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## Not Such a Big Deal

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**Questions & Answers**  
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**QUESTION:** Patrons often request digital copies of photographs in the library's collection. Are there restrictions on supplying digital copies? Section 108(i) that states the rights of reproduction and distribution (as applied to libraries and archives) do not apply to a musical work, a pictorial, graphic or sculptural work, or a motion picture or other audiovisual work... does this include photographs?

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## Not Such a Big Deal

by **Mary Ann Liebert** (President and CEO, Mary Ann Liebert, Inc., publishers, 140 Huguenot Street, New Rochelle, NY 10801; Phone: 914-740-2121) <mliebert@liebertpub.com> [www.liebertpub.com](http://www.liebertpub.com) [www.genengnews.com](http://www.genengnews.com) [www.westchesterwag.com](http://www.westchesterwag.com)

As you may know, I am a magazine junkie.

So when a young college student who was selling magazine subscriptions came to the door, I welcomed him warmly. He was working to offset college expenses, he explained, and he had "wonderful packages" to offer.

The selection was mind-boggling: it included newsweeklies; magazines devoted to parenting, sports, decorating, celebrity life, cars, boats and planes, health, wellness and nutrition, all were well represented, and there were the special interest titles that would appeal to wine aficionados or those who like to knit. Something for everyone and then some. I gave him my full attention.

The more magazines I would purchase, the better the deal would be. The bundling and packaging offers were seductive, and magazines I would not have subscribed to otherwise suddenly became very compelling. The per-title price was dropping each time I added another. That is where the deal got really good. I justified these magazine madness moments by reassuring myself that all these publications were necessary to feed my ever-curious brain. Well, maybe not. On the other hand, I might have overnight guests who would welcome such a stash on a bedside table. Perhaps my husband would welcome more magazines in his medical office reception room.

I wrote a check without buyer's remorse.

Later that evening, I realized that my "More is Marvelous" mode had not taken into account that several new magazines that I really wanted to have were not included in my big deal, and my budget for my subscriptions was depleted.

But then, I am a sucker for such packages.

It is also tempting to buy book packages, but unloading books can become a package situation as well.

A local librarian recently bemoaned the fact that when local residents offered to donate books for their fundraising book sale drives, the neighbors do not offer them title by title. The library has to accept the whole package ...all of the books its owner wants to part with. After the book sale is over, the library finds itself with hundreds of books they don't want in their collection and now they have to figure out how to dispose of them.

Aha, some of you are probably thinking... a swell rationale for the obsolescence of print. Not at all. The fact is that "Many Too Many" is "Much Too Much." Selectivity is an option that may be becoming obsolete.

Package deals are very seductive — for journals, for books, for

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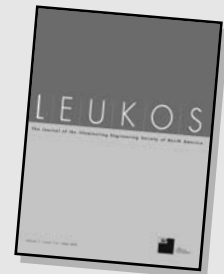
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magazines, for CDs, for 300 rolls of paper towels or 50 cartridges of toner. It feels very good to buy as much as we can when we can justify it by thinking about all of the money we are saving when we buy in bulk.

Retailers and catalog companies understand this mentality. Buy two tee shirts and get the third one at half price. Or, better yet, buy five and get the sixth one for free. I now have a white, beige, grey, black, navy, and red. I had been looking for lavender. Oh well, I'll just return the purple denim jeans. I'm not pleased about this because by buying the purple ones along with the new blue jeans I had needed, I was saving some money. At least I think so.

In addition to cost savings, package deals are compelling because we don't have to take the time to think about making choices. Our



days are crammed with busyness: work-related responsibilities, decision making, emails, conferences, phone calls, commutes, home and hearth, leisure activities, and the nation's favorite pastime, shopping.

At the same time, our senses become overwhelmed by the sheer magnitude of offerings for merchandise and services, things we need, things we need that we never needed before, things we need we never knew we needed, and things we want that didn't exist until recently. It is increasingly hard to pick and choose.

Librarians know well the appeal of the "Big Deal," especially for online publications. Why shouldn't you purchase a deal that gives you the most journal titles? Less input from faculty is required, fewer subscriptions need to be placed individually, and "My Library Collection

Will Be Bigger Than Yours" has bragging rights.

The big deal, however, costs big bucks.

The adage "Get the most for your money"

is time-honored and still powerful today. Many librarians acknowledge that their budgets are consumed by big deal packages which means that there is little, if anything, left for titles that are offered from other publishers and society publishers. Would it not be better to insist upon selectivity options to be coupled with price points that are reasonable and appropriate?

Otherwise, journals in embryonic fields and focused endeavors that should be included in library collections are turned away because the funds have been exhausted by the big deal. Research becomes more focused all the time, and such journals make a significant contribution to the fields they serve. Librarians should be alerted to the importance of such publications and no piggy bank should be so broken that there isn't room in the budget for the inclusion of these periodicals.

This summer, I'm still hoping to put on a lavender "tee," spread a beach blanket, and read the magazines I really want, most of which don't come my way in "My Big Deal."

Next time I'm offered "Big Deal or No Deal," I hope I'm wise enough to say, "No, Thanks." And I hope you'll think about doing the same. 🐷

## Convictions — Lessons for Library Benefactors

by **Matthew J. Bruccoli** (President, Bruccoli Clark Layman; Phone: 803-771-4642; Fax: 803-799-6953)

*8thly That my said Library be continued in its present form and noe other books mixt therewith Save what my Nephew may add to them of his own Collecting in distinct presses. That the said rooms and books so placed and adjusted be called by the name of Bibliotheca Pepsyiana.... 12thly And that for a yet further Security herein the said two Colleges of Trinity and Magdalen have a Reciprocal Check upon one another. And that the College which shall be in present possession of the said Library be subject to an Annual visitation from the other and to the forfeiture thereof to the like possession and Use of the other upon Conviction of any breach of their said Covenants.*

— From the Last Will and Testament of Samuel Pepys, 13 May 1703

**Samuel Pepys** provided a model and a warning for bookmen who desire to safeguard their personal libraries by placing them in institutional libraries. His books have their own library at **Magadelen College, Cambridge University**. But **Trinity College** never exercised its right to count them: his instructions were ignored. There are at least two morals in this history: You can't run the world from the grave — although **Pepys** came close; and don't trust librarians. Give your books to the library where you want them to be or where they ought to be. Then forget about them.

**Charles Feinberg** provides an exemplum. He came to America a poor immigrant and

made his fortune — much of which he spent on **Walt Whitman**, who represented to him the spirit of America. **Charlie** wanted to express his gratitude to America by placing his monumental **Whitman Collection** in the **Library of Congress** through his generous gift-purchase arrangement. At the end of his life he was painfully unhappy about the mistreatment of his **Whitman** by the nation's library. Among other betrayals, the **Library of Congress** failed to unpack and catalogue the entire collection.

Many other donors of great collections to libraries have had similarly bitter experiences. Libraries accept research collections they don't know what to do with and may not really want, in order to avoid blame for rejecting them. Then they neglect the collections. A library benefactor who has donated a dozen major collections to a dozen libraries complains that none of these institutions has given proper attention to his books or to him. Admittedly he is a pain-in-

the-ass; but he is a generous pain-in-the-ass who expected that his benefactions would be valued. He also expected gratitude — not systematic ingratitude. He is a slow learner: once or twice are bad luck; but twelve out of twelve are enemy action. The experienced benefactor understands that although it may be possible to make conditions or stipulations about cataloguing, shelving, and maintenance, they will not be honored. There is no such thing as a grateful institution.

Until recently I deprecated collectors who justified auctioning off their collections by claiming that they could not have acquired their books if other collectors hadn't sold out. I have written articles insisting on the duty of a serious scholar-collector to keep his books together in an institutional library. Moreover, I have argued that the purpose of book-collecting is to build a collection that expresses the taste, courage, and knowledge of the collector; that a serious book collection is unduplicatable; and that the constituent elements enrich each other. Book collections beget books. I'm not so sure now. I've seen too many important collections mistreated by the book-dopes and book-enemies who are responsible for preserving and protecting them.

These are recommended policies for donors of books, manuscripts, and other literary research resources:

1. Give them while you're alive so that you can check on their treatment. It probably won't do any good, but you can try.

