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Adventures in Librarianship: Ranked in Order of Relevance

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SPARC "executives" disclaim a publishing role but it is obvious that they do not give money without strings attached. Pricing is perhaps the central publishing role and there is every evidence that the paymaster dictates pricing. The purpose of the rest of this short article is to look at some of the SPARC initiatives and raise questions about SPARC judgement, about how power is exercised. Is SPARC getting value for the money invested is the main theme. Clearly some of these remarks are unfair and tendentious and more appropriate for the cut and thrust of a question session that we did not have time for.

The flagship project is the partnership with the ACS. The American Chemical Society is the largest scientific society in the world. The leading commercial houses respect it as a thoroughly professional publishing giant. The accounts of the society are not available on its site but I would be very surprised if it is not the possessor of a handsome war chest or even a cash mountain. Librarians may not be aware that many learned societies sit on (rather than use) substantial reserves.

Organic Letters seems an excellent idea. There are clearly enough good papers for another journal -- or so submissions so far seem to show. Clearly if SPARC comes along with the offer of immediate subscriptions from its member libraries, no sensible publisher would turn this down. Getting a new journal off the ground always requires serious investment -- and SPARC support must really help the cash flow. This is why the commercial sector came into existence -- because they were willing to invest when learned bodies would not. My obvious question is -- if there is a need for this journal why does SPARC have to subsidise it and why did not this wealthy society start it before?

The second venture into chemistry publishing is in partnership with the British Royal Society of Chemistry, which enables SPARC to claim that they are an international body. Again the RCS is a respected publishing company which contributes to society finances. It has already attempted to work with an electronic-only journal, which appears to have died. PhysChemComm has now been in existence for over a year. Those who paid their \$350 received 15 articles during the first paid year (1999). The question must be -- what steps did SPARC take to discover whether there was actually a demand for this journal? This is a basic publishing function.

The other initiative so far in the "Alternatives Program," that part of the program which is central to the aims, is the support of Evolutionary Ecology Research. I have an interest in this journal, because for some years I was publishing director of Chapman & Hall Limited. I admire the editor Mike Rosenzweig. My picture of our relationship was not that given by him in his most recent account and I am certain that his calculations are wrong.⁵ It is a pity he could not, although billed, not make it to Charleston. My memory is that, although the journal was profitable, it did not reach the levels of profitability we aimed for in order that we could invest in new publications. It is a niche journal. Subscriptions had reached a plateau: I would be interested to learn how many ARL libraries actually subscribed before they were forced to -- and whether their faculty all use this journal. It is my pic-

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the top pros among professional book editors.*...Barbara Meyer's pull-quote from her story on library - publisher relationships: "Contrary to popular librarian opinion, publishing is a lot more than just getting ink on paper or data into computer." *All best wishes to Barbara, our recently espoused fellow ATG contributor.*...FYI announces a new publication by the Association of Higher Education of North Texas, "AHE Vendor Directory of Acquisition Librarian" which gives pertinent information about 134 vendors worldwide. *I regret never seeing this publication but I'd surely like to get my hands on a copy. My wild guess is that an up-to-date vendor directory would report less than 50 of those entries extant in the year 2000.*

Vol. 2, No. 1, Feb 1990: *Printed on crinklier and lighter stock than that in preceding 3 issues.* Greenwood Press, Inc. is now GREENWOOD PUBLISHING GROUP according to president Robert Hagelstein. *Are you enjoying retirement, Bob? *...John Tagler is now Director Corporate Communications at Elsevier, NY...Page 32 lists about 75 academic libraries with systems used. I count 17 systems including 15 "none," in first place closely followed by 14 reporting INNOVAC and 8 "IN HOUSE." I recognize less than ten of the "respondents" as being or having been ATG writers, Gold medalist is, guess who, KS her-

self. Half of page 31 lists 30 "Libraries changing to a new system." Eleven of these were still undecided.

Vol. 2, No. 2, April 1990: Chuck Hamaker *LSU* recently represented Pat Berger (ALA President) in meeting with Congressional staffers regarding, guess what? Journal pricing issues...If you've been wondering why Chuck has not appeared earlier in this story, please bear in mind that it is General Election time and Chuck is the only person I've known who got into Congress by holding out on the electorate...Neatly doubled folded between middle sheets of this copy of ATG is a bright yellow flyer touting the 10th Annual Conference which will be held for the first time...at the new Conference Center. Registration fee \$100. Late fee, after October 22 is \$25. Spirit of Charleston Dinner Dance Cruise (6:30 - 10:30pm) \$35 - it is described as "a highlight of this 1989 conference." If memory serves me, I cancelled ditto for 1990. *How about ditto for CC Coming Of Age in 2001? *...Ann Okerson has been elected President of NASIG...Does anyone recognize the make of the automobile used in Ballen ads to show how everybody works on it in customer service. For that matter, who are the six guys pictured hard at work on this crate? Has any of them called on your library?...1990 Buzzword "Synergy" in giant typeface tops full page Blackwell ad.

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Adventures in Librarianship: Ranked in Order of Relevance



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

Your search for ...
Saturday Evening Post
Found the following
sites, ranked in order of relevance:

1. Forrester Green Race Results

Saturday, post time 3:30, Evening Sun lead the pack into the finish, followed closely by Big Dimples and Burnt Rye Toast. Evening Sun payed 5 to 2, while ...

2. Message Post

3/5/96, 2:56am. Green Latern: "Bubba, whatcha doin up so late this evening? Saw your flame on Saturday. Can always count on you to over-react, you big ...

3. Saturday: An Evening with Vectra.

Members of the Neptune Club and listserve are invited to spend an evening

with Vectra Diaspora author of "The Saturn Charts and Aural Colorations." This is an exclusive invitation, as Vectra will reveal the secrets of his ...

4. & % \$ # !

...take the first door past the old post office, up to the second floor. There's a beauty parlor that looks abandoned and a storage closet marked "emergency." Go up to the next floor, late any Saturday evening and you'll find ...

5. Message Post

1/25/98, 5:05pm. LoveLorn: "Listen, I know you don't know me, really. I know that I really don't know you, accept so far as, you know, our email and stuff. But I thought that maybe this Saturday we could ...

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

Book Reviews from page 62

contributor wrote: "Whoever did not live through this will not understand, because such things are truly difficult to understand, and more difficult still to live through." Such words give the reader a sense of what is to follow. Although it was necessary, there were moments when the reviewer thought he might have done well to skip Piotrowski's preface and allow the words of his contributors to speak solely for themselves. It is difficult to criticize the words of someone who experienced something of this magnitude. Piotrowski treads a very fine line between his own justifiable emotions and the objective reporting of events.

Piotrowski includes several appendices including one containing excerpts from documents from Poles, Germans, Ukrainians, Jews, the Soviets, and the UN. The other noted here is a chronology giving the reader some background of the political situation of the region beginning after World War I. The book concludes with copious notes, a significant bibliography and indexing.

This may be the seminal work regarding this tragic period.

Smith, Clint E. *Inevitable Partnership: Understanding Mexico-U.S. Relations*. Boulder: Lynne Rienner Publishers, 2000. 241 pp. ISBN 1-55587-873-3. \$19.95.

Reviewed by **Debbie Vaughn**
(College of Charleston) <vaughnd@cofc>


About a year ago, I was listening to **National Public Radio** when a segment aired concerning Texan farmers and Mexican illegal immigrants. Living relatively far away from the US-Mexico border, the subject of the United States' apparently easily-permeable border had never even crossed my mind. I listened intently, however, as one Texan described his farmland, which happens to lie on the countries' dividing line, and the proximity of his house to this imaginary line. He spoke of watching young Mexican mothers creep over the border in the wee hours of the morning, carrying their children to what they hoped would be a better life.

Mexican migration and its relation to US policy is only one of the issues explored by **Clint Smith** in his book *Inevitable Partnerships: Understanding Mexico-U.S. Relations*. The exodus of Mexican peoples to the United States is nothing new; since the

commencement of the twentieth century until the beginning of World War I, affluent Mexicans fled their homeland due to the horrors of the Mexican Revolution. It was not until the 1920s that United States citizens began to fear and hence disapprove of Mexican departure into the Land of Liberty.

While the subject of legal (and illegal) emigration is widely discussed among the media, there are dozens of other arenas that impact the Mexican-US relationship. In order to make an in-depth study of any two cultures, though, it is imperative to first examine such things as their geographies, their independent and mutual histories, their independent political growth, and their relationship with each other. Divided into three major sections, *Inevitable Partnerships* looks at the countries' evolving relationship from 1800-1994, contemporary issues, and the future of the Mexican-US association. Mexico's role in the global economy, environmental policy, drug trafficking, and bilateral relationship trends are addressed. Smith completes a thorough and applaudable investigation of these matters. Smith also looks beyond his own writing and suggests a number of sources for further reading. If this weren't enough, an extensive bibliography is also included.

A commendable characteristic of *Inevitable Partnerships* is its tone. The geographic relationship of Mexico to the US is often seen as strategic for Mexican citizens eyeing opportunity. When discussions of illegal immigrant "job stealing" and a bilingual language system surface in the media, Mexico tends to receive the parasite treatment. Smith, however, maintains a healthy and respectable view of Mexico and of its relationship with the United States. Smith's reciprocal approach makes *Inevitable Partnerships* a gem.

I am quite embarrassed to admit that before reviewing *Inevitable Partnerships*, I knew nothing of Mexico-US relations other than what I had heard that morning on **National Public Radio**. My national neighbor is a rich land diverse in geography, cultures, and peoples. It is important to maintain an understanding not only of the goings-on of your neighbors; it is even more consequential to discover how those goings-on impact your interrelation. *Inevitable Partnerships* educates readers about two large and equally diverse counties; it is a must-have for any academic or public library. Smith's smooth style of writing makes his book beneficial to high school library collections as well. As Smith states in his introduction, the 3,000-mile border that separates the US from its neighbor also separates the First World from the Third; this is an inevitable partnership that demands our attention. 

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6. Improve Your Posture...

... and shed inches around your waist with the new Gravity Girdle for men! Can't get a date for Saturday night? Is that gut dragging you down? Gravity Girdle can help! Just take the elastic ends, pull it over your head, and ...

7. Posters, Posters, Posters

You found us. The Poster Shack. Your stop on the Web for 70's posters and so much more. We've got Farrah and Lee Majors. We've got Saturday Night Fever. We've got Hendrix black light and day glow. We've got ...

8. Robert J. Hevening


Experience: Five years postal carrier; three years Door and Entrance Manager

at Saturday's night club; two months Assistant Kitchen Engineer at Blacky's Cajun Kitchen. Education: MA, History, Darkmound University, with dual focus in the areas of Far Eastern musical traditions and Norwegian ...

9. Dorchester County Library FAQ

Where can I find the *Saturday Evening Post*? The library carries pre-1971 issues only, and those are available in microfiche. Though our microfiche reader is not currently functioning, we've found that holding the fiche up to a window with a magnifying glass is surprisingly comfortable!

10. Forrest Green Race Results

Saturday, post time 3:30, Evening Sun lead the pack into the finish, followed closely by Big Dimples and Burnt Rye Toast. Evening Sun paid 5 to 2, while ... 

13. Publication Title AGAINST THE GRAIN		14. Issue Date for Circulation Data Below 10-1-2000	
Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		2300	2000
b. Paid and/or Requested Circulation		1673	1498
(1) Paid Outside-County Paid Subscriptions Based on Form 3541 (Include advertiser's proof and exchange copies)		0	0
(2) Paid In-County Subscriptions Based on Form 3541 (Include advertiser's proof and exchange copies)		0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution		0	0
(4) Other Classes Mailed Through the USPS		0	0
c. Total Paid and/or Requested Circulation (Sum of 13b(1), (2), (3), and (4))		1673	1498
d. Free Distribution by Mail (Carriers or other means)		81	136
(1) Outside-County as Based on Form 3541		0	0
(2) In-County as Based on Form 3541		0	0
(3) Other Classes Mailed Through the USPS		0	0
e. Free Distribution Outside the Mail (Carriers or other means)		400	166
f. Total Free Distribution (Sum of 13d and 13e)		481	302
g. Total Distribution (Sum of 13c and 13f)		2154	1800
h. Copies not Distributed		136	200
i. Total (Sum of 13g and 13h)		2300	2000
j. Percent Paid and/or Requested Circulation (13c divided by 13i times 100)		72.8	75
15. Publication of Statement of Ownership		<input checked="" type="checkbox"/> Publication required. Issue of this publication. <input type="checkbox"/> Publication not required.	
16. Signature and Title of Editor, Publisher, Business Manager, or Owner		Date: 9-15-00	

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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- Complete and file one copy of this form with your postmaster annually on or before October 1. Keep a copy of the completed form for your records.
- In cases where the proprietor or security holder is a trustee, include in items 10 and 11 the name of the person or corporation for whom the duties are being performed. Also include the names and addresses of individuals who are shareholders and own or hold 1 percent or more of the total amount of bonds, mortgages, or other securities of the publishing corporation. In item 11, if none, check the box. See blank space if more space is required.
- Be sure to furnish all circulation information called for in item 15. Free circulation must be shown in item 15d, e, and f.
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- In item 16, indicate the date of the issue in which this Statement of Ownership will be published.
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PS Form 3526, October 1999 (Rev. 9/99)