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From the Reference Desk

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DW: I have been called clairvoyant, but I don't think I can see that far ahead. I know that we will continue to evolve our services as the industry, technology, and markets evolve. I know that we will have a larger global presence and specialists in e products and social media.

ATG: Boston, Oxford, São Paulo, what are the different personalities of your offices?

DW: Boston is where PCG started 20 years ago, and it has remained the headquarters and our largest office.

In Oxford, we share an office with our parent company, **Publishing Technology**. You will hear Spanish, Hebrew, Italian, Arabic, or Serbian as our team speaks with librarians all over the world.

São Paulo has a start up-feel, with our team wearing many hats. There's a great entrepreneurial spirit you feel in the office there.

ATG: Tell us what makes the PCG team unique.

DW: We really reflect our industry. We're librarians, publishers, marketers, and salespeople. Figuratively and literally, we speak your language having grown up, lived, or traveled all over the world. We also get a charge out of learning about and identifying new trends. 🌱

against the grain people profile

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Matt Hancox

BORN AND LIVED: Born in Philadelphia and now reside in Raleigh, NC.

EARLY LIFE: Attended the **Milton Hershey School**, a boarding school in Hershey Pennsylvania, from the tender age of 7 and count myself a proud graduate of that wonderful institution.

FAMILY: Wife **Shelley**; son **Miles** (4) and daughter **Sadie** (2).

IN MY SPARE TIME: I have two children under 4 – I do not remember what spare time is!

FAVORITE BOOKS: *The Book Thief* by **Marcus Zusak**; *To Kill A Mockingbird* by **Harper Lee**; *Shoeless Joe* by **W.P. Kinsella**.

PHILOSOPHY: Pay attention to the details and the big things will take care of themselves.

MOST MEMORABLE CAREER ACHIEVEMENT: I have a hard time putting my finger on one specific thing. I suppose it is the relationships that I have developed with my customers and the people I work with over the last ten years.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Through-hike the Appalachian Trail.

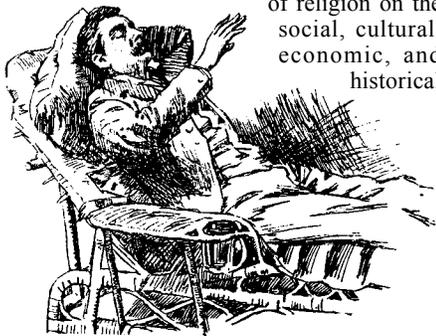
HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Gee, that's the toughest question and it is mandatory! Seriously, I have no idea. I just try to embrace the change because that is the only sure thing that is going to happen in this industry, or most others for that matter. 🌱



From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Addlestone Library, College of Charleston, 66 George Street, Charleston, SC 29401; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

The *Encyclopedia of Religion in America* (2010, 978-0872895805, \$600) is further evidence that **CQ Press** is expanding its horizons since its purchase by **Sage**. Best known for its reference works on U.S. government and politics, this recent encyclopedia is a departure. While religion and politics as well as Church-state issues are discussed, this set is far more ambitious. These four volumes are concerned with the "origins, development, influences, and interrelations of the many faiths practiced in North America." In short, the influence of religion on the social, cultural, economic, and historical



development of the United States, Canada, Mexico, and the Caribbean are explored in approximately 340 scholarly articles.

Edited by **Charles H. Lippy** and **Peter W. Williams**, the present set is, in some ways, an updated and expanded version of their well-received collaboration, the *Encyclopedia of the American Religious Experience*, published in 1988 by **Scribner**. However, while this prior reference was a collection of in-depth essays treating major themes, this time **Lippy** and **Williams** have opted for the more traditional alphabetical arrangement of topic-specific articles. Of course, the world has changed, often dramatically, since 1988. And while articles on the Emerging Church Movement, Faith-Based Initiatives, Megachurches, and Same-Gender Marriage speak to this change directly, the *Encyclopedia* is informed by contemporary scholarship throughout. Each entry has bibliography of quality sources, and recent publications are well-represented. Examining the thematic table of contents reprinted in each volume also testifies to the religious diversity found in the Americas. Entries cover topics

as diverse as Appalachian Mountain Religion, Buddhism, the Holiness Movement, Wicca and Witchcraft, City Missions, Santeria, Ecumenism, Jainism, and Neo-Paganism. Although a lot of the coverage relates to the United States, there are specific articles that discuss Canada, Mexico, and the Caribbean from aboriginal and indigenous traditions to the twentieth century mainstream. In addition, articles discussing cultural issues, theological movements, and social forces, as well as those delving into the role of mass media, popular culture, worship, music, and architecture are included.

Regardless of the changes made by editors **Lippy** and **Williams** in the *Encyclopedia of Religion in America*, an insistence on scholarly rigor and integrity remains key to their efforts. The quality readers have come to expect from **CQ Press** is evident throughout. The articles provide well-researched and accessible discussions of complex issues, as well as specific religions and traditions. They offer information and insights that students, scholars, and lay readers will all find of value. While it may

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Vital statistics

- Number of employees: 675 (~30 of which support the Digital Archive program directly)
- Number of digital collections published annually (print, electronic, open access, etc.): 25 to 30 new projects published annually
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More information on *Gale Digital Collections* can be found at: <http://gdc.gale.com>.

Gale is based in Farmington Hills, Michigan, with additional offices in the U.S., and in the following international regions: Europe, the Middle East, Africa, Asia, Australia, New Zealand and Latin America. 🌍

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be a bit pricey for some budgets, all types of libraries from academic to public to high school should give it serious consideration.

This reference work is also available online. The prices can be requested at <http://www.cqpress.com/product/Encyclopedia-of-Religion-in-America.html>.

Comic books and graphic novels have a telling impact on popular culture. A quick look at the table of contents of **Greenwood's** recent two-volume set *Encyclopedia of Comic Books and Graphic Novels* (2010, 978-0313357466, \$180) more than bears this out. Edited by **M. Keith Booker**, professor of English at the

University of Arkansas in Fayetteville, this set attempts to show the evolving development of comic books, once seen as "mindless entertainment for kids" and the graphic novel which provides "a new and more respected outlet for the comics' art form."

The *Encyclopedia* consists of more than 330 entries by 80 contributors that cover writers, artists, themes, and specific titles and characters, as well as noted publishers like **DC Comics**, **Marvel**, and **Dark Horse**. Although the preponderant coverage is of American writers and artists, there is a solid tradition in both Europe and Japan which is reflected in specific entries on "European Comics" and "Manga" as well as those on artists like **Jean Giraud** and **Osamu Tezuka**.

The entries are well-written and both serious and informative for researchers, as well as fun for fans. The set has a standard list of alphabetical

entries in addition to a list of entries by broad topic and a general index. While the overall tone of the articles is serious and scholarly, the individual entry bibliographies are uneven. A few have useful selected bibliographies like the articles on "Comics Scholarship," "Ghost World," "Religion in Comics," and "Superheroes," but many entries have one citation, and others have no source listed at all. Hopefully any future edition will provide more useful bibliographies.

Given its "Anglophone" emphasis, the *Encyclopedia of Comic Books and Graphic Novels* makes no claim to be a truly comprehensive resource. However, it highlights the most influential developments from the early Superman comics to **Marvel's** cast of superheroes to **Will Eisner's** *A Contract with God* (often seen as the first Graphic Novel) to the critical respect afforded the work of Art Spiegelman. Editor,

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M. Keith Booker and his contributors provide fans and researchers alike an informative and fascinating overview of the most influential works, characters, writers, and artists in the history of comic book and graphic novel publishing. They also point to the cultural influence of these genres by discussing numerous films and television spinoffs and adaptations. It will vary depending on need and patron interest, but there should be demand for the *Encyclopedia* in academic, public, and high school libraries. This set could also find its way into the circulating collections of larger libraries. Readers and collection development librarians needing more suggestions for specific graphic novel titles might also be interested in **Libraries Unlimited/ABC-CLIO's** *Graphic Novels: A Genre Guide to Comic Books, Manga, and More* (2007, 1-59158-132-X, \$65).

Information about the online version of this title can be obtained by calling 800-368-6868 ext. 4 or emailing suborder@abc-clio.com.

Sage Reference offers readers another authoritative and scholarly resource with the recent release of the *Encyclopedia of African American Education* (2010, 9781412940504, \$325). Edited by **Kofi Lomotey**, chancellor and professor of education at **Southern University** and **A&M College**, these two

volumes consist of nearly 250 entries ranging in length from 1,000-4,000 words contributed by 212 authors.

A sense of the overall coverage in the *Encyclopedia* is provided by examining the Reader's Guide in the first volume. It groups articles that range in broad categories from curriculum to gender, biographies to legal cases, psychology and human development to public policy, religious institutions to collegian education, and segregation to alternative education models. In addition, there are articles that discuss influential organizations like the **National Council for Black Studies** and the **National Urban League**, as well as historic and seminal publications like *The Crisis* and *Negro Digest*. Each article is factual and well researched, and controversial topics like Ebonics, white flight, reparations, busing, and vouchers are tackled head on. All entries have lists of further readings and they are linked by "see also" references. A major added value feature is an appendix that contains a complete bibliography of the articles published in the *Journal of Negro Education*, providing "an overview of more than seven decades of work in this field." In addition, a number of articles published in this prestigious journal from 1935 through 2004 and dealing with the cornerstone issues of segregation, desegregation, and equality are reprinted in full.

African Americans have endured numerous barriers to education from segregationist "**Jim Crow**" laws and "black codes" to forms of more covert, everyday, individual discrimination. However, there have been a number of

hard fought victories from *Brown v. the Board of Education* to the success of the various TRIO programs to the continuing vitality of many historically black colleges.

The *Encyclopedia of African American Education* does readers a real service in providing a needed focus on the history and development of this unique story within the American education experience. With its thoughtful coverage and insights into key issues, it will be a valued resource for students, scholars, and policy makers. Most academic libraries will want it in their collections. (It also serves to update and enhance a useful earlier work published by **Greenwood** of the same title (1997, 978-0313289316, \$165 (also available used)).

Information about the electronic version of the *Encyclopedia of African American Education* can be found by emailing librarysales@sagepub.com.

A/V A to Z: An Encyclopedic Dictionary of Media, Entertainment and Other Audiovisual Terms (2010, 978-0786444052, \$195) is another labor of love published by **McFarland**. Written and compiled by **Richard W. Kroon**, a senior project manager for **Technicolor Digital Content Delivery** with 15 years' experience in media and entertainment, this reference defines "more than 10,000 words and phrases from everyday slang to technical terms and concepts."

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Book Reviews from page 50

What are these changes? There have been several major shifts in the way we acquire materials for libraries. One of the most obvious changes has to do with format. Tracking the purchase and receipt of physical entities has transformed into connecting with content. Reconceptualizing work flows to accommodate this shift is clearly important. Acquisitions work used to be focused on procurement, but **Holden** suggests that the concepts of access and service are just as important these days. The goals stated for this book are thus: 1) to serve as a comprehensive introduction to the topic for new acquisitions librarians and to help experienced acquisitions librarians understand and reconsider their roles; 2) to establish an approach that systemizes contemporary acquisitions work in a holistic fashion; 3) to serve as a basis for defining the continuing role of acquisitions practices.

Holden calls for a “radicalization” in our approach to library acquisitions, due to the overly complex environment in which we find ourselves. He states, “The time has passed when those practicing acquisitions can wait for a stack of paper orders and buy a bunch of books.” Being open and flexible is absolutely essential in today’s information universe. We must go beyond the old adages of “just in case” versus “just in time” to embrace a larger world view.

The author refers to “spheres of access” and how contemporary acquisitions work-flows must adjust to this approach. Materials that are born digital require a different mindset when attempting to gain access to them. The “monograph” as we know it now has a multiplicity of varieties. **Holden** does an adequate job covering vendor relations in this realm, although the vendor playing field continues to shrink and change at a rate that understandably makes the book a bit out-of-date when it was released (i.e., the **Baker & Taylor** takeover of **Blackwell**). He does a good job of weaving explanations of basic, old-fashioned concepts (encumbrance, for example) in with newer workplace tools (such as the need for an ERMS — electronic resources management system). He touches on the work we do today with consortia arrangements and how open access publications are having an impact on the acquisitions function.

One minor weakness of this work is that though the phrase “ethical practices” is part of the subtitle, there could be more depth to the discussion of ethics in this book. This is an aspect of acquisitions work that begs for more coverage. Also, the fact that the book itself was published using traditional methods of distribution while being focused on how these very methods are changing is a small irony — it would be great to be able to obtain this book as an eBook, for instance. All librarians start thinking about the new models of scholarly distribution as they themselves publish. **Holden** captures the changing nature of the acquisitions realm while it is indeed in the midst of upheaval.

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Zabel, Diane. *Reference Reborn: Breathing New Life Into Public Services Librarianship.* Santa Barbara, CA: Libraries Unlimited, 2011. 978-1-59158-828-3. 401 pages. \$55.00.

Reviewed by **Ralph Scott** (Assistant Head of Special Collections for Public Services and Curator of Printed Books and Maps, Joyner Library, East Carolina University) <scott@ecu.edu>

Will reference rise again like a Phoenix from ashes of **Wikipedia**, or will it evolve into the library social networking center of the 21st century, or into something else? *Reference Reborn* attempts to answer these and other contemporary issues surrounding the constant change that is the modern day reference service desk. Divided into seven sections, *Reference Reborn* covers topics diverse as: the new user base, improved service models, new reference librarian role models, new reference tools, collection development, staffing the desk, and education and training of reference practitioners.

POTS refers to Plain Old Telephone Service, which still exists for many folks throughout the world in an age of digital phones. We also have PORS or, Plain Old Reference Service. This is the service that I grew up with at the feet of **Constant Mabel Winchell**, Head of Reference at **Columbia University** and author of *The Guide to Reference Books* 7th edition (**ALA**, 1951). PORS has been around for a long time and still forms the basis of reference service in many libraries. It is what scholars around the world have come to expect from their librarian. However, like telephone service, reference service has been transformed by the digital age. This work attempts as the subtitle says to bring “new life into public services librarianship.” The world of the Internet has truly transformed the way in which information is delivered to readers. This book refers to the vast forests of unused reference tomes languishing on bookshelves, while lightning fast reference service is delivered via texting on seamless Web connections that never fail. A new generation of Web savvy information providers are springing forth from rejuvenated library schools to serve the twittering masses. Former reference “tools” which were actually

removed from shelves, opened, consulted, and analyzed to answer reference questions, are now replaced by comprehensively indexed Web search engines that spew out relevant documents reflecting a variety of viewpoints on any topic. Readers’ Advisory Services of the past have been replaced by the **Oprah Winfrey** show and other talk shows that help the reader “find themselves through literature.” Why would any information provider actually want to suggest a client read anything beside the latest **Lisbeth Salander** adventure anyway? Instead of being a reference librarian waiting quietly (it’s a library remember) behind a tall counter for the next patron, the new model “trend tracking, data analyst, IT troubleshooter, staffing and marketing specialist” will blast forth from the library portal seeking new worlds to enlighten.

The truth of course is that the new information world will be a mix of Plain Old Reference Service and newer technologies. People will still need to be taught the skills of reading and writing. This is still largely done through the use of the codex book. Reference questions are still answered by going to the stacks and looking up “information.” One, however, cannot locate every piece of information in the book stacks, nor on the World Wide Web. Both research methods will exist for the foreseeable future. *Reference Reborn* provides an excellent insight into where some aspects of “public service librarianship” are headed in the 21st century. Plain Old Reference Librarians will enjoy reading about these new initiatives, and this book may in fact inspire a few to introduce new technologies into their workplace. For the “trend tracking, data analyst, IT troubleshooter, staffing and marketing specialist,” *Reference Reborn* will become the Pilgrims’ Progress of a new generation of public service librarians. 🌱

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A/V A to Z differs from other similar works in that it covers far more than technical terms. In fact, its great strength is that it provides definitions of words and phrases “unique to the distribution, exhibition, and business of entertainment.” Explanations of film and video techniques stand side-by-side with definitions of multimedia platforms, legal concepts, and trade association practices. The definitions and explanations are understandable, straightforward, and as jargon-free as possible. **Kroon** mixes his crisp, precise definitions with longer, encyclopedic entries that require multiple definitions and fuller explanations. And as he notes in his introduction, this dictionary is both descriptive of the way terms are being used,

as well as prescriptive in discussing how the words should be used. In addition, there are etymologies for 1,600 of the terms covered. This single volume is nicely produced with numerous black and white photos that break up the somewhat dense text.

A/V A to Z: An Encyclopedic Dictionary of Media, Entertainment and Other Audiovisual Terms is a serious special-purpose dictionary that is inclusive and thorough. It will appeal to academic libraries supporting communication as well as media and film studies programs. Larger public libraries with patrons needing a comprehensive but reader-friendly dictionary of audiovisual terms will also do well to consider it.

Questions about **McFarland** eBook availability may be directed to **Beth H. Cox** at <bcox@mcfarlandpub.com>. 🌱

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