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## Adventures in Librarianship -- Our Mystifying Patrons

Ned Kraft

*U.S. Department of State*, [kraftno@state.gov](mailto:kraftno@state.gov)

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**ATG:** Glad you mentioned digital reference — what do you see happening there? You recently spoke at the Australian Library and Information Association and had some encouraging words about the steady adoption of e-content by libraries and their users — is that still bearing out?

**PB:** I remain encouraged. The US-based Open eBook Forum reported in June '04 that eBook units sold for the first quarter 2004 were up 46% and eBook revenues were up 28% over the same quarter in 2003. I think many libraries are more eager now to make access a priority over ownership when it comes to reference. Our children that have grown up with handheld video games and camera phones will adopt eBooks at an even faster rate than current users. But don't look for print to die — there are just more formats now to share the market.

**ATG:** As we move toward the electronic world, are we moving toward a publisher selling model and away from the traditional bookseller? If so, is this a good thing? Can technology, federated and broadcast searching counteract the move toward the one-publisher model which seems to be developing or is this a transition?

**PB:** I believe there is room for multiple models, highly dependent on type of content, audience and subject matter. No matter what the format or delivery method is, excellent customer service is still the linchpin for successful bookselling. In some cases, a publisher may be able to provide that service directly to the users of its content, whether it is print or electronic. Then there are some market segments that are so specialized, such as the academic library niche, that many publishers still elect to use an agent like **Blackwell's Book Services** to reach and support that market.

## against the grain people profile

Circulation Assistant, James B. Duke Library  
3300 Poinsett Highway, Greenville, SC 29613  
Phone: 864-294-2264 Fax: 864-294-3560  
<julie.carter@furman.edu>

### Julie A. Carter

**BORN & LIVED:** My hometown is Marshall, VA (50 miles west of Washington, DC) and I lived there for most of my formative years. I moved to Weaverville, NC after college and currently call Greenville, SC home.

**FAMILY:** My folks, Wallace and Shirley; A fiancé, Chris; and a hamster, Mina.

**EDUCATION:** I graduated from **Mars Hill College** with a Bachelor of Science in Zoology. I am currently enrolled in the MLIS program at the **University of South Carolina**.

**PROFESSIONAL CAREER AND ACTIVITIES:** 1997-1998 Circulation Supervisor of Renfro Library at **Mars Hill College**; 1998-present Circulation Assistant of James B. Duke Library at **Furman University**.

**IN MY SPARE TIME I LIKE TO:** Play games (video, board, card), ice skate, be silly.

**FAVORITE BOOKS:** *The Color Purple* by **Alice Walker**.


**PET PEEVES/WHAT MAKES ME MAD:** Socks with sandals.

**PHILOSOPHY:** Always laugh.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** To be gainfully employed as a reference librarian (in less than five years from now)!

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** From a library school perspective — the classes will continue to include core competencies but will focus on technology and its applications; there will also be an emphasis on collaboration and information fluency.

I'm not sure we'll ever see that one-publisher model fully develop. All the searching enhancements and latest technology will not change consumer behavior and attitude, which at this point seems to be rejecting the conglomerization of the publishing industry. We are seeing more

academic institutions taking publication of professional papers back into their own hands and making the decisions on when, where and how their content is accessed, which is proving to be a challenge for everyone involved — university presses, libraries, faculty and students! 

## Adventures in Librarianship — Our Mystifying Patrons

by **Ned Kraft** (Ralph J. Bunche Library, U.S. Department of State) <kraftno@state.gov>

**ATG** staff would like to thank its public library colleagues for responding to our call for unusual community bulletin board announcements. It's been an amazing adventure for us, reading through the mountains of submissions. Taken in such a large dose, these announcements reminded us of the essential beauty, sincerity, and bewilderment of the family of man; especially that branch of the family which has few qualms about baring its soul on bulletin boards and reality shows.

To share-the-joy with our readers, here are some of our favorites. Names, phone numbers and email addresses have been obscured or creatively changed to... well, you know why.

**Lost Pet:** gorgeous white Pomeranian lost in the Hill's Grove neighborhood. Sweet tempered and trusting. Answers to the name of "Muggles." Please call 555-1234. Momma wants her baby back!

**Meeting of the Admiral Overton Society,** Tuesday, March 3rd, 7pm. Will discuss the Admiral's role in the Marimack, and his strained relationship with his father. Full regalia please! Meet at Barney's. Park in back to avoid scaring neighbors.

**For Sale:** Mountain bike, 26-inch frame, front shocks. This one's seen a lotta trails, dude! Busted my collar bone, Mom says she ain't afraid to toss her injured thirty-five year old son out on his xxx. So I gotta get my life straight, get a job. \$100, OBO. Rims are slightly bent but could be kicked back into place. Leave a note for "Crazy Dave." Phone's been turned off.

**Scruffy, matted, off-white Pomeranian found** in the Hill's Grove neighborhood. Snappish and ill-tempered. Tag just



says "Muggles." Please call 123-4567 ASAP. Our children are being traumatized.

**Sign up now for evening Gang-Zhou classes.** Improve your luck through the ancient art of pebble holding. Good for the liver. Makes you more attractive to the opposite sex. Guaranteed to boost your income by ten percent. Recent parolees are welcome. Call Raul at 987-6543.

**Under 35? Unhitched?** Saint Paul's United Presbyterian Church is forming a single's softball league. Come on! Meet new people, say a few prayers, have some good clean fun! Be at the VFW Memorial Hall at 10am on Saturday. No spikes. No fast pitch. And No feeling sorry for yourself! Divorcees should bring court documents.

**I buy wax of all colors.** Instead of throwing those candle butts away, call me, Crazy Dave, on my new cell phone! 456-7891. 