentary and a library of biographical and critical material.

The main menu of *Robert Frost: Poems, Life, Legacy* displays the three main access points (Documentary, Poetry, Library) in large letters followed by access points to the index, credits, and sources in smaller letters. Moving the cursor over each item shows the contents of each. Making a selection reveals further subdivisions of the topic.

The Documentary follows a photo album metaphor to display video clips and narratives arranged in seven chapters portraying Frost's life and his trials as a man and artist. It consists of hundreds of photographs and manuscript excerpts, over 60 minutes of video, and over 40 minutes of audio of Frost in lectures and interviews. All but the last chapter include a section of "Featured Poems" which highlight the relationship of the poet's life and work.

The Poetry section contains Frost's collected poetry arranged in the order of the

authoritative 1949 edition of his collected poems. It also includes an audio anthology of the poet reading seventy of his finest works. Students can follow the text on screen as the poet reads. A button bar in the upper right corner lets them play or pause the reading, adjust the volume, and select whether or not to display a place marker that moves as the reading progresses from line to line. Unfamiliar words appear in blue. Clicking on them pops up a brief definition or explanation.

The Library presents a wealth of additional information, including selections of Frost's prose (lectures and essays) and letters arranged chronologically. A section entitled "Young Readers" presents a biography of the poet written for younger audiences by Natalie S. Bober and Frost's selection of poems for young people. The Critical Reception section contains contemporary reviews written between 1913 and 1962 while the Criticism section contains more recent essays and interpretations. The final entry, Biography, contains the poet's official biography (*Robert Frost: A Biography* by Lawrance Thompson and R. H. Winnick) and three essays. All the documents and articles are easy to read with black print on a simulated parchment background.

Robert Frost: Poems, Life, Legacy contains a very powerful index. It includes options to search the poems, audio/video clips, the documentary, prose, letters, critical reception, criticism, biography, or commentary. Each of these features provides multiple ways to view the contents. For example, the poems can be viewed in alphabetical order, book order, by subject/theme, or form. Selecting an option, such as subject/theme, opens another window showing the variety of subjects and themes the poems cover. Picking a subject will reveal the titles of the poems that deal with that topic. It is often difficult to remember which book contains a particular poem; so the index can often provide the quickest access to material that may be "buried" in various parts of this collection.

Readers have the option to view the document either in page view which displays at a fixed point on the screen or in a floating window which overlays other elements on the screen and can be moved around. Using the two-display features in combination can serve to place one poem aside of another for comparison.

In addition to the excellent index, *Robert Frost: Poems, Life, Legacy* contains excellent navigational tools. Following the photo album metaphor, just as the tabs on the left of the screen provide access to the content, the tabs on the right provide the navigational and utility tools. The first one accesses any links connected to the current page. If the page has no links, the tab is "grayed out." The second tab provides utilities to search, create personal notes, copy text, view a notebook of personal ideas or quotes, create bookmarks, highlight text, or advance or go back through one's search history. The search capabilities support full Boolean searching with the operators NEAR (which acts as AND), OR, and BUT NOT. Each screen, except the title pages, indicates the page number, e. g. 10 of 23, with arrows to move forward or backward. For title pages, one must guess that the right arrow will proceed to the next page. It would be helpful to have a right arrow on this page or some designation on the desktop to indicate how to proceed so novice users don't feel "trapped" on a title page.

The third tab provides access to a Help feature and the Quit button. It also offers the ability to save and load notebooks created with the notebook feature under the second tab. The tab features, like the index, have black text on a blue background, which can make them hard to read on some monitors. Making a selection turns the print to white, rendering it more legible.

Robert Frost: Poems, Life, Legacy is a definitive work on the poet and his work. It is well designed and has excellent presentation and navigation features. It is an essential purchase for poetry collections. It should find a home in most libraries as well as in elementary schools, high schools, and colleges which teach about Robert Frost and his poetry. Teachers can purchase a version of the product that comes with a teacher's guide that is divided into sections for middle school and high school teachers and for college teachers. The product is targeted at middle school to adult levels and is one of very few products that really offers readers at any of these levels something to suit their needs. Highly recommended.

Book Reviews

Column Editor: **Tom Leonhardt** (Oregon Institute of Technology)
<tleonhart@oit.edu>

Frank D'Andraia, editor. The Academic Library Director: Reflections on a Position in Transition. New York: Haworth Press, 1997. 108 p. \$39.95 hard cover. Published simultaneously as Journal of Library Administration, volume 24, number 3, 1997.

Reviewed by **Henry M. Yaple** (Library Director, Penrose Memorial Library, Whitman College, Walla Walla, Washington 99362) <yaple@whitman.edu>

Congratulations to Mr. D'Andraia for this concise volume of essays. The subject is timely; libraries are in a turbulent period of change, and academic library directors are confronted with great challenges and opportunities. The essays D'Andraia has selected or elicited from the authors are informative, perceptive, and expressed in clear, straight-forward prose. The first essay by **Paul Kobulnicky** on the interim or acting library director is pointed and prescient. **Karen Hatcher's** careful examination of men's and women's career paths to academic library directorships clearly indicates that some positive changes have occurred for women and for men.

Rebecca Martin's essay is an admirable exposition. She delineates the forces of change in higher education, and notes quite correctly that the ability to manage change within the library and in the broader campus environment is absolutely crucial to the

contemporary library director's success. **Dean Brittingham's** perspective as a non-librarian is valuable. She describes how the vacant position of dean of libraries became vice provost and dean of university libraries at her institution, the **University of Rhode Island**. Her perception that the new position will focus on use and impact of information instead of on collection development and access, as in the traditional library paradigm, is especially important. The succeeding essay by **Joel Clemmer, Macalester College**, shows how small liberal arts college libraries differ sharply from research libraries. He explains these differences by way of interviews with librarians who left research libraries to become directors of small college libraries.

D'Andraia reflects carefully and eloquently upon the issues confronting contemporary higher education, their libraries, and those who direct them; he poses the correct question, not whether academic libraries should change, but if libraries can effect necessary change. Clearly, they must.

This collection of essays should be invaluable to different kinds of readers. It should inform aspiring library directors. It should improve the skill and ability of incumbent library directors to lead and manage change. It should materially assist administrators, faculty, and librarians searching for those rare individuals who can become excellent library directors in this period of turbulence and change.

MORESM is Majors Online REsource. A user-friendly book acquisitions system providing immediate access to information about health science, scientific, technical and business titles. MORESM is the resource you need to access quantity and stock availability, review current prices, place orders online, and leave electronic messages for your Account Specialist. Available only from Majors. Found in better libraries.

(Great People) AND (Best Technolog*) AND (Large* Inventory)

Since 1909

DALLAS

972 247-2929 or 1 800 633-1851

FAX: 972 888-4800

INTERNET E-MAIL: dallas@majors.com

HOUSTON

713 662-3984 or 1 800 458-9077

FAX: 713 662-9627

INTERNET E-MAIL: houston@majors.com

ATLANTA

404 608-2660 or 1 800 241-6551

FAX: 404 608-2656

INTERNET E-MAIL: atlanta@majors.com

WORLDWIDE WEB ADDRESS <http://www.majors.com>

LEGAL ISSUES

Section Editors: **Anne Jennings** (InfoFacto) <infactoj_a@charleston.net>
Jack Montgomery (University of Missouri, Columbia)
<MONTGOMERY@law.missouri.edu>

The State of Copyright

by **Anne F. Jennings**, InfoFacto, The Legal and Business Research Center, LLC, 145 King Street, Suite 406, Charleston SC 29401; phone: 803-958-0303; fax: 803-958-0305
<infactoj_a@charleston.net>

In keeping with beginning of the year reviews and housekeeping chores, this issue of *ATG* is an appropriate forum for an examination of the legislation proposed and/or passed by the **United States Congress** in 1997 and early 1998. Our legislators were busy and, with new issues on intellectual property greeting us ever more frequently, we can only expect both the Congress and the Courts to become inundated with more questions and proposed laws. The legislative advisory committees within our professional associations will likely be just as busy and we are grateful to those people who not only monitor the proposed legislation, but alert their membership on a regular basis to both the good and bad laws coming out of Washington.

Below are summaries of some of the most important proposed and new laws that made their way through Congress in 1997. A separate discussion of S. 1146, H.R. 3048 and H.R. 2652, three bills of the utmost importance to library communities, can be found in the accompanying sidebar. You can follow legislative activity regarding these and other bills by accessing thomas.loc.gov, the congressional website.

H.R.72 – A bill to amend title 17, United States Code, to allow the making of a copy of a computer program in connection with the maintenance or repair of a computer. SPONSOR: Rep Knollenberg (introduced 01/07/97). STATUS: Jan 7, 97: Referred to the House Committee on the Judiciary. Jan 28, 97: Referred to the Subcommittee on Courts and Intellectual Property.

H.R.604 – A bill to amend title 17, United States Code, with respect to the duration of copyright, and for other purposes. SPONSOR: Rep Gallegly (introduced 02/05/97). STATUS: Feb 5, 97: Referred to the House Committee on the Judiciary. Mar 5, 97: Referred to the Subcommittee on Courts and Intellectual Property.

Copyright Term Extension Act, HR 604, by Rep. Elton Gallegly, R-California, together with S 505, by Sen. Hatch, seek to extend the duration of copyright from the author's life plus 50 years to life plus 70 years, to allow heirs of deceased authors an additional 20 years of copyright protection if the work is not yet in the public domain, and to provide copyright protection to certain works already in the public domain.

H.R.672 Public Law: 105-80 (11/13/97) – A bill to make technical amendments to certain provisions of title 17, United States Code. SPONSOR: Rep Coble (introduced 02/11/97). SUMMARY: Amends the Satellite Home Viewer Act of 1994 and various Federal copyright provisions to make technical and conforming amendments with respect to: (1) licensing and royalty fees charged for the retransmission for home viewing of superstation and network station transmissions; (2) the copyrighting of restored works; (3) licenses for nonexempt subscription transmissions; (4) royalties payable under compulsory licenses; (5) negotiated licenses for jukeboxes; (6) copyright registration and infringement actions; and (7) digital audio recording devices and media.

(Sec. 7) Authorizes the **Register of Copyrights**, after conducting a study, to increase the copyright fees to be paid to the Copyright Office for 1997 and thereafter to cover Office costs for the registration of claims, the recording of documents, and the provision of services. Requires the Register, for any such increase, to prepare a proposed fee schedule and

submit such schedule and an economic analysis to the Congress. Requires a 120-day waiting period after submission of such schedule and analysis before its implementation.

(Sec. 8) Authorizes the **Librarian of Congress**, upon the recommendation of the **Register of Copyrights**, to: (1) authorize the distribution of those royalty fees collected that the Librarian has found to be not subject to controversy; and (2) accept or reject royalty claims on the basis of timeliness or the failure to establish the basis for a claim. Directs the Librarian to reimburse the arbitrators presiding in royalty distribution proceedings, considering such costs to be reasonable costs incurred by the Library and the Office. Requires the reasonable costs incurred by the Librarian and the Office in ratemaking proceedings to be borne by the parties to the proceedings as directed by the arbitration panels.

H.R.695 Security and Freedom Through Encryption (SAFE) Act – A bill to amend title 18, United States Code, to affirm the rights of U.S. persons to use and sell encryption and to relax export controls on encryption. SPONSOR: Rep Goodlatte (introduced 02/12/97). STATUS: Sep. 29, 97: Placed on the Union Calendar, Calendar No. 160.

H.R.789 – A bill to amend title 17, United States Code, with respect to certain exemptions from copyright, and for other purposes. SPONSOR: Rep Sensenbrenner (introduced 02/13/97). STATUS: Feb 13, 97: Referred to the House Committee on the Judiciary. Mar 5, 97: Referred to the Subcommittee on Courts and Intellectual Property.

H.R.1621 – A bill to amend the provisions of title 17, United States Code, with respect to the duration of copyright, and for other purposes. SPONSOR: Rep Bono (introduced 05/15/97). RELATED BILLS: S.505 STATUS: May 15, 97: Referred to the House Committee on the Judiciary. May 29, 97: Referred to the Subcommittee on Courts and Intellectual Property.

H.R.2180 – A bill to amend title 17, United States Code, to provide limitations on copyright liability relating to material online, and for other purposes. 2180 is the online service provider liability bill. SPONSOR: Rep Coble (introduced 07/17/97). STATUS: Jul 17, 97: Referred to the House Committee on the Judiciary. Jul 21, 97: Referred to the Subcommittee on Courts and Intellectual Property. Sep 16, 97: Subcommittee Hearings Held.

H.R. 2265 Public Law: 105-147 (12/16/97) –

A bill to amend the provisions of titles 17 and 18, United States Code, to provide greater copyright protection by amending criminal copyright infringement provisions, and for other purposes. SPONSOR: Rep Goodlatte (introduced 07/25/97). SUMMARY: No Electronic Theft (NET) Act – Amends Federal copyright law to define "financial gain" to include the receipt of anything of value, including the receipt of other copyrighted works.

Sets penalties for willfully infringing a copyright: (1) for purposes of commercial advantage or private financial gain; or (2) by reproducing or distributing, including by electronic means, during any 180-day period, one or more copies of one or more copyrighted works with a total retail value of more than \$1,000. Provides that evidence of reproduction or

continued on page 61

The State of Copyright

from page 60

distribution of a copyrighted work, by itself, shall not be sufficient to establish willful infringement.

Extends the statute of limitations for criminal copyright infringement from three to five years.

Revises Federal criminal code provisions regarding criminal copyright infringement to provide for a fine and up to five years' imprisonment for infringing a copyright for purposes of commercial advantage or private financial gain, by reproducing or distributing, including by electronic means, during any 180-day period, at least ten copies or phonorecords of one or more copyrighted works which have a total retail value of more than \$2,500.

Provides for: (1) up to three years' imprisonment and fines in infringement cases described above (exclusive of commercial gain intent considerations); (2) up to six years' imprisonment and a fine for a second or subsequent felony offense under (1); and (3) up to one year's imprisonment and a fine for the reproduction or distribution of one or more copies or phonorecords of one or more copyrighted works with a total retail value of more than \$1,000.

Requires, during preparation of the presentence report in cases of criminal copyright infringement, unauthorized fixation and trafficking of live musical performances, and trafficking in counterfeit goods or services, that victims of the offense be permitted to submit, and the probation officer receive, a victim impact statement that identifies the victim and the extent and scope of the victim's injury and loss, including the estimated economic impact of the offense on that victim.

Directs the U.S. Sentencing Commission to ensure that the applicable guideline range for a defendant convicted of a crime against intellectual property is sufficiently stringent to deter such a crime and adequately reflects consideration of the retail value and quantity of items with respect to which the crime against intellectual property was committed.

H.R.2281—A bill to amend title 17, United States Code, to implement the World Intellectual Property Organization Copyright Treaty and Performances and Phonograms Treaty. WIPO Implementation along with S. 1121. SPONSOR: Rep Coble (introduced 07/29/97). STATUS: Jul 29, 97: Referred to the House Committee on the Judiciary. Aug 7, 97: Referred to the Subcommittee on Courts and Intellectual Property. Sep 16, 97: Subcommittee Hearings Held.

H.R.2589—A bill to amend the provisions of title 17, United States Code, with respect to the duration of copyright, and for other purposes. SPONSOR: Rep Coble (introduced 10/01/97). STATUS: Oct 1, 97: Referred to the House Committee on the Judiciary.

H.R.2652—A bill to amend title 17, United States Code, to prevent the misappropriation of collections of information. SPONSOR: Rep Coble (introduced 10/09/97). STATUS: Oct 9,

97: Referred to the House Committee on the Judiciary. Oct 17, 97: Referred to the Subcommittee on Courts and Intellectual Property. Oct 23, 97: Subcommittee Hearings Held. SUMMARY: Collections of Information Antipiracy Act — Amends Federal copyright law to make persons who extract, or use in commerce, a substantial part of a collection of information gathered or maintained by another person through the investment of substantial resources, so as to harm the other person's actual or potential market for a product or service that incorporates such information and is offered in commerce liable to the person for remedies under this Act.

Exempts certain activities from this Act, including the extraction or use of individual items of information or extraction or use of information for verification, not-for-profit educational, scientific, or research, or news reporting purposes.

Provides that protection shall not extend to government collections of information or computer programs (except for collections incorporated in such programs).

Requires all rights specified in this Act to be governed exclusively by Federal law, thus preempting State law.

Authorizes civil actions to be brought for violations of this Act. Provides for injunctions to prevent violations and authorizes impoundment of all copies of information extracted or used in violation. Entitles plaintiffs to specified monetary relief. Makes provisions regarding injunctions and impoundment inapplicable to actions against the U.S. Government. Provides for relief against State entities.

Prescribes criminal penalties for certain willful violations. Provides for a three-year statute of limitations on civil and criminal actions.

H.R.3048—A bill to update and preserve balance in the Copyright Act for the 21st Century; to advance educational opportunities through distance learning; to implement the World Intellectual Property Organization Copyright Treaty and Performances and Phonograms Treaty, and for other purposes. SPONSOR: Rep Boucher (introduced 11/13/97). STATUS: Nov 13, 97: Referred to the House Committee on the Judiciary. Nov 24, 97: Referred to the Subcommittee on Courts and Intellectual Property. SUMMARY: Digital Era Copyright Enhancement Act — Expands the fair use of a copyrighted work to include uses by analog or digital transmission in connection with teaching, research, and other specified activities.

Expands certain rights of libraries and archives to reproduce and distribute copies or phonorecords to authorize three copies or phonorecords (currently, one) to be reproduced or distributed for preservation, security, or replacement purposes.

Revises certain limitations on exclusive rights to provide that the following are not infringements: (1) performances, displays, or distributions of copyrighted works by or in the course of analog or digital transmissions in connection with certain distance education activities; and (2) copying works in digital format if such copying is incidental to the operation of a

continued on page 63

SIDEBAR

S. 1146 is the **Digital Copyright Clarification and Technology Act** introduced by Sen. John Ashcroft (R-MO), bill H.R. 3048, the **Digital Era Copyright Enhancement Act**, introduced by Reps. Rick Boucher (D-VA) and Tom Campbell (R-CA). The presidents of ALA, AALL, ARL and SLA have released a joint letter requesting members of all four associations to contact their Senators and Representatives and urge them to co-sponsor these two very important digital copyright bills.

According to the organizations' leadership, following the release of the White Paper in 1995 the Administration has sought, through both domestic and international negotiations, to amend the Copyright Act to bring it into the electronic age. After years of opposing many of these initiatives, the library community now has the opportunity to support and actively promote two digital copyright bills that preserve the balance between copyright owners and users in the digital age.

In an **Action Alert** released to its membership, the **American Association of Law Libraries** described these bills as being of critical importance to libraries. According to the AALL Washington Affairs Office, "they include provisions for fair use, preservation, ephemeral copying and distance education that are critical to libraries in the networked environment. **H.R. 3048** contains two strong provisions that are not in the Senate bill: one covers the digital equivalent of the First Sale doctrine; the other is a preemption provision that would negate the use of state contract law to override federal copyright law, such as the proposed revision to the UCC." It is the view of the leadership that "taken together, these bills provide the best means of updating the Copyright Act while at the same time, preserving the balance between copyright owners and users in the electronic age." Analyses of both bills, what they do and why libraries should support them, can be found on the **Digital Future Coalition's** home page at <http://www.dfc.org>.

H.R. 2652, the "Collections of Information Antipiracy Act" was introduced by Rep. Howard Coble, Chair of the House Subcommittee on Courts and Intellectual Property, in October, 1997, and followed by a hearing on October 23rd. Another hearing was held on February 12, 1998. The purpose of this legislation is to provide database makers that are no longer protected by copyright under the "sweat of the brow" doctrine with protection so they can be compensated for their investments and efforts in creating and maintaining databases.

This is a highly controversial bill which would nullify the U.S. Supreme Court's 1991 decision in *Feist Publications, Inc. v. Rural Telephone Service Co., Inc.*, 499 U.S. 340, which stated that originality must be involved to obtain copyright. The bill would provide copyright protection to database owners with very limited fair use provisions and severe penalties for infringers.

According to **Brian Negin**, H.R. 2652 "is a renewed attempt to give commercial database producers statutory protection that was limited after the U.S. Supreme Court decision in *Feist* (1991). The new bill proposes a misappropriation approach to the protection 'collections of information' (the word database does not appear), without establishing a new property right in databases. The bill is the response to the tremendous criticism aimed at the *suis generis* property regime in databases proposed previously in the US, proposed and removed from the agenda at the WIPO meetings last December, but adopted by the European Union." To fully understand the thrust of **HR 2652**, please refer to the testimonial documentation given to the House Judiciary on Oct. 23, 1997 and February 12, 1998. <<http://www.house.gov/judiciary/4.htm>>

Term Papers Over the Internet: New Threat to Educational Integrity

by **William M. Hannay** (Schiff Hardin & Waite, Chicago IL)
<whannay@schiffhardin.com>

Cheating in school has never been easier. With several dozen term paper "mills" now available over the Internet — including a number of free Web sites — students are only a mouse click away from downloading ready-to-submit term papers. Copying and handing in some previously-used term paper has been a recurring fact of student life for years. Frat houses are popularly thought to have extensive files of such papers, and the phone numbers of term paper "mills" that will generate an essay for a fee have been circulated

"The complaint, which is the first such suit of such kind, alleges that the online services 'devalue' the university's degree programs."

and even advertised in the back of *Rolling Stone* since the 1960s. But the quantum leap in ease and availability made possible by the World Wide Web has suddenly made this traditional problem acute.

According to **Dean Lunt** in *The Patriot Ledger*, some sites boast more than 8,000 term papers and essays on file; some provide the original grade received and some solicit custom orders — credit cards or money orders accepted. One site, for example, offers to "prepare your research document based on your specific research requirements, not some generalized document passed along to hundreds of people or submitted by college students and resold over and over."

Other Web sites such as "School Sucks," "Evil House of Cheat," and "Cheat.com" offer their wares for free. The sixteen-year-old founder of Cheat.com is quoted as saying that his site signs up eighty to one hundred members and gets about 13,000 hits daily. The twenty-something founder of School Sucks claims to have had 800,000 hits since he began the site last year.

One university has decided to strike back against the trend. **Boston University** has filed a federal RICO Act lawsuit against eight Internet term-paper companies in seven states. The complaint, which is the first such suit of such kind, alleges that the online services "devalue" the university's degree programs.

The Racketeer Influenced and Corrupt

Organization Act (known as "RICO") provides in part as follows:

"It shall be unlawful for any person employed by or associated with any enterprise engaged in ... interstate ... commerce, to conduct or participate, directly or indirectly, in the conduct of such enterprise's affairs through a pattern of racketeering activity." [18 U.S.C. 1962(c)]

The term "racketeering activity" is defined in 18 U.S.C. 1961(1)(B) as any act indictable under certain federal criminal statutes, including the mail fraud and wire fraud statutes. A "pattern" of racketeering activity requires at least two acts of racketeering activity occurring within ten years of each other. 18 U.S.C. 1961(5). Although the conduct used to support a civil RICO action must be "indictable," it is not required that there be a prior criminal conviction — or even an actual indictment — regarding the conduct that forms the predicate act of the civil RICO claim.

The university's lawyers used an undercover agent (actually a law student at the university) to contact various Website operators. She explained that she needed a term paper fast and made clear that she was simply going to hand in whatever they sent her. Without exception the companies dutifully complied, one even printing her course number and the professor's name on the cover.

Twenty-five years ago, in the pre-Internet era, Boston University brought a similar suit against a group of term-paper companies that were selling papers to students and won. The situation led to the 1973 enactment of anti-fraud legislation in Massachusetts (and eventually in 15 other states). The Massachusetts law provides in pertinent part as follows:

"Whoever ... sells to another ... a theme, term paper, thesis or other paper ..., knowing or having reason to know that such ... paper or research results ... will be submitted or used by some other person for academic credit and represented as the original work of such person at an educational institution in the Commonwealth or elsewhere without proper attribution as to source ... shall be punished by a fine of not more than one hun-

dred dollars or by imprisonment for not more than six months, or both." [Mass. Ann. Laws ch. 271, 50]

Lawmakers in Texas approved a similar one just this summer, which amends the state penal code to provide that: "A person commits an offense if, with intent to make a profit, the person prepares, sells, ... or delivers to another person an academic product when the person knows, or should reasonably have known, that a person intends to submit or use the academic product to satisfy an academic requirement of a person other than the person who prepared the product." Texas Penal Code, Section 32.49(B).

It is unclear whether any prosecutions under these types of statutes have ever been brought or what their deterrent value has been. In any event, the ready availability of term papers over the Internet has raised red flags throughout the academic world and generated front-page articles in newspapers around the country, including the *Washington Post* (November 5, 1997) and the *Chicago Tribune* (December 8, 1997). Not everyone agrees that the term-paper sites should be shut down.

In an October 27th editorial, the *Daily Tar Heel*, the student paper at the **University of North Carolina at Chapel Hill**, opposes the

legal attack on the online term-paper companies: while passing off a purchased term paper as one's own is ethically reprehensible, the university should not interfere with these companies' right to conduct business or a student's right to decide whether

he or she will uphold the Honor Code.

Educators may in time learn how to search the free-sites on the Internet to see if suspect papers are cribbed, but searching the pay-sites is not currently possible. The real answer to the problem, however, involves teaching an increased sense of honor and integrity to students, and that — to be sure — is no easy task.

NB: A version of this paper was presented at the **Charleston Conference**, November 6, 1997. — KS

The State of Copyright
from page 61

device in the course of the otherwise lawful use of a work, does not conflict with the normal exploitation of the work, and does not unreasonably prejudice the author's interests.

Provides that when a work is distributed to the public subject to non-negotiable license terms, such terms shall not be enforceable under the common law or statutes of any State to the extent that they: (1) limit the reproduction, adaptation, distribution, performance, or display of uncopyrightable material; or (2) abrogate or restrict specified limitations on exclusive rights.

Prohibits, for purposes of infringement, the knowing removal, deactivation, or circumvention of technological measures used by a copyright owner to preclude or limit reproduction of a work.

Bars the provision or distribution of false copyright management information with the intent to induce or conceal infringement. Defines "copyright management information" as certain information, including title, name of author and copyright owner, and terms for use of the work, in electronic form as carried in or as data accompanying a copy or a phonorecord of a work.

Prohibits the removal or alteration of such information or the distribution of copies or phonorecords so altered with the intent to induce infringement.

Establishes civil remedies with respect to violations of technological measure or copyright management information provisions.

See S. 1146 for further information regarding these two very important bills.

S.28—A bill to amend title 17, United States Code, with respect to certain exemptions from copyright, and for other purposes. SPONSOR: Sen Thurmond (introduced 01/21/97). STATUS: Jan 21, 97: Read twice and referred to the Committee on Judiciary.

S.421—A bill to amend title 35, United States Code, to establish the Patent and Trademark Office as a Government corporation, and for other purposes. SPONSOR: Sen Lautenberg (introduced 03/11/97). STATUS: Mar 11, 97: Read twice and referred to the Committee on Judiciary.

S.505—A bill to amend the provisions of title 17, United States Code, with respect to the duration of copyright, and for other purposes. SPONSOR: Sen Hatch (introduced 03/20/97). RELATED BILLS: H.R.1621. STATUS: Mar 20, 97: Read twice and referred to the Committee on Judiciary.

S.506—A bill to clarify certain copyright provisions, and for other purposes. SPONSOR: Sen Hatch (introduced 03/20/97). STATUS: Mar 20, 97: Read twice and referred to the Committee on Judiciary. Apr 17, 97: Committee on Judiciary. Ordered to be reported without amendment favorably. Apr 17, 97: Committee on Judiciary. Reported to Senate by Senator Hatch without amendment. Without written report. Placed on Senate Legislative Calendar under General Orders. Calendar No.40.

S.1044—A bill to amend the provisions of titles 17 and 18, United States Code, to provide greater copyright protection by amending criminal copyright infringement provisions, and for other purposes. SPONSOR: Sen Leahy (introduced 07/21/97). STATUS: Jul 21, 97: Read twice and referred to the Committee on Judiciary.

S.1121—A bill to amend Title 17 to implement the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty. Sponsor: Sen Hatch (by req.) . WIPO Implementation along with H.R. 2281. SPONSOR: Sen Hatch (by req.) (introduced 07/31/97). STATUS: Jul 31, 97: Read twice and referred to the Committee on Judiciary.

S.1146—A bill to amend title 17, United States code, to provide limitations on copyright liability relating to material online, and for other purposes. SPONSOR: Sen Ashcroft (introduced 09/03/97). STATUS: Sep 3, 97: Read twice and referred to the Committee on Judiciary. Sep 4, 97: Committee on Judiciary. Hearings held.

S.1426—SPONSOR: Sen Lautenberg (introduced 11/07/97). SHORT TITLE(S) AS INTRODUCED: Rights of Intellectual Property Owners Fairness Facilitation Act of 1997. OFFICIAL TITLE AS INTRODUCED: A bill to encourage beneficiary developing countries to provide adequate protection of intellectual property rights, and for other purposes. STATUS: Nov 7, 97: Read twice and referred to the Committee on Finance.

HEIN — Your Source for Reference Material!

Bieber's Dictionary of Legal Citations

Fifth Edition

**now containing an
exact reproduction
of the
Harvard Bluebook!**

This all-new edition of *Bieber's Citations* is intended to assist the legal profession in citing legal authorities according to the rules given in *The Bluebook: A Uniform System of Citation*, Sixteenth Edition (1996). The citations included are based on *Bluebook* rules and abbreviations.

**Examine the source for the rules
demonstrated in Bieber's Dictionary without
ever putting the book down — with the
inclusion of the Sixteenth Edition of the
Harvard Bluebook!**

This new fifth edition includes many changes and improvements over earlier editions. The most notable change is the inclusion of the sixteenth edition of the *Bluebook* as an appendix in the book. Users will enjoy the unprecedented convenience of being able to examine the source for the rules demonstrated in *Bieber's Dictionary* without ever putting the book down! Besides the inclusion of the *Bluebook*, the "bible" of legal citations, *Bieber's* fifth edition...

- Reflects numerous edition and title changes for entries found in the previous edition!
- Contains hundreds of new entries including those pertaining to public domain citations and Internet sources!
- Has been expanded by more than 70 pages!

This invaluable reference guide is a must for every law student, attorney, legal secretary, or paralegal. It should be included in any library legal reference shelf no matter the size of the library!

WILLIAM S. HEIN & CO., INC.

Law Publisher / Periodical Subscription Agent
Micropublisher / New & Used Law Books

1285 Main Street, Buffalo, New York 14209
716/882-2600 • Toll-Free 800/828-7571 • Fax 716/883-8100
E-Mail WSHEINCO@CLASS.ORG
Home Page <http://lawlib.wuacc.edu/hein/heinhome.html>

Book Pricing Update — Books in Computer Science

by **Mark Price** (Blackwell's)

Column Editor: **Charles Wittenberg** (Blackwell's)
<Charles.Wittenberg@Blackwell.com>

Books in computer science are a special challenge to librarians who are reluctant to invest in "popular" computer books and yet must satisfy patrons' needs for the latest information on the newest systems. The volatility of the computer world fuels a perpetual high-demand market for publishers. Average list prices rose 15% from 1995 to 1996 and 12% from 1996 to 1997. A perusal of the numbers for 1995-1997 shows that publishers face their own challenge, which is simply to keep up. Blackwell bibliographers examined 1447 popular computer books between 1995 and 1997. They fall into several broad categories that this column will analyze.

A PC's operating system (OS) is a program that translates keyboard and mouse commands into the computer's machine language and, in turn, translates computer processes into comprehensible information on the screen. Although there are several OS flavors available, computer book publishers see the world almost exclusively through rose-colored Windows, so to speak. In 1997, nearly nine out of ten titles on computer operating systems dealt with either Windows 95 or Windows NT.

Because **Microsoft** has released more than one OS, both Microsoft and publishers of Windows-related titles find themselves in the same curious situation of self-competition. In 1995, for example, new titles in MS-DOS, Windows 3.x, Windows 95, and Windows NT were competing for shelf space. In 1996, the year Win95 began appearing pre-loaded on new PCs, Windows 95 titles accounted for fully half of all OS titles, while its sister OS, Windows NT, came in at around 12%. But in 1997, 41% of all OS titles were devoted to Windows NT, while Windows 95 numbers slipped to 19%. The ascendancy of Windows NT publishing parallels the ascendancy of networked business PCs — it's rare these days to find a stand-alone computer in an office.

Titles on Linux, a distant relative of the UNIX operating system, rose from 10% of all OS titles in 1996 to 19% in '97. Aside from its power and portability, the appeal of Linux is that it's free for the downloading. While Linux-based applications are marketed, developers of the Linux "kernel" insist upon maintaining its non-proprietary nature. Major applications are yet to be written for Linux, but businesses are tak-

ing longer looks at this system.

Announcements of the death of **Macintosh** are decidedly premature. Mac-related titles held steady at around 10% of all OS-related titles for 1995-97. Users of Windows 3.x and DOS (and there are still many of us) have seen the end of new titles published on those operating systems. UNIX titles have dropped steadily from 26% in 1995 to 10% in 1997, and new titles on OS/2, a powerful but virtually ignored OS released by **IBM**, hang on at about 1% of all OS titles.

As rare as a standalone PC is one that runs a spreadsheet program without a database program or a word processor as part of a package. Titles in integrated software packages, or office "suites," have held steady at around 5% of all computer-related titles for the past three years. Microsoft owns this corner of the publishing world. Titles on MS-Office were 62% of integrated software titles in 1997. In 1996, titles on MS-Office and its sister suite, MS-Works, together accounted for 90% of new titles in this area. But the news is not all Microsoft. Titles on **Corel's** WordPerfect suite, MS-Office's nearest thing to a competitor, rose from 9% integrated software titles in 1996 to 15% in 1997. Database programs, while included in deluxe suites, are often sold on a standalone basis, with 6% of all computer titles in 1997 focused on these programs. Again, **Microsoft** rules. Of titles on database programs, 41% were about MS-Access, up from not quite 10% in '95.

We expected dramatic increases in titles on the Internet and the World Wide Web from 1995 to 1997. The numbers did rise from 6% to 11% of all computer titles. A respectable increase, certainly, but the real impact of the Web on computer book publishing has been on programming language titles, which dent the 1995 numbers but leap to fully a quarter of all computer titles in 1996, gaining a bit more in '97. But where do the gains come from? Titles in the venerable C family of languages (C, C++, and Visual C++) actually decreased from '95 to '97 as a proportion of all computer titles. However, titles in HTML (HyperText Markup Language) and espe-

cially the Java family (Java, Javascript, and Java's evil MS-twin, Visual J++) skyrocketed. This not-quite-two-year-old language accounts for 41% of all programming language titles in 1997.

Java could well have been the most eagerly anticipated programming language in the history of computers, and for good reason. HTML makes the Web possible, but Java makes business on the Web possible. If you've filled out forms or performed calculations at a Web site, chances are you used a Java-based application.

Titles about PCs in general, such as those concerning upgrading and maintaining PCs and various non-business-related software, hold steady percentages in the single digits from 1995 through 1997. But in the past three years, whenever a subject area gets connected to the Web, its numbers soar. Graphics programs titles, for example, accounted for 4% of computer titles in 1995. By 1997, their share of computer books tripled, boosted by new titles in 3D design, animation, and Virtual Reality, "Web" appearing in the majority of these titles. It's always tempting to make predictions based on recent trends, but the ever-changing nature of the computer world can and should discourage casual prognostication.

While the Web currently dominates computer book publishing, there are those who say the Web itself as a distinct entity could well disappear — not go away, but simply become invisible. As Java becomes a language not just for Web applications but for applications in general, and as applications more and more easily communicate with each other — on the same machine and with other machines over the Net — the boundaries between our PCs and the Internet will become less apparent to us. So titles that focus on the Web could come to seem as oddly narrow as those "Fun Things to Do with Your Modem" titles of the '80s now seem. 🐄

From the Other Side of the Street

So You Want to Be Publishers, Do Ya?

Column Editor: **Thomas Bacher** (Director, Purdue University Press)
<bacher@purdue.edu>

I wasn't on the ARL announcing list so I had to go to their Web site (<http://www.arl.org>) and pick up the document and print it out. The headlines proclaimed "ARL Promotes Competition in Scholarly Publishing." The words were very noble, wrapped up like a burrito and offered as a feast to starving cybrarians and knowledge navigators everywhere. The plan was aimed at ridding the world of evil publishers who had sent the research community into a tizzy by escalating serial prices at the amazing rate of 147% since 1986. (Monographs, always the poor relative who brought the inedible turnips to the holiday dinner, had not fared as badly. The rise in prices from 1986 was a mere 63%.)

Other things had risen quite substantially in that period. First class postage had gone up about 28% which probably cut down the chaff on the holiday card list. On the other hand, the S&P 500 index had escalated at a whopping 229% making a lot of investors very happy, and microcomputers in elementary and secondary schools had increased by over 700% making **Bill Gates** even richer. The growth in computers, however, didn't have a parallel effect on SAT scores. Verbal scores were down 1% during the period and math scores were only up 15%. Perhaps the less than stellar scores could be attributed to the rise in apple prices. Delicious reds had gone up 45% per pound, which made giving one a day to the teacher a lot more costly. Nonetheless, I hadn't heard of any organization that was interested in infusing a new level of competition into the orchards and up-setting the cart.

The **SPARC, Scholarly Publishing and Resource Coalition**, initiative was aimed at creating just that in the academic community — more competition. As I passed by the latest **Home Depot** which was right next door to the new **Barnes & Noble Superstore** which was up the street from **Sam's Club**, competition and the SPARC initiative began to become a bit cloudy. Still, I had hopes that I would soon be able to fill my Internet shopping cart with every serial publication dealing with chemistry and keep my cells intact.

Past efforts to stem the rising tide of serial costs, canceling titles, decreasing the purchase of monographs, sharing resources and collective purchasing failed to work. Lowering the pool of subscribers spread the total production (primarily centered in the editorial process) burden over a smaller base that in turn led to higher prices. The

birth of many new products, which skyrocketed during the same ten-year span, with their higher start up costs also added to price escalation. Lest the burden be placed squarely on the dark-suited shoulders of some foreign publishers, faculty members at prestigious institution in this country didn't mind lending their names to a publication or two during that time for some remuneration that could be stored away for those retirement years. Obviously, the academic market had demanded these new products and publishers had stepped in to fill that demand. Page counts of existing serials had expanded at a rapid rate, too. It was the New York real estate frenzy of the 1980s — expand, expand, expand.

From a university press's pointed point of view, what was going around was coming around. Initially, way back when in some quaint English university town, maybe called Oxford (the oldest press) or Cambridge (the oldest continuously operating press), presses were set up to support their home institution in the dissemination of faculty research and findings. If university officials were now crying about paying double for their faculty products, why not let their home presses produce the goods and gather the dollars to be reinvested in the university's R & D? Why not partner with the library to make that information available to the global academic community? Creating passwords and licensing agreements would be the least of the work.

Creating competition (read SPARC) was tantamount to creating markets and any good economic advisor would tell you that you can lead horses to the water, but if the water ain't the right flavor, they'll just not drink. Moreover, one more layer of bureaucracy was in the gestation process. In fact, soon after the **Midwinter ALA**, a call for funds like the ghost of **Al Hirt** came marching in to hire a Project Manager and to get business and legal advice for the SPARC initiative. The Project Manager would undoubtedly need an office and an assistant. Business card would probably be useful, too.

By now I was squirming in my seat. This proactive action seemed somehow un-American. Isn't this a capitalist country after all? Where was that survival of the fittest feeling? Hadn't this coalition been following the past college football season? Scholarly societies were joining in and playing the prevent defense late in a close game to keep their bowl alliance bids alive.

Hadn't some of these same society teams been guilty of going for broke in the first half and riding the escalating serial price formation to a huge half-time lead?

In life you can fight the tide or try to build the boat to ride down the river. Since the publishers of the vast number of scientific and technical journals rely heavily on universities for research and support, couldn't a covert operation work better? Of course, university administrators would have to demand that their faculty take a detour along the publishing road and visit their home presses. University presses would have to cooperate on a large scale to format and produce the spoils. Libraries would have to be the conduits for distribution. Faculty would have to be willing to give up some royalty payments for the greater good. In this way, those unnamed large publishers would be killed with the kindness of cooperation and not by the forcefulness of competition.

Wasn't there a lesson in other areas of life to direct this initiative? The next decade might do for academics what the last did for athletics. Many conferences and their individual schools created a brand for their sports programs. Authentic apparel and televised games provided a steady stream of revenue to the home institution. Looking forward, scholarship could be headed in the same direction. Research and publications could be branded (authenticated) by, Purdue University, for example. Those materials could be licensed out as needed to fund academic programs. Unlicensed products would not carry the weight of the institution and would be viewed as second rate.

But let's not beat around the bush, what is in the SPARC initiative anyway? Here are a few of my favorite choices.

SPARC — Science Publishers Are Real Crooks.

SPARC — Some Publishers Advocate Revenue Compounding

SPARC — Scholarly Publishers Are Really Cool

You think about it. I'm going to eat an apple. It tastes even better now that it's more valuable. 🍏

Bet You Missed It

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

Column Editor: **Sarah Tusa** (Lamar University Library) <tusa@almark.lamar.edu>

A Data Service That Could Revolutionize Publishing by Joan Loslo (U. of Northern Iowa)

A bar code-based system for providing comprehensive sales data to publishers is threatening to change the industry, just as a similar system has done for record companies. Although the cost of the system is keeping some publishers and mass market retailers from signing on, the data-gathering service feels they will come around in time. Highly

accurate sales figures will undoubtedly have an effect on bestseller lists, which will in turn have an effect on book sales. On the other hand, more accurate sales figures would also help publishers to manage more effectively. See — **Turner, Richard**, "Of Books and Bar Codes," *Newsweek*, v.130(21), November 24, 1997, p.75.

One-on-One With Sendak by Twyla Raczy (Eastern Michigan University)

Based on a series of meetings with **Maurice Sendak**, the author of this article discusses Sendak's writing, illustrating, and philosophy. Sendak's stories confront the real fears of children. His illustrations are often based on his own childhood and relatives and reflect the influence of **William Blake**. However, Sendak does not consider

himself to be a writer only for children. He has also branched out to designing sets for operas. He is currently reading all of **Shakespeare** and **Keats**, expecting a picture book to evolve from the experience. See — **Basbanes, Nicholas**, "Call of the Wild," *Civilization*, v.4(6) (December 1997/January 1998), p.52, 57.

Math Problems by Pamela Rose (SUNY at Buffalo)

Since the issuance of the 1989 guidelines by the **National Council of Teachers of Mathematics (NCTM)** and of the **American Association for the Advancement of Science (AAAS)** benchmarks for science, mathematics, and technology education in 1993, thousands of schools in the U.S. have moved to implement the established standards by training teachers and incorporating mathematics into virtually every subject. A continued push is coming from the Clinton Administration's goal to make U.S. students first in the world of mathematics and science by the year 2000. Yet despite the fervor, the effort to implement mathematics and science standards has been slow and frustrating. Although scores on some tests have improved, sig-

nificant gains in student achievement have remained elusive. Teachers who have little training in mathematics and science, publishers reluctant to make real changes in their textbooks, and continued emphasis on tests that measure proficiency only with basic facts have all hindered progress. In addition, a debate is brewing over the level at which learning should be controlled and over the perceived incursion of national standards into local control. Meanwhile, as educators struggle to implement the 1989 standards, NCTM is working to revise their guidelines for the year 2000, soliciting input via its Web site (www.nctm.org). See — **Vogel, Gretchen**, "The Calculus of School Reform," *Science*, v.277 (August 29, 1997), p.1192-1195.

Confidentially Speaking by Pamela Rose (SUNY at Buffalo)

A new series of guidelines to protect the confidentiality of electronic and paper medical information has upset civil liberties groups which feel the proposal makes too many exemptions to its strict standard of privacy to aid law enforcement. Biomedical organizations have offered no major objections yet, but drug companies do have some concerns. **Donna Shalala**

specifically recommends criminal penalties for anyone (including researchers) who improperly discloses information, although health records could still be used for tracking infectious diseases and to extract pure data with proper accountability. See — **Kaiser, Jocelyn**, "Privacy Rules Set No New Research Curbs," *Science*, v.277 (September 19, 1997), p.1757.

Clinical Trial Registry by Pamela Rose (SUNY at Buffalo)

Inconclusive or negative clinical trials, which researchers tend not to publish, may affect the validity of systematic reviews. Editors of one hundred journals around the world propose a novel method of dealing with the problem of unpublished clinical trials. An "amnesty" proposal to be discussed at the **International Conference on Biomedical Peer Review** in Prague, Czech Republic, may encourage researchers to post

completed but unpublished trials on a registry on the Web, allowing other researchers to track them down for possible inclusion in the literature reviews. This sign of increasing activism to improve reportage standards is admirable, but more tangible benefits must be offered to encourage the practice. See — **Taubes, Gary**, "A Plan to Register Unpublished Studies," *Science*, v.277 (September 19, 1997), p.1754.

Hold That Tiger! by Pamela Rose (SUNY at Buffalo)

The merger of **Reed Elsevier** and **Wolters Kluwer** to form the world's largest publisher of trade and academic journals has spurred Dutch libraries to band together in an effort to try to hold down future price increases for scientific journals. A set of "licensing principles" will gov-

ern future negotiations with publishers over electronic journal subscription prices. Other European libraries are expected to join the effort. See — **Enserink, Martin**, "Libraries Journal Forces on Journal Prices," *Science*, v.278 (November 28, 1997), p.1558.

The Comic Element by Twyla Racz (Eastern Michigan University)

The **Library of Congress** contains a collection of comic books. Originally, comics were black and white, but with the founding in 1938 of **DC Comics**, which began to publish comics commercially and in color, a "golden age" began. By 1941 over 160 comic book titles were published each month. In 1954 publication of "Seductions of the

Innocent" led to the linking of comics with Juvenile Delinquency and subsequently to the establishment of the Comics Code Authority. See — **Drabelle, Dennis**. "Weird Fantasies and Amazing Adventures," *Civilization*, v.4(6), (December 1997/January 1998), p.66-75.

Taken for Granted by Pamela Rose (SUNY at Buffalo)

Common grant-writing practice includes contributing text and ideas from project participants and incorporating language from earlier proposals to form a thoroughly merged document that may be impossible to sort out later. The implication of a dispute at the **University of California, San Francisco (UCSF)** is that such practice can be viewed as plagiarism. A UCSF faculty panel and an outside arbitrator agreed that cardiologist Joseph Abbott was guilty of plagiarism in a grant application, as charged by fellow cardiologist David Siegel. Large parts of un-

changed text from a previous grant, in which Siegel was the PI, were submitted without Siegel's permission. Observers are split on the validity of the practice. Abbott is considering an appeal in the courts. Meanwhile, grant writers may want to look closer at the boilerplate text they use, and at their relations with present and former collaborators. See — **Barinaga, Marcia**, "UCSF Case Raises Questions About Grant Idea Ownership," *Science*, v.277 (September 5, 1997), p.1430-1431.

Journals at Trial by Pamela Rose (SUNY at Buffalo)

Gordon and Breach (B&B) will appeal a decision that upheld the reliability of a study published in 1988, ranking the cost-effectiveness of some two hundred physics journals. Using standards such as the number of characters per issue and citation rates, the study concluded that journals published by the **American Physical Society (APS)** and by the **American Institute of Physics** were more cost-effective than those published by G&B. The latest ruling says that APS and AIP did not falsely ad-

vertise when they planned to send the study to librarians. See — **Kaiser, Jocelyn**, "Physics Journals Cost Study Ruled Fair," *Science*, v.277 (September 12, 1997), p.1611.

Do Not Go Gently by Phil Dankert (Cornell University)

Is the death of the monograph at hand? Although some would claim that reports to this effect are greatly exaggerated, scholarly publishers have begun experimenting with the "electronic monograph" — a scholarly book offered on the Internet. In spite of the fact that there are early indications that they do not pay off financially, big questions about electronic monographs remain. What fields are most ap-

propriate for this format? What is the best way to organize electronic publishing? Will tenure review committees accept monographs whose print runs are small, or eventually non-existent? See — **Winkler, Karen J.**, "Academic Presses Look to the Internet to Save Scholarly Monographs," *Chronicle of Higher Education*, September 12, 1997, p.A18, A20.

COUTTS

WORKING AS PART OF YOUR TEAM

We can handle all your book acquisition needs.

When you put Coutts on your team, you gain extensive knowledge of the book trade:

- bibliographic accuracy
- a single source to handle both the mainstream as well as esoteric publications
- personalized service
- book approval plans tailored to your specific and dynamic collection management requirements.

COUTTS

Library Services Inc.

We handle firm orders, book approval plans, new title programs (notification slip service), continuations/standing orders, book processing and provide electronic access to information and PC software for ordering. Let our professional selectors and knowledgeable customer service specialists provide you with our, innovative cost-effective service.

*Please call or write for
more information.*

1823 Maryland Avenue, Niagara Falls, New York, 14302-1000 (716) 282-8627 Fax: (905) 356-5064, 1-800-772-4304

Biz of Acq — The Out of Print Marketplace

Column Editor: **Rob Richards** (Technical Services Librarian, U. of Colorado Law Library)
<rrichard@stripe.colorado.edu> <<http://alexia.lis.uiuc.edu/~rrichard>>

The Out of Print Marketplace

by **Narda Tafuri** (Acquisitions Librarian, Weinberg Memorial Library, University of Scranton, Scranton, PA 18510) <TAFURIN1@uofs.edu>

Column Editor's Note: For many years, librarians have come to accept quite low success rates in locating out of print items. Even specialized out of print book dealers were seldom able to boost find rates above 10%. In recent years, however, changes in the bookselling industry and the rise of the Internet have rung in a new era in out of print acquisitions. Narda Tafuri, Acquisitions Librarian at Weinberg Memorial Library, University of Scranton, explains how enhanced outsourcing services and powerful new Internet tools allow librarians to greatly improve their success in tracking down out of print materials.

As an acquisitions librarian, I feel that the old adage "time is money" is as true today as it ever was, especially when it comes to my time. With that said, I have continuously explored ways of getting the most out of the out of print market, without out of print matters eating into the time that I need to spend on regular acquisitions.

Because of a special project that the Weinberg Memorial Library at the University of Scranton took on to enhance their current undergraduate holdings through a comparison of the Library's holdings with *Books for College Libraries: a Core Collection of 50,000 Titles*, 3rd edition (Chicago: American Library Association, 1988; hereafter BCL3), the number of monographic acquisitions has more than doubled. This project came to be known as the Core Collection Project. The Acquisitions Department was left with the task of having to acquire large numbers of out of print titles, because more than 50% of those titles listed in BCL3 now fit into that category. Acquiring large quantities of out of print titles was something that the department had not engaged in before. Fortunately, through outsourcing and some new developments in the out of print market, this task was less onerous than it might once have been.

Contracting Out

Because of the scope of the project, and a lack of additional funding for staff, when a vendor was selected for the major portion of the acquisitions for the Core Collection Project, their ability to acquire out of print books was critical. After much examination and searching, **Midwest Library Service** was selected as the vendor for the project. Midwest agreed to take on the out of print aspect of our acquisitions project, and also made adjustments in their normal out of print searching by extending their out of print search from 20 weeks to 40 weeks for our out of print orders.

Midwest searches the out of print market through placing ads in *AB Bookman's Weekly* as well as searching in the United Kingdom market to see if a title is still in print overseas. The results of these techniques have been that approximately 15%-20% of those out of print titles that have been ordered are acquired. For the acquisitions librarian the benefits of using a vendor for this type of operation are numerous; some of these include: having to deal with only one vendor, receiving regular monthly reports of orders that are still pending, and getting excellent customer service support. We have set automatic price limits with Midwest, so that if a title is less than \$50.00 it will automatically be

supplied. In addition to this, Midwest supplies additional customer service, by indicating to us if a different edition is available for a title or if the condition of a book is questionable. They are able to describe any "problems" to us so that we can decide whether we want a title before it is shipped and we have to return it.

The downside to outsourcing this process is the increased cost of out of print materials. Out of print books, on average, cost up to around 50% more than if they were located and purchased through individual out of print book dealers. The average cost of an out of print book ranges from \$45 to \$50. There are those acquisitions librarians out there who will rankle at the thought of paying any more for a book than is necessary. However, they should remember the following points: we were not given any additional staff to assist us in doing the ordering for this project, we have acquired over three thousand out of print titles, and we still have over 3,000 out of print titles "on order." Many of the titles that we thought were still current and available from different publishers, were later found by Midwest Library Service to be out of print. They were able to turn the orders over to their out of print department so that searching for the needed titles could begin without any delays.

While 15%-20% is a good rate of return for out of print books, it could be significantly increased through tapping the resources available on the Internet. It was with this in mind that we tried to find ways to increase the number of out of print titles that we were able to acquire. Once Midwest finished their out of print searching, we took the titles that they were not able to find and created a simple list, alphabetical by author and title. This list was then sent to *AB Bookman's Weekly*, and because of its length — more than one thousand titles — *AB Bookman's* published it in parts. *AB Bookman's* graciously allows libraries to publish their out of print "wants" (books wanted to buy) free of charge. (Contact *AB Bookman's Weekly* at: Specialist Book World, Box AB, Clifton, NJ 07015; telephone 201-772-0020; fax 201-772-9281.

What happened after our ads appeared in *AB* was not for the faint of heart! Telephone calls, as well as faxes, letters, and postcards that could only be deciphered by those having studied handwriting analysis arrived en masse. Often the same title would be quoted by four or five different out of print book dealers. Checking titles against our master list and getting back to all of these individual out of print book dealers was a full time job. However, an important pattern emerged from all of this effort. One dealer, out of all the others that we contacted, consistently produced the largest number of titles with the best prices.

I contacted this vendor and spoke to him at length about his formula for out of print "success." What I found out was intriguing. He had basically abandoned searching for "wants" through the conventional means of advertising in print sources. Instead, he had turned his attention to the Internet and the World Wide Web to do his acquiring. The vendor agreed to take on the task of trying to search and acquire the out of print titles that Midwest was unable to supply.

We were able to increase our yield of out of print titles by another 10%-15%. We had excellent customer support: titles with their cost and condition would be quoted to us so that we could make a decision prior to receiving them. Also, search requests could be sent via email to our out of print book dealer, thus speeding up the ordering process while cutting down on telephone and postage charges. Again,

continued on page 69

Biz of Acq
from page 68

we were only dealing with one vendor instead of the vast number

of out of print dealers out there. We paid approximately 50% more than what we would if we did a search for these titles ourselves. However, we had, in effect, added a "staff" person without having to come up with a salary.

By combining the efforts of Midwest Library Service and an online out of print dealer, we are able to access a larger range of the out of print market and get higher results, without spending the vast amounts of time and effort we had in the past. Using Midwest Library Service and an out of print vendor allowed us to painlessly start searching the out of print market.

For the "Do-It-Yourselfer"

Not everyone is doing the massive out of print searches required by our Core Collection Project. In our day-to-day regular acquisitions operations we are generally looking for a few "vital" out of print titles — items that are now classics but are not in our collection or have gone missing from our shelves. These missing, mangled, but priceless volumes are needed to complete our collections, but can only be bought in the out of print market.

As a start you can still do traditional listings of "wants" in print sources such as *AB Bookman's Weekly*, and receive feedback from a host of out of print dealers. But there are a number of Web sites now available that make accessing out of print volumes almost instantaneous.

The following sites have proved to be some of the best for locating out of print titles:

The average cost of an out of print book ranges from \$45 to \$50.

AcqWeb Directory - Rare & Antiquarian Book Vendors —
(<http://www.library.vanderbilt.edu/law/acqs/publr/rare.html>)

This site has been put together by "Ms. Acquisitions" — **Anna Belle Leiserson**, Acquisitions Librarian, Vanderbilt University Alynne Queener Massey Law Library — and is run in conjunction with the listserv ACQNET. It is a well organized site with numerous links to vendors and publishers as well as other important acquisitions sites. The list of rare and antiquarian vendors with Web sites is a lengthy one, offering many choices for searching.

Advanced Book Exchange — (<http://www.abebooks.com>)

Well organized and easy to search, with author, title, and keyword searching all available. The searcher is now able to limit a search by bookstore location, binding type, and attributes: first edition, signed, and dust jacket. Advanced Book Exchange allows you to browse by subject, topic, bookseller specialty or geographic location. Up to 100 "wants" can be listed for free.

Amazon Books — (<http://www.amazon.com>)

This site lays claim to being the "Earth's Biggest Bookstore" with a 2.5 million searchable title catalog. This catalog includes listings of out of print titles. Amazon will try to locate a used copy for you within one to three months. Amazon will also notify you when a new book comes out by your favorite author.

Bibliocity — (<http://www.bibliocity.com>)

This online out of print database features rare and out of print books from leading international antiquarian booksellers. The site allows searching by author, title, description, publisher, subject, geographic location, and price range. You can register for free and list your wants. Match reports are sent to you via email for convenience.

Bibliofind — (<http://www.bibliofind.com>)

Bibliofind is one of the top sources for out of print books with over 1 million new listings on its Internet database. Bibliofind can be searched by author and title keyword, and by other search terms. Price and the date an item has been entered can be used as limits. In a recent move, Bibliofind has contracted with *AB Bookman's Weekly* to list the items for sale in *AB Bookman's* for one month online on

the Bibliofind search site. Up to ten wants can be saved online for free. Bibliofind also conducts online Internet auctions of rare and out of print titles.

Books and Book Collecting — (<http://www2.gol.com/users/steve/books.htm>)

What can I say? This is a mega book site for anyone interested in all aspects of books and collecting. Access to all of the out of print Web sites mentioned here as well as sites such as SetMaker, author bibliographies, libraries, book terms, an ISBN validator, and a dust jacket finder, just to mention a few. If it has to do with books, there's probably a Web site listed here somewhere.

Booksearch Online — (<http://www.bksearch.com>)

This site is a service of **Spoon River Press**, which is responsible for publishing a number of reference books on antiquarian and out of print books. The site is free to search for out of print titles. Searching is done by using keywords. An online catalog of reference books published by Spoon River is also available for searching.

Bookwire — Antiquarian Booksellers — (<http://www.bookwire.com/index/Antiquarian-Booksellers.html>)

Bookwire is one of the "ultimate" book sites. They bill themselves as "The First Place to Look for Book Info." They also have a large selection of links to antiquarian book dealers with Web sites, including many international booksellers as well as the **Antiquarian Booksellers Association of America**, among many others.

Bookwire can provide links to publisher sites, author tour information, reviews, and links to many other aspects of book publishing and selling.

Interloc — (<http://www.interloc.com>)

Originally access to this database was only by subscription, but now its over 3.2 million out of print and antiquarian books for sale are available to search for free via the Web. Searching can be performed on author, title, keyword, or topic. You can limit searches by price.

MX BookFinder — (<http://www.mxbf.com>)

This site allows you simultaneously to search Interloc, Amazon, Bibliofind, Powell's, Bibliocity, Advanced Book Exchange, and more — a real time saver! Searching can be done by the author's first and last names, title, ISBN, and type of book (new and used or out of print). You can limit your search by price range.

Powell's Books — (<http://www.powells.com>)

Considered "one of the best bookstores in the English-speaking world," Powell's, whose estimated inventory is easily over 1.5 million books, is now searchable on the Web. You can do keyword searching or narrow things down by searching by author and/or title.

Virtual Book Shop — (<http://www.virtual.bookshop.com>)

This site specializes primarily in rare, first edition, antiquarian, collectible and fine books. Therefore it might not be your first choice for locating out of print titles. Certainly, any library seeking titles for their special collections would find this site worth a visit.

Another online option for those with limited or non-Web access to the Internet is the use of mailing lists to post "wants" for out of print titles. One of the best is the **Bibliophile** mailing list. It was created for the purpose of buying and selling rare, scarce, out of print, and collectible books. Up to 25 "wants" can be sent to the list at a time. More importantly, list members share information and discussions on a variety of book topics abound. This is a private list, not a public newsgroup so there is a \$30 per year subscription cost. For further information contact: **Lynn DeWeese-Parkinson** at cldp@teleport.com.

Another popular, private, subscription mailing list is **Booktalk**. Based in the UK, Booktalk was created for anyone in the book trade

continued on page 70

Inside Pandora's Box – Partnering: A Powerful “What to Do” Management Tool or Just Another Fad?

by **John R. Secor** (Chief Executive Officer, Yankee Book Peddler, Inc., Contoocook, New Hampshire) <jsecor@ybp.com>

Part 1

“Certainty is out; experiment is in. The future then belongs, said **George Bernard Shaw**, to the unreasonable ones, the ones who look forward not backward, who are certain only of uncertainty and who have the ability and the confidence to think completely differently.”

– **Charles Handy**

Aim of Part 1

The aim of this section of my paper is to explain why I think we must move from arm's length relationships that involve giving one thing in return for another (like the refrain, “I'll give you better pricing if you give me more business” or visa versa) to strong and close relationships that involve collaboration (working together to add value to existing services and to create new services). Further thoughts on why we must build broad and deep supplier-customer relationships will also appear in other sections.

Libraries have certainly been cooperating with one another for several decades, driven by what **Kate Nevins**, Executive Director of **SOLINET**, calls “common cause.” These consortia arrangements, such as **ILL**, union catalogs, etc., have produced efficiencies and cost savings. And a few companies along our supply chain have recently begun to work together. Example: **YBP** is selling **CIP** upgrades and **Tables of Content** to **OCLC** and **WLN**; it is buying original cataloging from **WLN** and outsourcing **TOC** data reformatting to **PALINET**. These cooperative agreements have produced new revenue streams for all parties.

What I am talking about goes far beyond library-to-library initiatives and company-to-company contractual agreements. We need to begin to think together in order to design positioning activities that will enable us to stay competitive.

I am sensitive to the fact that not everyone — and I include business people — is comfortable with words such as competition and strategy and, whether we like it or not, these words have become part of our lexicon.

Biz of Acq from page 69

interested in any aspect of collecting books.

The subscription cost is

\$35 per year. Titles wanted can be posted to the list. Because of its international scope, it can be a good source of foreign out of print titles. Contact **Michael Cole** at cole@clique.co.uk for further subscription information.

While doing yet another acquisitions project, I was able to test out a few of these different sites. I had a list of eighteen out of print titles that I needed to acquire, if possible, rather hastily. I decided to use **Bibliocity**'s free registration and input my list of “wants.” This was accomplished without much difficulty, though typing in eighteen entries is time consuming.

These goals are not as disparate as they appear at first blush. Both have the duty to be fiscally responsible. Companies that want to survive must be concerned with constantly achieving superior profitability. Libraries that want to survive must continually negotiate best price. Each organization along our supply chain exists to bring value to the ultimate user, and this shared objective outweighs real or assumed differences that partnering pundits would have us believe make us incompatible.

By focusing on supposed differences, however, we blind ourselves to similarities. We share a place in an ever-changing world that is daily becoming more complex and less certain. We share an interest in making the delivery of information more efficient and in making the information itself more useful. And we have been handed the same set of survival rules — rules that require that we 1) understand how our organization fits into this ever changing world; 2) be willing to change the organization's services portfolio; 3) gain efficiencies and improve quality; 4) organize for learning and entrepreneurship.

There was a time when our environments were less complex and less dynamic. A time when we thought that being self-reliant was the key to success. A time when “thinking together” was not as critical as it is today. The specific missions of publishers, libraries, book and periodical vendors, bibliographic utilities, and system providers were clear, consistent, and focused — or so my mind tells me when I think back to 1964, the year I went to work at **Prentice-Hall**, and to 1971 when I founded **Yankee Book Peddler, Inc.** Quality education was a national goal. The publishing industry was comprised of dozens of robust, independent firms who valued their people, their authors, and the works the enterprise produced. Library budgets were outpacing inflation. Commercial companies and nonprofit organizations along our supply chain were clustered into distinct service areas that recognized competitive boundaries.

Above all, there was a sense of confidence in the workplace. We knew where we stood organizationally and — for that matter individually, where we were heading, and how we intended to get there.

Relationships along the entire chain were cordial, orderly, and at arm's length. Not surprising, as environments that are simple and not changing rapidly promote a sense of well-being. We tend to go about our work as if everything lasts forever. Company leaders be-

continued on page 71

I then proceeded to search the titles individually using the metasearch engine **MX BookFinder** so that I could cross search a number of out of print database sites simultaneously. I was able to locate a total of seven titles, or 39%, of those needed through this method. I have hopes that my “want” list will yield additional results. With the exception of one book dealer, all agreed to ship the books I needed with an invoice. An automatic email message confirming my orders to the various dealers was sent to my email inbox.

No matter which method you decide to use — contracting out or doing it yourself — searching and acquiring out of print books has become less of a chore. And now that you won't be spending all of your spare time looking for out of print titles, maybe you can even take a day off!

Partnering
from page 70

come preoccupied with increasing market share; library leaders and utility leaders with

increasing user numbers. In benign environments there is little incentive to think about forging cooperative arrangements up and down the chain.

I am not sure when our work environments began to change from benign to dynamic. Sometime in the mid-1980s, I think. Quality education lost its action imperative and became just a word. Independent publishers began to be "conglomerated" by media giants. The great monograph squeeze-out intensified as periodical prices shot into the stratosphere. Competitive boundaries along the supply chain began to disappear, and new kinds of competitors entered the marketplace.

The past ten years have changed many of our views on how we should run our organizations in order to keep them healthy. However, many (most?) organizations have spent little time rethinking supplier-customer relationships. These remain mostly arm's length.

Why do we need to move quickly to strengthen relationships? The primary reason can be summed up in one word: COMPETITION.

This past March, I delivered a paper titled "Get the Rhetoric of Revolutionary Change Out of Digitization" at a conference presented by the **University of Oklahoma Libraries** and the **University of Oklahoma Foundation**. I began the paper by reading **Henry Wadsworth Longfellow's** "Paul Revere's Ride."

*"He said to his friend, 'If the British march
By land or sea from the town to-night,
Hang a lantern aloft in the belfry arch
Of the North Church tower as a signal light,—
One if by land, and two if by sea;
And I on the opposite shore will be,
Ready to ride and spread the alarm
Through every Middlesex village and farm,
For the country folk to be up and to arm.'"*

When I finished this reading, I said, "It's happening right before our eyes, **Bill Gates** is marching into town — and he is not alone."

MCI and Britain's **BT** have forged an alliance called **Concert** in order to compete with **AT&T's Unisource** alliance for control of the telecoms world. **Boeing**, the giant aircraft maker, has announced that it will invest \$100 million in cellular pioneer **Craig McCaw's Teledesic**, which plans on launching several hundred satellites in 2001. This *Internet-in-the-sky* would deliver information to every corner of the globe with the speed and capacity of fiber-optic cable by the year 2010. (**Bill Gates**, **Microsoft's** boss, has already invested in Teledesic.)

Information and communication (Infocom) companies are moving with great speed as each attempts to identify opportunities that will enable them to add more value to their products and services

than their rivals. Most of these companies view libraries as rivals. These companies create, assemble, archive, move, and manipulate information. Those focused on remaining vital are building alliances in order to pursue opportunities made possible by technological advances.

Libraries help individuals to access information by bundling, customizing, and archiving it. In order to remain responsive to their

"We can no longer ignore the fact that our niche is under siege and that our future is less secure today than it was yesterday."

constituents' evolving needs, they need to explore strategic alternatives made possible by technological advances. Many of the organizations that supply products and services to libraries are, by nature, entrepreneurial. They have learned to cope with the froth of the present by redefining their mission, by developing new competencies, and by rethinking practices. Libraries that view their key suppliers as valuable resources will, I believe, more quickly come to understand the new realities of this turbulent environment and be able to identify and explore opportunities.

It's time, I think, to "hang a lantern aloft in the belfry arch" for we can no longer ignore the fact that our niche is under siege and that our future is less secure today than it was yesterday. Technological advances have enabled media companies, publishers, computer companies, software firms, telephone companies, and firms in the broadcasting industry to market directly to the end user.¹

Most of us no longer believe that becoming self-reliant is the key to success. Yet, while discussion up and down the supply chain has increased, surprisingly few — if one considers how much things have changed over the past ten years, including the competitive landscape — have evolved into thinking about what we can do together in order to remain successful.

Part 2

"[Are we] prisoners of the system, or prisoners of our own thinking?" — **Peter M. Senge**

Purpose of Part 2.

Partnering has become the buzzword in most organizations along our supply chain. Buzzwords, as you all know, come and go. I hope this is not the case with partnering. It may be, however, if leaders fail to provide leadership. Leaders need to look hard at the competitive landscape. They need to *determine what they are going to do* to strengthen their organization's competitive position.

In this section and the next, I try to make the case that partnering is a powerful "what to do" management technique that can help organizations build a competitive advantage. Unlike benchmarking, downsizing, restructuring and all the other "how to do" management tools that require only that leaders follow their consultant's transformation manual, partnering requires that leaders make "what to do" decisions.

While partnering is the buzzword in libraries and in organizations that develop, produce, and deliver the products and services they buy, it is not always a popular word. Unfortunately, partnering and outsourcing are being used interchangeably. Partnering is not

outsourcing. Partnering is strategy. Outsourcing is a tool to improve operational effectiveness (OE). Interestingly, most of the collaborative opportunities already visible on the horizon have nothing to do with OE. Some exist within less popular library-to-library initia-

"In benign environments there is little incentive to think about forging cooperative arrangements up and down the chain."

continued on page 72

technology related.

Why aren't people resonating to building alliances? Reasons follow:

1. We are, all of us, creatures of habit and, thus, our commitment to old ways of doing things makes accepting new ways difficult.
2. Turbulence in the workplace resulting from outsourcing activities and other transformation efforts has already eroded self-confidence and made people "change-shy."
3. Humankind does not like change, especially in the workplace. Most people still define themselves in terms of their position and their job.

There is yet another deterrent to creating alliances. Some librarians and some vendors simply do not believe in the concept — they never have, and probably never will. I was asked to make a brief presentation on partnering at the **1997 Midwinter ALA Meeting** in Washington, DC, and when I had finished, a senior executive of a library bookselling company stood up and said that his company had contractual relationships with their library customers. He then pointed to a coworker in the back of the room and said, "He is my partner. Not librarians."

I don't know if this individual truly walks the talk — tells customers and potential customers who want to collaborate that his company bases relationships solely on a written contract — or was simply being opportunistic and playing to the mood of the audience. (The discussion was one of several that was pulled together at the last minute, driven by the **B&T/Hawaii** outsourcing debate.) Following this colleague's remarks, several librarians stood up to give a thumbs up for contractual relationships and a thumbs down on partnerships.

Alliances do not mean that an organization loses its right to issue a contract that defines mutually agreed upon expectations. Contracts are useful. But if this is all there is to a relationship then collaboration will not take place. The legal phraseology of contracts stifles dreams of what might happen if organizations think together.

We live in a highly competitive world. In his book *Out of Crisis*, **W. Edwards Deming** says, "The only survivors will be [organizations] with constancy of purpose for quality, productivity, and service."² To Deming's pronouncement I add: ... and believe in building value-creating relationships.

I want to go back and revisit competitive landscape. In the Winter 1997 issue of *Sloan Management Review*, **Bala Chakravarthy** writes, "Information will be available via a communication utility in much the same way that electricity is today. Unlike electricity, however, the information on tap will be rich, diverse, and capable of being customized to suit a particular user's needs. The provision of this new service," he says, "will call for the seamless integration of various information forms like newspapers, books, scientific and business information, and a broadband, interactive communication channel."³ Leaders need to establish a sense of urgency within the organization. The world is unfolding faster than most of us care to admit.

Part 3

Who is it that darkeneth counsel by words without knowledge? — **Job 38:2**.

Aim of Section 3.

For many of us, the workplace becomes confusing once uncertainty enters it. And like so many organizations in other dynamic niches, many in our niche have outsourced thinking and questioning to consultants. "The management consultancy business is a tale of mystery and imagination," says *The Economist*. "Nobody seems to know quite what it is, let alone whether it delivers value for money."⁴

tives, such as cooperative collection development, while others are

In this section, I offer strategy as an alternative to today's management rhetoric.

Over the past several years, I have watched dozens of organizations adopt high-profile change initiatives. These efforts have flown many banners: total quality management, restructuring, reengineering, benchmarking, outsourcing. Each is touted as "the management technique that will improve operational effectiveness."

If you have flown one or more of these banners, ask yourself: How successful have those efforts been in producing useful change? If I were to pause and tally your marks, they would, I sense, be similar to company transformation results. **John Kotter**, Professor of Leadership at the **Harvard Business School**, studied the remaking efforts of more than 100 companies and concluded: "A few of these corporate change efforts have been very successful. A few have been utter failures. Most fall somewhere in between, with a distinct tilt toward the lower end of the scale."⁵

What, then, do we need to do to get ready to compete? We need to get off the "advice for sale" treadmill and start thinking for ourselves. Most organizations have spent the past decade trying to become more efficient. **Michael Porter**, Professor of Business Administration at the **Harvard Business School**, says, "Bit by bit, almost imperceptibly, management tools have taken the place of strategy. As managers push to improve on all fronts, they move farther away from viable competitive positions."⁶

We need to begin to think about strategy as we continue to think about operational effectiveness. Porter defines operational effectiveness

as "performing similar activities better than rivals perform them; strategic positioning," he says, "means performing *different* activities from rivals or performing

similar activities in *different ways*."⁷ Strategy is, I believe, key to suppliers and libraries finding place.

Finally, we need to untangle ourselves from the rhetoric of revolutionary change and begin to pursue opportunities with as much passion as we pursued efficiencies.

I believe that supplier-customer relationships, not consultants' "how to" handbooks, offer us the best chance for long-term success. The skills and knowledge that we can bring to partnerships will produce efficiencies and create advantage building agendas. Moreover, we will see opportunities that singly we might not see.

This is how I see our value circle. In the middle are libraries. Around the edges are those organizations that develop, produce, and deliver the products and services that libraries buy: publishers; book and periodical vendors; bibliographic utilities; system providers; etc. The library is closest to its customers and sees the services being used. It also has a sense of evolving customer expectations. The organizations around the edges are closer to the horizon and clearly see innovative ways to deliver information. And while we will always, I think, be more independent than interdependent, we must learn to collaborate.

Improving operational effectiveness through activities such as outsourcing processes is a necessary management focus. Operational effectiveness, however, is **not** strategy. Alone it will not keep a company healthy. Around the corner is a rival working to harness information and communication technologies in order to deliver greater value to the end user at the same or lower cost.

The role of leadership is to integrate operational improvements

continued on page 73

Partnering
from page 72

with strategy. The leader must know who his/her rivals are, where they are today, and have an idea where they are heading. This will require that leaders and their followers start to think strategically.

Throughout the organization, people should be asking questions such as, what business are we in? Why do we exist? What are the skills we need to compete? What competencies do we need to strengthen? What new competencies do we need to develop? What assumptions do we need to suspend? How will we maintain the organization's distinctiveness once we build it? These questions, and

"Partnering is not outsourcing. Partnering is strategy. Outsourcing is a tool to improve operational effectiveness (OE)."

more, must be asked if the organization is to remain vital.

We can, if we choose, ask questions

such as these in a vacuum. How much better it would be, I believe, to think and question and integrate activities together. How much better to come to circle and begin to pursue opportunities together. The Infocom companies that are preparing to compete with us are already forging cooperative arrangements.

Part 4

"Better for most of us, despite the risks, to leap into the future. And to do so sooner rather than later." — **John P. Kotter**

Aim of this last section.

Not all alliances will be successful. My aim here is to offer six criteria that the leaders of a library and the leaders of a commercial company must carefully consider before shaking hands and, in some cases, also signing a contract. These criteria are also appropriate for company-to-company due diligence.

1. **Financial stability.** The library must review the potential partner's audited financial statements. The most recent statement, as well as the previous two years' financials should be requested.

The review should focus on: a) earnings before interest and taxes (provides a picture of cashflow); b) net operating income; c) working capital defined as current assets minus current liabilities (provides a picture of liquidity); and d) leverage: debt to equity.

The vendor must also be confident in the library's ability to maintain a relatively stable budget. Almost always, cooperative arrangements with libraries will necessitate that the vendor make investments in both the development of customized technologies and in the hiring of people with new skills. The vendor should also feel comfortable that the library will develop complementary technologies.

2. **Commitment.** The potential partners must be willing to commit senior managers to the effort over the long-term and to participate on joint teams. Librarians should also focus on the breadth and depth of the potential vendors' management. What are their backgrounds? Do they understand how libraries work?

3. **Compatibility.** The potential partners must understand one another's vision and strategies for achieving that vision. Visions and strategies must be broadly compatible.

4. **Communication.** Each must be confident that communication will be continuous and that it will be frank and honest. Knowledge of glitches and major problems must be shared.

5. **Teaching-learning connection (TLC).** Each must be willing to teach and learn.

6. **Integrity.** Each potential partner must believe that the other will always behave in honorable ways. More importantly, each partner must actually behave in honorable ways.

Leadership is good work. It is also hard work, especially in a turbulent environment. Library and vendor leaders have to make

collaboration a shared objective. This is how we will come to cope with the way things are.

Acknowledgments

I have learned much about our changing world and about strategy from the writings of Charles Handy, Gary Hamel, C.K. Prahalad, John P. Kotter, and Michael E. Porter.

Notes

Charles Handy, *Beyond Certainty: The Changing World of Organizations* (Boston, MA: Harvard Business School Press, 1996), p. 16.

Peter M. Senge, *The Fifth Discipline: The Art & Practice of the Learning Organization* (New York, NY: Doubleday/Currency, 1990), p.27.

Job 38:2. is quoted in W. Edwards Deming, *Out of Crisis* (Cambridge, MA: Massachusetts Institute of Technology Center for Advanced Engineering Study, Twenty-first Printing, 1993), p. 1.

John P. Kotter, "Better for most of us..." is quoted in Robert K. Cooper, Ph.D. and Ayman Sawaf, Executive EQ: *Emotional Intelligence in Business* (New York, NY: G.P. Putnam's Sons, 1997), p. 231.

¹To gain an understanding of the strategic alternatives being pursued by companies in the information and communication industry, see Bala Chakravarthy, "A New Strategy Framework for Coping with Turbulence," *Sloan Management Review* 38, no. 2, Winter 1997.

²W. Edwards Deming, *Out of Crisis*, p. 155.

³Chakravarthy, p. 70.

⁴"Management Consultancy: The Advice Business," *The Economist* 342, no. 8009 (March 22nd-28 1997): A Survey, p.1.

⁵John P. Kotter, "Leading Change: Why Transformation Efforts Fail," *Harvard Business Review*, March-April 1995, p. 59.

⁶Michael E. Porter, "What is Strategy?" *Harvard Business Review*, November-December 1996, p. 61.

⁷Ibid., p. 62.

AUX
AMATEURS
DE LIVRES
international

LIBRAIRIE - BOOKSELLER

**Bookseller & subscription agent
for material from France and
French speaking countries.**

For information on our services contact
Edna Laughrey, 291 Tower Dr. Saline, MI 48176
Phone 734-429-1029 Fax 734-429-1711
E-mail elaughrey@aol.com

62, Avenue de Suffren 75015 Paris, France
Phone (33-1) 45.67.18.38
Fax (33-1) 45.66.50.70
E-mail aal@auxam.fr

Papa Lyman Remembers

by **Lyman Newlin** (Book Trade Counsellor)
<broadwater@commtech.net>

Since we were all children at one time or another and, on the assumption that many of you must have read books written by **Marguerite Henry**, I will deviate somewhat from the usual academic scene to write about some early experiences with books for younger readers.

Ms. Henry died November 26, 1997 at the age of 95 plus. I met her only once during my **Follett** days; on one of her early visits to **Wilcox and Follett Company**, Chicago, when she was meeting with **Dwight W. Follett** who was in charge of the company's publishing activities. I have no distinct recollection of this meeting. I do know that in 1945 W & F published the first edition of **Justin Morgan Had a Horse** for which she received a Newbery Honor citation. This book was rewritten later and was illustrated by **Wesley Dennis**, the first of their many collaborations. It was published in 1954 by Rand McNally, Chicago. I have been unable to locate any Follett archive on Henry but Wilson's **Cumulative Book Index** indicates that she published in 1944 under the Follett imprint an earlier title: **A Boy and a Dog**. My memory tells me that the author knew early on that she was bound for great success and she thoroughly shopped Chicago and other midwestern publishers. In addition to Follett and Rand McNally she published with Donohue/Hubbard and Albert Whitman as well as with Bobbs Merrill, in Indiana and Saalfeld, in Ohio, before going to McGraw Hill, Macmillan and other New York houses. Talk about targeting! Horses were her prime theme and midwestern publishers were her prime source of dissemination! In addition to winning the Newbery Medal (and Honors), Henry's works have been praised by almost every contemporary critic of literature for young people. Several movies based on her titles include **Justin Morgan Had a Horse** (Disney, 1972) and **Misty** (20th Century

Fox, 1961). For much of this information I am indebted to **Karen Nelson Hoyle**, University of Minnesota Libraries. She is Curator, Children's Literature Research Collection in which is located the **Kerlan Collection** containing a considerable part of Marguerite Henry's papers, 1947-1984.

Another Newbery award winner, whom I had the privilege of knowing quite well, was a regular customer of the **Minnesota Book Store** during my tenure there in the 1940s. She was **Carol Ryrie Brink** author of **Caddie Woodlawn** (Newbery 1935). She was the wife of **Raymond Brink**, a highly regarded mathematics professor at the **University of Minnesota** and author of several widely used texts published by Appleton-Century-Crofts.

One more encounter with children's books and we'll get on to more discussion of adult publishers. In 1941 — when I was business manager of **Follett Book Company**, **Simon and Schuster** introduced what was to become the largest selling se-

"I'm taking the chance that some of our readers will take a fancy to writing something for young Americans."

ries of books for youngsters: **LITTLE GOLDEN BOOKS**. They were bound in fully illustrated colored boards and sold for 25 cents each. These titles caught on like wildfire with kids, parents, and librarians. Only trouble was that their bindings could not hold up to ordinary child usage. **Sylvestre Watkins**, our buyer, and **Virgil Gentilin**, advertising manager, came up with a great idea: prebind them! Our first order was for 50,000 books divided among the twelve titles available (1942). The one best remembered (and still in print as are all others of those original titles) is **The Poky Little Puppy**. So we had the entire 50,000 books pre-bound in library buckram. I remember as if it were last week

staying into late hours for several nights helping write sales copy so that Sylvestre and Virgil could get their publicity out quickly. We scooped the market with bound copies and at the low library price of one dollar each we had to reorder within a relatively very short time. Because of this brilliant

scoop Gentilin was stolen from Follett by Montgomery Ward to manage their entire book operation. From Wards he was hired by Simon and Schuster and worked there as head of their "Golden Craft Books" section and eventually became head of the S & S educational books operation. While in that capacity Virgil developed what came to be known as "library binding" by S & S and soon was copied by almost every other publisher of children's books. Library binding resulted from Virgil's observation that ordinary binding wore out before the pages wore out and that in Class A Library Binding the pages wore out before the binding!

I have been helped in the Little Golden Books story by **Ronald Gentilin**, who followed his

father into publishing via Affiliated Publishers, S & S, Grolier and Oxford University Press from which he retired in 1997. He is now a resident of the Charleston, SC area and promises to be present at the 1998 **Charleston Conference**.

I hope you will excuse the lengthy story about children's books — but I'm taking the chance that some of our readers will take a fancy to writing something for young Americans. Perhaps there are not as many horse lovers now as there were in 1949 when Marguerite Henry was awarded the Newbery Medal for **King of the Wind**, but there still are dogs and cats and lizards and snakes in the pet department to say nothing of computer and space travel as subject matter in good books for kids. Now you have a great idea for what to do with your spare time!

Papa Lyman's News Items

Concerning three recent periodical stories — 1) College of Charleston Conference founder, Katina Strauch, and her number one right hand conference honcha, **Judy Webster**, have gone international as authors of "The **Charleston Conference**", an article in **LOGOS**, 8/3 (1997), p. 165. **LOGOS** is the brain child of **Charleston Conference** alumnus **Gordon Graham**. With his wife, **Betty**, he was in attendance

continued on page 77

A word from the title of a medical book published in 1741 eventually came to define a branch of medicine dealing with the preservation and restoration of function in the musculoskeletal system. The word is "orthopedic" and it was coined by Nicholas Andre, a French professor of medicine, (con't pg 78)

Issues in Vendor-Library Relations – Booksellers and Consortia (Part I)

by **Barry Fast** (Vice President, Academic Book Center) phone: 800-326-3080 <barryf@acbc.com>

Column Editors: **Judy Webster** (U. of Tennessee) <jdwebster@utk.edu>
and **Barry Fast** (Academic Book Center) <barryf@acbc.com>

Self interest is a normal, even necessary human trait. But as social animals, the more enlightened among us can subjugate self interest to the greater good of the group. When libraries join together in cooperative enterprises like consortia, enlightened self interest is guiding the process. Librarians are willing, in the consortium environment, to place many cooperative goals ahead of individual goals in order to create a greater good for the group. This is a welcome development, and publishers and vendors should try to respond to this enlightened self interest. For decades we've talked about resource sharing, and consortia provide an ideal environment for cooperation. The role of vendors should be to help libraries accomplish this goal. But will libraries let us help?

As librarians explore the consortium model as a cooperative endeavor, so much of the discussion seems to center on the power of pooling purchasing dollars. Materials budgets are indeed one kind of resource, so it is sensible to discuss how a combined consortium budget can affect purchasing. The ability to leverage a large amount of purchasing power certainly gets vendors' attention, but does it always result in lower prices or higher discounts?

"Do economies of scale come into play when libraries cooperate in a consortium and pool their buying power?"

To answer this question, let's look at some basic realities.

The underlying principle here is a function of economies of scale, to a large extent, and to a lesser extent good old-fashioned fear. First, fear. Vendors fear losing existing business more than they fear not getting new business. The reason for this is that existing business is already factored into planning and profit performance. The loss of a significant chunk of revenue has a negative effect on profitability because the company is geared up to operate at a planned level of performance. It is not easy to compensate quickly for a sharp drop in revenue, sometimes because you don't know the real effect of that drop, and sometimes because compensating cost reductions just can't be made soon enough. You can't, for instance, lay off 3.4% of your workers without some planning and a fair

payoff program. But not getting new business, as serious as that is, does not have the same kind of short term negative effect on profitability. A business can usually weather a series of near misses in attaining new revenue more easily than a series of losses of existing revenue.

If vendors foresee a loss of revenue from one or more individual library consortium members due to a consortium-wide purchasing arrangement, there is probably more pressure to raise discounts or lower prices to the whole consortium to avoid losing some large individual customers within the consortium. But even that pressure is subject to the more important principle underlying pricing: the effects of economies of scale. Do economies of scale come into play when libraries cooperate in a consortium and pool their buying power? The answer is, it depends.

Electronic journals and some other products seem to lend themselves to economies of scale. If an e-journal publisher can create and sell a package of e-products to a whole consortium, for sharing within the consortium, the resulting revenue may offset the loss of individual subscriptions to some of those e-products. The total revenue may be less than the aggregate revenue resulting from smaller but more numerous individual library subscriptions, but there may be offsetting economies of scale like lower subscription marketing and maintenance costs. Or there may be a long-term subscription arrangement that provides the publisher with a steady and predictable revenue stream. The operative factor here is that the publisher is

deriving a tangible benefit, either lower costs or more stability, that partially or completely offset the reduced revenue.

Booksellers, unlike publishers, find that the large majority of their costs are confined to labor. It is difficult to see how a consortium-wide arrangement lowers these costs through economies of scale.

Assuming the consortium members still want shipments sent to each library, and order separately from each library, and want a separate approval plan for each library, the labor factor remains pretty much fixed on a library by library basis. Suppose the vendor is supplying books to five individual libraries within the consortium. A deal is then struck to provide books to all ten of the consortium member libraries. What changes? What costs are lowered by economies of scale? Assuming revenue has doubled, from the book budgets of five libraries to the book budgets of ten libraries, how does this affect the per book costs (largely labor) of supplying those books?

In this model only the vendor's fixed costs are affected by economies of scale, things like rent, heat and light, administrative and marketing costs. But the large majority of costs, from sales to labor, all the people costs, increase roughly in proportion to the increase in revenue. Not exactly, of course, because there are always incremental revenue increases that absorb a certain amount of elasticity in labor. For instance, adding a second library on a university campus to a vendor's customer base produces small economies of scale. A sales

continued on page 77

The word "dictionarius" was used as early as the year 1225 for a list of Latin words. However, the word was not applied to anything identified as a dictionary until the 16th century, when a 1538 Latin-English work by Sir Thomas Eliot was originally called Dictionary, but later called Bibliotheca Eliotas.

On The Street — Journal Collection Analysis

Column Editor: **Eamon T. Fennessy** (The Copyright Group, P.O.Box 5496, Beverly Farms, MA 019151 phone & fax (978) 927 9936 <EFENNESSY@worldnet.att.net>

Assisted by: **Linda Albright** (Winthrop College)
Kathy Miraglia (Catholic University)

Geane Dvorak, Marketing Director of Sage Publications, suggested a survey dealing with journal collection analysis so we generated several questions asking librarians how collection development is handled and how publishers could be more helpful in the process. Here's how you responded when we asked the following questions via cold phone calls and the good graces of **Eleanor Cook's ACQNET**:

1. What steps do you follow and with whom do you consult when establishing or analyzing your journal collection?

Todd Spires of Arkansas State (and of Southeastern Louisiana University as of February 2, 1998) had just dealt with this issue so his comments were pretty detailed. He related, "We just went through a complete journal analysis. Most of it was done by the university faculty in their specific subject areas. I sent a list to each department asking them to rate each of the titles in their discipline from 1 to 5. We also asked them to mark any titles they considered totally useless. If a title was mentioned as a cancellation we put it in a list which all faculty looked at before the final cut was made. Then the library's Collection Development Team made the final decisions." **Jill Vassilakos-Long** of Claremont reported along similar lines. She "created a list of publications by subject, collected faculty ratings, then sent these ratings to the bibliographers. Bibliographers nominated titles for cancellations and these were sent to all college faculty for comment. The returns were forwarded to those bibliographers who made the final decision cuts. (See question 2.) **Tony Ferguson** of Columbia was more succinct - the steps he takes run this way. "Use studies, look at expensive titles, look at inflation figures." At Morehead State the Periodicals Librarian is key. **Elsie Pritchard** reports, "Additions and cancellations are proposed by librarians and academic faculty. Each title is assigned to the appropriate fund (tied to an academic department or to the general fund). The Periodical Librarian evaluates each request to add or delete, and does have final authority, but if funds are available and the faculty liaison is determined to subscribe, chances are good for the title to be retained."

2. When it came to the second question we asked, "**Who is the final decision maker?**"

Most respondents answered that authority was given to a librarian, or to a commit-

tee. **Joanne Schmidt** of Emerson College in Boston reported her Serials Management Committee, consisting of the Library Director, Assistant Director, Reference Librarian, and Serials Librarian looked at use studies, costs, electronic availability, and consortial holdings. In addition, each Academic Division also used its Faculty Library Committee and the final decision "was made by the Serials Management Committee." Some libraries used other terms in this process. **Arkansas State** refers to its decision maker as the "Collection Development Team" led, appropriately enough, by the Collection Development Librarian. **Columbia University** gives its decision-making responsibility to a Library Materials Selector (not further defined). At the University of Chicago **Lorna Tang** states the real decision maker is a bibliographer who is a collection development librarian with a subject specialty.

3. Third question asked, "How do special promotions or package offers enter into journal collection changes?"

This issue was not crucial to most of the survey participants. If a title were "bundled" with others it could be retained depending upon the importance of those in the bundle. **Tony Ferguson** of Columbia put his answer this way, "Packages do count. Special one-year promotions don't." **Emerson College**, too, said special promotions "don't enter the equation, while the **University of Chicago** simply said, "Not at all." This is one question the subscription agents and publishers must inquire of each customer. Some like promotions ... others avoid them like the plague.

4. Next, we asked, "What information from the publishers do you need for your journal collection?"

Temper, temper ... one librarian said, "Not much. I don't trust publishers. I'd rather look at reviews and other literature in addition to department faculty expertise." Pricing history and title frequency were important to one librarian. To another, the concern was expressed as, "The proof is in the pudding. (A) Sample issue is very important, the rest is superfluous, (and) editors are important to a degree." "Costs for the coming year" were mentioned by another librarian while still another, who uses **EBSCO**, referred to information from **EBSCO** as important rather than any from the publisher. A final librarian offered these suggestions: Serials Management Reports, Price Change Reports, By

Subject Reports, and "access to consortial overlaps in holdings" also were mentioned as important to collection development.

5. The final question was: "How important are the publisher's reputation and your experience with a particular publisher when reviewing your collection?"

Todd Spires of Arkansas State replied, "Not real important." **Jill Vassilakos-Long** was on the other side of the discussion. She revealed these criteria were, "very important." Again, **Tony Ferguson** used those same words, "very important." Comments not for attribution and not so subtle were: "I've really never had any bad dealings with any particular publishers, unless you consider the price gouging that goes on with certain European publishers." Another librarian referred to, "rapacious pricing policies," and still another comment was, "Of course in the case of famous price gougers the name of the publisher is very important." Nuf ced.

In summary, institutions take journal collection analysis very seriously; they do want to involve faculty in collection decisions, and although publisher reputation is an issue, titles which are important to the faculty can get through the process. Price will always be a concern and even though a title is very popular, a high price can mean cancellation.

Contributors to this survey included:

Jill Vassilakos-Long, Claremont University
Lorna Tang, University of Chicago
Todd Spires, Southeastern Louisiana University
Joanne Schmidt, Emerson College
Robert Schlabach, College of New Jersey
Elsie Pritchard, Morehead State
Tony Ferguson, Columbia University
Doris Alkes, Brookhaven Laboratory
Shirley Adams, Erskine College

Year End Summary — On the Street

Another year of "On The Street" has become history and, in retrospect, the subject matter and the number of librarians participating in our surveys have made for illuminating analyses. I don't know whether we can correlate the number of participating librarians for 1997 to the subject proposed, but over

continued on page 85

Vendor-Library
from page 75

representative can visit both campus libraries in less time than visiting two libraries on two campuses. Another example of small economies of scale results from increasing business with an existing customer. Being able to place three more books in a shipping box spreads the cost of the box across twenty-one books instead of eighteen. If this seems like a minuscule number, imagine the effect on hundreds of boxes. After all, economies of scale mean just that: savings that result from fixed costs spreading over more units, lowering the per unit cost and therefore ultimately the per unit price. But this won't happen to any significant degree in a consortium. The individual campuses will still require a sales call. There will be more boxes, but except for a few libraries where more existing business results, there won't

"High volume with inadequate profit just means a quicker demise."

be more books in those boxes. Labor costs, which are such a large factor, do not change at all.

If this vendor gets the consortium-wide book contract, and assuming the five libraries that originally were customers for part of their purchasing now buy all their books from that vendor, there are some small economies of scale accruing to the vendor. Combine that with the fear factor, the threat of loss of existing business, and the consortium should see some small increase in discounts. But not much of an increase, because discounts are already at an all-time high and the economies of scale are not significant. But that does not mean that a vendor won't be swayed by fear or delusions of grandeur into making a big mistake. I am not talking about being stupid. I am talking about being afraid. International bankers, for instance, are not thought of as people who are dumb about money. Yet they continued to pour huge amounts of cash into some Asian economies, the same economies that talking heads on TV predicted were on the verge of collapsing. Each banker was afraid another would have an advantage if, despite all the evidence to the contrary, a miracle occurred and Indonesia suddenly became Switzerland. And so it may be in our business. In fact, so it has been.

Last year the universities in southern England put out a consortium bid for their

book purchases. The prize to the chosen vendor was about two million pounds sterling in book buying. The winning vendor bid 23% across the board, with 25% promised if purchases exceeded a certain level. I happened to be at a conference in the UK within days of this contract award, and the losing vendors were expressing both astonishment and sadness. Since each of the consortium members would be ordering

"Electronic journals and some other products seem to lend themselves to economies of scale."

separately, and would be shipped to separately, where were the economies of scale that justified a discount that was substantially higher than any others offered? The losing vendors were astonished that the winner thought they could stay in business with such a discount, and they were sad that experienced librarians accepted such a price as realistic. A few months ago the winning vendor, a formerly stable and profitable company, closed its doors forever. Another victim to fear, another believer in the flawed maxim, "We'll make it up in volume." High volume with inadequate profit just means a quicker demise.

In the next issue of ATG I'll discuss other aspects of consortia and vendors, with some suggestions on how vendors can bring real value to libraries in this environment.

Papa Lyman
from page 74

at #17, November 1997. We will be glad to furnish a copy of this story to non-subscribers to LOGOS. 2) *Forbes*, December 29, 1997, p. 58 runs a story by **William P. Barrett** titled "Mousetrapped." A few weeks ago Katina called me with the news that I would probably be called by *Forbes* for some discussion about the **H. W. Wilson Company**. Apparently Barrett had got wind of my June 1994 *ATG* story about **Halsey William Wilson** (v.6#4, p.62-63). No phone calls from *Forbes* but an officer of HWW Co. advised me to look for the December 29 issue. Breathlessly I charged off to the **Niagara Falls Library**, some six miles distant and, sure enough, I found the magazine and it took only a couple of seconds to learn why I did not hear from the publisher. My story was all pro Wilson; it would have been contributed to a *Festschrift* had there been one and had I been asked. (Here's a chance to amend my plug for the *Oxford Desk Dictionary* in *ATG* (v.9#6, Dec 1997/Jan.1998, p.82). How come *Festschrift* does not appear in it whereas *Merriam Webster's Collegiate* and *American Heritage* have even anglicized the word enough to have dropped the capital "F" "already!?) 3) Another periodical story — **Charleston Conference** alumnus **Richard Abel** started 1998 with a piece entitled, "Return of the Native in *American Libraries*, January, 1998 (v.20#1, p.76). Perhaps if enough of us decry the use of the word "outsource" whenever we think of hiring another person to mow our lawn or repair a blown auto radiator hose, we may rid ourselves of this inappropriate and pretentious-sounding word.

- Government and International Organization Publications
- Association Publications
- International Scholarly and Professional Books
- Australia, Canada, New Zealand and other Pacific Rim Countries —

ROOTED IN THE TRADITIONAL concepts of international bookselling, yet innovatively making the most of the latest developments in electronics, communications and transportation **Accents Publications Service** has the extensive experience and expertise to blend the old with the new and effectively assist you in your acquisition of the books and information products in which we specialize.

Our worldwide clientele includes academic, public, corporate, law, medical, technical, government and other research libraries and information centers.

We offer the following services:

- Firm Orders
- Standing Orders
- Subscriptions
- Rush Orders
- New Title Notification

ACCENTS
Publications Service, Inc.

721 Ellsworth Drive, Suite 203 • Silver Spring, MD 20910-4436 • USA
Tel: 301.588.5496 • Fax: 301.588.5249 • E-Mail: accents@access.digex.com

International Dateline

European Union Training Seminar

For the European Documentation Center Libraries, Brussels, Belgium, Dec. 1-3, 1997

by Jeffrey M. Wilhite (U. of Oklahoma) <jwilhite@ou.edu>

In December of 1997, the European Union (EU) hosted its seventh Training Seminar for the European Documentation Centres (EDCs) in Brussels, Belgium. The list of participants included librarians from the EU countries as well as invited delegates from non-EU countries. The EU countries represented were Austria, Belgium, Finland, France, Germany, Italy, The Netherlands, Portugal, Spain, and the United Kingdom. The EU Office of Press and Public Affairs, based in Washington D.C., issued the invitations to twelve European Union designated librarians in the United States; the states represented were California, Georgia, Illinois, Kentucky, Michigan, New York, Oklahoma, Wisconsin, and the District of Columbia. Other non-EU countries represented were Cyprus, the Czech Republic, Poland, Russia, Switzerland, and Turkey. Being from the heartland of Oklahoma, I was quite impressed with the showing.

The training seminar was held in Brussels, which is the main headquarters of the European Union. The European Union has its origins in 1952 when the Treaty of Paris established the European Coal and Steel Community (ECSC). The six founding states were Belgium, France, Germany, Italy, Luxembourg, and The Netherlands. In 1957, the Treaties of Rome were signed by the six member states, forming the European Economic Community (EEC) and the European Atomic Energy Community (Euroatom), concurrent with the ECSC. The three agencies merged in 1967 to form the basis of the European Community (EC). The main goals of the EC were to form a single market for Europe's economic resources. In 1973, the United Kingdom, Denmark, and Ireland became members. Other countries joined quickly, including Greece in 1981, Spain and Portugal in 1986, and Finland, Sweden, and Austria in 1995. Throughout this period of growth, the EC adopted new goals to encom-

pass environmental movements, regulatory acts, and human rights concerns. In 1992, the Maastricht Treaty was ratified, which re-chartered the European Community as the European Union. The European Union presently has fifteen member states and has broadened its scope even further to promote unity both economically and socially among the people of Europe, to introduce a common European citizenship to all citizens from its member countries, and to assert a European identity on the international scene. Because of its central location in Europe and its international scope, Brussels was designated the main headquarters for the European Union.

The European Union has a long-standing tradition of maintaining EU depository libraries in the United States. The earliest of these depositories were established with the creation of the ECSC. The EU presently supports over fifty depositories in the United States. Most EU librarians in the U.S. also manage federal publications, but some solely manage EU collections. The EU also supports a system of European Documentation Centers (EDCs) throughout the EU member countries, with a total of 275 EDCs worldwide. Librarians from both of these types of libraries were invited to participate in this Training Session. The EU Office of Press and Public Affairs had sent many of the American EU Librarians to the previous sessions.

The EU publishes on a multitude of topics in a variety of formats. Statistics, parliamentary reports, current events, regulations, debate, and news items all fall within the range of EU publication topics. The format of publications is either paper, fiche or electronic. The type of publications include periodicals, monographs, and annuals. These publications fall in to a number of EU-specific categories: Green Papers, White Papers, Bulletins, Communications, Reports, Memorandum, and Press Releases. The main division of these items is between General Information and Official Documents. Depositories and EDCs automatically receive one copy of a majority of these items, free of charge, in the language they designated. The only items which are not part of this agree-

ment are the Technical Reports and the Press Materials issued by the Commission's Offices located outside of Brussels. The General Information items are free to the public; however, the public has to purchase the Official Documents from the Office for Official Publications (EUR-OP). Purchase requests can be made in writing, by phone or via the Internet. There is also a large cache of current information on the Internet, available through the EU Website. Some of the EU Internet material is free of charge while others incur a charge, as I was soon to find out.

The training session covered three days, Mon., Dec. 1st through Wed., Dec. 3rd, 1997. The locale of the training session was at the Albert Borschette Conference Center, in the European Union center of Brussels. The Conference Room looked as if it were from a James Bond movie: a place where world leaders convene to stop some villainous machination. The room contained console tables equipped with microphones and headsets, the names of our countries displayed before us, and a series of glass translator booths housing various foreigners gesticulating silently. Our hosts were **Mrs. Isabel Loff**, Directorate General X/A/6, and **Neville Keery**, Head of Unit "Libraries and European Documentation Centres." What followed was a series of international speakers from all areas of the European Union, some speaking in English, but most in French.

The first meeting provided us the basic outline of the training session. Each of the three days had a different theme. Day One covered what the EU is, gave an update on activity, and expounded upon its present challenges. Day Two focused on the institutions of the EU, their products, and their availability. Day Three revolved around what documents are being produced by the various agencies.

continued on page 79

*Box Facts (con't from pg 74)
for a book on the prevention and correction
of musculoskeletal deformities of children.
He coined the word "orthopedic" from the
Greek roots orthos (straight) and paedia
(rearing of children).*

International Dateline
from page 78

The meetings on Day One began with **Mr. M. Santopinto**, Directorate A "Central Information Office," presenting the basic goals of the training session as a whole. The goals were: to relay developments in EU policies, to increase awareness of EU sources and tools, and to meet, talk and discuss the EU with other EDC colleagues from around the world. **Neville Keery** then explained why there is a greater need for information and information access in the European Union. This proposition is based on the impending expansion of the EU. The EU presently has fifteen member countries, but there are ten new candidates waiting for admittance. The EU is frantically trying to put things in order and reorganize itself before the number of member countries reaches 25. An opinion poll was taken in the EU countries to discern people's ideas on this expansion; the main response was a desire for more information to be made available. There was also a reorganization of the European Depository Centres, moving them from The Information Relays and Networks Unit to the newly created Libraries and European Documentation Centres Unit, DG X/A/6. This new unit, headed by Mr. Keery himself, gives the centres more emphasis and leadership, to meet the current trend. As one may see, information and its dissemination has taken on even more importance in the EU today.

Another informative session on Day One detailed the current EU happenings in relation to the world. Mr. J. Vantomme, Head of Unit X/B/2 "Information Service for Non-Member Countries," presented the many-faceted developments that the EU is currently engaging in on the world front. By far, the most pressing issues are a single European currency, the Treaty of Amsterdam, and AGENDA 2000. The EU is now introducing a single currency system, with its basic monetary unit called the euro. By 1999, European financial services will be conducted in euros. By 2002, the euro coins and currency will be introduced alongside the countries current money. By mid-2002, all national coins and currency other than the euro will be canceled. The Treaty of Amsterdam was passed on July 16, 1997, and is soon to be ratified. This treaty has four main objectives: (1) to place employment at the top of the Union's agenda, (2) to allow greater mobility within the Union by strengthening security, (3) to give Europe a stronger, singular voice in world affairs, and (4) to make the Union more efficient in its preparation for enlargement. AGENDA 2000 is a project meant to strengthen European integration and prepare Europe for the EU enlargement.

Day Two brought the introduction of the EU institutions and their products. The session began with **Mme. M. Cattelain**, Unit

X/D/2 "Information On-Line" speaking on **EUROPA**, the EU Webpage. EUROPA (<http://europa.eu.int>) is impressive because it is inter-institutional, bringing together and linking all of the EU in one Web page. It is also impressive because it can be viewed in 10 languages, with two more languages to be added by 1999. EUROPA is divided into four major sections: ABC, Institutions, News, and Policies. There are also four icons: Information, Mail-Box, Search, and What's New. EUROPA is easy to use, has a good internal search engine, and for an institution as sprawling and gargantuan as the EU, is certainly complete. Kudos to the EU for doing what the American government is just now trying to do.

Day Two also brought a series of speakers from the various agencies of the EU. **Mr. R. Laurent** spoke on the European Commission, **Mrs. M.F. Contet** on the Court of Justice, **Mr. F. Watteau** on the European Parliament, and **Mr. L. Goebel** on the Council of

"Kudos to the EU for doing what the American government is just now trying to do."

Ministers. Each speaker not only detailed their institution's purpose, its history, and current affairs, but also described its type of publications and dissemination style. There was also a multi-media presentation by **Mr. J. Andreu**, Unit X/D/3, "Audiovisual Production and Studies," of EUROPA by Satellite, including EU television programming and video productions.

By Day Three of the training session, all the delegates had met, talked, exchanged ideas, and were comfortable with one another. In addition to bonding with the other American delegates at dinners and touring the beautiful city, I breakfasted with the Cypriot representative, lunched with the Swiss and Polish delegates, and had drinks with the fellows from the U.K. Day Three began with a tour of the European Commission Library. The library has over 500,000 titles, 3000 journal subscriptions, and they pull up to 500 items a day. We toured the cataloging and acquisitions areas as well as their reference rooms. The EU call numbering system is used, which is quite different from the familiar Dewey Decimal and Library of Congress systems.

The remainder of Day Three was spent with presentations about the myriad publi-

cations of the EU. Our speakers included **Mrs. J. Lowery-Kingston**, from the Office of Official Publications of the European Communities (EUR-OP), and **Mr. Pessanha**, for EUROSTAT. Mrs. June Lowery-Kingston, who gave one of the most informative and animated presentations, detailed EUR-OP, its policies, its distribution methods, and gave us an update on many of the EUR-OP products. Mr. Pessanha, who spoke to the American group at the New Directions: Technology and EU Information Meeting in Seattle earlier that year, started his presentation nervously. The Americans expected this because at the Seattle meeting he had announced that the EDCs would have to pay for the EUROSTAT products. A sigh of relief occurred when he announced that EUROSTAT had reversed its decision and was NOT going to charge the EDCs for the bulk of their products.

The last session of the training seminar was a summary coda by **Mrs. Isabel Loff**. She stressed a number of closing points: the importance of electronic technologies, the value of training for the EDC librarians, the worth of communication between countries not just at the national level but on the world stage, and the wealth of information the producers of EU publications can impart to all of us. Mrs. Loff ended the final session with a "thank you" to all the participants as applause filled the room. Soon all the international delegates were shaking hands, saying farewells amid more smattered applause, laughing, and exchanging business cards, all in a shower of various languages.

The EU Training Session was certainly something that I will remember for life. I had never before been to an international workshop, and certainly not as a representative of the United States. The session was useful for its information about the EU, its products, and policies, but more so as an opportunity to talk with fellow international librarians. The information I gleaned in these meetings, I will use throughout my career. But the experience of talking with librarians from all over the world about their federal documents, their thoughts on the impending currency change, and their management of EU documents back home is certainly an experience I will remember most prominently. On the long plane ride home to Oklahoma, I thought that in addition to accomplishing the three goals of the EU training session, I was leaving feeling much more fulfilled than I had ever expected. 🌻

*The first book manuscript ever prepared on a typewriter was the manuscript for **The Adventures of Tom Sawyer**, completed in 1875 by Mark Twain (Samuel Langhorne Clemens). His Remington typewriter keyboard had the same configuration currently used on most computers and typewriters, the "qwerty" keyboard.*

Innovations Affecting Us

Newfire's Higher Education Partner Program

by **Norman Desmarais** (Providence College)
<normd@sequent1.providence.edu>

Column Editors: **Norman Desmarais** (Providence College)
<normd@sequent1.providence.edu>
Judy Luther <jluther@earthlink.net>

Some colleges and universities are expanding their creative writing courses to include writing for entertainment and real-time 3D and other multimedia programs. Traditional writing programs concentrated on linear writing, such as essays, novels, journalism, television, radio, theater, etc. Computer technologies have introduced a whole new dimension for authors non-linear writing. Interactive games, novels, and short stories with multiple story lines and a variety of endings began appearing on floppy disk and CD ROM around the turn of the decade. The advent of the World Wide Web also opened new horizons. Writers began to see how documents could branch out to other related documents or be linked to them. Writing courses have recently begun to address this relatively new trend.

Newfire Inc., producers of software that enables game developers to create high-performance 3D titles for playback within standard Web browsers and on CD-ROM, announced the **Newfire Higher Education Partners Program** on Monday, November 3. The program, which has already attracted some respected colleges and universities, provides significant discounts to schools that incorporate Newfire software into their multimedia studies programs. That software includes Newfire's **Catalyst** authoring environment and **Torch** Internet entertainment player which enable authors to deliver high quality entertainment experiences via Web browsers. All of Newfire's products are based on Internet standards, including Direct3D, OpenGL, Java, and VRML 2.0.

Newfire's Higher Education Partners Program already has attracted several leading colleges and universities which are beginning to complement their multimedia programs with entertainment and real-time 3D studies. They all plan to integrate Catalyst and Torch into their courses.

Parsons School of Design, one of New York's leading schools for art and design, a division of the **New School for Social Research**, recently launched a new game development and industrial design curriculum.

Full Sail is one of the world's foremost schools for digital media, audio, film, and video careers. The school offers extensive instruction in creative media at its Winter Park, Florida, campus and provides training that emphasizes hands-on experience and solid, practical knowledge that furthers career goals.

Cogswell Polytechnical College is a small, prestigious digital arts and engineering institution located in Sunnyvale, California. Cogswell has recognized that the fast changing global economy demands a strong focus on personalized life-long education and careers which encompass a future in high tech arenas.

The University of Texas at Arlington is the second largest component of the University of Texas System. UT-Arlington instructs future Internet entertainment authors through its Liberal Arts program titled, "The Art of Engineering The Web."

Randall Thier, President and CEO of Newfire, said: "Now is the perfect time for Newfire to contribute its leading-edge technology and techniques to these emerging programs. By arming students with the latest technology that brings 3D Internet content to life, we can help these schools produce graduates who

will impact the interactive entertainment industry on the day they graduate."

Anthony Deen, Graduate Studies Coordinator of the Digital Design Department at **Parsons School of Design** said, "The Newfire Higher Education Partners Program exposes Parsons students to cutting-edge technology capable of revolutionizing 3D content on the Web, from games to industrial prototyping. By partnering with companies like Newfire, we are able to give our students hands-on experience with the very software that is breaking new ground on the Internet."

"Any college that strives to prepare its students to succeed as multimedia artists, producers and engineers must keep its finger on the pulse of new technology," said **Happy Aziz**, Digital Media Program Director at Full Sail. "Thanks to Newfire's Higher Education Partners Program, Catalyst and Torch are becoming integral components of our game development academic track."

Newfire (<http://www.newfire.com>), a privately-held company with headquarters in Saratoga, California, distributes its Torch and Catalyst software directly and through some of the world's leading 3D graphics companies, including **Diamond Multimedia**, **Matrox Graphics**, and **3Dfx Interactive**. The company has also development agreements with 3D technology leaders, including **3D Labs Inc.**

Newfire's Higher Education Partners Program offers substantial discounts to any college or university which integrates Newfire software and technology into its curriculum. To request a Newfire higher education partner program application, educators can contact Newfire at sales@newfire.com.

Newfire will probably set a trend with this program. Many companies recognize academic markets as an entry into the more lucrative corporate market. By making their products available at reduced cost, they encourage the adoption and use of those products. When students graduate and begin their careers, they bring with them the skills and knowledge of the tools they learned in college. Employers often rely on new ideas coming from new hires and recent graduates to keep the company fresh. This can often result in influencing purchasing decisions.

Producers of word processing software, recognizing this phenomenon, made academic versions available to schools, colleges, and universities. Students became familiar with those programs. Many developed brand loyalty and brought their favorite word processor to their place of work.

Academic institutions that use authoring programs probably rely on the lower-priced versions which they can afford more easily. The higher-priced versions, which usually have more sophisticated features, are generally found in business and industry. So far, few, if any, software producers have made any attempt to tap the educational market for multimedia authoring tools. Newfire may have inaugurated a new trend.

Drinking From The Firehose The Bloom is Off the Rose

Pondering — Where the Internet has been and where it might be going

by **Eleanor Cook** <COOKEI@conrad.appstate.edu>

Those of us who use the Internet every day have grown weary of all the hype. I don't know when Internet 2 is going to be ready, but I am ready for it. The Internet is everywhere now — it is no longer a quiet corner where academics can chat. Each time I write this column a new level of consumer is getting wired. In the June 1993, issue of *ATG* I suggested that “perhaps in the future we'll see public terminals in shopping malls, post offices and public libraries.” The future is here. In April 1994, I said, “Before you know it, there will be advertisements for Campbell's Soup and McDonalds on the Internet.” See www.campbellsoup.com and www.mcdonalds.com for these companies' Web sites.

When I talked about my dad getting email access in June 1996, it was very exciting to me. In fall 1997 my best friend and her family hooked up to the Internet. I was pleased, sure, but now it is totally expected. Even though these friends of mine loathe computers and are suspicious of them, they realize their kids need it for school work, though now they are wondering what their kids are doing with this thing. It's gone way beyond video games.

The Internet has become more commercial. An acquaintance has been a computer consultant for years. In an effort to cast about for new ways to use his skills, he is now involved in two multi-level marketing companies; one sells long distance service and the other sells Web-based advertising. Move over, Amway and Mary Kay.

Consumer interest in the Internet has given rise to some disturbing assumptions and trends. This summer we witnessed the **Kurt Vonnegut** commencement speech hoax. The story goes that Vonnegut gave a clever and touching commencement speech for the graduation at MIT. The text of this speech was forwarded over the Internet, moving from person to person as each read it and thought, “How cute!” and passed it on. This is how I saw a copy of it. It starts out, “Wear sunscreen.” The true author is a columnist from the *Chicago Tribune*, **Mary Schmich**. The real commencement speech at MIT was given by Kofi Annan, Secretary General of the United Nations. ¹ I talked about the ease of such misattribution in an *ATG* column in April 1993. This example of misattribution, while not particularly harmful, must have been annoying and probably embarrassing for the authors involved. Furthermore, no one seems to know why or how Kurt Vonnegut received the inaccurate credit!

So, you can imagine how mis-attribution could be used in more destructive ways.

Pornography on the Internet continues to make the headlines. I thought I was finished with that assignment in June 1997, when I wrote about it for *ATG*. I guess one of those “cookies” I zapped from my Netscape file must have slipped through before I deleted them, because I received an unsolicited email from “Lisa” advertising her hot new video. Lisa was kind enough to give instructions on how to request removal from her mailing list. However, my request bounced back, indicating that the mail box was full (yeah, probably full of messages from people like me who did not want that message to begin with!). Since then I have not received any more salacious invitations, though I am beginning to get more irritating “junk” email. Apparently there are quite a few of us complaining about this. The last few months of *Internet World* include articles describing how to rid yourself of cyberjunk mail. Unfortunately, as an editor of an electronic list, I am going to have to suffer this I suppose, since I cannot hide very well.

There seems to be more misdirected email these days. I got a virtual flower bouquet a few months ago from someone named “Robert” who claimed that I “was an inspiration to us all.” Thanks, Robert, whoever you are. The only Robert I know swears it wasn't him and I believe him, so either this bouquet was meant for someone else or I have a secret admirer.

Then there was the school teacher from the UK who was planning a trip to North Carolina to visit someone named Eleanor Cook who apparently lives in Concord, N.C. I received a cheery note from him, giving his arrival time at the Charlotte airport. I quickly responded, letting him know I was not the Eleanor Cook he was expecting! As a librarian of course, I offered to help him find his hostess, but I never heard from him again after our initial exchange so I hope he had a pleasant visit.

Some disturbing trends concern higher education. **William Hannay** talked at the **Charleston Conference** in November 1997 about term paper “mills” which have popped up on the Internet. ² These undermine the college learning experience and their presence on the Internet makes it easier than ever for students to be tempted to take shortcuts. Also, there is an assault on libraries coming from government officials, state legislators as well as our own faculty and students. This attack

is summed up in the innocent comment, “Why do we need libraries anymore when everything is (going to be) on the Internet?” I do not have to tell the readers of *ATG* what a foolish statement this is -- we are all hearing this and shaking our heads. The birth of the electronic journal, for instance, has been in labor for some time and it isn't over yet by a long shot. There are still many issues to resolve in order for scholarly information to be shared as readily as it can be now in printed form.

Librarians are an important part of the process of getting people to information, even when using the Internet. I love the analogy of the Internet being like a card catalog drawer being dumped on the floor. This idea that libraries are irrelevant has even created a log jam in plans to build a new library on my own campus; we have to justify our existence at every turn. It is critical that librarians explore, debate and challenge the beliefs that our constituents have about our role in the use of the Internet. My favorite retort is that they need to be concerned about distance education eliminating their jobs -- libraries will still be needed, but these professors can go! Of course, that assumption is probably riddled with flaws as well.

Etiquette on the Internet has evolved and so it also is evolving with the Web. For example, what is put on a Web site is not governed by anything very formal right now, but you could be sued if you put something there that belongs to someone else (copyright infringement), or if it suggests something negative about someone else. A couple of examples: **Anna Belle Leiserson** has found her AcqWeb cats on some clip art Web pages.

continued on page 85

Endnotes

¹ Articles about the Kurt Vonnegut hoax: Young, Jeffrey R. “Purported MIT Commencement Speech Turns Out to be Another Internet Hoax.” *Chronicle of Higher Education*, Aug. 15, 1997, p.A20; Schmich, Mary. “Vonnegut? Schmich? Who Can Tell in Cyberspace?” *Chicago Tribune*, Aug. 3, 1997; see: <<http://chicago.tribune.com/columns/schmich/archives/97/803.htm>>.

² McCollum, Kelly. “Web Site Where Students Share Term Papers Has Professors Worried About Plagiarism.” *Chronicle of Higher Education*, Aug. 2, 1996, p.A28.

Doc Aquis — Have You Heard?

by **Elsie Pritchard** (Asst. Dir. for Tech. Serv./Automation, Morehead State University, Morehead, KY) voice 606-783-5120; fax 606-783-5037
<e.pritch@morehead-st.edu>

Column Editors: **Elsie Pritchard** (Morehead State U.)
and **Winn Theirl** (U. of Kentucky Medical Center)

We thought it was time to once again send some "Have You Heard"s your way. We've received many announcements that we would like to share with you.

Have You Heard that ...

Lots of libraries seem to be purchasing new systems these days. The **University of California, Santa Barbara** has selected **DRA**; **Northwestern** and **Villanova** have signed with **Endeavor**; **San Francisco State University** and **California State University Long Beach** have joined the **CSULink Consortium** which uses **INNOPAC** "Inn-Reach" software from Innovative Interfaces, Inc.; **Rutgers University** and the **US Federal Courts** have selected **SIRSI's UNICORN** system; **Berkeley College** (New Jersey) and the **US Department of State FSI/Library** contracted for installation of **The Library Corporation's (TLC's) Library Solution**; the **Parliament of Catalonia** (Barcelona, Spain) **Library** and **The National Archives and Records Administration** have chosen **VTLS** systems.

In a related note, **CISTI** (Ottawa, Canada) North America's largest collection of scientific, technological and medical documents, has migrated to **INNOPAC Millennium** to provide a worldwide document delivery service.

Academic Press has announced plans to broaden its online delivery activity by partnering with the **OCLC FirstSearch Electronic Collections Online** service. The **Academic Press International Digital Electronic Access Library** has been making its 175 journals available in electronic form since January 1996 to many library consortia around the world. These journals will be combined with the **Electronic Collections Online** to offer users more than 1,100 electronic journals from 23 publishers.

We're all glad to know that **EBSCO Subscription Services** is well ahead of schedule on solving its version of the Year 2000 Problem! According to a September press release, EBSCO's core systems became compliant four weeks ahead of schedule, and the remainder of EBSCO Industries is scheduled to become Y2K compliant by May 1, 1998. The company examined more than 2 million lines of code and identified more than 3,000 programs containing thousands of lines of code that would be affected by Y2K.

Mississippi's library consortia, **Magnolia** (love that name!), has unanimously chosen EBSCO's online service **EBSCOhost** to provide the state's public libraries, school, college and universities with online access to a com-

prehensive collection of reference databases consisting of periodicals and other published information.

We can't wait to see EBSCO's upcoming subscription management service. **EBSCO Online!** EBSCO promises "simplified management of online journals" and "convenient access for library patrons." They advise us to keep watching their Web site <http://www.ebsco.com/bropage1.asp> for the release date.

SIRSI Corporation (Unicorn and STILAS systems) and EBSCO have collaborated to create an X12 claiming interface, which allows libraries to claim journal issues by sending a file to EBSCO via Internet file transfer protocol (FTP). The interface will allow Unicorn and STILAS users to batch transmit claims using new software from SIRSI. The interface is written in the SISAC-approved X12 format for claims, and neither EDI translation software nor a value-added network is necessary for the process.

In September, **Follett Software Company** announced the development of its first Web OPAC software, **WebCollection Plus**, with a target release date of January 1998. Follett says that the product will offer some features that aren't available in similar products, such as an events viewing capability.

For users of its **Corporate DeskTop Library™**, **Collectanea** has announced the launching of a more powerful and expanded version, Version 3.1, which offers corporate end-users expanded content and new capabilities. These new features include profiling tools, a "relation builder" and two alternate methods of conducting article searches. Approximately 300 abstracted titles have been added to the Articles database, which brings that total to nearly 4,000 sources. For more information, visit the **Collectanea Web** site at <http://www.collectanea.com>.

In November **The Institute for Scientific Information (ISI)** announced the formation of **ISI Alerting Services**, which will deliver profile-based and table-of-contents alerting services to your desktop. The **ISI Alerting Services** includes **Journal Tracker®**, **Corporate Alert®**, and **Personal Alert®**. For more information, visit the **ISI Web** site at <http://www.insinet.com>.

In December, **ISI** announced linking partnerships with several publishers. The links will allow joint subscribers to link bibliographic information from **ISI's Web of Science** with publishers' fulltext content. Publishers include **Springer-Verlag**, **American Institute of Physics (AIP)**, and **Stockton Press**. **ISI** and **Springer-**

Verlag will also explore use of the **Digital Object Identifier (DOI)**, a unique identification for specific units of digital content such as journal articles, book chapters, etc.

Sirsi Corporation has announced that the **Unicorn Library Management System's** next major release, "Unicorn98", is scheduled for February 1998. The new release will incorporate **WorkFlows**, a new Windows95/NT-based interface that enables librarians to perform complex library tasks quickly and efficiently. **WorkFlows** uses icons to guide users graphically through each library task and provides "wizards" to combine steps and lead users to the fastest completion of each process. **SIRSI** developed **WorkFlows** over the past two years in collaboration with **Stanford University** and **Carnegie Mellon University** libraries.

The Library Corporation (TLC) announced in August that it was the first company to deliver a full, working set of version 2 ISO/ILL protocol messages for interlibrary loan. **TLC** communicated an **ILL Request** to **The National Library of Canada** in Ottawa using version 2 of the international ISO 10161 message. Both messages were relayed by the **Canada Institute for Scientific and Technical Information (CISTI)** using **TLC's Library Request** software.

In December **UMI** introduced color to its online information system, **ProQuest Direct**. Color fulltext and graphics are initially available for a select number of journals, including *Science*, *The New England Journal of Medicine*, *The Lancet*, and *Brain*. More titles will be added in 1998. The initial titles were selected to support the introduction of **UMI's** medical database, **ProQuest Medical Library**. **ProQuest Direct 1.6** offers other new features including advanced search options, new navigation buttons, and the ability to e-mail retrieved articles.

More from **UMI** ... They've reached an agreement with the **National Library of Canada** giving **UMI** rights to publish print and microform editions of doctoral dissertations and masters theses written at universities throughout Canada. The agreement gives **UMI** potential rights to publish electronic editions as well. Good news for the researchers!

Medical libraries will be interested to hear that **WLN** now offers **collection analysis** using **NLM** classification. A group of medical librarians in the **Seattle/Pacific Northwest** area has prepared an enhancement to **WLN's Conspetus** software, producing the first collection analysis tool specifically for medical libraries using the **conspetus** methodology.

CHADWYCK-HEALEY

A new kind of pricing for a new kind of world?

Dear Reader,

There are electronic products that you can get for free if you want. You need only pay what you feel they're worth. They've grown in leaps and bounds over the past decades and have brought education and enjoyment to millions. They are, of course, the broadcast services of National Public Radio and National Public Television.

For the past three months, I have been experimenting to see if this model could serve us in the library community. At the Consortium of Consortia meeting in Chicago last year, I proposed an experiment. Chadwyck-Healey will ask the library community to pledge what they think our *ArchivesUSA* product is worth. If we reach our target pledge of \$400,000, we will make the database freely available to all educational and academic institutions for a year. In the following year, we will ask each institution which has used the file in the previous year to pledge according to their usage. We will keep the total pledge constant for three years.

I want to do this to establish *ArchivesUSA* quickly and to avoid large marketing expenditures. At current sales rates it will take me two to three years to reach this level of subscribership. There are also many historical societies, archives and individuals whom I cannot afford to sell to, because the cost of marketing to them is more than they are prepared to pay. These groups will not support the product, nor benefit from it.

The benefits to you of participating are many. This lets you be part of the largest consortium ever. Over 50,000 libraries will be paying an average of \$4 each. And the administrative hassle is little harder than an ordinary purchase. Not least, this will establish a precedent for future products.

You can participate as follows: take a look at *ArchivesUSA* at: <http://testdrive.chadwyck.com/> or sign up for a trial. If you like what you see, you can pledge any sum you feel is appropriate by sending an e-mail to archivesusa@chadwyck.com. On April 30th, 1998 we will total the pledges. If we meet our goal, we will make *ArchivesUSA* free to all academic and educational institutions in the United States. If you have purchased, or if you purchase between now and the deadline, your money will automatically be contributed towards our goal. Details of the offer can be found on our Website at <http://www.chadwyck.com>.

As of February 5th we have approximately \$125,000 towards our goal. This is thanks to the generosity of the states of Texas, Georgia, Ohio, New York, and Indiana. There are additional verbal commitments for at least another \$50,000. Thanks to Katina for donating this page. This will help get the message out.

The Web has challenged us to think in different ways. If this model proves effective, it will set a precedent. The precedent will bring many more products to more patrons at a significantly lower cost. I hope this -- and the excellence of the product -- will lead you to participate.

Sincerely,

Stephen Rhind-Tutt
President
Chadwyck-Healey, Inc.

Chadwyck-Healey, Inc. 1101 King Street, Suite 380, Alexandria, VA 22314-2944 Telephone: (703) 683-4890 (800) 752-0515 Fax: (703) 683-7589
E-mail: info@chadwyck.com URL: <http://www.chadwyck.com>

ALEXANDRIA

• CAMBRIDGE

• MADRID

• PARIS

Not Fit For Print Are You A Closet Outsourcer?

by **Tony Leisner** (Dawson Information Services Group)
<71023.3440@compuserve.com>

Some years ago when "Buy America" was all the rage and we were being encouraged by the likes of **Lee Iacocca** not to buy Japanese, my own hypocrisy was exposed. I'm a pretty good flag waver and thought I was complying because I had just purchased an American made car. However, someone far more observant than I asked me about my watch. Was I going to give up my Seiko watch? How about my shoes? They, it turns out, were mostly assembled in Poland. Imagine my shock when I found out that even Chrysler's little American car was 65% Japanese content. Being a purist is rough business these days and that thought led me to wonder if all the hub-bub about outsourcing versus the purity of in house work might not also be as complicated an issue.

A brief visit back to **Henry David Thoreau** and life at Walden Pond confirmed that living the simple and totally self-sufficient life wasn't in the cards for me. However, it did get me to thinking about the recent highly publicized divorce of a high-ranking General Electric executive and the award given to his wife for in house services. I'll bet anything he has wondered whether he should have outsourced most of those services and how much he could have saved. Of course, he could have been outsourcing some of them all along while still keeping the really important stuff under his own direction internally. No! I don't mean what you are probably thinking. I'm talking about outsourcing the house cleaning and lawn mowing, for example. Or having the laundry picked up and maybe someone doing the grocery shopping when his in house service provider had a conflict and needed to provide dinner escort services. In the end, the judge decided that the escort service was one of the most valuable to the executive and the ruling didn't include any references to any after dinner activities that an outsourcing escort might be persuaded to include.

What is the Price? The Cost? The Value?

The key to all this stuff is the world valuable. One of the most misunderstood concepts in decision-making is pricing. For example, I don't usually outsource the washing of my car. I do it in house and part of the reason is the price of a car wash. Now some people say, don't you mean the cost of a car wash? Nope. I'm talking about the price I have to pay and not what the cost is to provide it to me. I have to drive about four miles to the nearest car wash so that means at the national average for operating a car I will pay a price of \$2.40 for the round trip. Once there, I will be offered a choice of machine wash or hand wash and since I'd do a hand wash at home I want at least the same job I'd do in house. Hand wash is \$6.50 plus the \$2.40 or a total of \$8.90 out of my pocket. Of course, they might do a better job and it is true that it will take about the same amount of time in total, but

In 1971-72, McGraw-Hill contracted with author Clifford Irving for a book on the reclusive billionaire, Howard Hughes. The book was found to be fraudulent and Irving went to prison for it. In 1992, when McGraw-Hill moved into its new skyscraper quarters in New York City, the McGraw-Hill building sign identified the first floor tenant: "The Irving Trust Company."

at least I won't have to do all the work. By the way, the \$8.90 is after tax money so I likely had to earn \$12.00 to have the \$8.90 to pay someone else to do the work while I stand around producing nothing. If I had been truly smart, I would have brought my laptop and done some work for pay while I was there waiting. So, now I am confronted with several applications of price, cost and value. The total price I pay approaches \$12.00 for this \$6.50 wash plus about an hour of my time driving and waiting. Note, the price I paid to the car wash and the total price I pay are not the same. In house my cost would be just the raw materials, soap, water and laundry detergent for the towels and whatever value I place on my labor. Since I don't have to consider the traffic, the hours the car wash is open or the attitudes of the employees, I can schedule this project myself and do it when I want. So the cost to me at first seems lower than the price I might pay to outsource. But what if the bucket had a hole in it or the hose springs a leak or it rains right after and in house doesn't have a free wash guarantee? And what happens if a real job comes along and someone wants to pay me serious money to consult? Now if I wash the car to reduce my negative cash flow then it could really cost me money since I'd be trading car wash wages for consulting wages. Money laundering at its worst.

The Solution

Now that I know the price of each alternative, the various costs to me, I just have to establish value and I'll be on my way to making intelligent choices about outsourcing. I'd like to create a model to apply to all my choices except the yard. My macho neighbors and I are in such a contest over the perfect lawn that no landscaper has a prayer of getting my outsourcing business. It is a matter of pride and dignity that my own special, and secret I might add, way of doing things is responsible for my success with the elusive and hard to grow St. Augustine grass. No outsider could ever understand. A librarian friend pointed out similarities in cataloging philosophy but that can't be true.

All I need to understand seems to be that the cost to provide a service depends on which provider is being used. If it is me, the cost is one amount, and if it is the car wash company, I have to add my total costs together and add it to the price they charge me, consider my tax situation and then add it all up. The price they charge isn't their cost since they have to make a profit. They have to base their price on market conditions, competition, the quality and variety of their offerings, and the overall value the customer places on their service and, of course, the self service in house option. The company's cost might be \$4.00, my cost \$12.00, and one of their employees might be willing to moonlight and come to my house and wash for \$5.00 as an independent contractor in which case my after tax cost is down to about \$7.00. Of course, if my car was only used for business and I can deduct the price that I pay for a wash, then I must outsource the work because I get no deduction for doing it in house. My labor is only of value to the government if it brings in cash, not if it saves money.

I'm glad if I cleared the air for anyone on this challenging issue of outsourcing. I, in turn, am considering calling that GE exec and seeing if he has anything to add as I search for a perfect financial model. Failing that, maybe I'll sell the car, plant weeds in the yard, and go fishing. 🐟

Drinking From The Firehose from page 81

These are original illustrations Anna Belle created, they are NOT clip art. A colleague's institution has been threatened by legal action when a publisher discovered they were listed on the acquisitions department's Web page on the Library's "Caveat emptor" list. (Don't put such lists out publicly!)

It looks like chat lists and bulletin boards are being mounted on the Web these days. This makes me think it's time to abandon the comfortable but dull ASCII-formatted ACQNET issues for something colorful and Web-based. Also, Web sites now have sound and video clips in them. I looked at a university library Web site recently that showed their new library building being built in a series of pictures that flash across the scene continuously. That was pretty impressive.

So, where will we go next? I have no predictions today, but in my preparation for this column, I jotted down a few topics to devote to future columns. I invite readers of *ATG* who wish to do a guest column to consider these topics:

1. Collaborative software, "eyeball" cameras, videoconferencing
2. Internet banking and credit cards used on the Web
3. PDA's like Apple's Newton, which apparently is the latest electronic toy -- even our library director has one!
4. Gambling on the Web
5. Web TV -- is it going to happen?
6. Anything else that comes along you think librarians need to know about, especially those working in acquisitions and collection development. Please contact me if you would like to prognosticate.

Finally, I guess Windows '98 will be out soon so we can see how that works out. Have a Happy New Year!

Balk Talk from page 86

which they normally teach; the need for Internet training so that students can successfully carry out research assignments (it isn't enough to simply point them in the direction of an Internet browser); and the purchase and licensing of electronic content that was previously purchased for a geographically landlocked student body.

So the answer to the first question, is distance education in our future, is "yes" but not necessarily tomorrow. The answer to the second question, what will we do when the future settles down around us, is more difficult but I imagine that we will begin to hear more and more as time goes on. Perhaps we can arrange for a distance education and libraries panel at the next **Charleston Conference**.

On The Street from page 76

the course of the year we asked you about these topics.

- Online Acquisitions
- Book Vendors and Services to Libraries
- Outsourcing
- Paper versus Electronic Access, and
- The Role of Book Reviews in Collection Development.

As it happens, Paper versus Electronic Access was the most popular concern, but only slightly ahead of the role of Book Reviews in Collection Development. We surveyed *Against the Grain* readers early in 1997 to assess how librarians use book reviews and if they were used, which reviews were the most used and/or highly respected.

Maybe it was the season of the year, the temperature, the time for budget reviews, holidays, or the rise and fall of the stock market, but whatever it was, librarians were more apt to respond to surveys conducted in the months between February and July rather than between September and January. I refer to these months because we got more participation during the second semester of the school year than in the first semester.

We have to complete our surveys several weeks before the report is published in *Against the Grain*, and if 1997 is any indicator, more librarians are apt to let us know how they feel during the first half of the year, rather than the second. Is it something in the water?

Of course, subject matter has to enter into it too, as well as the workload participants face when we ask for input. The ques-

tion is, what will be the top issues for 1998 and will we be asking the right questions? Here's where readers can help. Let us know what is bugging you, as an individual, an academic institution staff member, and/or a professional librarian. And ... what are the concerns for the institution itself during the coming year? You can reach me at sefennessy@worldnet.att.net.

Before you know it we can have a report on how your colleagues feel about the issues concerning the library community. Do you want to know how other librarians are handling certain issues? We can develop appropriate questions if we know your interests.

In summary, you folks have responded best in terms of numbers of survey participants for the April, June, and September issues. The number of responding librarians tails off for the November and December/January issues and picks up again for the April issue. Perhaps it's a combination of subject matter, holidays, and the weather?

Whatever it is, when you receive a call from one of us, **Anne Jennings, Linda Albright, Kathy Miraglia**, or yours truly, **Eamon Fennessy**, we do not bite, are really pleasant; we do wait for the light to turn green before going through traffic intersections, and we do want to let your fellow librarians know how you feel on the issues.

Thanks for answering our surveys so that other colleagues can know how you feel. We look forward to your continued cooperation and to more pertinent and better surveys in the future. We cannot do it without you.

ADVERTISERS' INDEX

13 ABC CLIO	47 EMERY PRATT
77 ACCENTS	19 EUROPEAN BOOK CENTER
2 ALFRED JAEGER	27 FAXON
55 AMIGOS	17 GREENWOOD PRESS
39 ASHGATE	15 INFORMATION QUEST
5 ATG	87 JAEGER GLOBAL ENTERPRISES
73 AUX AMATEURS DE LIVRES	45 KLUWER
7 BAKER & TAYLOR BOOKS	59 MAJORS
3 BLACKWELL'S BOOK SERVICE	21 MCGRAW-HILL
37 BOOK HOUSE	88 MIDWEST LIBRARY SERVICE
11 CARL CORP.	53 MARTINUS NIJHOFF
49 CASALINI LIBRI	35 PRIMARY SOURCE MEDIA
83 CHADWYCK-HEALEY	23 SCHOENHOF FOREIGN BOOKS
67 COUTTS	9 SWETS
31 EASTERN BOOK COMPANY	63 WILLIAM HEIN & Co.
43 EBSCO Doc	25 YBP
33 EBSCO INFORMATION SERVICES	

Ads Manager: Edna Laughrey Internet: elaughrey@aol.com
phone: 313-429-1029; fax: 313-429-1711

Back Talk – Is Distance Education in Our Future?

by **Anthony W. Ferguson** (Associate University Librarian, Columbia University)
Phone: 212-854-7401 (THIS IS A NEW NUMBER); Fax: 212-222-0331;
<ferguson@columbia.edu>

For college and university librarians, two important questions are, is distance education in our future and what will we do when the future settles down around us?

Distance education has already arrived in my family. My daughter-in-law who completed an undergraduate business administration degree last year, now works in a law firm but wants to continue her education. She is taking MBA courses via the Internet from the **University of Phoenix**, every residential college and university's nightmare. My wife, an elementary school teacher, is looking for a program via the Internet to help her certify in special education. They, and tens of thousands of men and women with jobs and personal responsibilities like the convenience of distance education programs.

The convenience factor is one of the chief arguments in favor of distance education, but lower costs and the increasing presence of the Internet in our lives provide further support for this change in the way people are educated. One commentator in a recent article noted that the average cost of educating a student employing distance education was \$3,500 per year while the average cost at a residential college was \$12,500. (J. S. Daniel, "Why Universities Need Technology Strategies," *Change*, 29, **ProQuest Direct** online). Universities, hard pressed for funds, are not going to pass up this new opportunity to reduce their costs and perhaps, by charging more than it actually costs to educate a distance education student, for additional revenues.

Furthermore, prospective students find the Internet a natural medium for additional education. Over 16,000 responses to a 1997 survey of those reading 127 newspapers published by the **New Century Network** revealed that 52% of the respondents spent less time watching broadcast TV, 48% less cable TV, 39% fewer long-distance phone calls, and 33% less time spent reading newspapers (S. Kirsner, "Non Readers More Likely to Buy Online," *Mediainfo*, September 6, 1997, **ProQuest Direct** online). For people using the Internet for news and entertainment, edu-

cation via the Net isn't a jump, it's a short step away.

Higher education pursues four basic functions and Internet-based distance learning does pretty well in all but one of them: Teaching is what colleges and universities are all about and in the Internet world, the teacher's role is not diminished but strengthened. Students who attend classes at their convenience still read what the teacher assigns, take tests constructed by the teacher, write papers approved and graded by the teacher, and ask questions and receive answers from the teacher. Students also talk and discuss things with classmates in chatrooms developed for each course. They can also take advantage of collections of text and multimedia materials established to supplement their textbooks and online reading assignments (See the *Romantic Circles* Webpage as an example (<http://www.inform.umd.edu/RC/rc.html>)).

Another major function of higher education is research. Research is largely a process of culling. The researcher looks at as much information as possible and culls everything that lacks value. They begin with their own books and journals, then move on to materials owned by their friends and colleagues — and indeed what is in the heads of other researchers. When it is working well, the Internet simply speeds up the process. If what you want is in the fulltext database, you get to find, skim, cull and then print what is valuable faster than is possible in our library settings where what is wanted is on the shelf 50 to at most 75 percent of the time. Furthermore, email greatly facilitates asking for help from others whether just down the hall or a continent away. For distance learning students who lack personal collections, friends with collections, friends with useful information in their heads, access to Internet databases and collections of supporting materials are vastly more useful than those locked safely in our library collections.

A third function is publishing or sharing the research findings of those involved in the higher educational enterprise. Again, the Internet triumphs. It can be used to provide the student with access to the prepublished and never-to-be published findings of their own teachers and their teacher's colleagues in a way that just isn't practical in the print environment. Of course the downside of Internet publishing is that the good, bad, and the ugly all get to publish whatever they want to share or expose to the world.

It is in the fourth function of higher education that the Internet is still found wanting: the retention and preservation

of research findings. Given the unstable nature of digital media, we still have a significant problem. But

for the distance education student, this is not a major issue. While the breadth and depth of material that the students access expands with each year they attend school, most of what they access is not unique and therefore not endangered.

Because of the increased convenience, reduced per-student training costs, equal or improved teaching opportunities, and enhanced researching and publishing factors associated with Internet-based distance education programs, distance education is in each of our futures. To get a clearer idea of what is happening, take a look at the articles on the **Western Governor's University** featured in the February 6, 1998 issue of the *Chronicle of Higher Education*. Twelve states and Guam are all banding together to provide distance education programs. Interestingly the **University of New Mexico** will serve as the anchor library for these students and will receive an estimated \$80,000 to \$100,000 for their services.

However, before Internet-based distance education can expand to the point that it becomes a major issue for all librarians, universities face a number of challenges and the time they will spend overcoming these obstacles will hopefully provide us all sufficient time to prepare for our new remote user community.

These challenges include the political problems associated with one institution encroaching upon the territory of another institution; problems related to having the student's degree recognized as legitimate; the creation of expensive electronic campus infrastructures that will serve as the base from which to launch the remote services; the requirement that students purchase expensive computers, modems, and printers; the development of sophisticated curriculum packages by ill-prepared and often technology-challenged faculty members; an academic culture that does recognize the legitimacy of publishing on the network and which underrecognizes the value of any kind of teaching; faculty fears that their labors will be repackaged and sold to thousands of students at a time instead of the typical 30 to 50 students

continued on page 85

Boxed Facts excerpted from Nat Bodian's The Joy of Publishing, available from Open Horizons Publishing Co., PO Box 205, Fairfield, Iowa 52656 at \$29.95.

Jaeger Global brings you the products, the pricing, the service.

Jaeger Global Enterprises is your one stop vendor for many products including data storage products and computer peripherals from 3M, Sony, Verbatim, Fuji, Seagate, Quantum, Fujitsu and many others. We also carry a full line of toner products including recycled cartridges for major brands such as Hewlett-Packard, Canon and Toshiba. For your printing

department we can provide pre-press supplies from Agfa, Fuji, 3M, Kodak, etc. We also carry mass storage solutions from mega drive systems, including Raid Systems and Jukeboxes. High speed laser printers from 600-1800 dpi from Xanti, Newgen and Hewlett-Packard. We can quote competitively any products within these areas and invite your inquiries.

J A E G E R • G L O B A L
ENTERPRISES, INC.

Affiliate of Alfred Jaeger Inc.

66 Austin Boulevard • P.O. Box 9009 • Commack, NY 11725
516-543-0295 • Fax 516-543-0365

<http://www.ajaeger.com> • E-Mail jaeger@ajaeger.com

All brand and product names are trademarks of their respective companies.

Jaeger Global Enterprises, Inc.

Dept. RQ, P.O. Box 9009, Commack, NY 11725-9009

Gentlemen: Please send information & pricing on the following products:

Name _____

Title _____

Company/Facility _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

MIDWEST LIBRARY SERVICE

from Gutenberg to McLuhan,
Galileo to galaxies—
We cover a universe of books.

PROMPTLY

From major new titles to the obscure "black hole,"
we waste no time.

ACCURATELY

From invoices to status reports, we get it right.

COMPLETELY

From first shipment to completion,
we offer maximum fulfillment.

COMPETITIVELY

From trade discounts to short, we give you your money's worth.

These four pillars form the foundation of Midwest's many years of service to libraries. Depend on us as your source for U.S. and Canadian books. Save valuable time, effort, and expense by relying on our:

- Expertise in automation services
- Exacting customer service
- Commitment to excellence
- Goal of maximum fulfillment

Call on us for ■ Firm Orders ■ Standing Orders
■ Approval Programs ■ Technical Support Services

A Complete Library Service

Midwest Library Service

11443 St. Charles Rock Road
Bridgeton, Missouri 63044-2789 ■ USA
800-325-8833 ■ 314-739-3100
FAX 800-962-1009