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Remembering 1968...

Bruce Heterick
JSTOR, bruce.heterick@jstor.org

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Remembering 1968 ....

by Bruce Heterick  (Director, Library Relations, JSTOR) <bruce.heterick@jstor.org>

W ith the pending national election in the U.S., it’s popular to wax nostalgic about one of the most volatile and influential years in the brief (by most measures) history of the United States, 1968. Forty years ago. In a year characterized by tumultuous change, 1968 was also the year that Garrett Hardin published his famous essay in Science, “The Tragedy of the Commons,” as well as the year that Elvis Presley starred in the musical comedy, Live a Little, Love a Little.

It should not be lost on us that today — some 40 years later — through the work of libraries as well as the longevity of paper and film, scholars still have ready access to Hardin’s article and Elvis-faithful can still catch a glimpse of “The King” on film. It should also not be lost on us that neither Hardin’s article nor Elvis’ movie were “born-digital,” and as we continue the shift from paper and film to ones and zeros, access to the born-digital content is not guaranteed.

In September 2005, a number of academic librarians, university administrators, and other interested individuals met at the offices of The Andrew W. Mellon Foundation to discuss the conundrum that the academic community was facing with regard to the long-term preservation of electronic journals. Coming out of that meeting was a statement, edited by Don Waters of the Mellon Foundation, entitled, “Urgent Action Needed to Preserve Scholarly Electronic Journals.” The “Urgent Action Statement” — as it was to become known throughout the library community — became a seminal reference point for the scholarly community in its effort to raise awareness of this important problem with a variety of stakeholders; including librarians, university administrators, scholarly publishers, faculty, and funding agencies.

Remember last year when he was just born? And exposure to chicken pox kept them away from Charleston in 2007?

And speaking of Cris, her report on the 8th Annual Mid-South E-Resource Symposium will be loaded on the ATG News Channel shortly, before it appears in print. www.against-the-grain.com/

And some non-baby news for a change of pace. Congratulations! Andrew Hutchings has been appointed Blackwell Group Chief Executive Officer. In his new role Andrew will have full responsibility for both Blackwell Book Services and Blackwell UK Ltd. Andrew takes up his new role with immediate effect and the BUK Board now report directly to him. Andrew joined Blackwell’s Oxford office in 1987 when he led both the Information Technology and Marketing departments in Oxford while also completing the Blackwell’s Management Training program. After a three-year assignment in Blackwell USA Oregon offices leading the integration of the global

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HP: We offer flexible licensing models. The concurrent user model is very popular, though many institutions do prefer the unlimited site license. Individual titles may also be licensed at both the individual and institutional levels, however, with fewer special features and functionalities.

ATG: What might be some features to look forward to in future enhancements? What are some industry trends you hope to follow or consider? Or perhaps you want to set some new industry standards?

HP: The value and importance of providing educational and high-quality online multimedia resources has been thoroughly impressed upon us as we have launched the specialty Websites. Online users want not only read what the best minds in the field think on a topic, but they also want to be able to view a Grand Rounds from a renowned lecturer at a different institution, watch a surgical video while listening to a detailed explanation of the operational approach, or view an animation demonstrating how to conduct a key physical examination. Technical enhancements to these resources will be made to make our multimedia even more practical and usable and engaging. Going forward we intend to increase the media on AccessMedicine and apply these lessons learned.

Endnotes