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## People Profile: Joe Lee

Editor

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## Joe Lee, Author, *On The Record*

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*Editor's Note: Watch for our interview with Joe in the June issue of ATG. Coming Soon! — KS*

**Born and raised, family, etc:** I was born in Jackson, MS in 1965. I'm the oldest of two children. We moved from Jackson to Morristown, NJ, in 1970. We returned to Jackson in 1973. We were there three years before moving for a year to Leake County, MS. From there to Starkville, MS, in 1977. I went to high school and college in Starkville, graduating in 1987. I lived in Tuscaloosa, AL, for six months in 1987 before returning to Starkville late that year. I left for Jackson, MS, in 1991. I've been in the Jackson area since, except for an eight-month period in 1996-1997 when we were in Meridian, MS, (long story).

**Education:** I'm a 1983 graduate of **Starkville High School**. I'm a 1987 graduate of **Mississippi State University** with a degree in Communication (Radio/TV emphasis).

**First job:** I worked part-time for a couple of months at a small record store in Starkville called The Turntable. I did no serious damage to the store or customer base, although a Rubik's Cube was stolen while I worked there. It was there for decoration, and the manager was quite upset—he wondered what else was taken, since the cube sat one foot from the cash register. The store closed that summer, unfortunately. The manager told me later that the stolen Rubik's Cube had nothing to do with it.

**Professional career and activities:** I wanted to be the next **Casey Kasem** when I was in high school. I begged the area radio stations to hire me and landed a position with the locally owned and operated Starkville station in 1982. I made a career of radio into my mid-twenties, then moved into cable television as a commercial writer/producer in Jackson in 1991. I moved into broadcast television several years later, working as a promotions writer/producer, and eventually, as a weatherman. I'm a fill-in weather anchor at **WAPT-16** in Jackson (ABC). I got back into radio in Jackson in 1997 and worked part-time at a Jackson station until late 2002. I've also written free-lance articles for several Jackson area newspapers and other publications, and I write free lance brochure copy as well.

My novel, *On The Record* began in 1997. Since I was still working full-time in television, it wasn't until 2000 before I devoted full-time work to it. I started my own publishing company, **Dogwood Press**, in 2002, and released the novel in August, 2002. Marketing the book is my full-time job. I'm at work on a second novel, and I'm hopeful that it will be released sometime in 2004.

**In my spare time:** I work from home and take my five-year-old son **John** to and from school. My wife **Leslie** is a prosecutor with the Mississippi Attorney General's office. Spending time with them is my top priority and favorite use of spare time. I also read a lot, and I'm a diehard **Atlanta Braves** baseball fan. I listen to a lot of music, and I play racquetball a couple of times a week and occasionally play in tournaments.

**Favorite books:** *The Quiet Game* from **Greg Iles**; *The Prince of Tides* from **Pat Conroy**; *The Bonfire of the Vanities* and *A Man in Full* from **Tom Wolfe**; *Presumed Innocent* and *Personal Injuries* from **Scott Turow**—those are some of my favorite novels from the last two decades. But *Ball Four* by **Jim Bouton** had a profound impact on my writing. This was a major best-seller in 1970—it's a diary of a year spent playing baseball in Seattle and Houston by a washed-up major leaguer who was at the end of his career. It's candid, humorous, descriptive and an amazing history lesson and time capsule. I've read it many times and learned more about writing from the approach than one might imagine.

**Pet peeves:** Houseguests who pull half a dozen condiments from the refrigerator while making a sandwich in my kitchen and fail to put them away when the sandwich is complete. People who circle parking lots endlessly instead of cutting the engine and walking an additional twenty-five feet.

**Philosophy:** Never forget your humble beginnings.

**Most meaningful career achievement:** 1) Being a good husband and father. 2) Being a published author.

**Quirks:** I enjoy being photographed with mascots (i.e., Chick-Fil-A cow).

**The book industry in five years:** The number of books bought online will skyrocket. More and more authors will self-publish. 🐾

## Devil's Advocate from page 73

**COUNTER** compliant by the end of the year. (<http://www.nature.com/>).

- **Gedye**, who is Journals Sales and Marketing Director of **Oxford University Press**, also assures me that they will be **COUNTER** compliant in "four weeks time."

And he tells me that there are informal commitments from **Elsevier** and the **American Chemical Society**.

After the meeting, I had asked **Gedye** about the requirement for data by time. He said, of course, it is reasonable but complicated to do. They felt it better to get started with solid data and build on a firm foundation. In time, as the investment on gathering statistics proved itself, vendors would continue to develop their reporting and, eventually, include information on use by time periods. Makes sense to me.

I talked to him about XML and he pointed out a site where work on developing an infrastructure on exchanging information on publishing, in this case, serials specifically, was taking place. **Editeur.org's** project **ONIX** is of particular interest. (<http://www.editeur.org/>). **Gedye** has told me news that is critical: that **COUNTER** intends on developing an XML DTD for their reports this year.

In a subsequent email, he brought up a question: where would "delineation" by time (or, I infer, any other variable) best be done? On the vendors' servers? Locally by the librarians? Through some Web interface? Good question and it brings up a deeper point when combined with the XML news.

When we organize data, we have historically tended to do several things. One is we organize data by what are termed sometimes "stovepipes" or "silos" where the data are organized by, say, organization or field. So, we have public library data, academic library data, data from this or that vendor. Everyone does different things and reports in different ways—ways created for the uses those data are put by each of those organizations.

Secondly, we organize information by what use we think we will need. Those guesses are based on the way we have answered questions in the past but capabilities influence intentions. If someone wants to ask a question that the data are not organized to answer, things become difficult.

What happens if I want to know how much was spent on electronic materials in a given state? Or how many library volumes are in a given congressional district? Or how much use there was of electronic materials in the last 138 days? Good luck.

Data, ideally, should be organized generally and organized for use, not provenance. That is easier said than done but XML is a step in that direction. What will happen from here on with this area is that it will get very complicated for a while and then simpler. There will be the infrastructure of the data that will not look like anything most of us are used to. Then, programs will be written that will allow you to select what data you want from the data that exist, to take those data and put them in whatever format you want (**Excel**, **Access**, **ASCII**) and to use these data to answer whatever question tickles your fancy.

I want to repeat what I said at the beginning of this report. In my last article, I predicted that it would be years before we would see data that would make the most fastidious happy. I was wrong. It will happen much quicker. This is the real deal. 🐾