September 2006

If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Library Collections: Will They Still Need Us When Everything is Online and Findable by the Major Search Engines?

by **Margaret Landesman** (Head, Collection Development, Marriott Library, University of Utah, Salt Lake City, Utah; Phone: 801-581-7741) <Margaret.landesman@utah.edu>

What happens to user enthusiasm for library collections in a world where quantities of the information you used to get at the library are easily had by any person with a computer and a Web connection? Or, at least, by any person with a computer and a Web connection and a credit card and the willingness to use it?

Users have access to more stuff than anyone can manage, much less carefully judge, read, and digest. We worry about the quality of what they are getting — do they? What kinds of collections can we build that will be compelling enough to compete with the growing number of alternative routes for obtaining information?

I have recruited a bunch of people who have opinions about future directions in library collections. They are from libraries serving different sorts of users, from consortia, and from publishers exploring new and interesting publication models. I asked them to write about what they see in the future.

"As researchers have seen their access to remote materials increase, local collections have lost much of their significance," **Michael Stoller** writes about the irony of the fact that just as we are getting good at sharing collections efficiently, we are signing licenses which eliminate sharing of the most in demand parts of our online collections. "Digital

technology has made it possible for researchers to access our collections without regard to *where* they are — in the library, at home or in the office — we should not have to add the caveat that it now depends on *who* they are."

Amy Brunvand writes from the other end of the spectrum — about the need to create online local collections of materials which are easy to get today but which will become the missing information of tomorrow. "The future of libraries may turn out to depend just as much on obsessive bibliographers indulging their own collection fetishes as on

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If Rumors Were Horses

On Tuesday, September 12, 2006 the awesome **Ellen Duranceau** <efinnie@mit.edu> will begin an expanded role in the **MIT Libraries** as the new **Scholarly Publishing and Licensing Consultant**. In this new job, **Ellen** will lead the development and implementation of a program to increase awareness among faculty, researchers, and students about scholarly publication issues, including the establishment of mechanisms to assist faculty with publishing choices, publishing agreements, and management of intellectual property. **Ellen** will also continue to manage the licensing prac-

tices of the Libraries, acting as a resource for licensing policy and negotiating licenses for major databases and journal packages. To accomplish this expanded role **Ellen's** job will be full-time, and a number of her other current tasks will be reassigned to colleagues. This new opportunity has been made possible by additional funding from the **Provost's Office**.

Ellen will report to both **Steve Gass** (Associate Director for Public Services, MIT Libraries) <sgass@mit.edu> and **Marilyn McSweeney** (Head, Acquisitions and

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Just heard that the fantabulous **Laura "Lolly" N. Gasaway** <laura_gasaway@unc.edu>, our johnny-on-the-spot expert on copyright issues, has become **Associate Dean for Academic Affairs** at the **University of North Carolina School of Law**. She leaves the **Kathrine R. Everett Law Library** at **UNC Chapel Hill** after 21 years as Director to accept this new position. As we all know, **Lolly** is a past-President of the **American Association of Law Libraries** and a frequent speaker and writer on copyright and libraries. **Congratulations, Lolly!**

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1043-2094(200609)18:4:1-B

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Knovel Corporation (www.knovel.com) has partnered with **Synapse Information Resources, Inc.** to make available a wide range of chemical and chemical engineering content, on an interactive platform. As a result of this partnership, reference handbooks essential to research and development in the **Food Science, Pharmaceutical, and Chemical Manufacturing** industries will be added to **Knovel Interactive Library** and enhanced for real-life application with next-generation technology. **Synapse Information Resources** joins **McGraw Hill, John Wiley & Sons, Elsevier, Springer, World Scientific**, and other prominent Sci-Tech publishers as a publishing partner to **Knovel**.

East View Information Services has engaged **Richard Puijk** to expand its sales operations in Europe. **Richard Puijk** will represent **East View's** full line of periodicals, journals, books, microform collections and online information databases. **Mr. Puijk** is an experienced and familiar face at many of these European institutions, having served these markets (representing **IDC Publishers BV**, an **East**

View trading partner) for more than five years. President and CEO of **East View Information Services** is **Kent D. Lee**. **East View** in Europe is organized formally as **EVIS BV**, based in Eemnes, Netherlands, just 30km from the trade center of Amsterdam. From there **Mr. Puijk** will serve Austria, Belgium, Denmark, Finland, France, Germany, The Netherlands, Norway, Spain, Sweden, Switzerland, The United Kingdom and the Baltic States. **East View Information Services** began business in 1989 and provides high-quality information services from Russia and the Newly Independent States. Since 2002, **East View** added one of the world's largest digital libraries of Chinese information, the **China National Knowledge Infrastructure** produced at Beijing prestigious **Tsinghua University** to its offering. **East View** is headquartered in Minneapolis, Minnesota, USA, with major offices in Russia and Ukraine and Europe. For more information, contact **Ronald Levitus**, ron.levitus@eastview.com.

Just back from the **Fiesole Retreat** in Lund, Sweden where I saw many great people. The vivacious **Martha Whittaker** was one of them. As we all know, **Martha** is now **Director of Marketing for Serials Solutions**. She says she is going to be able to live out her life-long fantasy of living downtown in a big city (Seattle, WA).

And guess who else is working for **Serials Solutions**? The young and vibrant **Anne Lenzini**, **Becky Lenzini's** younger daughter! Just graduated from **University of Puget Sound** in Tacoma, Washington. Hoo ha ha!

And, speaking of **U. of Puget Sound**, I remember when the astute **Desmond Taylor**, Library Director, was one of **ATG's** first subscribers! Hoo ha again!

Well, the traveling **Charles Lowry** clowry@umd.edu could not be in **Charleston** this year. Why? At the advanced age of 30 and precisely at the time of the **Conference**, **Charles'** wife's nephew has decided to get married. Oh well ... Next year?

Have been talking to **Susan Peterson**, the newly appointed CEO of **Blackwell Book Services**, susan.peterson@blackwell.com and, boy, is she a pistol! We are looking forward to an upcoming interview in the next few weeks.

And we forgot to tell you that **Gary Rautenstrauch**, once of **Blackwell's Book Services**, has surfaced at **AMS** in San Diego, California. I heard he left to be CEO of **AMS, Advanced Marketing Services**. www.advmkt.com/

Speaking of interviews. We have several in the pipeline and ready to run. Coming soon are interviews with **Lorcan Dempsey** (OCLC), **Zoltan Papp** (Academia Kiado), **Susan Peterson** (Blackwell Book Services) (we told you about her above), **Chris Warnock** (ebrary), **Hazel Woodward** (Cranfield University) and several others.

And speaking of **Blackwell Book Services**, had a delightful time talking to the informed **Jay Henry** jay.henry@blackwell.com about the **virtual approval plan** and **eNotes** (New Titles Email Announcement Service). And followed up with the perfect **John Laraway** John.Laraway@Blackwell.com who helped the competent **Shirley Jeffries**, our order Librarian, understand the process.

Another bit of good news. **Jill Emery** is now Head Librarian, Serials and Electronic Resources at the **University of Texas Libraries at Austin**. And I was just reading the intriguing "guru interview" with **Jill** by **Arnaud Pelle** in **Emerald Insight**.

www.emeraldinsight.com/info/librarians/Management_Resources/man_guruemery.jsp

Speaking of the **Fiesole Retreat** in Lund, just got a notice from the inimitable **Chris Beckett** chris@scholinfo.com that the rather large (and funny!) **PowerPoint** file of his presentation in Lund is available at www.scholinfo.com/presentations/2006/8/10/the-new-world-order-in-collection-development-the-commercial-perspective.html.

And speaking of the papers from the **Fiesole Retreats**, visit the **Casalini Website** at <http://digital.casalini.it/retreat/>. Plans for future Retreats are in the works. Looks like the **2008 Retreat** will be in **Hong Kong**. The dates are not yet set but we hope to announce them in **Charleston** in November. The **2009 Fiesole Retreat** will be in **Fiesole**, Italy itself, near the palatial **Casalini** headquarters. digital.casalini.it/retreat/

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Barbara Nelson Obituary

Submitted by **Nancy Gibbs** (Head, Acquisitions Department, Duke University and former colleague of Barbara's at Auburn University) gibbsrn@mindspring.com and **Bonnie MacEwen** (Auburn University)

Barbara Nelson came to **Auburn** as Gifts and Exchange Librarian in 1978. She was named Order Librarian in 1979, and was appointed as Chair of the Acquisitions Department in 1998. Her many friends and associates include colleagues at **Auburn University** and throughout Alabama and the Southeast; friends and associates with the **Association of Christian Librarians**, where she served as editor of the *Christian Periodical Index* for over a decade and from whom she received the **Emily Russell Award** for Outstanding Contributions in the Area of Christian Librarianship in 2000; colleagues in the **Alabama Library Association** who worked with the bibliography of *Alabama Authors*; and fellow worshippers at the **First Presbyterian Church of Opelika**.

Barbara Nelson's contributions to **Auburn University** were numerous and wide-ranging. In addition to her guidance and supervision of the Acquisitions Department, **Barbara** served on more than a dozen university committees (including serving as Chair of the Religious Affairs Committee, Program Review Committee and on the SACS Self-Study Steering Committee). She served on and chaired a host of Library Committees, including more than a dozen search committees, and contributed more than twenty articles and papers to the literature of academic librarianship. She was also responsible for the selection of literature for the Library's Juvenile Collection, and shaped that fine collection during her tenure at **Auburn**.

More than her professional accomplishments, friends and associates will remember **Barbara Nelson** for the personal qualities that defined her: her religious faith; her concern for and willingness to assist those in need; the deep affection of her colleagues that matched her own affection for them; and her unflinching good humor and pleasure in life. The grace, resiliency, and courage with which **Barbara** faced recurring cycles of sickness and treatment during the last years of her life will serve as a model and ideal to many who knew her.

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Rumors

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Hard-working **Brigida Campos** <bcampos@cityofpasadena.net> is working with a group of librarians who are putting together a summit to discuss diversity in the profession. She has attended **Charleston** in the past and hopes to this year. If you see her, why not inquire how it's going?

Springer Science+Business Media has launched the final version of its new online platform, **SpringerLink**. The platform gives students and researchers electronic access to the recently-launched **Springer eBook Collection**. The Collection consists of more than 11,000 eBooks — to which approximately 3,000 new titles will be added each year. **Springer** showcased the new **SpringerLink** and **eBook Collection** at the **IFLA World Library and Information Congress** in Seoul, 20-24 August 2006, and the **Beijing Book Fair** from 30 August to 2 September 2006. Libraries can purchase a complete collection of all **Springer** titles from a copyright year or they can choose to purchase one or more of 12 distinct topic categories (e.g., engineering, medicine, computer science, mathematics, etc.). Individual eBooks are available from retail partners.

www.springer.com
www.springerlink.com

The clever **Greg Tananbaum** <gtananbaum@gmail.com> sends greetings from the bay area. He says he is enjoying his post-bepress break. While figuring out his next long-term

passion, he is doing some consulting work for a few content providers and reading, jogging, cleaning his closet(s), and taking some time to cross six-year-old items off of his to-do list. His next **Train** column delves into the mysterious world of **Web 2.0** services, this issue, p.92.

A voice from the past. I got a note from — guess who? — **Jane Maddox** <wanda@metaserver.org>. Except she is not using the name **Jane** anymore but her first name **Wanda**! Keep reading. **Jane** — no, **Wanda** — had read my note about **VOIP** and my son **Raymond** in Iraq in the June **ATG** (see v.18#3, p.6) and she decided to contact me. **Wanda** is now working with **ACN**, a telecommunications company in their 14th year of business. **ACN** has a couple of **VOIP** communication devices and is in 14 countries. **ACN** thinks video phones will be just as widely used in the next five years as the cell phone is now.

www.acninc.com
www.wandamaddox.acnrep.com

The **Special Libraries Association (SLA)** and **Information Today, Incorporated (ITI)** have formed a strategic alliance that will focus on coordinated marketing, conference development, and possible expansion into content distribution. Details on specific event arrangements will be negotiated separately.

www.sla.org/
www.infotoday.com/

The **ATG Breakfast** took place in New Orleans with the wonderful **John Riley** and **Beth Bernhardt** presiding. Much fun was had by all. I heard from many that **ALA in New Or-**

leans was wonderful and I am sorry that I was not able to attend. Given that I used to live in New Orleans, way back when, it is one of my very most favorite places in the world.

Instead of going to New Orleans, I went to the **Canadian Library Association** and the preconference on collections. The preconference was chaired by the very organized **Andrew Waller** <waller@ucalgary.ca> and was excellent. I fell in love with Ottawa where I have never been and hope to go back some day soon. Met up with many friends and even had a beer with **Tony Horava** <thorava@uottawa.ca> and I am now buying Canadian beer. I wonder if the beer expert extraordinaire **Steve Johnson** <johnsos@CLEMSON.EDU> approves? We'll have to ask him when we see him in **Charleston** in November. And we hope to see **Tony** and **Andrew** and many Canadian friends in **Charleston** as well.

After **ALA** was talking to the doesn't-hever-show-his-age **Bob Nardini** by email. (I ran into the remarkable **David Swords** at the preconference in Canada so **YBP** was on my mind.) Anyway, **Bob** told me that his email got rejected when he used the "reply" function on the email I had sent him. Is this happening to anyone else? I hope the email grinchies aren't out. But you can always try me at the college address <strauchk@cofc.edu> or my secret address <katina.strauch@gmail.com>. Moving right along, turns out that **Bob** joined one of those **ALA** volunteer projects in **New Orleans** and writes about it in this issue, p.86. And he's also posting his piece on the **YBP Website**.

And, speaking of **ALA New Orleans**, **ATG** was so sorry to miss the ribbon cutting when **ALA** opened and **H.W. Wilson** presented the **New Orleans Public Library** with a check for \$100,000.

Outsell, Inc. has acquired **Electronic Publishing Services Ltd. (EPS)** of London. Both firms have been committed to the publishing and information services industry by defining the industry and creating industry awareness. Serving over 300 clients around the world, **Outsell** with a team of nearly 60, maintains offices in London and the San Francisco Bay Area. **David Worlock**, Founder and Chairman of **EPS**, will serve as **Chief Research Fellow** of the new organization, and all members of the **EPS** team will remain an integral part of **Outsell**.

www.outsellinc.com
www.epsltd.com

And we are looking forward to having **David Worlock** (above) as a speaker at the **2006 Charleston Conference**. Have you looked at the tentative program? It is loaded at <http://www.katina.info/conference/>. Be sure and register today!

The awesome **Burton Callicott** (Reference Librarian at the **College of Charleston Library**) <callicottb@cofc.edu> sends word from the **LES-listserv** and **Karen Munro** (E-Learning Librarian, University of California, Berkeley) <kmunro@library.berkeley.edu> of the **Google Books Shakespeare site** — the com-

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plete plays of Shakespeare, fulltext and keyword-searchable. books.google.com/google/books/shakespeare/

And, there's a **Yahoo!** article about it here: news.yahoo.com/s/nm/20060615/stage_nm/google_shakespeare_dc;_ylt=Arr03D.ZG9IL2YoiUPk0Qe9xFb8C;_ylu=X3oDMTA0cDJYmhvBHNIYwM.

And speaking of **Shakespeare**, I was reading one of my most favorite magazines the other day, *The Smithsonian* and ran across this article, "To Be or Not To Be Shakespeare," by **Doug Stewart** in the September issue, pp. 62-71. This article's about the authenticity of **Shakespeare** portraits.

Heard that the wonderfully capable **Kate Vincent** has left **Gale**. Boo-hoo! Where is she now? **OCLC!** **Kate** is the **Senior Library Services Consultant, Major programs, OCLC**.

And speaking of wonderfully capable. Don't think I told you that **Steve McKinzie** <smckinzi@catawba.edu> once at **Dickinson College** is now **Director of Library Services** at **Catawba College** in **Salisbury, NC**. **Steve** will be at the **Conference** and we can congratulate him there!

Todd Carpenter will take over as Managing Director of the **National Information Standards Organization (NISO)**, effective September 1. **Carpenter** steps into **NISO's** leadership position at a time when the Board of Directors has begun implementing a strategic plan designed to improve constituency relationships, standards development, and operational procedures. Previously, **Carpenter** was at the **Johns Hopkins University Press**, where he directed the marketing of their 60 academic journals and was closely involved in the growth of **Project MUSE**. He also held marketing and business development positions at the **Energy Intelligence Group**, a news service covering the oil and natural gas industries, and the **Haworth Press**. He is a graduate of **Syracuse University**, earned a masters degree in marketing from **The Johns Hopkins University**, and is an active member of the **Society for Scholarly Publishing**.
www.niso.org

Elsevier has announced the sponsorship of **Qinghai University** and **Tibet University** in China with 12-month complimentary use of **ScienceDirect** (www.sciencedirect.com), **Elsevier's** online platform including over 2,000 STM fulltext journals. The two universities will also enjoy access to **Scopus** (www.scopus.com), **Elsevier's** abstract and citation database. This initiative forms part of **Elsevier's** support of an ambitious array of Chinese programs to develop the nation's far-west provinces such as **Qinghai** and **Tibet**. In 2005, **Lee Pui Lee**, Sales Director, China, Science & Technology, **Elsevier** initiated a proposal to donate a year of **ScienceDirect** and **Scopus** to the far-western universities with the Deputy Director of **Tsinghua University Library**, **Yang Yi**. This initiative was later joined by 12 additional in-

ternational publishers and vendors, including: **Cambridge Scientific Abstracts**, **Inspec**, **ProQuest Information and Learning**, **Springer**, **Thomson Scientific**, **iGroup**, **ACM**, **SIAM**, **Swets**, **John Wiley**, **EBSCO** and **Thomson Gale**. A ceremony was held on 11 August 2006 at **Qinghai University** and on August 14th at **Tibet University** to commemorate the year of sponsorship. During the ceremonies, **Elsevier** also presented a total of 124 of the company's most prestigious book titles, valued at US\$20,000.

www.sciencedirect.com
www.info.scopus.com/
www.reedelsevier.com/

Factiva, a **Dow Jones** and **Reuters** company, announced that it has achieved the number one market position in the **Current Awareness News and Research Online** industry. According to media industry forecast and analysis firm **Simba**, **Factiva** leads the industry with 2005 operating revenue of \$281.6 million. **Simba** also named **Factiva** as the leader in subscribers, with 1.86 million. **Factiva** was founded in 1999 and **Claude Green** is its interim CEO.
www.factiva.com

The dapper **Mark Kendall** (Director, Library/Consortia Sales, Sage Publications) <mark.kendall@sagepub.com> sent along news of **Sage's** five new US Sales Managers. **Alison Roth** is **Sage's Northeast Library Sales Manager** and is based in Vermont. **Alison** was a sales leader for both **Swets Information Services** and **Faxon**. **James Nunn** is **Sage's Southeast Library Sales Manager** based in Cincinnati, OH. Prior to joining **Sage**, he provided strategic consulting services for **Wolters Kluwer Health** and the **W.W. Norton** companies. **David Seminaro** is **Sage's Midwest Library Sales Manager** based outside Chicago, IL. **David** has represented **Icon Learning**, **Swets Blackwell**, **IDG Books**, and **Blackwell Publishing/Blackwell Science** to research libraries throughout the eastern US and Canada. **Mary Rose Fink** is **Sage's Western Library Sales Manager** based outside Los Angeles, CA. **Mary Rose** previously was a sales representative for **Addison Wesley Benjamin Cummings Publishers**.

Didn't mean to leave the wonderful **Beverley Geer**, **Sage's** new **Central Library Sales Manager** based in San Antonio, TX, out of the above paragraph, but, you know what, I thought she deserved her own paragraph! Prior to joining **Sage**, **Beverley** held several key positions including Regional Manager for **YBP Library Services**, Marketing and Sales Representative for **BioOne**, as well as Project Manager for both **Questia Media** and **Endeavor Information Systems**. We all remember the able **Beverley** from her past library experience as Associate University Librarian for Technical Services at the **University of Texas-El Paso**, Head Cataloger and Assistant Professor at **Trinity University**, and Head of the Copy Cataloging Section and Instructor at **Ohio State University**. **Beverley** is also a past president of **NASIG**. And, we see all these **Sage** people at the upcoming **Charleston Conference** in November!

Ex Libris has announced the upcoming implementation of the thousandth **SFX** resolver. In honor of this milestone, **Ex** will be awarding the thousandth system charge and fully hosted, to the **Thomas Library at the National University of Ireland (NUL)**. The **National University of Ireland** is located in the city of **Roma** in Southern Ireland, is the highest autonomous institution of learning in the country and is committed to sending excellence in the country and contributing to its progress. The student population is expected to exceed 10,000 in the 2006 academic year. This gift was made possible through the collaboration of **Ex Libris Electronic Information for Libraries (eIFL.net)** which facilitates access to electronic resources by library users in developing and transition countries.

www.nul.ie
www.eifl.net
www.exlibrisgroup.com/sfx.htm

Oxford Journals, a division of **Oxford University Press**, has launched *The Chinese Journal of International Politics* (*CJIP*) English translation of China's first peer-reviewed journal of international studies. *Journal*, published in China as *Scientia International Politics*, was launched in 2006 by **Peking University Press** on behalf of **Tsinghua University's Institute of International Studies**. Its launch today as an English language translation marks a new opportunity for researchers around the world to access highly Chinese research into international studies. The venture has been made possible through funding from the **MacArthur Foundation** which has provided support for the publication of the journal over two years. This issue of *CJIP* can be accessed for free. There will be two issues of *CJIP* in 2007. *CJIP* will be quarterly from 2008. Further information on the title is available at www.oxfordjournals.org/our_journals/cjip

The eleventh annual **Independent Publisher Book Awards**, conducted annually to honor the year's best independently published titles, are now accepting entries in 63 categories and two marketing categories: independent, university, small press, and publishers who produce books intended for the North American market are eligible to enter copyrighted or released in 2006. Final line for entering is **April 1, 2007**. For rules, lines, FAQ, category list, and secure online entry form, see www.independentpublishing.com/v4/IPAwards.htm or contact **Jim** <jimb@bookpublishing.com>.

The **Library of Virginia** is partnering with **ProQuest Information and Learning** to digitize historically significant newspapers. The **Library** is one of six pilot sites to receive funds from the **National Digital Newspaper Program (NDNP)**, a long-term effort by the **National Endowment for the Humanities** and the **Library of Congress** to develop Internet-based, searchable databases of historical newspapers. **ProQuest** is working with the **Library of Virginia** to digitize key titles covering the time period 1900-1910, including

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Richmond Times-Dispatch. In addition, the Library of Congress has chosen ProQuest as a partner to digitally convert ten years of the *New York Tribune* to NDNP specifications for inclusion in the NDNP repository.
www.il.proquest.com.
www.neh.gov/projects/ndnp.htm
www.loc.gov/ndnp

Amigos, PALINET, and SOLINET have signed an agreement with MPS Technologies to offer ScholarlyStats to their combined membership. This agreement purportedly allows subscribing members to receive maximum discounts on ScholarlyStats, a provider of consolidated usage statistics. PALINET, a member-owned and governed regional Library Network, was founded in 1936 and is one of the largest U.S. networks, serving 600+ members throughout the Mid-Atlantic region and beyond. PALINET trains over 1,400 people annually through its classroom and online distance education events, provides discounts on hundreds of library services from 75+ business partners through its group purchasing program, and is the regions provider of OCLC services. Founded in 1973, SOLINET is a non-profit membership organization serving more than 2,600 libraries of all types and sizes in ten South-eastern states and the Caribbean. Primary programs are Member Services, OCLC Services, Preservation & Access, Electronic Resources, Library Products, Digital Services, Educational Services, and Consulting. A nonprofit, mem-

bership-based organization, Amigos Library Services is one of the largest library service networks in the nation, consisting of over 650 libraries and cultural institutions, located primarily in the southwestern United States.

www.palinet.org
www.solinet.net
www.amigos.org
www.scholarlystats.com
www.mpstechnologies.com

Just had a demo of Thomson Scientific's new JUR (Journal Use Reports). Turns out that MPS Technologies (above) and Thomson Scientific have successfully completed the transfer of data between their two systems, using the SUSHI (Standardized Usage Statistics Harvesting Initiative, sponsored by NISO) protocol. (see *ATG*, v.18#2, p.82.) This joint initiative came in response to the growing demand for more in-depth usage analysis, as well as the continuing need to ease the time-consuming process of managing vendor usage statistics. The recent test successfully provided the University of Melbourne with usage data for 21 vendors, automatically transferred by MPS Technologies into Thomson Scientific's Journal Use Reports (JUR) system using the XML SUSHI protocol. SUSHI allows completely automated request and delivery of usage reports. The ScholarlyStats usage statistics will be complemented by local publication and citation activity data from the JUR, providing the University of Melbourne with unique, in-depth analyses of how journals are being used at their library.

www.universitas21.com
www.lib.unimelb.edu.au

ebRARY has launched a new purchase-only titles plan. Libraries can create and own a customized collection of eBooks and other titles from Springer, Taylor & Francis, Cambridge University Press, Elsevier, and other publishers. For more information, visit www.ebrary.com/corp/newspdf/ebRARY_PA_only.pdf.

Was talking to one of my very most favorite people by email the other day, Susan Campbell <scampbel@ycp.edu>. Susan is hoping her grandson — to be born soon — hangs on through her big college friend reunion in New York City at the end of September. Grandson is due in early October. Here's hoping.

Speaking of Susan, Pam Censer <pam.censer@gmail.com> and Susan are mentors for the Charleston Conference again this year. Write them if you have questions about any old thing that needs to be answered. Pam and her husband Doug are coming to Charleston in a few weeks and we are really looking forward to having them in our neck of the woods.

Speaking of Pam, her sister-in-law, Terry Scharstein's daughter, Melinda, is now working at the College of Charleston Library in, guess where, Collection Development.

Effective January 2007, Springer will publish *BioTribune Magazine* and *Biotribune.com*, both information sources for clinical biologists in France. *BioTribune Magazine* and *Biotribune.com* are read chiefly by clinical biology professionals working in laboratories. Published four times a year in French, the magazine contains editorials, news, clinical cases, review articles, interviews, conference reports, book reviews and new product information. English summaries for each article will be introduced in 2007. *Biotribune.com* is a database of reference texts in clinical biology and contains news and new product information from the field. Springer will publish *BioTribune Magazine* in both print and electronic formats. As of 2007, it will be available via SpringerLink, Springer's online information platform. In addition, it will offer all authors, via the Springer Open Choice program, the option of publishing their articles using the open access publishing model.

www.springer.com/openchoice
www.springer.com

Publications of the Institute for Operations Research and the Management Sciences (INFORMS) will soon be available online through HighWire Press. The 12 INFORMS journals and online content can be viewed at www.informs.org.

Remember the *A Million Little Pieces* scandal that erupted in January of this year? The book which was chosen by Oprah Winfrey for her book club. It was revealed on the Smoking Gun Website, however, that much of the book was a fabrication. So, guess what, lawsuits ensued. Well, it appears that a settlement has been reached (tentatively). "Frey and Publisher Settle Lawsuit" by Hillel Italie.
news.yahoo.com/

Did you see the article in LOGOS (v.17#1), "Walter J. Johnson and the scholarly reprint"

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No two faces are alike

The same holds true for libraries. Brockhaus/German Books recognizes that every collection is as unique as a face.

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Adventures in Librarianship — Selling Your Soul

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

I recently had the pleasure of sitting down with **Susan Doorslamm**, Assistant Director of Libraries for Hardly County. **Ms. Doorslamm** made news at a poster session for this year's ALA convention when she announced her Library's new marketing and fund raising strategy. Entitled "I Went Down to the Crossroads," the session made more than a few senior librarians blanch and junior librarians sign up for nursing school.

[For the sake of full disclosure, **Ms. Doorslamm** agreed to be interviewed only after **ATG** committed to a profit-sharing arrangement with the **Friends of Hardly County Library**.]

ATG: You caused quite a stir at ALA with your new approach to fund raising and marketing. Can you tell us what inspired you?

SD: Well, first was the desperation. That, followed by the County Commissioner sending out an appraiser to size-up the library's property. Then there was the six hour "Apprentice" marathon on cable.

ATG: I see. May I ask, your "Adopt a Librarian" program, has that started and is it going well?

SD: Yes and yes. At first the librarians balked at having their salaries and benefits paid

by wealthy benefactors. Most of them didn't care much for the "I belong to..." so-and-so t-shirts, especially when bathing. And for a few the groveling wasn't at all comfortable. But most of the staff has adapted quite well and no longer mind living in the basements of other peoples houses. There are some benefits, you know. Cool, dark humidity is good for the skin.

ATG: Ah, right. And I remember you saying something about stapling notices to telephone poles. How would that work?

SD: It's not just the stapling. There's no money in that. We will be stapling flyers offering seasonal services.

ATG: What do you mean by seasonal?

SD: Well, gutter cleaning, tree pruning and other hard-to-reach type jobs. The library happens to own several extra-long ladders and they shouldn't go to waste.

ATG: But most of your staff is somewhat elderly. Are they going to be able...

SD: They don't know about the ladder business yet and I'd appreciate it if you didn't tell them.

ATG: Well, okay. Mum's the word. Finally, you outlined a plan to rent out the library space for wedding receptions, theme parties, raves, and a few events of questionable legality. Were you able to follow through on that plan?

SD: I was. And it's working out very well. We're now operating in the black. No more layoff threats. A full book budget. And the librarians find that checking coats and serving drinks is no more demeaning than shushing teenagers and escorting the incontinent. We're booked solid through November.

ATG: But what about your library functions?

SD: Not much time for that, is there?

ATG: So you're keeping the library open by keeping it closed?

SD: Therein lies the genius of the whole thing.

Library Collections ... from page 1

grand projects to aggregate back runs of the most vital scholarly literature."

There are other new sorts of entities out there — **Dan Lee** describes **Sophie**, with which we will all be able to create our own networked books — or to participate in the networked books of other authors. **Amanda Maple** sorts out new modes of access to music and its scores and recordings. **Katherine Holvoet** asks if access to government documents will be easier or more difficult. She answers, "Yes."

Johann van Reenen quotes our researchers — "If it's not digital it does not exist for me" and "Everything I need is free on the Internet." Rather than arguing this point, he suggests we strive to make it so with behind-the-scenes CD and digitization. Help customers be better users of **Google Scholar** and look for joint-venture opportunities with commercial players."

I asked **Tom Sanville** of **OhioLINK** if we still need consortia. He thinks so. "No matter how you choose to cope, you can succeed better within a group than on your own." **Tom** wants us to reinvent ourselves. "If we do not change ourselves, we ultimately will see steady, slow deterioration in our capabilities. The scary thing is that only by looking back will we see how much ground we have lost. The slow decline is deceptively painless and even rewarded

in our institutional cultures. If we wait too long, we will be unable to reverse the decline." I think this is right. And pretty scary.

Publishers face challenges — can they meet the needs of born digital scholars and also reach all of those who need access to their publications? Without going out of business? New publication models come from three groups —

Cecile Jagodzinski, **Indiana University Libraries** and **Colin Allen**, a philosopher and **SEP** editor, write about **SEPIA** — a support group for the **Stanford Encyclopedia of Philosophy**. The libraries liked the idea of partnering with faculty to create an Open Access tool they needed and wanted. And they wanted **SEP's** developers to start thinking about how the project can have broader applications to other disciplines.

Oxford University Press, has been trying out and studying whether or not Open Access publishing can work for mainstream journals and what has been learned from putting **NAR (Nucleic Acids Research)** online and tryout mixed models with other mainstream **OUP** journals. (See **Richard Gedyes**'s article in the upcoming issue of **ATG**.)

Stephen Rhind-Tutt of **Alexander Street Press** writes about a new publication model which creates something I can best characterize as a peer-reviewed wiki.

To round this off, **Rick Anderson** inquires as to whether, "If the purpose of a permanent collection is to solve problems that have now largely been solved by forces outside the library, does it still make sense for us to build and maintain permanent collections?"

On one point, I suspect all of us would agree with **Tom Sanville's** assessment of what is most difficult. "That's easy. The hardest thing is to decide what not to do, or what not to do anymore. But under limited resources, it is critical to do the much harder thing, which is to decide what not to do. We are all creatures of habit. Breaking those habits is the key."

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by **Albert Henderson** who was editor at **Johnson Reprint Corporation** from 1964-1969. It's the eleventh in a series depicting the impact of European emigres on British and American publishing in the twentieth century. Fascinating. Highly recommended.

Another interesting article "A Google Librarian Gets into Print," by **Ben Bunnell** who is a trained librarian (went to **Michigan's School of Information**). **Ben** talks about the many **Google** initiatives that we are familiar with including www.google.com/librariancenter. Says

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Books to sell their library discards and gift book donations online.

ATG: *What if any specialized training, experience or education did you receive before getting into the used book business?*

PK: Throughout college, and during the years after college leading up to **Better World Books**, I sold books and other used goods on Websites like **eBay.com** and **Amazon.com**. This experience was a great introduction to the online used book marketplace and has helped me effectively communicate our program to librarians.

In order to learn more about libraries, I continually read industry publications and listservs, attend conferences, and visit libraries across the U.S.

To stay aware of current trends in the online used book marketplace, **Better World Books** employs a full time rare and antiquarian book expert at our warehouse in Mishawaka, Indiana. We attend regular professional development sessions at our warehouse to continually improve our book knowledge.

ATG: *Who do you see as primary customers of Better World Books? Are you organized to respond to a certain patron group?*

PK: With respect to libraries, our primary customer is any library with surplus books! Our flexible logistics options allow us to work with small libraries that ship us 6 boxes annually, as well as large multi-branch systems that ship many truckloads per year. Our client list includes academic, public, and special libraries.

ATG: *So far, what has been notable in your experience in dealing with libraries? Have there been any unexpected issues?*

PK: The most notable aspect of my experience with **Better World Books** has been getting to know our client librarians. It's wonderful to work with a group of professionals that share our mission of supporting literacy initiatives worldwide and saving books from landfills. Librarians also keep us on our toes by pointing out typos in marketing materials and emails!

ATG: *From a Used bookseller's standpoint, what is one thing you wish most librarians knew but sometimes seem to forget or need to learn?*

PK: First of all, I wish more librarians knew that we can sell their ex-library books online. We can sell books that have the traditional markings of a library book (markings on the spine, stickers, labels, due date cards, stamps, plates, etc.). Secondly, many librarians say that some of their withdrawn material is "outdated" and "nobody would ever buy this." While some books certainly are more popular than others, it is estimated that 100 million people comprise the online book marketplace. The international market allows us to sell material to consumers overseas that may not be popular culture in this country.

ATG: *Do you find it difficult to compete with large companies/vendors?*

PK: Not at all. In the beginning, we struggled as all new companies do with building name recognition. However, with over 500 library clients actively participating in our program, **Better World Books** has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth.

Today, **Better World Books** is a top 25 seller on **Amazon.com** and a top 200 seller on **eBay.com**. In September 2005, **BWB** was the 15th fastest growing company on **eBay.com**. We occupy 180,000 square feet of space at our new warehouse facility, and we have the option to expand our total space to 250,000 square feet. Currently, we have 1.2 million books in inventory.

ATG: *I've seen your Website and it looks great and navigates smoothly! What do you envision for the future of your online ordering/interactive Website?*

PK: We are continually working to improve our Website and other technology. We utilize a custom Web portal where libraries can print prepaid **UPS** labels for their book shipments. In addition, we provide our libraries access to an online sales report to track daily sales, payments, and commissions.

The next improvement you will see with our Website is our concept of a virtual book sale. Library patrons will be able to browse the inventory of our client libraries — essentially creating an online bookstore to allow community members to buy books from their local library online.

ATG: *How many staff do you currently employ and how is Better World Books generally organized?*

PK: Our warehouse currently employs about 80 people that help us with all aspects of selling books online: receiving, sorting, scanning, pricing, shipping, etc. In addition to the warehouse, **Better World Books** has three active co-founders, a C.E.O., twelve Regional Directors (running book drives on college campuses), four employees working with libraries, and a large technology team.

ATG: *What would you say is the most challenging aspect of what you do?*

PK: The most significant challenge for the Company is to effectively and efficiently manage the explosive growth of the business. Additional challenges include: alleviating the pressures directly related to explosive growth (on people, systems, technology, training, deploy-

ment), building out pricing features to give **BWB** a competitive edge, expanding technology infrastructure (to ensure stability, reliability, security and redundancy), maintaining a fun work environment, adapting rapidly to changing marketplace conditions, moving from our old warehouse facility to the new warehouse facility, selecting new warehouse space, staying one step ahead of the competition, educating the public on the emergence of Social Enterprises, maintaining extremely high feedback ratings, continuously driving down the cost of inbound/outbound logistics, and responding quickly to clients' needs.

ATG: *Do you see Better World Books ever taking a position in the whole eBooks trade? Do you envision making eBooks a part of your inventory?*

"...Better World Books has quickly become an industry leader; our program has spread throughout the library world mostly via word-of-mouth."

PK: At this point, **Better World Books** remains focused on selling used books online.

ATG: *Where do you see Better World Books going within five years? What directions have you considered taking?*

PK: In order to improve efficiency and decrease logistical costs, we may eventually open new warehouse space closer to the West Coast in addition to our facility in Indiana. We are also currently working out logistics options to expand our program into Canada.

Another big push for **Better World Books** will be **Corporate Book Drives**. This program allows an organization to collect books for us to sell on behalf of a non-profit literacy partner. We have several drives in progress already.

I also see **Better World Books** establishing more partnerships with literacy initiatives and other organizations that share in our mission.

ATG: *Finally, what do you do with your free time?*

PK: When I'm not traveling around the country attending conferences and meeting with libraries, I enjoy a round of golf, spending weekends boating and fishing at the lake, and attending baseball games (Go Braves!).

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Bunnell, "I am proud to be a librarian and a Googler ..." This is from **netconnect** (supplement to **LJ**), summer 2006, p.28.

Speaking of **Google**, picked up this cool, but very long, article from the **NFAIS information community news**. It's in **Baseline Magazine**, July 6, 2006, "How Google Works" by **David F. Carr**. <http://www.baselinemag.com/article2/0,1540,1985040,00.asp>

And the dynamo **Jill O'Neill** (**NFAIS**, Director, Planning and Communications) <jilloneill@nfaeis.org> puts the **NFAIS** information community news together.

The Chronicle of Higher Education ran a story several weeks ago (August 25, 2006) regarding the **University of California** deal with **Google**. The contract was released as part of an "open records request" from the **Chronicle**. See "U. of California Will Provide Up to 3,000 Books a Day to Google for Scanning, Contract

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McKay.” By the early 20th century recorded examples have the *McCoy* spelling and are American. Some of the uses still refer to whisky or other alcoholic drink, though the expression is described as coming from Canada: this is perhaps not so strange, as many Scots emigrated there. Other examples illustrate the more general current sense of “the real thing.” One candidate for the title “the real *McCoy*” is **Elijah McCoy**, inventor of a machine for lubricating train engines and a lawn sprinkler. Possibly the favorite, however, is one **Norman Selby**, aka **Charles “Kid” McCoy**. He was an American boxer who became welterweight champion in 1896 after knocking out **Tommy Ryan**, his sparring partner, to whom he had previously pretended to be ill and unfit. Apparently he often used this trick of feigning illness, only to ap-

pear fighting fit on the day itself, prompting commentators to wonder whether this was *the real McCoy*.

Now that may be more information than you wanted to know, but for the really curious among us, it provides word origins in as complete a manner as possible.

To me as a linguist and to me as a reader and speaker of languages, words hold an endless fascination. I like the sound of them, the look of them, and the feel of them. I enjoy the hot pursuit of just the “right” word in a conversation or in a book review. I love to know where words come from, and I like to learn more about the subject of words. In my mind, these two works, *Words, Words, Words* and *The Real McCoy* are a joy to read. They both offer an intriguing peek into the world of words...an idiosyncratic (now there’s a word!) view of the lexical world around us...a fascinating insight into meaning and lexicography.

Maxwell, Nancy Kalikow. *Sacred Stacks: The Higher Purpose of Libraries and Librarianship*. Chicago: ALA, 2006. 0838909175. 168 pages. \$32.00.

Reviewed by **Jane Tuten** (Library Director, University of South Carolina - Aiken)
<JaneT@usca.edu>

The cover story to the May 2006 issue of *American Libraries* **Nancy Maxwell’s** book, *Sacred Stacks*, certainly caught my eye and my interest. As I read the short two page article, I thought that the premise for her book was quite intriguing and that I might like to read her obviously ambitious work. **Maxwell**, who in addition to an MLS holds a master’s degree in Catholic theology, presents a well-organized and thought-provoking look at two seemingly unrelated areas — libraries/librarianship and churches/ministers. Her arguments reinforce both the value and importance of librarians and libraries in today’s society.

In the preface to the book **Maxwell** explains to us why she wrote the book and recounts an incident that took place when she worked at a Catholic college. When addressed as “Sister,” she began to think about how her position as a librarian paralleled the role that ministers serve. The secular library space also parallels the sacred space of a church, generating many of the same feelings among those present. The genesis of the book began at that point and became her mission. The book reinforces many of the arguments made by **Maxwell** and provides a compari-

son between two institutions that provide support and solace. The library and the church offer safe havens within their communities.

Maxwell communicates what she believes the higher purposes of libraries and librarians are in the titles of each chapter. Libraries and librarians perform sacred functions, organize chaos, bestow immortality, uplift individuals and society, provide sacred and secular space, promote community, and transmit culture. The chapter titles provide hints to the reader but nothing really prepares you for the intellectual stimulation provided within each chapter. There are powerful arguments made and they are supported with historical facts along with philosophy, theology, and social science theory.

The first chapter provides a brief history of libraries while outlining a current context for religion in America. **Maxwell** provides examples of sacred, secular venues and explains how culture merges the sacred and secular through language and ritual. One example given is the “pilgrimage” many families take to **Disney World**. Another is the “confessional” nature of television talk shows.

Chapter two addresses the functions per-

formed by librarians and clergy and explained some similarities. Personality traits such as those measured by the **Myers-Briggs** test were analogous in the two groups. The chapter generalizes about the demographics and values of librarians. **Maxwell** examines the topics of organizing chaos and how librarians and libraries tackle the vast amount of knowledge that they are tasked with organizing in chapter three. Throughout the chapter religious symbolism is applied to society while the library is depicted as the place where wisdom resides. **Maxwell** likens wisdom to **God** and points us toward a “rational order of the universe.”

Chapters four and five draw the reader in with the powerful imagery of immortality and permanence that reside in two institutions — the library and religion. Subjects discussed include the immortality of words both spoken and written upon which religions rely, the importance of citations in literature and religion, ownership versus access, religious freedom of choice, contemporary sin and the need for success in today’s society, libraries and social change, liberation theology, and the library’s place in the search for “self-improvement, self-fulfillment, and self-help.” **Maxwell** submits arguments which support the thesis that libraries and religion are participants in societal change and examines the idea that libraries might be dangerous places.

The author writes that both libraries and churches are environments which people enter alone but which are communal spaces. **Maxwell** labels these public private spaces — an intriguing idea and concept. Perhaps more than any other chapter, chapter six draws the reader into the space concept by providing clear illustrations. The author outlines similarities that exist between churches and libraries such as the private space which carrels offer. Carrels, according to **Maxwell**, were originally private spaces in monasteries where monks could read or write. The author examines the placement of libraries and churches in the center of their communities and the importance of that central location for the community.

The final chapters in this short book continue to expand the arguments made by the author supporting the similarities between libraries and churches. Thought-provoking, intriguing, challenging, and validating are all words that should be used when referring to **Maxwell’s** book. Librarians and students contemplating librarianship would be well advised to read this short but powerful book.

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States” by **Scott Carlson**, *Chronicle of Higher Education*, 25 August 2006. chronicle.com/free/2006/08/2006082501t.htm

Copyright Clearance Center (CCC) has announced that *The Wall Street Journal* has begun licensing graphical images through

Rightslink(R), CCC’s automated copyright permissions and reprint solution. The new offering provides content users a simple means of ordering *Journal* branded maps, charts and illustrations from the *Journal*. This also includes framed versions of its famous illustrations of subjects of *Journal* stories, called “hedcuts,” that come complete with delivery and billing. Hedcuts and other graphical content from *The Wall Street Jour-*

nal are available for order at the *Journal’s* reprint Wesite.

www.djreprints.com

www.copyright.com

OCLC Online Computer Library Center has acquired DiMeMa (Digital Media Management), the organization that developed and supports CONTENTdm, the digital man-

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lists and costs, etc. We employ a variety of tools including an **ERM** system, for which we contract with a vendor other than our subscription agent, and other homegrown solutions.⁶ In the end, we removed approximately \$1,000,000 from our annual renewal list and saved about \$30,000 in service fees. We have numerous individual electronic subscriptions that we continue to allow our subscription vendor to handle, but we viewed the removal of our "big deal" e-journal packages from our annual renewal list as an effective cost-saving measure. Will our approach work for every library? Certainly not. Should all libraries cut out their subscription vendors (a "stick it to the man" attitude)? Again, certainly not. A subscription vendor's services can be valuable for libraries large and small. In fact, for small libraries, cutting out the agent is likely a bad idea and will result in more work than a small staff can handle. However, I believe this approach is worth considering seriously at most medium-sized and large academic libraries.

New Services and Pricing Models

What new services and pricing might libraries expect from subscription vendors in the newly emerging world of managing "big deal" bundles? Negotiation services have already been discussed as a possibility. If a library does all the negotiating and up-front work, perhaps a lower service fee could be charged for that publisher's package. Perhaps subscription vendors should provide libraries with an **ERM** system as part of the service fee instead of charging an additional fee. Libraries invest huge amounts of money, time, and human resources in maintaining and implementing **ERM** systems, and they have become necessities. In the past, subscription vendors developed tools to make managing print journals easier. These tools included complicated spreadsheets replete with subscription information, billing integrated with ILS acquisition modules, and Web-based administrative portals. It makes sense to me that **ERM** systems replace and supplement many of these older systems, but not for an additional fee. Librarians are performing different tasks with new and different systems, for the same managerial purpose. Perhaps subscription vendors should be maintaining **OpenURL** knowledge bases as part of their fee. Perhaps librarians should demand that publishers allow subscription vendors to activate online subscriptions. Maybe subscription vendors could offer an annual rebate for libraries that have a low number of service requests. These are simply ideas at this point; it is hoped that they will contribute to a long and productive dialogue with our subscription vendors.

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agement software for libraries distributed by **OCLC**. **CONTENTdm** software offers a complete set of tools to store, manage and deliver

against the grain people profile

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BORN & LIVED: Born in San Jose, CA, grew up in Colorado Springs, CO, lived in Austin, TX, Minneapolis, MN and now Bozeman, MT.

EARLY LIFE: Playing in the hills of the Front Range in Colorado.

FAMILY: One older brother, my folks, and my dog, Horatius Cocles.

EDUCATION: BA and MA in Classics from the **University of Colorado** at Boulder, MLIS from the **University of Texas** at Austin.

FIRST JOB: At 14, working the local Mini Golf course for \$4/hr.

PROFESSIONAL CAREER AND ACTIVITIES: First professional job was as the "Digital Learning Services Librarian" at **Augsburg College** in Minneapolis, MN. It was a nice mix of reference, tech services, and Web design. Ultimately, I knew reference was not for me and I landed myself in Bozeman, MT as **MSU's** Electronic Resources Librarian where I can focus my attention on all things electronic. Plans for the near future include releasing a light-weight open-source **ERM** system (aimed at small libraries) built on **PHP/MySQL** and installing a test instance of an open-source federated search engine.

IN MY SPARE TIME I LIKE TO: Run with my dog, pretend that I'm still a competitive triathlete, work on my classic car, listen to Texas country, and explore the open spaces in Montana in any way I can.

FAVORITE BOOKS: *Homer's Odyssey* and *Virgil's Aeneid*.

PET PEEVES/WHAT MAKES ME MAD: Rush hour traffic, crowded ski slopes, and motorists who throw objects at cyclists.

PHILOSOPHY: You work in a library, calm down, no one is going to die!

MOST MEANINGFUL CAREER ACHIEVEMENT: Transforming myself into a technophile from an almost computer illiterate Classicist.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Achieve tenure, develop positive relationships with all of our vendors, become more involved with **NASIG**, and make tangible contributions to the field of e-resources management.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: You never know where we'll end up, but I think we'll likely see the demise of the **OPAC** and our reliance upon it as a front-end tool. In addition, I see the advent of automation in the **ERM** world...or maybe I'm just praying for it?

Endnotes

1. **Hahn, Karla**, "The State of the Large Publisher Bundle: Findings from an ARL Member Survey," *ARL Bimonthly Report* 245 (2006).
2. *ibid*.
3. **Feick, Tina & Herman, Shawn**, "Electronic Journal Subscriptions: The Agent's Perspective," *Against the Grain* v.17, no.6 (December 2005/January 2006): 42-45.
4. **Dames, K. Matthew**, "Buying E-Content: Librarians, Salaries, & Opportunities," *CopyCense* (December 13, 2005), http://www.copycense.com/2005/12/buying_econtent.html.
5. *supra* n. 3.
6. **Marshall, Susan & Kawasaki, Jodee**, "The Master Serial List at Montana State University — A Simple, Easy to Use Approach," *The Serials Librarian* 47, no. 4 (2005): 3-15.

digital collections such as historical documents, photos, newspapers, audio and video on the Web. **OCLC** has been the exclusive distributor of **CONTENTdm** software to libraries, cultural heritage organizations and other nonprofit organizations since 2002. **Greg Zick**, founder of **DiMeMa** and former Professor at the Uni-

versity of Washington, will be Vice President of **OCLC Digital Services**, and will report to **Phyllis B. Spies**, Vice President, **OCLC Collection Management Services**. The **DiMeMa** staff of 11 will maintain its office in Seattle, Washington.

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Something To Think About? — Compact and Powerful!

Column Editor: **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library)
<Mary.Massey@erau.edu>

If you have been following our discussion this year, we are talking about the periodic weeding process in libraries. First and foremost, we are in need of keeping as many shelves or parts of shelves empty for expansion. Sometimes we make decisions about how many years of a journal to keep, thereby making the older issues unneeded in our collection. Sometimes we decide that specific titles are not needed any longer because their scope does not add to the information bank required for courses being taught today in our schools and universities, or our patronage interests have shifted in the public venue.

This issue's discussion revolves around the usage of microform as a substitute for print issues. The four by four boxes of microfilm or four by six inch fiche stored in cabinets, take up far less space than print issues on open shelves and they can be retained in the busier and more functional areas of the library. The 1930's saw the advent of the 35mm camera and possible use of both negative and positive film to record print in a much smaller format. Scientific and government reports were some of the first to be preserved on film and fiche. Now, we have scores of journals that are reproduced on microfilm and microfiche as a regular routine. It is still our best format for retention, lasting over one hundred years (digital has not proven its longevity yet — too young). Of course, those

companies have to buy the privilege of being able to film the journals and resell them, but there seems to be adequate cooperation in that area. One of the few problems of microform is that reading and printing equipment have to be available to the user. Over the past five to ten years, technology has improved the capabilities of these machines as well. We have readers, we have printers, we have combination reader/printers, and we are now seeing the capability of the reader/printer that can send the visual information to a computer or to your disks, etc. This makes the data so much more useful and effective for reports, papers, articles and other presentations.

We have been used to having newspapers on microfilm for years, but now even the most scientific and technical journals are being captured on film. Being a somewhat specialized library as well as academically oriented, we are conscious of the extensive use of our film and fiche as a substitute for older volumes of journal titles. This allows us to retain the latest five years of the print on our shelves

(which is most heavily used for research), while offering another ten to fifteen years in a microform format that allows students to do more historical studies. We are a smaller sized library, but we pack a punch information wise.

Since we are adding to our microform hold-

ings every day, we strive to keep our facilities clean, neat and the boxes in good repair. We have recently purchased five sets of arches that allow a central passageway with pull out upright drawers on each side of the walkway. We also have some microfilm and microfiche cabinets that expand our collection. Some of the cabinets house specific titles or masses of technical reports. The arches house journals on microfilm. When I arrived last year, the microfilm still had rubber bands on the reels, so we removed them in a quick but thorough project. Rubber bands tend to eat their way through film over the years of chemical changes within the packaging. (Best not to take chances on this one point.) We have spent some time this summer going through all the boxes in those arches, making sure they are functional. When we find damaged boxes, we replace them with new ones. I personally like the acid free boxes that store flat and pop-up when you need them. These allow space for labels to be generated on the computer and applied to the appropriate boxes. This year has been a clean-up/fix-up time for all of our collections. The anticipation of gaining more microform holdings in our weeding process has excited us all. Many of our one to three year retentions will have microfilm backup for the older years. Perhaps, we can begin to move our reading/printing equipment to the new age of technology and allow students and faculty a chance to send them to disks and office/home computers. That is truly something to think and dream about! 🐭

I Hear the Train A Comin' from page 92

gence. It also becomes expected. When RSS is sufficiently omnipresent and straightforward that the **Asheboro North Carolina Zoo** begins syndicating its content, it is obvious that every scholarly publisher should be on the bandwagon. And many are. So, too, will we see publishers and other content providers adopt other **Web 2.0** services as these services cross the chasm. Community rating systems and blogs, mentioned above, seem like obvious candidates. So, too, do folksonomies, in which readers and site visitors help categorize the content which they are reading. Chatting/message

board technology is well established, providing a natural gateway to real-time discussions and debates among authors, editors, referees, and readers. When Web users are fully at ease with the protocol for sharing their photos on sites like **Flickr**, how big a leap will it be for the scholarly subcommunity to share their data and supplementary materials? When the **MySpace** model of community interaction is part of our cultural fabric, how great a jump are we from an academic **MySpace** at which professors and students network amongst themselves? The **Web 2.0** services that become ingrained in our everyday lives will be adapted and adopted by our scholarly communication solar system just as the printing press, and, indeed, the **Web 1.0**, were. 🐭

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these small buns, you are linked to lists or chat rooms where people are talking about them, you get pictures of them. Yes, you also get advertising but we have all been trained during thousands of hours of TV as children to ignore ads (even in 1950's Idaho we had advertisements between our mix of Agriculture Department films and Crusader Rabbit episodes). How can we ensure that our libraries (the physical places and the virtual places where our expensive databases, e-journals, and eBooks are kept) are equally rewarding? But that is the hard question. Since I have already exceeded my 1,000 word count I think I will go into the kitchen, push our Filipina cook out of the way and cook some hash browns, over easy eggs, toast and hot chocolate to eat while watching the **CBS** evening news that appears on TV here each morning on our side of the earth. I will let you all think about how to give our users what they want quickly, efficiently, and with great enthusiasm. Bon appétit! shkh faahn!

PS Unless this column gets yanked, I may return with food/service memories of Bergdorf's in Chicago, the Capital Deli in New York, and the Peking Garden in Seattle. 🐭

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Well, we're out of space for this issue. Hope to see you all at the **Charleston Conference** in November! Register online at www.katina.info/conference. See you then! 🐭