June 2006

If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Pricing Models for Electronic Resources: What's on the Menu?

by **Tim Bucknall** (Assistant Director and Head of Information Technology, and Electronic Resources, University Libraries, Jackson Library, University of North Carolina at Greensboro, Greensboro, NC 27402; Phone: 336-256-1216; Fax: 336-334-5399) <bucknall@uncg.edu>

and **Beth R. Bernhardt** (Electronic Journals / Document Delivery Librarian, Jackson Library, University of North Carolina at Greensboro, P. O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <Beth_Bernhardt@uncg.edu>

Publishers and librarians alike feel inundated by the ever-increasing number of available pricing options for e-resources. This multiplicity can prove challenging to publishers and vendors who are trying to determine the best way to generate new income, maintain their current customer base, and launch new products. Meanwhile, many of their primary customers, libraries, are bemoaning the confusion and staffing issues related to understanding, negotiating, and managing so many different models. Yet this situation can't be bad for everyone in the long run. It takes two to tango, and if these agreements don't suit both publishers and libraries, they will soon cease to exist.

In many ways confusion and multiplicity equals opportunity. Sure, when I go to my favorite Chinese restaurant, it is hard to choose from among the literally hundreds of items on the menu. I may not be exactly sure of all the differences among all the options (waiter, can you tell me the difference between General Tso's Chicken and Szechuan Chicken?) and it may take me a while to decide what I want, but that doesn't mean I'd necessarily be better off at a different restaurant with a simpler menu and fewer choices.

In this issue of *ATG*, four experienced professionals help us make sense of today's lengthy menu of pricing options by examining them from

multiple perspectives. **Christine Fischer**, Head of Acquisitions at the **University of North Carolina at Greensboro**, guides us through the major choices, highlighting the most significant pricing models, bundling practices, and consortium issues.

Rick Anderson, Director of Resource Acquisition at the **University of Nevada-Reno**, views
continued on page 18

If Rumors Were Horses

Just back from a great workshop in Columbia, SC, called **Conquering the Tenure Terrors**. The workshop was organized by the vivacious **Karen Brown** <KWBrown@gwm.sc.edu> (USC) and Vice Chair of South Carolina Association's **College and University Section** and the equally lively **Kate Boyd** (Chair of the Section and Digital Collections Librarian, USC). The keynote speech was by the astute **Dr. Patricia Senn Brevik** (Vice President, Nehemiah Communications, USC) <patricka@nehemiah.sc>. There were many great friends there including **Joyce Durant** (Francis Marion University), **Bill Sudduth** (USC), **Jens Holley** (Clemson), **Mary Smalls** (South Carolina State), **Jane Tuten** (USC-Aiken), and many, many others.

Speaking of **Pat Brevik** (above), turns out she is a long-time friend of **Becky Lenzini** <rlenzini@earthlink.net> and **Ward Shaw** from back during **CARL/UnCover** days. Remember those? It was just at the beginning of unbundling of the article

from the journal. I even remember **Becky** and **Ward** struggling to think of a name for the company. How the years fly by!

Sad news about the death of the kind, gentle, and hard-working **Vicky Speck**. **Vicky** was a long-time member of the **Charleston Conference Planning Group** and worked for many years on the **Charleston Conference Proceedings** with **Rosann Bazirjian**. We will miss her. May she rest in peace.

Vicky was such a quiet, reserved person that many of us didn't know her very well. But **Rosann Bazirjian** <rvbazirj@uncg.edu>, who worked with **Vicky** for many years to publish the **Charleston Conference Proceedings**, took the time to remember **Vicky** in this issue, p.12.

What To Look For In This Issue:

<i>Competitive Librarianship</i>	64
<i>To Check-In or Not to Check-In</i>	67
<i>Mixed Media in Libraries</i>	70
<i>NISO Metasearch Initiative Part II</i>	74
<i>Colliding Technologies</i>	77
<i>An Ode to the Typewriter</i>	79
<i>I Hear the Train A Comin' —</i>	
<i>An Interview with Sally Morris</i>	81
<i>Janus Conference Key Challenges</i>	94

Profiles Encouraged

<i>Tim Bucknall</i>	18
<i>Beth Bernhardt</i>	20
<i>Kimberly Steinle</i>	26
<i>Peg Bradshaw</i>	44

Interviews

<i>Martha Sedgwick</i>	34
<i>Patrick Alexander</i>	36

1043-2094(200606)18:3:1-L

continued on page 6

From Your (thankful) Editor:

It may not be Thanksgiving but I am happy to have my son **Raymond** back in the US (San Antonio) with his wife **Lindsay**. His time in Iraq is over, at least for a while. Now I just have to worry about my daughter who is on a medical mission in Romania.

Meanwhile, **ATG** continues thanks to all the wonderful editors who put it together. Who could believe that we would be 18 years old? Where has all the time gone? This issue is chock full of some great information on pricing models for electronic resources. **Tim Bucknall** and **Beth Bernhardt** have put together articles from four experienced professionals, **Christine Fischer**, **Rick Anderson**, **Kimberly Steinle**, and **Scott Rice**, who will help us make sense of today's lengthy menu of pricing options by examining them from multiple perspectives. The **Charleston Conference** mentors, **Susan Campbell** and **Pam Cenzer**, took one of **Larry Portzline's** bookstore tours and wrote about it here in "**Pam and Susan's Excellent Greenwich Village Bookstore Adventure**." And while you're traveling, be sure to read **Cris Ferguson's Technology Left Behind** as she looks back in "**An Ode to the Typewriter**."

We have lots of special reports this issue, **Anthony Watkinson** talks about the "**SUPERBOOK Research Project at UCL**," **Julie Flanders** and **Cynthia Gregory** tell us about their "**Leisure Cinema Collection**," **Kirstin Steele** has more on collecting, while **Norman Desmarais** fills us in on "**Colliding Technologies**." **Gene Waddell** has submitted a review essay "**Anthropology As Natural History**," and last but not least **Bob Molyneux** talks about "**Predicting High-Circulating Titles for Public Libraries**."

Our interviews for this issue are with **Martha Sedgwick** and **Patrick Alexander**, and our profiles include **Tim Bucknall**, **Beth R. Bernhardt**, **Kimberly Steinle**, and **Peg Bradshaw**. Plus there's much, much more. Read on!

Cheers, Yr. Ed.

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear **ATG** Subscribers,

Your letter could be here! Please let us hear from you regarding any issues you would like to see covered in **ATG**, people you would like to see interviewed, anything at all. Your comments and suggestions are welcomed. We are listening!

Thanks so much, Yr. Ed.

AGAINST THE GRAIN DEADLINES VOLUME 18 — 2006-2007

2006 Events	Issue	Ad Reservation	Camera-Ready
Reference Publishing	September 2006	07/26/06	08/09/06
Charleston Conference	November 2006	09/20/06	10/04/06
ALA Midwinter	Dec. 06/Jan. 07	11/22/06	12/06/06

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Rumors from page 1

And Alas! One of my first bosses, **Thomas Ellis Hodgkin**, Director of the Booth Library at **Davis & Elkins College**, died Sunday, April 2, Ellis was born in High Point, North Carolina, in 1938. He received his Bachelor's degree in English and History from **High Point College** in 1965 and went on to earn the Master of Science in Library Science degree from the **University of North Carolina, Chapel Hill**, in 1967. In 1981, he received a Master's degree in Management from **Central Michigan University**. Ellis was director of the **College of Charleston Library** in 1979 when I joined the staff. He was a wonderful man, very energetic and creative and intense. May he rest in peace.

On a lighter note, went to lunch the other day with **George Hurd**, the security guard, at the **College of Charleston**. **George** was talking about his time in Vietnam when I was barely born (ha! if you believe that ... I just bought the Brooklyn bridge!). Anyway, **George** was remembering his time in Vietnam and a book/pamphlet about his light infantry regiment. He wanted to find a copy of the book but despaired that he ever would. Guess what!? Your intrepid editor went to **WorldCat** and FOUND the book! Amazing! It is only held at one library, but we are hoping to get it on **Interlibrary Loan**. Also, looking for a copy on the OP market. Gosh! Our networked world is fantastic!

Was meeting with a Psychology professor, **Carol Toris** <torisc@cofc.edu> at the **College of Charleston** the other day and we were talking about all the lightning changes in technology and libraries. And she said, very appropriately I thought, "now I know what the monks must have felt like when the printing press was invented." Ain't that the truth!

Speaking of lightning changes, when my son was in Iraq (thank goodness he's back), I could talk to him by **VOIP**. It was amazing. And the other day I got an email from **Don Chvatal** <Don.Chvatal@ringgold.com> (President, Ringgold, Inc.) which included some sort of **VOIP** designation. Anyway, **Don's OpenRFP** is in the process of supporting an online procurement for **RFID** services. Additional download information is available. He is looking for other libraries which might be seeking support for a similar procurement. Suggestions? www.openrfp.com/cfm/si_pd.cfm
www.ringgold.com

ProQuest Company (NYSE: PQE), a publisher of information and education solutions, has reached an agreement with its bank lenders and private placement note holders in which both sets of creditors have granted the company a waiver of the company's current defaults under its credit arrangements, including those arising as a result of the company's ongoing accounting review. Pursuant to this agreement, the banks and note holders will not exercise remedies available to them resulting from **ProQuest's** defaults under its existing credit arrangements. This agreement continues through November 30, 2006, and is subject to **ProQuest's** ongoing compliance with certain additional covenants. Under the terms of the agreement, this waiver would be extended to January 31, 2007 if certain conditions are met by the company. The agreement also provides that availability under the company's existing credit facilities will be permanently reduced to amounts currently outstanding under those facilities and that the company's swingline facility will be cancelled. However, certain of the creditors have collectively made a new superpriority facility available to the company in an amount of up to \$56 million for working capital financing, so long as the company is in compliance with the underlying terms and conditions of its credit agreements and waiver agreement. The agreement also provides for the company to (i) grant a security interest in substantially all its and its domestic subsidiaries' assets and to provide guarantees from all of its domestic subsidiaries with respect to the existing facilities, the private placement notes and the superpriority facility, (ii) pay interest at rates that are on average approximately 175 basis points higher than under the existing credit agreements, and (iii) pay various fees, including a waiver fee applicable only to the existing credit agreement of 25 basis

continued on page 10

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Rumors

from page 6

points (\$1.3 million), and a 100 basis point fee (\$560 thousand) on the new superpriority facility. Under the terms of the agreement, the lenders have the right to review the company's performance under this agreement on a monthly basis. In the event the company fails, during any of the monthly reviews, to meet the financial and other covenants to which it has agreed, the lenders have the right to declare the company in default, cease making additional advances and accelerate repayment of the debt. The company intends to file the full text of the agreement with its bank lenders and private placement note holders with the **Securities and Exchange Commission** as part of a Form 8-K. **ProQuest Company** also announced that the **Securities and Exchange Commission** (the "SEC") has issued a formal order of investigation in connection with the company's restatement of its financial results. **ProQuest** has been fully cooperating with the SEC and will continue to do so. phx.corporate-ir.net/phoenix.zhtml?c=93447&p=irol-news-Article&ID=851028&highlight=

In April 2006, the indefatigable **Keith Courtney** ended his 15+ year tenure on the board of the **United Kingdom Serials Group** (www.uksg.org/) and received a surprise presentation at their annual conference. The **UKSG Committee** got together with some colleagues and friends outside the Group and produced a new book with lots of photos and reminiscences about their experiences with **Keith** over the last forty years in the industry (there seemed a common theme of wine, women, and golf, not necessarily

in that order), and the delegates (over 600 this year) signed a card of appreciation. **Keith** is just as committed to his hectic travel plans (and golf!), and so he'll be at the **Charleston Conference** this November as usual! Hip-Hip-Hooray for **Keith**!

Got a great piece for this issue of **ATG**, see p.32, by the inimitable **Pam Censer** <pam.censer@gmail.com> and her equally perfect side kick **Susan Campbell** <scampbel@ycp.edu>, our mentors for the **2006 Charleston Conference**. Remember **Larry Portzline's Bookstore Tourism** talk at the **2005 Charleston Conference**?

Speaking of the **2006 Conference**, the brochure is included with this issue of **ATG** and the online registration should be up by the time you read this. www.katina.info/conference. Come on down!

And speaking of the **2006 Conference**, you may not have noticed that one of our moderators extraordinaire, **Anthony Watkinson** <a.watkinson@ucl.ac.uk> is now part of a library school! He is now Director of Industry Liaison: Centre for Publishing. **Scholarly communication University College London. School of Library, Archive, and Information Studies**. Whew! Respectable at last! www.slais.ucl.ac.uk

Gerry Connolly, Chairman of Blackwell Limited, has announced the appointment of **Susan Peterson** as CEO of **Blackwell North America**, effective immediately. **Peterson** previously held senior executive roles at **Baker & Taylor** and **Lightning Source**. She has also been a strong contributor to the publishing and book distribution community for over 30 years. Her proven track record and extensive knowledge of print on demand and electronic content solutions for libraries will accelerate **Blackwell's** plans to

integrate the acquisition of e-content into the workflow of traditional print materials. **Peterson** commented, "I am delighted to have the opportunity to lead a company with the tradition and heritage of **Blackwell Book Services**." She added, "I'm looking forward to the challenge of further strengthening **Blackwell's** core business. With our current publisher and library relationships, **Blackwell** is perfectly positioned to enhance its partnership role in the library supply chain as our business moves forward in the digital age." **Susan Peterson** served as vice president of digital business and publisher digital business from 2002 to 2005 at **Baker & Taylor (B&T)**. She most recently has been providing independent consulting services to printers, publishers, distributors, retailers and libraries with emphasis on business development and strategic planning, and specializing in development of print-on-demand and eBook digital service programs. According to **Gerry Connolly**, **Susan** adds a dimension of leadership, experience, and knowledge that is critical to fulfilling **Blackwell's** vision of quickly and accurately supplying book materials to libraries regardless of the format. This appointment comes after CEO **Gary Rautenstrauch** announced his departure from **Blackwell Book Services** to take a position with another company. In reference to **Rautenstrauch's** departure, **Connolly** stated, "**Gary** made enormous contributions to the company by improving the company's operational efficiency and financial performance. We wish **Gary** much success in his future endeavors." Watch for our interview with **Susan** coming in the next issue. www.blackwell.com

We have all heard that two of the world's largest membership-based information organizations have agreed to come together. The combined organization will offer an integrated product and service line, and will give libraries, archives and museums new leverage in developing services, standards and software that will help them support research and disseminate knowledge online. The **RLG Board of Directors** and **OCLC Board of Trustees** have recommended that the two service and research organizations be combined effective **July 1, 2006**. If approved by **RLG** member institutions, **RLG's** online products and services will be integrated with **OCLC** products and services, and **RLG's** program initiatives will be brought forward as a new division of **OCLC Programs and Research**. **RLG** is a nonprofit organization of over 150 research libraries, archives, museums and other cultural memory institutions that designs and delivers innovative information discovery services, organizes collaborative programs, and takes an active role in creating and promoting relevant standards and practices. **OCLC Online Computer Library Center** is a nonprofit, membership, library service and research organization whose public purposes of furthering access to the world's information and reducing library costs dominate its plans and activities. **OCLC** provides computer-based cataloging, reference, resource sharing, eContent, preservation services and research to 54,000 libraries in 109 countries. The merger was lauded by **James Neal, Vice President for Information Services and University Librarian at Columbia University**, and **Chair of the RLG Board of Directors and Betsy Wilson, Dean of University Libraries, University of Washing-**

continued on page 12

Vicky Helen Speck Obituary

Submitted by **Francis "Fritz" Speck** (Computer Center Director, Saint Mary's University of Minnesota, 700 Terrace Heights #17, Winona, MN 55987; Phone: 507-457-1405) <fspeck@smumn.edu>

SANTA BARBARA, Calif./WINONA — **Vicky Helen Speck**, 56, of Santa Barbara and Winona died Friday, April 21, 2006, at St. Anne Extended Healthcare. She was born May 26, 1949, in Winona, the daughter of **Edward** and **Helen (Kaldunski) Speck**.

Vicky Helen Speck was a gentle woman who was a great achiever in her lifetime.

She was a graduate of the **College of St. Teresa** and **William Mitchell Law School**. She was director of Serials Division of **ABC-CLIO** at Santa Barbara and was involved in theatre, dance and music, participating in them whenever she could. She was a member of **Canticle** and **San Roque Church** choir. Music was important to her. She followed the **Moody Blues**, **Michael Ball** and **Cliff Richard**. **Vicky** loved needlework and was a member of **Embroidery Guild of America**. She lived and worked in Bogota, Colombia; Winona; St. Paul; Eau Claire; Colorado Springs and Santa Barbara. She made and kept close

friendships wherever she went. Family was important to her, both its history and maintaining close ties. She was close to her niece, nephews and godchildren, and proud of their achievements.

She is lovingly survived by two brothers, **Francis (Teresa) Speck** of Winona and **Mark (Judy) Speck** of Hixson, TN; one sister, **Therese M. Plate** of Santa Ana, CA; and one uncle, the **Rev. James A. Speck** of Winona.

She was preceded in death by her parents and an infant sister.

A Mass of Christian Burial will be offered Wednesday, April 26, at 10:30 a.m. at the **Church of St. Casimir**, the **Rev. Robert P. Stamschror** officiating. Interment will be in **St. Mary's Cemetery**.

Visitation will be Wednesday at the church one hour prior to Mass.

Pallbearers will be **William Speck**, **John Morin**, **Michael Speck**, **Thomas Kukowski**, **Colin Jaedike** and **Al Jaedike**.

Memorials may be directed to St. Anne Extended Healthcare, Winona, or to Tutwiler (Miss.) Clinic. A Watkowski-Pronschinske funeral service.

A Recollection from Rosann Bazirjian

by **Rosann Bazirjian** (University Librarian, The University of North Carolina - Greensboro, P.O. Box 26170, Greensboro, NC 27402; Phone: 336-334-3418; Fax: 336-334-5399; and President, Association for Library Collections and Technical

Services (ALCTS), a Division of the American Library Association)
<Rosann_Bazirjian@uncg.edu>

My most memorable recollection is the weekend that **Vicky** visited me in State College to edit the *Charleston Conference Proceedings* volume together for the first time. We hardly knew each other — just incidentally from the conference. I don't remember how or why **Katina** put us together to co-edit the *Proceedings* volumes, but it happened and we worked together so well!

The first day we worked on the volume, we sat in my office at the **PSU Libraries**, and had all of the articles that the speakers contributed laid out on the floor. Then we sat down on the floor ourselves, and tried to sort them into categories. It worked like magic. We agreed on everything, sorted the articles quickly, decided who would write the introduction and short abstracts, and then decided it was time for **Vicky** to see the town!

We had the most wonderful two days shopping together, talking, eating at some wonderful restaurants, and generally very proud of ourselves for getting so organized for the *Proceedings* volume so quickly and easily. Of course, we worked long distance after that weekend to get the volume in final shape, but it went so well because we worked so well together. We just clicked.

And we clicked after that weekend, and together to edit three more *Proceedings* volumes. We had the "formula" down, each giving equally to the partnership! I'll miss **Vicky** very much. She was always kind, helpful, a hard worker, easy to be with — just a nice, nice person! I'll remember **Vicky** forever, and am so glad that our names will be tied together for ever on the volumes that we co-edited.

Rumors from page 10

ton, and **Chair, OCLC Board of Trustees**. **RLG's** program initiatives would be continued as **RLG-Programs**, a new division of **OCLC Programs and Research** that would provide programs to support architecture, standards development and best practices, to name a few. **James Michalko**, who currently leads **RLG**, would serve as **Vice President of RLG-Programs Development**, working under the leadership of **Lorcan Dempsey**, **Vice President of Research** and **OCLC Chief Strategist**. **RLG-Programs** would remain a membership-based organization. **RLG's** online products and services would be integrated with **OCLC** service offerings as appropriate. The potential for increased services and consolidation of costs would result in overall savings. For example, **RLIN**, the **RLG Union Catalog**, would be integrated into **WorldCat**, delivering economies of scale and reach that would benefit members of both **RLG** and **OCLC**. Any change in **RLG** service offerings will be announced well in advance. Approval of the agreement requires the assent of two-thirds of voting **RLG** member institutions. Voting will conclude in early June. **RLG-Programs** would maintain an office in Mountain View, California. Staffing decisions will be made in the weeks leading up to the proposed transition. Just received word, the merger has been approved by the **RLG** membership www.rlg.org/en/page.php?Page_ID=20942 **RLG** Proposal to Combine with **OCLC**—Frequently Asked Questions www.rlg.org/en/page.php?Page_ID=20942

Castleharlan has agreed to acquire **Baker & Taylor**. www.castleharlan.com/news/

The accomplished **Mark Sandler** has been appointed **Director of the Center for Library Initiatives (CLI)** of the **Committee on Institutional Cooperation (CIC)**, effective July 17, 2006. He currently serves as **University Library Collection Development Officer** for the **University of Michigan**. **Dr. Sandler** will lead and coordinate the consortium's numerous projects and programs aimed at realizing the vision of the information resources in the **CIC** as a seamless whole, equally accessible to all students and faculty. **Sandler** received a B.A. and M.A. (social relations) from the **City University of New York**. He holds a PhD (sociology) from **Michigan State University** and an A.M.L.S. (library administration) from the **University of Michigan**. Since 1985, **Sandler** has served in a variety of positions at the **University of Michigan Library**, and prior to his service at Michigan, he was an **Assistant Professor of Sociology** at the **University of Central Arkansas**. **Mark Sandler** has been a library leader at the statewide, national, and international level, and currently serves as a member of the **Depository Library Council** for the **Government Printing Office**, co-publisher of the **Journal of Electronic Publishing**, **Director of the Text Creation Partnership**, and serves on the advisory boards to **Nature Publishing Group**, **John Wiley and Sons**, and **Blackwell Publishing**. **Sandler** believes that library consortia can do far more for member institutions than negotiating price and terms on commercial

continued on page 14

Rumors from page 12

licenses. "This is an age of aggregation, where size clearly matters. Combining our resources and efforts across a number of fronts is the best way for the **CIC** libraries to provide excellent, cost effective services for our campuses." Founded in 1958, the **Committee on Institutional Cooperation**, with headquarters in Champaign, Illinois, is the academic consortium of the **Big Ten universities** and the **University of Chicago**. Member institutions include: the **University of Chicago**, the **University of Illinois**, **Indiana University**, the **University of Iowa**, the **University of Michigan**, **Michigan State University**, the **University of Minnesota**, **Northwestern University**, **Ohio State University**, **Pennsylvania State University**, **Purdue University**, and the **University of Wisconsin-Madison**. Cooperative ventures at all levels have arisen, giving the **CIC** a forty-nine-year history of effective voluntary interinstitutional cooperation among these independent universities.
www.cic.uiuc.edu/

Hmmm... **OCLC** is working with **Cornell University Library** to develop a new **WorldCat Selection** service that allegedly will help libraries save time and money by streamlining the selection and ordering process for new library materials — and delivering the corresponding **WorldCat** records. The **WorldCat Selection** service will allow selectors of new library materials to view records from multiple materials vendors in one central, comprehensive system. Libraries will be able to get **WorldCat** records for newly purchased materials into their integrated

library system early in the technical services process. And the library's holding symbol will be automatically set on the **WorldCat** records for the materials. **WorldCat Selection** is being developed in partnership with **Cornell University Library** and is based on software known as the **Integrated Tool for Selection and Ordering at Cornell University Library (ITSO CUL)**. The service is scheduled to launch in the second half of 2006. **ITSO CUL** software has enabled **Cornell's** acquisitions operation to increase productivity and reduce costs associated with selection and ordering, said **Scott Wicks**, (Head, Acquisitions and Information Organization, Library Technical Services, Cornell University Library). **Cornell** estimates that the software tool accounts for 40 percent of its firm orders and is saving approximately \$100,000 per year in staff costs. The **WorldCat Selection** service automates the middle part of the acquisition workflow — the selection process. Librarians still select materials, but the need for sending items via paper slips or selecting items in multiple vendor systems is eliminated with **WorldCat Selection**. Acquisitions staff automatically load **WorldCat MARC** records into the integrated library system, eliminating the need to re-key data or import data from multiple sources. **OCLC** is in negotiations with materials vendors **Aux Amateurs de Livres International**, **Blackwell's Book Services**, **Casalini Libri**, and **Harrassowitz** to participate in the initial release of **WorldCat Selection**. **OCLC** will add more vendors as the service moves forward. **Cornell University Library (CUL)** is a leader in digital library, systems, and software development and has a strong history of partnering with other institutions to leverage its expertise. With its 20 university libraries, **CUL**

has holdings approaching 8 million volumes and 7 million microforms, and subscribes to nearly 65,000 journals and serial publications. Remember when the awesome **Scott Wicks** spoke about **ITSO CUL** at the **2005 Charleston Conference**?
www.library.cornell.edu
www.oclc.org/selection

Was talking to **Liz Chapman** (Deputy Director of Library Services, Main Library, University College London) <elizabeth.chapman@ucl.ac.uk> the other night and she told me that I should be in bed. You see, it was later (or is it earlier?) in England than in Charleston. But **Liz** said that she had a "Greek" member of her staff who emails her in the middle of the night so she figures it's a "Greek" thing ... Maybe. I find that the night is the best time to get things done. Anyway, **Liz** pointed out to me that we have not changed her place of employment for two years. Oops! Sorry, y'all. Greeks do make mistakes. And speaking of **Liz**, be sure to read her piece on the new **OUP Digital Archive**, coming in the next issue of **ATG**.

Visit **Money Magazine** to see how they rank your job. Librarians don't do too badly.
money.cnn.com/magazines/moneymag/bestjobs/snapshots/194.html

Heard from **Cara Battaglini** <cbattaglini@sla.org> just prior to the start of the **Special Libraries Association Annual Conference** in Baltimore (11-14 June). More than 3,880 people have pre-registered and, traditionally, a strong percentage of overall conference attendees register onsite. Last year's final attendance was more than 5,300 participants. For the second consecutive year, **SLA** has drawn more than 600 first-time participants to its conference. More than 70 new exhibitors will be featured in the **Info-Expo**, the largest information and knowledge management exhibition in North America. **SLA** serves more than 11,000 members in 75 countries in the information profession, including corporate, academic, and government information specialists.
www.sla.org/
www.sla.org/content/Events/conference/ac2006/index.cfm

And, speaking of **SLA**, the miraculous **Ramune Kubilius** <r-kubilius@northwestern.edu> and terrific **Judy Luther** <judy.luther@informedstrategies.com> were doing double-duty distributing **Charleston Conference 2006** information as well as **Against the Grain** advertising data. Thanks to both of these wonderful women.

And speaking of **Ramune**, she sent in this little sidebar — In his 2002 book, **Complications: A Surgeon's Notes on an Imperfect Science**, **Atul Gawande** quotes anthropologist **Lawrence Cohen**, who describes conferences and conventions not so much as scholarly goings-on but as carnivals — "colossal events where academic proceedings are overshadowed by professional politics, ritual enactments of disciplinary boundaries, sexual liminality, tourism and trade, personal and national rivalries, the care and feeding of professional kinship, and the sheer enormity of discourse."

Portland Customer Services has been appointed to handle journal subscription fulfillment on behalf of **The Royal Society**. This agreement will take effect with the renewal of journal subscriptions for 2007. Based in London, **The Royal Society** is the UK's national academy of science

continued on page 16

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founded in 1660. The **Royal Society** publishes seven journals in the life and physical sciences. The **Royal Society** previously handled journal fulfillment in-house. This agreement brings the number of journals handled by **Portland Customer Services** to over 120 on behalf of 20 publishers. **Portland Customer Services** is the fulfillment and distribution arm of **Portland Press Ltd.** In addition to handling journal fulfillment, **PCS** also offers online journal hosting, book order processing, and membership fulfillment and conference registration on behalf of learned societies and publishers. www.portland-services.com

Prof. Hsueh-Chia Chang has accepted the position of **Editor of The American Institute of Physics (AIP)**'s new rapid-publication, open access journal, **Biomicrofluidics**. **Dr. Chang** is **Bayer Professor of Chemical and Biomolecular Engineering and Director of the Center for Microfluidics and Medical Diagnostics** at the **University of Notre Dame**. As an electronic-only, Web-based, open access journal with rapid publication time, **Biomicrofluidics** is scheduled for launch by January 2007. bmfi.aip.org

Was reviewing the **approval plan** books the other day and what to my wondering eyes should appear but **Teams in Library Technical Services**, edited by the energetic and on-the-go-always **Rosann Bazirjian** and the equally vivacious **Rebecca Murgidge** (Scarecrow Press, 2006). This must-read book includes chapters by many **Charleston Conferencers**—**Jack Montgomery**, **Michael Norman**, **Paul Orkiszewski**, **Eleanor Cook**, and **Michele Crump**. Happy reading!

Unearthed the nicest note from **John Dove** <dove@xrefer.com> about the **2005 Charleston Conference** and how much he enjoyed it. He says he will be back in 2006. He also tells me that **Jenny Walker** has joined **xrefer** as **VP, Marketing**. She is London based and will be responsible for marketing and product direction worldwide. www.xrefer.com/

Have you visited the future home of the **World eBook Fair**, soon to be a showcase for **eBooks**, **eBook publishers**, **editors**, and others working in the new world of eBooks? Well, to celebrate the **35th anniversary** of the first step taken towards today's eBooks (when the **United States Declaration of Independence** was the first file placed online for downloading), there will be a month-long celebration **July 4th through August 4, 2006**. For this period, the **World eBook Fair** will allow free access to a variety of eBooks. This event is brought to you by **Project Gutenberg**, with the assistance of the **World eBook Library**. The **World eBook Library** normally charges \$8.95 per year for online access, and allows unlimited permanent downloading. During **The World eBook Fair** all these books are available free of charge through a gateway at www.gutenberg.org/worldbookfair.com/

KIT Publishers and **Koninklijke Brill NV** have announced that in principle agreement has been reached on the take-over as of the first of May 2006 of the imprint, activities, selected inventories and work-in-progress of **Hoteli Publishing** by **Brill**. The selection relates to those titles that primarily target the international scholarly market of museums and libraries. In 2005 total

sales of these parts amounted to approximately 400 Euro. Within a decade from its foundation in 1998 **Hoteli** has quickly developed into a niche player for academic publications in the field of Japanese art and culture, with a special focus on Japanese prints. **Hoteli** will contribute to **Brill**'s revenue and earnings per share in 2006. www.brill.nl

This is from a recent issue of **OCLC Abstracts**. Very interesting. **Bloggers** rank lowest on the scale of trusted news sources, according to a poll conducted by the polling company **GlobeScan**. The survey ranked national TV as the most trusted news source overall, trusted by 82 percent of the 10,230 people surveyed in 10 countries. Internet blogs, on the other hand, were trusted by just 25 percent the respondents. The survey found that 23 percent of respondents said they distrusted blogs, compared with 16 percent for national TV. One in two people were unable to say whether they trusted blogs at all. National and regional newspapers followed national TV in the trust rankings, with 75 percent of the respondents trusting them, followed by local newspapers at 69 percent, public radio at 67 percent and international satellite TV at 56 percent.

www.redherring.com/PrintArticle.aspx?a=16743§or=Industries
View report — www.globescan.com/news_archives/bbcreut.html

We were so sorry to learn about the death of the incomparable icon **Ross Atkinson** who passed away on March 9th, 2006. **Ross** made countless contributions to our profession and will be remembered by future generations for his energy, intellect, scholarship, and prescience. His wife **Carole** and son **Andy** were with him when he died. As **Sarah Thomas** wrote, "Ross has been a major contributor to our profession. Most recently the **Cornell University Library** organized the **Janus Conference**, a look backward and forward at collection development." May he rest in peace. www.library.cornell.edu/
www.library.cornell.edu/janusconference/

The journals division of the **University of Chicago Press** has signed an archiving agreement with **Portico**, the electronic archiving service launched last year with funding from **JSTOR**, **The Andrew W. Mellon Foundation**, **Ithaka**, and **The Library of Congress**. The agreement secures long-term preservation and ongoing access to the **University of Chicago Press Journals** electronic content. The **University of Chicago Press**'s collaboration with **Portico** coincides with a recent matching grant from the **Library of Congress** made to **Portico**. The three million dollar award from the **Library of Congress**' **National Digital Information Infrastructure and Preservation Program (NDIIPP)** will assist **Portico** in their economic model and technical infrastructure building efforts. The grant from the **NDIIPP** is part of **Library of Congress**' efforts to achieve permanent archives of digital materials. The **University of Chicago Press** was established in 1891, making it one of the oldest continuously operating university presses in the United States. The Journals Division currently publishes forty-three journals and five annuals in the fields of social sciences, humanities, biological and medical sciences, and the physical sciences. www.journals.uchicago.edu

And speaking of archiving, **SAGE Publications** is participating in **CLOCKSS (Controlled LOCKSS Lots of Copies Keep Stuff Safe)** and

has signed an agreement with **Portico**. In the event of a disaster that would prevent the delivery of content, **CLOCKSS** will assure that access to the journals is maintained. A joint advisory board, made up of societies, publishers and libraries, will determine if the content is orphaned and whether it should be made publicly available. Since this is collectively managed, publishers are ensured that content is controlled and no one entity has authority over orphaned digital materials in the system. During the two-year pilot, participants will collect and analyze data for use in developing a proposal for a full-scale archiving model. As part of a longer-term strategy to permanently preserve published work, **CLOCKSS** will report the results to the research community and begin a dialogue about a global infrastructure to ensure preservation of all past, present, and future scholarly content. **Portico** will provide an ongoing, permanent online archive of **SAGE** journals, ensuring that an accessible copy of each issue will exist for decades to come. The service also offers the migration of the content into future technological formats as they are developed. www.sagepublications.com
www.lockss.org/clockss www.portico.org

And, speaking of **Portico** and **CLOCKSS** and **LOCKSS**, have you read the last issue of **ATG** where both **Greg Tananbaum** and **Cris Ferguson** did interviews about both services? See **ATG April 2006 v.18#2**, p.50, p.54, and p.84.

Speaking of **Greg Tananbaum** <gtananbaum@gmail.com>, just got an email from him. **Greg**'s enjoying his post-bepress break. While figuring out his next long-term passion, he is doing a bit of consulting work for a few content providers. He's also reading, jogging, cleaning his closets! See **Greg**'s column, this issue, p.81.

Continuing with **SAGE Publications**, **Tessa Picknett** has been appointed as **STM Publisher**. This is a newly-created position based in **SAGE**'s London office. **Picknett** has a PhD in the Life Sciences and comes to **SAGE** from **Academic Press** and **Elsevier** where she garnered over 15 years of experience in book and journal publishing. She has also helped negotiate key partnerships with societies for both books and journals. At **SAGE**, she will be instrumental in leading and growing the STM journals program from its current foundation, which includes journals in life science, medicine, and materials science and engineering. **Sage Publications** has also appointed **Johnnie A. James** as its **Sr. Vice President and General Counsel**. **Johnnie** has an extensive legal background having spent sixteen years practicing law. Most recently he was a partner in the Litigation Unit of the Los Angeles based firm of **Manatt Phelps & Phillips**. **Johnnie** began his career at **Alschuler Grossman & Pines** in Los Angeles, where he became its first African American partner. **Johnnie** earned his law degree from **New York University School of Law** where he was a **Root-Tilden Scholar**. www.sagepublications.com

Ian Russell has been appointed as the next **CEO of the Association of Learned and Professional Society Publishers (ALPSP)**. **Ian** will take up office on 1st October 2006 and will spend three months working in parallel with **Sally Morris**, the current **CEO**, who retires at the end of December after more than eight years with **ALPSP**. **Ian** brings to **ALPSP** over 10 years' experience in not-for-profit scholarly publishing.

continued on page 56

Questions & Answers — Copyright Column

Column Editor: **Laura N. Gasaway** (Director of the Law Library & Professor of Law, Law Library, CB #3385, University of North Carolina, Chapel Hill, NC 27599; Phone: 919-962-2295; Fax: 919-962-1193) <laura_gasaway@unc.edu>
www.unc.edu/~unclng/gasaway.htm

QUESTION: *If a scholar translates an ancient Greek or Roman work or one from the Renaissance, are there any copyright issues?*

ANSWER: A translation is a derivative work, and authors of copyrighted works own the right to prepare derivative works. These works, however, are in the public domain, so creating the translation does not infringe. In fact, the translator may claim copyright in her translation of the work. The copyright in the translation makes copying of that translation actionable as infringement, but since the original work is public domain, it does not prevent others from also translating the same work and publishing their translation.

QUESTION: *What constitutes a good faith effort in trying to contact copyright owners? Does it differ if the work is an orphan work?*

ANSWER: There may be a difference in what constitutes good faith when the owner of the copyright is known as opposed to when the owner is unknown. In the case of known owners, the problems usually arise when a library has contacted the owner to seek permission for a particular use but the owner fails to respond. The lack of a response may not be treated as an affirmative response, so the library must try various ways to contact the owner such as by email, snail mail, fax and/or telephone calls. The library should document all of the steps it has taken to contact the owner. It is possible that the use the library seeks to make of the copyrighted work is so important, that the library is willing to assume the risk after it has tried to contact the author by various methods and still received no response. In this instance, the library staff should recognize that there is still some risk, and if it proceeds to use the work without permission and the owner later sues for infringement, attempting repeatedly to contact the copyright holder is not a defense to infringement. Copyright infringement re-

quires no element of intent; it is a strict liability cause of action. The documented efforts to obtain permission may help to mitigate the damages at trial, however.

In the case of an orphan work, the copyright owner is unknown. The element of good faith here is not in repeatedly contacting an owner, but is in trying to identify the owner so that he or she may be contacted to seek permission. The 2006 U.S. Copyright Office Orphan Works study recommends that after the library uses best practices to locate and identify the copyright holder but fails, should the library proceed with the use of the work without permission, it would not be liable for damages should the owner later come forward and sue for infringement. What would constitute "best efforts" likely would include a thorough search of the registration records at the Copyright Office, searching the Web for information and perhaps other steps to be specified by the Copyright Office.

QUESTION: *The library often needs to explain copyright law to patrons including students and faculty. How do you suggest this be done?*

ANSWER: Educational institutions should have a copyright policy that the library can distribute on its Website but also have available in printed copies to share with users. There are a number of books and pamphlets that have been developed to explain the law to various user groups. One of the latest is *Campus Copyright Rights and Responsibilities: A Basic Guide to Policy Considerations*, published in December 2005 by the Association of American Universities, the Association of American Publish-

ers, the Association of American University Presses and the Association of Research Libraries. It is available for purchase in multiple copies but also for free download at: http://www.aau.edu/reports/Rights_Responsibilities_2005.pdf. (In the interest of full disclosure, I was one of the authors of this booklet).

QUESTION: *How should a library deal with copying correspondence from its manuscript collection at the request of patrons?*

ANSWER: Correspondence should be treated as any other unpublished work. There is no reason for a library to refrain from making a single copy of correspondence at the request of a user who intends to make a fair use of the letter unless the deed of gift requires confidentiality or contains some other restriction. Some archival collections require users to certify that they want to use the unpublished work for scholarship and research. Further, the library may want to indicate that the library does not hold the copyright and if the user intends to publish the work, he or she must seek permission from the author of the letter.

QUESTION: *May a children's library show videos in its leisure section to pacify children while the parent looks for a book? What if the library instead permits an individual child to come in, select a video and then the librarian inserts and runs it just for that one child?*

ANSWER: While it would very useful to find a way to occupy children to permit their parents to search for books in peace, the situation described is a public performance of that video. The library can legitimately show videos for groups of children or in a public space only if it has the public performance right, which often requires paying a fee for performance. The latter situation of permitting the child to select the video to play may or may not be infringement. If the video viewing equipment is in a public area where other children may join in, then the performance is still a public one even if only one child is present. The Copyright Act defines a public performance as one outside the normal circle of family and friends, or one that occurs in a public place, such as a public library.

If the library has individual viewing stations, a child could watch a video at such a station without it becoming a public performance. An individual viewing station envisions a single user and earphones and is a private performance for which no permission is needed.

Rumors from page 16

Most recently he was Head of Publishing at the Royal Society; before that he was Assistant Director of Journals at Institute of Physics Publishing. ALPSP is the international trade association for not-for-profit publishers, with some 340 members in 36 countries, publishing nearly 10,000 journals, i.e., at least 40% of world output. www.alp.org

Blackwell Publishing, Inc., Elsevier, Inc. and Wiley-Liss, Inc. (a subsidiary of John Wiley & Sons, Inc.), have filed a copyright infringement suit against document deliverer Research Associates, Bethesda, MD. The publishers allege that Research Associates routinely copies and distributes copy-

righted articles without obtaining permission or paying royalties. The publishers' complaint was filed in the U.S. District Court for the District of Massachusetts. Research Associates is a document delivery service used by corporations and academic institutions. Its customers order copies of published materials, usually journal articles, which the company produces and delivers by mail, fax or email. Companies that do this for commercial gain, as Research Associates does, are generally required to obtain permission from copyright holders and, usually, to pay royalty fees. The plaintiffs allege Research Associates has failed to obtain the rights to make and sell copies of high-value scientific, technical and medical articles belonging to the plaintiffs. They also allege Research Associates engages

continued on page 76

The two other recommendations from the Search and Retrieval task group are metadata elements sets. The *Results Set Metadata*¹⁸ identifies a core set of metadata elements to provide better quality of information returned and ensure more standardized presentation of results to the end user. Elements are defined for both the aggregate level of results and at the individual record level.

The *Citation Level Data Elements*¹⁹ is a minimum set of required citation level data elements to overcome the current lack of standardization in the way a citation is formatted in a record. Use of these data elements will allow citation information to be parsed for re-use in applications such as **OpenURL** linking. The element set is taken extensively from **Dublin Core 0.1**, qualified for citations from the citation working group, however, it adds the descriptive components needed for "Full Display" and text analysis done by metasearch engines.

Next Steps

The **Metasearch Initiative** work continues with follow-up to the initial recommendations and review of outstanding issues that require additional action. The Access Management task group is working closely with the **Shibboleth** project to come up with a more robust authentication methodology for metasearch applications that will address "delegated" authentication.

The Collection and Service Descriptions task group is seeking participants in test implementations of their two draft standards. They are exploring methods such as registries for facilitating collection description and service description exchanges. They will also be in close contact with the **ZING ZeeRex** committee regarding any issues that come up during field testing of the **Information Retrieval Service Description Specification**.

The Search and Retrieval task group will be promoting the **XML** gateway and the metadata element sets to content providers and are considering an implementers group. The group has also made contact with the **OpenSearch/A9** project about utilization of the **SRW/SRU** specification.

Anyone interested in metasearch or any of the activities of the **Metasearch Initiative** is encouraged to join one of the task groups or to become a field test site for the recommendations. Contact **NISO** headquarters (nisohq@niso.org) or the **MI** task group chairs if you would like to participate in the Initiative. Visit the **MI** Webpage http://www.niso.org/committees/MS_initiative.html for further information and copies of the recommendations.

Task group chairs:

Access Management, **Michael Teets**
<teetsm@oclc.org>

Collection and Service Description,
Juha Hakala <juha.hakala@helsinki.fi>

Search and Retrieval, **Katherine Kott**
<kkott@stanford.edu> and **Sara Randall**
<sara.randall@endinfosys.com>

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Rumors

from page 56

in false advertising because it claims to use the services of **Copyright Clearance Center** (www.copyright.com). According to the plaintiffs, **Research Associates** had formerly used CCC services but failed to do so starting in early 2005. biz.yahoo.com/bw/060515/20060515006001.html?v=1 www.blackwell-synergy.com www.wiley.com www.elsevier.com

Was recently talking to the dynamo **Karen Christensen** <karen@berkshirepublishing.com> of **Berkshire Publishing** in Great Barrington, MA. Did you know that **W.E.B. DuBois** grew up in Great Barrington (and used to sled by Karen's house)? Anyway, besides the **Libraries We Love** project (fantastic!), they have just launched the first general publication designed to help people become China hands. *Guanxi: The China Letter* is a

monthly journal (www.guanxionline.com). The legendary Asia studies scholar, **Wm. Theodore de Bary** of Columbia, has contributed the lead article to issue two, on education. www.berkshirepublishing.com

Was walking across campus when I ran into **Larry Carlson** <carlsonl@cofc.edu>, Chair of the English Department at the **College of Charleston**. Come to find out that Larry's wife, **Barbara Carlson (Bobbie)**, who is a librarian just won a big award! **Beth Fitzsimmons**, Chairman of the U.S. National Commission on Libraries and Information Science (NCLIS), announced the winner of the **2006 NCLIS Health Information Award for Libraries**. Chosen from entries from throughout America, **South Carolinas REACH 2010 program** was judged the best library program for encouraging healthy lifestyles and providing health information to the citizens. Organized and managed by the **Charleston and Georgetown Diabetes Coalition's Library Partnership**, South Carolina's **REACH**

continued on page 85

Review Essay: Anthropology As Natural History

by **Gene Waddell** (College Archivist, College of Charleston) <waddelle@cofc.edu>

Anthropology became a separate discipline in the second half of the 19th Century when it began to make systematic comparisons among cultures to determine what they had in common and why. Still earlier, travelers and scientists recorded important observations and characterizations about individual cultures that went far beyond the purely descriptive and that in many cases provide the best information about cultures before they were significantly altered by the impact of Western Civilization. Among the most important observations were made during the first major period of scientific expeditions that began in 1768, when **James Cook** set out on his first exploration of the Pacific Ocean, and that ended in 1836, when **Charles Darwin** returned from his voyage on the *Beagle*. **Cook's** expedition inspired **Alexander von Humboldt**, and **Humboldt** in turn inspired **Darwin**. These three expeditions had major influence on the development of anthropology as well as natural history and geography, and they are also among the most important examples of travel literature.

Darwin often referred to **Cook** and **Humboldt** in his diary. He wrote about "**Cook**, whose most excellent judgment none will dispute..." (390). When he reached the harbor of Good Success in Tierra del Fuego, he wrote "the very name of the harbor we are now in, recalls the idea of a voyage of discovery; more especially as it is memorable from being the first place **Capt. Cook** anchored in on this coast; and from the accidents which happened to [the naturalists] **Mr. Banks** and **Dr Solander**." He enjoyed going where **Cook** had been and seeing what **Humboldt** had described. He wrote, "few things give me so much pleasure as reading the Personal Narrative..."; "I am at present fit only to read **Humboldt**; he like another sun illumines everything I behold" (1986: 109, 60, 38).

These expeditions had much in common. All three explored primarily in the relatively unknown Southern Hemisphere, and all included naturalists. **Cook** and **Darwin** explored as official representatives of the British government. **Cook's** initial voyage was the first ever undertaken primarily for scientific purposes. Each expedition set new scientific standards and made a permanent and major contribution to science. All three produced enormous collections of scientific material, and **Humboldt** and **Darwin** made good use of what they learned during long careers that were devoted wholly to research and writing.

Before the middle of the 19th Century, anthropology was considered part of natural history; and consequently, **Cook**, **Humboldt**, and **Darwin** recorded anthropological as well as biological data everywhere they visited. In addition to recording information that was soon afterwards unavailable, naturalists provided the scientific basis for anthropology. Their most important contributions were objective observations, incisive characterizations, and systems of classifications that paralleled the Linnaean system for plants and animals. Another result of anthropology's origins as part of natural history is that some of the finest collections of Primitive Art were acquired by museums of natural history. Eventually, **Darwin** established the study of man as an integral part of Biology.

ILLUSTRATION 1: TATOOED MAORI

James Cook

From 1768-1780, **Cook's** ambition was to travel "not only farther than any man has been before me, but as far as I think it possible for man to go" (II, 332). He discovered more of the world than anyone had previously or ever would. He was a ship captain, a highly skilled navigator and mapmaker, and an explorer. Unlike **Humboldt** and **Darwin**, he had no training in natural history and little formal education, but his interests were as wide-ranging as theirs, and his observations were equally incisive, better summarized, and better written.

On his first voyage from 1768-1771, **Cook's** ship, the *Endeavour*, went to Tahiti to enable a

group of scientists to observe the transit of the Planet Venus across the Sun in order to provide improved astronomical observations for navigation. Afterwards, he mapped the coast of New Zealand, which is about the size of Britain and has a coastline of 2,400 miles, and he also mapped the east coast of Australia with greater accuracy than any equivalent area had ever been explored and mapped simultaneously.

On his second voyage from 1772-1775, **Cook** circumnavigated Antarctica, going as close to it repeatedly as was prudent under the circumstances, and he concluded correctly that it was a continent (II, 323, 645). He then systematically explored the South Pacific and established for the first time that no undiscovered continent could exist in the Southern Hemisphere (II, 325). At the end of his second voyage, he wrote, "I have now done with the South Pacific Ocean, and flatter my self that no one will think that I have left it unexplor'd..." (II, 587).

On his third voyage, **Cook** discovered Hawaii (the Sandwich Islands) and located Easter Island with precision (II, 350). He explored and mapped the north Pacific and searched for a Northwest Passage, suspecting that one must exist since there were Eskimos in Alaska and Greenland, but it was frozen over (III, 468). He returned to Hawaii, where he was killed.

Cook's accomplishments included improving the accuracy with which longitude could be established. His voyages were also notable for experiments that found ways to prevent scurvy, the vitamin deficiency that had made all previous long voyages deadly. His explorations of Australia and New Zealand resulted in their eventual settlement as British colonies. He personally recorded all three voyages in vivid detail and concisely summarized data on numerous cultures (societies with a coherent set of distinctive traits). The principal naturalists who accompanied him also produced detailed accounts of indigenous peoples and particularly **Joseph Banks** on the first expedition and **George Foster** on the second.

Tahiti was discovered in 1767 by the English and was visited by the French in 1768. From 1769-1777, **Cook** visited it repeatedly for lengthy periods and recorded the ways of life of its people before they were changed by outside influences. Australia (New Holland) and New Zealand had been discovered by the Dutch by 1606 and 1642, but had not been settled, and the Aborigines and Maori's way of life were intact when **Cook** recorded them.

During his three voyages, **Cook** spent the most time wintering among the Tahitians and New Zealanders. On his first voyage, he took some Tahitians with him west 2,500 miles to New Zealand, and to everyone's astonishment, the distant and more culturally advanced Tahitians could understand the language of the Maori

Rumors

from page 76

2010 expands Internet access at five community sites and uses libraries and the Internet to train African Americans to locate high quality diabetes information. REACH (Racial and Ethnic Approaches to

Community Health), is a national demonstration project funded by the U.S. Department of Health and Human Services (HHS) through the Centers for Disease Control and Prevention (CDC). The NCLIS award recognizes how South Carolinas REACH 2010 is effectively teaching 12,000 African Americans diagnosed with diabetes to reduce disparities

continued on page 87

continued on page 86

Review Essay:
from page 86

tal sculpture of Easter Island resembles sculpture of Central and South America more than the sculpture of the rest of Polynesia, and South America is closer with favorable ocean currents in between. Archaeological evidence has since demonstrated that the initial occupation of Polynesia began over two thousand years ago, providing time for the unique features of its culture to have developed in isolation with influences from the east and west. It is certain from ocean currents that the Maori came to New Zealand from, central Polynesia, and the two groups had probably been separated for about six centuries. Little else is certain, and it is extraordinary that after settling most of the Pacific Oceans, the Polynesians are not definitely known to have colonized either Australia or South America. Genetic studies promise to provide additional evidence, but all of the types of evidence will have to be fitted together into a coherent whole for the problems relating to the origin and development of Polynesia to be wholly solved, and among the most important evidence will always be the systematic information that was first provided by the Cook expeditions.

Cook's own accounts are the most comprehensive of all aspects of the expeditions as well as the most incisive and readable, and his original logs and revised versions of them have survived, which is fortunate since their initial publication involved poor selection and inaccurate editing. The definitive edition based on the manuscripts is the four volumes with a portfolio of maps edited by **J. C. Beaglehole** for the Hakluyt Society from 1955-1967, but as essential as this edition is for reference, it includes more by Beaglehole and others than by Cook, making it difficult to use and almost unaffordable. No edition includes all that Cook wrote and only what he wrote, and a publishing opportunity exists for a complete edition of his text. It needs nothing more, but some well chosen illustrations made during the voyage, some photographs of artifacts that were collected, and a few maps would make a more salable book of perhaps two volumes. All of his text could fit in a single volume if India paper were used and if sailing directions and weather information were printed in small type. A separate volume deserves to be printed with his anthropological accounts for use as a student textbook.

Humboldt

Cook's expeditions inspired many others, and among the most productive was the five-year expedition of **Alexander von Humboldt** and **Aimé Bonpland** to South America. Humboldt personally knew **George Foster**, a German naturalist who with his father, **Johann Reinhold Foster**, had accompanied Cook on the second expedition and who incorporated much of his father's journal into an unauthorized, but valuable account of the natural history and cultures encountered. Humboldt was so deeply impressed that these accounts changed the course of his life.

Humboldt's father prepared him for a career in government, and his earliest studies included economics, political science, and modern languages, knowledge that Humboldt later put to good use during his travels, but he was more interested in biology and travel. When 18, Humboldt decided he wanted to explore tropical regions of the world, and he began to prepare himself thoroughly. He studied all aspects of science, traveled widely in Europe, and worked as a professional mining engineer with the Prussian Mining Service from 1792-1796. At age 27, he became financially independent, and he hoped to accompany a French expedition to the Pacific, but when the Napoleonic Wars prevented the expedition, he went to Spain and obtained permission to travel throughout South America and Central America. He was a baron whose father had been an official in the German court, and the King of Spain, Secretary of State, and Council of the Indies approved his plans and gave him passports to travel throughout Spanish possessions and instructed local officials to cooperate. He hoped eventually to join the planned French expedition when it reached South America, but when that expedition never materialized, he expanded his travels from northern South America to include Cuba, Mexico, and Peru and consequently extended his trip to a total of five years.

Humboldt was the first naturalist and the first and last foreigner to travel widely in Hispanic America shortly before it ceased to be a Spanish possession, and he made full use of the opportunity. His record of the ways of life, economies, and governments he encountered in many cases provide the best summaries ever made before Central and South America were divided into separate nations, and his travel account was widely published and read for what he recorded about the geography and economies

of the Americas as well as natural history.

At his own expense, Humboldt financed his expedition and persuaded **Aimé Bonpland**, a professional botanist, to accompany him. He purchased about forty scientific instruments including a barometer to measure heights, an excellent telescope to examine the southern sky, and microscopes. He carried with him a library of natural history books. To travel in interior areas with so much equipment, he hired numerous pack animals, guides, and interpreters for the Indian languages.

Humboldt and Bonpland explored primarily in what is now four countries: Venezuela, Cuba, Peru, and Mexico. Everywhere they went, they recorded information about biology, geology, geography, anthropology, economic

continued on page 88

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Rumors
from page 85

through improved self-management and care. **Dr. J. Edward Hill**, President of the **American Medical Association**, made the presentation to **Barbara Carlson** and a delegation of the Coalition's leadership at a reception following the **2006 Libraries and Health Information Forum at the National Library of Medicine** in Bethesda, MD. **REACH 2010** was presented with a plaque and \$20,000 for continuing and expanding its programs. Congratulations, **Bobbie!**
www.nclis.gov/news.htm

And, ta da! **Saving the best for last!** The inde-

fatigable, energetic, and awesome **Jack Walsdorf** will have a new book in the fall — *On Collecting William Morris: A Memoir*. I have seen the prospectus of this engaging account of Jack's experiences of collecting **William Morris** again, and again, and again. The book will be published by **The Printery**, a private press founded by **Kay Michael Kramer** in 1970. **The Printery** produces works of historic and scholarly interest on a variety of topics. More soon!

In the meantime, happy **SLA**, **MLA**, and **ALA** and happy summer. And, be sure and register for the **Charleston Conference** November 8-11.
<http://www.katina.info/conference>

Predicting High-Circulating Titles
from page 92

ing of users that drive decision-making for development projects."^{2,3} They allow us to study and understand the different motivations of users and to tailor our services to those different users.

Given that **Personas** provides us another way of looking at users, it may be that we could use them to study actual use if we have volunteers that would let us track how they use mate-

continued on page 84