

April 2011

If Rumors Were Horses

Katina Strauch

Against the Grain, kstrauch@comcast.net

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Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

The Challenges of Bibliographic Control and Scholarly Integrity in an Online World of Multiple Versions of Journal Articles

by **Todd Carpenter** (Managing Director, NISO, One North Charles Street, Suite 1905, Baltimore, MD 21201; Phone: 301-654-2512; Fax: 410-685-5278) <tcarpenter@niso.org> www.niso.org

by **Sanford G. Thatcher** (Director Emeritus, Penn State Press, 8201 Edgewater Drive, Frisco, TX 75034-5514; Phone: 214-705-1939) <sandy.thatcher@alumni.princeton.edu>



What began as two separate efforts — to describe recent efforts at bringing the problem of multiple versions of articles under stronger bibliographic control and to confront the problems of multiple versions for the integrity of scholarly practices raised by the widespread adoption of Green OA mandates — had the happy outcome of being combined when **Katina Strauch** suggested to us that our topics were closely enough related to be usefully joined in a co-edited special issue. We think the articles we commissioned bear out her faith in this complementary relationship between the two subjects examined here.

In a way, the second problem may be viewed as one special case of the more general challenges identified under the heading of the first problem. The background for the latter is laid out broadly by **Todd Carpenter** in his survey of three major efforts at enhanced bibliographic control — Journal Article Versions (NISO/ALPSP), Versions of Eprints (JISC), and the Version Identification Framework (JISC) — with JAV focusing on journal articles alone while the JISC projects expanded the scope to include “a broader range of content forms.” **Carol Anne Meyer** describes how **CrossMark**, an extension of the **CrossRef** system, is being developed to build on the JAV

initiative and extend it even further by using it for books as well as journals. **Lettie Conrad** discusses the challenges that **SAGE Publications** is facing in incorporating the JAV recommendations into its **SAGE Journals Online** system hosted by **HighWire Press**.

Stevan Harnad begins the second section by outlining the rationale for, and progress of, Green OA as his preferred strategy for moving STM publishing, and eventually all scholarly

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If Rumors Were Horses

So far it has been a whirlwind spring opening. Lots of sickness, lots of travel, lots of new initiatives.

A couple of big items. First the **Google Book Settlement**. As we all know, **Judge Denny Chin** found that the **Amended Settlement Agreement (ASA)** is not fair, adequate, and reasonable. Several noteworthy people have weighed in on this and many are quoted on the **ATG NewsChannel**. www.against-the-grain.com/ I was interested in the recent article in the **New York Times** “Ruling Spurs Effort to Form Digital Public Library” by **Miguel Helft** (April 3, 2011). Many



Thomas Mack Gremillion

like **Robert Darnton** are energized, but I have to agree with **Michael Keller** when he says, the digital public library project “is coming late to the party. ...It is still trying to figure out what it is and who it is... there is no practical plan for getting it started.” There is also no funding. We have lost a lot of access and unless legislation is passed for orphan works, the **Digital Public Library** will have the same problem that **Google** had. http://www.nytimes.com/2011/04/04/technology/04library.html?pagewanted=1&_r=1&src=rec

UKSG’s journal, Serials, will have a name change and new editors! The new name — **Insights: Connecting the knowledge community** — takes effect with volume 25, 2012. The new editors are **Lorraine Estelle** (Chief Executive of **JISC Collections**) and **Steve Sharp** (Resource Acquisition Team Leader at

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From Your (is it spring yet?) Editor:

Moonstone Beach
We are celebrating the circle,
cheering for the sphere,
a cosmic language,
more than we can grasp,
more than we can imagine,
a microcosm, or a macrocosm:
moonstones in autumn,
or Sirius in the East, light years removed.

Winter winds, primary dunes,
we trek upon a forgotten land.
If we are lucky,
finding snow capped stones —
imaginary mushrooms —
from a December snowstorm.

In Spring,
waves retreating, sand and stone
glistening like jewels,
moonstones in June.
Morning dew appearing —
lucid, cohesive drops —
clinging to
Beach Grass on land's end —
celebrating the circle.

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31 Lawn Ave., Warwick, RI 02888

It's spring in Charleston (in the 80s!) but I know that some of you are complaining about snow and ice. Soon, though it will be 90 and 100 degrees in Charleston and y'all will be much cooler. Yin and yang?

This is a great issue of *ATG*. It's guest edited by **Todd Carpenter** and **Sandy Thatcher** and is all about deciding what the real version of a paper is. This has troubled me for some time (maybe it's the cataloger in me?). We have papers by **Todd**, **Carol Anne Meyer**, **Lettie Conrad**, **Stevan Harnad**, **Joseph C. Fineman** and **Sandy Thatcher**.

The **Op Ed** is about library homepages, **Back Talk** is about digital publishing in Hong Kong. We were supposed to have an interview with **Siva Vaidhyanathan** (*The Googlization of Everything*) but that will have to wait til June. We do have a small interview with the gor-

geous **Glenda Alvin**. There's lots more in this issue. Let's see — a report from the **ALCTS Collection Development Forum** at **ALA Midwinter** by **Rick Anderson**, **The Future of the Textbook Part II** by **Sara Killingsworth** and **Martin Marlow**, and **Libraries' Strategic Stewardship of the Users** by **Roger Schonfeld**. We have reviews from **Tom Gilson** and **Debbie Vaughn** and others too. **Collecting to the Core** is about **Jane Jacobs** and urban studies, and **Tinker Massey** is thinking about new styles for old problems, while **Lolly Gasaway** answers questions about digital images and digital archives. **Donna Jacobs** has taken a literary safari of Africa and **Steve McKinzie** talks of federal library bucks in his column titled "Confessions of a Reluctant Advocate."

Well, I have to get my sweater out of the cedar chest because they say a cold front is moving in. That means temperatures in the high 60s but that's cold for Charleston. Still, spring is here! Happy, happy! Love, 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 Editor:

Addressed to **Anne Doherty**,

This is very nice. And I can personally attest to the importance of **Jane Jacobs' *The Death and Life of American Cities***, which seemed to be on the reading list for every other political science graduate course I took back in the late 60's. It is a classic, and I'm delighted to see this piece on it.

It'll be interesting to see what the list of titles covered in this column looks like after a year or so. Maybe what we're unintentionally compiling here is the *RCL* equivalent of a **CHOICE Outstanding Academic Titles** list...

Regards, **Irving Rockwood** <IRockwood@ala-choice.org> 🐾

AGAINST THE GRAIN DEADLINES VOLUME 23 — 2011-2012

<u>2011 Events</u>	<u>Issue</u>	<u>Ad Reservation</u>	<u>Camera-Ready</u>
ALA Annual	June 2011	04/04/11	04/25/11
Reference Publishing	September 2011	06/27/11	07/18/11
Charleston Conference	November 2011	08/15/11	09/05/11
ALA Midwinter	Dec. 2011/Jan. 2012	10/31/11	11/21/11

FOR MORE INFORMATION CONTACT

Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892; USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🐾

Rumors from page 1

the **University of Leeds**) and they will co-edit the journal from volume 24, 2011. In fact, they have already delivered their first issue (online now). Outgoing co-editor **Dr. Hazel Woodward**, is to become Chair of **UKSG's Publications Subcommittee**. **UKSG** has extended its thanks to outgoing editors the energetic twins **Hazel Woodward** and **Helen Henderson** for their many years of dedication to the development of *Serials*.

<http://www.uksg.org/news/insights11>

Check out the **ATG Article of the Week of April 11, 2011**. It's "**2010 Study of Subscription Prices for Scholarly Journals: Society Journal Pricing Trends and Industry Overview**," by **Mike Peine** (Business Analyst, **Allen Press**), 2010 Supplement #1. 15 pages. <http://allenpress.com/resources/education/jps> This article points to themes in cancellation criteria: elimination of subscription duplications; measuring usage; scrutiny of "big deals"; and use of interlibrary loan.

Moving right along, I attended the wonderful **Conference for Entrepreneurial Librarians** in Winston-Salem March 10 and 11 at **Wake Forest University**. This conference was great! Met so many new people with all sorts of great new ideas. I highly recommend it. Apparently the conference will be held every two years and **McFarland & Company** is publishing a book in 2011 called **The Entrepreneurial Librarian**. <http://cloud.lib.wfu.edu/blog/entrelib/>

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Take a closer look at....

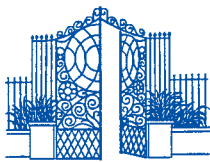
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Rumors from page 6

I hooked up with one of my favorite people in the world at the Conference (above). **Rosann Bazirjian**, Dean of University Libraries at **UNC-Greensboro**. Before she went to **UNC-Greensboro**, **Rosann** was Assistant Dean for Technical and Access Services at **Penn State University** and for many years she was the principal director of the **Charleston Conference**. I still miss her. But she recommended **Beth Bernhardt** for the principal director position, said I would not be disappointed. And, guess what, she was right! Thanks, **Rosann** and **Beth**!

Speaking of **Beth**, she and I gave a presentation at the **Conference for Entrepreneurial Librarians** about the **Charleston Conference**. If you want to see the slides and those from other papers, go to <http://cloud.lib.wfu.edu/blog/entrelib/>.

Ran into **Bill Kane** when I was in Winston-Salem (which is a delightful town and so, BTW, was the visit to **Wake Forest** — last time I was there I was interviewing for a job at the **Bowman Grey School of Medicine** since I was a medical librarian back then). Anyway, I guess y'all know that **Bill** is married to the

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Notes from Mosier from page 8

Despite our rural setting, we have excellent wireless connectivity (more on this in a bit), and thanks to the efforts of the Library's technology wizard, **Eric Maynard**, our remote ILS system work is a treat. The Library uses **Horizon**; I have to wonder whether my former colleague **Gary Rautenstrauch**, now **Sirsi-Dynix** Executive Chairman, has ever seen his system at work in the trenches quite like this. For my part, the next time I'm in exhibits at **ALA** I'll look at the gleaming new bookmobile on display in a whole new light.

At any rate, we check books in, manage holds, take requests, and check books out, all at a steady pace. The younger children often forget their library cards, and in a population where easily half the surnames are **Yoder** and **Miller**, looking them up in the system can take time. **Phil** prompts the shyer kids in their language with a friendly "Wie heisst Du?"

At other stops we get some Amish adults, and our fiction collection has been developed in part with them in mind. In other locations, like Killbuck, our clientele is primarily English. We've also begun providing mobile internet service, including six laptops patrons can use during our visits. Some stops have been scheduled in communities where the branches have had to be closed in order to maintain library services for them.

Marty LaVigne is in charge of the bookmobiles; like **Gary** and **Phil**, she's been with the Library for many years. Somehow she

manages to juggle everything needed to keep the buses staffed, stocked, and on the road. **Gary** and **Phil** perform a lot of the maintenance (and, when necessary, go the distance, as it were — recently a tractor-trailer rig clipped the driver-side rearview mirror of one of the parked bookmobiles; **Phil** hopped up on his running boards to flag him down).

Collection development and acquisitions take on an entirely different character when this patron base and these service conditions are taken into consideration. For one thing, bookmobile books are very well used. Many are read in barns or by lamplight and are enjoyed, shall we say, with enthusiasm. We clean and mend books a lot, and less concern is devoted to their appearance than would be the case even in the main library. We don't have the luxury of a large budget, so replacements are obtained only when absolutely necessary.

Although much of our collection wouldn't seem unusual in most small, rural public libraries, we do have an eclectic mix. Older books on farm equipment, for example, or beekeeping have a place, alongside materials on solar power, organic gardening, and alternative medicine. Serving this range of interests with a limited budget is a challenge.

The main library also has access to a wide range of electronic resources, thanks in no small part to the **Ohio Public Library Information Network**, or **OPLIN (OHIOLink's public library cousin**, as it were). Patrons use databases, eBooks, and others resources, albeit with some interesting twists.


The Amish may be seen by some as shunning the modern world. I think it's more

accurate to say they hold themselves apart from it, in an effort not to be corrupted by too many worldly influences. They don't reject technology outright, but rather evaluate its appropriateness to their lives and culture.

Cell phone use among some Amish affiliations has become fairly commonplace. Many Amish access the internet as well, although rules governing this vary from group to group. As the Amish population has increased, they've had to look further afield for employment opportunities. Some work construction; others are cabinetmakers, furniture makers, and craftsmen. The Internet is a way to connect with suppliers, customers, and distributors.

We roll into Killbuck mid-afternoon, and set up shop in the parking lot of the local independent grocery store. We get some English on board, primarily looking to use our laptops or connect their own to our wireless. It's been snowing since mid-day, and it's starting to pile up.

As we head back to Millersburg, I get to thinking about this experience. Holmes County is in many ways a mirror for what's happening on a larger canvas around the country. Communities are changing — evolving — while confronting stark budget realities and increasingly complex expectations.

What's next? Hard to say. We pull in to **Rodhe's**, the IGA in Millersburg that's located behind the Library; it's how we get to the bookmobile parking bay at the back of the building. **Rodhe's** has a side parking area designated "buggies only," and as I glance over at the six or seven lined up behind their horses I see the last one sports a dreamcatcher. Indeed. 

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

READING IN THE RUINS

by **Bruce Strauch** (The Citadel)

When **Walker Percy's** parents committed suicide, he and his brothers went to live with a planter-poet bachelor uncle in Greenville, Miss. Young **Walker** became best pals with a neighbor boy named **Shelby Foote**. The two went to college at **UNC** (now **UNC-CH**), **Shelby** dropping out and **Walker** going on to **Columbia** to become a doctor. But by then both had vowed to become writers. **Shelby** found fame with his three-volume work on the Civil War.

Said **Foote**, "I think the superiority of Southern writers lies in our driving interest in just ... two things, the story and the people."

Walker read the proofs and wrote his friend. "Yes, it's as good as you think. It has a fine understated epic quality, a slow measured period, and a sustained noncommittal, almost laconic, tone of the narrator. I've no doubt it will survive; might even be read in the ruins."

See — **Jon Meacham**, "Shelby Foote's War Story," *Garden & Gun*, April/May, 2011, p.35.

MURDER WILL OUT

by **Bruce Strauch** (The Citadel)

In 1830, an octagenarian sea captain — ex-slaver and general crabby old tyrant — was savagely murdered in his bed in Salem, MA and his will destroyed so his wealth would pass intestate to the family heirs. A subsequent trial of four conspirators became a national sensation with **Daniel Webster's** spell-binding summation for the prosecution joining legal legend.

On the literary level, a confession by one of the four became the inspiration for the compulsive confession in **Edgar Allan Poe's** *The Tell-Tale Heart* and **Nathaniel Hawthorne's** *Arthur Dimmesdale* in *The Scarlet Letter*. Hawthorne scholars also claim echoes of the murder can be found in the opening chapter of *The House of Seven Gables*.

See — **E.J. Wagner**, "The Tell-Tale Murder," *Smithsonian*, Nov. 2010, p.61.



CHOCK FULL OF AUTHORS

by **Bruce Strauch** (The Citadel)

In a series of articles on "The South's Most Creative Small Towns," our author dubs Hillsborough, N.C. the most literary town below the Mason-Dixon Line. Resident authors: **Michael Malone**, **Allan Gurganus**, **Lee Smith**, **Jill McCorkle**, **Randall Kenan**, **Craig Nova**, **Annie Dillard**, **Frances Mayes**, **Hal Crowther**.

See — **Nic Brown**, "Hillsborough, N.C.," *Garden & Gun*, April/May, 2011, p.68.

DAUGHTER OF BRONX PUB OWNER MAKES GOOD

by **Bruce Strauch** (The Citadel)

The prolific **Mary Higgins Clark** has sold 100 million copies in the U.S. alone and is still going strong. **Simon & Schuster** is so confident of her that she is factored into their budget. Her 43rd book *I'll Walk Alone* will come out on Mother's Day, the biggest book buying day of the year behind Christmas and Father's Day. She has owned the holiday for 20 years with her books front and center in every book store.

Slammed by critics as formulaic and hokey, she gets more than a million per book, owns a Central Park South apartment as well as houses in Saddle River, NJ, Spring Lake, NJ, and Cape Cod. **Michael Korda**, formerly editor-in-Chief of **Simon & Schuster**, is retired but still edits **Mary**, **David McCullough**, and **Larry McMurtry**.

See — **Alexandra Alter**, "The Case of the Best-Selling Author," *The Wall Street Journal*, March 25, 2011, p.D1.

BIBLIO FEVER

by **Bruce Strauch** (The Citadel)

Five Best on obsessive collectors: **Nicholas Basbanes**, *A Gentle Madness* (1995); **Larry McMurtry**, *Books: A Memoir* (2008); **Harold Rabinowitz** and **Rob Kaplan**, Eds., *A Passion for Books* (1999); **Edwin Wolf**, *Rosenbach* (1960); **Rick Gekoski**, *Tolkien's Gown* (2004).

See — **Allison Hoover Bartlett**, "Extreme Book Collecting," *The Wall Street Journal*, Oct. 9, 2010.

Rumors

from page 10

awesome **Lynn Sutton**, Dean of the Library at **Wake Forest University**. **Bill**, y'all might remember, organizes the **Charleston Chase** every year during the **Charleston Conference** at the ungodly hour of 6:30 AM. I slept through my alarm last year. Oops!

Anyway, as I was writing **Rumors** this time, guess who I got an email from? **Bill Kane** himself (and he says we can call him **Billy** in his online profile ;). Anyway, **Bill** has been appointed **Director of Digital Publishing** at

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Future Dates for Charleston Conferences

	Preconferences and Vendor Showcase	Main Conference
2011 Conference	2 November	3-5 November
2012 Conference	7 November	8-10 November
2013 Conference	6 November	7-9 November
2014 Conference	5 November	6-8 November
2015 Conference	4 November	5-7 November

Under the Hood — New To You

Column Editor: **Xan Arch** (Collection Development Librarian, Reed College Library) <xanadu@reed.edu>

Libraries are still buying a lot of books. In a world where **Google** is available for the satisficing of our users, how do we make sure all these books are used? Students, who may not yet be tapped into academic networks, need to learn about new resources in their field. In the age of the electronic resource, print material is still valuable for learning and research. We are buying books that the students and faculty will need and use right now. The challenge is making sure they know what we are providing as soon as it's available to them.

One way libraries address this problem is by offering a list for patrons to view new materials purchased by the library in the last week or month. This could be a great way to put our acquisitions in front of our users, but most of us aren't doing a very good job at this feature. In many cases these lists are data dumps from the catalog, organized by **LC** class. Because the list is often run from the ILS backend, it usually can't take advantage of the additional features (like book jackets or reviews) that are present in next-generation catalogs. Often, possibly due to the difficulties of formatting these lists attractively, the new materials list is hidden on a secondary layer of the Website. Some of these lists include the ability to set up new material notifications through **RSS**, but most of the lists are static and view-only. The new materials list is too valuable for this kind of treatment. A basic new materials list, dumped from the catalog, organized by **LC** class, then hidden on a library Website is pretty near useless to accomplish the goals of pushing our new content to our users.

It isn't easy to create a new materials list using just the library database software, so why isn't there a vended solution to the new materials list? A vendor could take

care of the details of creating this list every week, leaving us the time to find new ways to reach our users. It could be offered by an ILS company, but there are other vendors that know as much about the new materials we acquire as we do. One possibility is the library's main monograph vendor. They would be able to provide a library with a new materials feed that could update at the very point when a book reached the library. The list could incorporate reviews, book jackets, and other supplemental material that the vendor already provides to aid ordering. It could also include electronic books ordered by the library. eBook discovery is still a problem in many libraries, and this would be another avenue that these materials could be surfaced to the user.

Even more exciting, a new materials list supplied by a monograph vendor might be able to include electronic or print books from a patron-driven acquisition plan. These would be books that the library does not yet own, but will own if a user indicates interest. It seems almost counterintuitive to the idea of a new materials list, since the materials have not yet been acquired, but it could provide one more way to present these potential acquisitions to the library patrons and possibly drive additional use.

The downside to a new materials list coming from a monograph vendor is that it would not include the universe of new materials acquired by a library.

While many libraries use one main monograph vendor for a large percentage of acquired titles, there are always other materials coming in from other sources, whether secondary vendors, non-print

sources, or gifts. It might be possible to supply an ISBN load to the monograph vendor that would allow these additional new items to be included in the list.

Another possibility is **OCLC**. Many libraries set their holdings in **WorldCat**, so **OCLC** has a good idea of what we own. They also have supplemental material about each book that they could feed to the library, such as book jacket images. An advantage to **OCLC** is that their list could encompass most new materials acquired by a library, regardless of origin or format. It could include purchased eBooks, though items available through a patron-driven plan would be more difficult to include. If the new materials list was combined with **WorldCat Local**, a user could place a hold or check the available copies quickly from the list itself. One possible problem would be any delay between the arrival of a new book in the library and the upload of holdings to **OCLC**.

If we had an easy way to get the new materials list data, we would be able to think about the best ways to provide this information to our patrons, based on our environment. Instead of just offering an **RSS** feed, we could provide a variety of output options for the new materials that would fit user workflows. Another example would be making the new materials list compatible with library mobile sites, since this would be a natural addition to the basic mobile catalog offered by many libraries. Finally, a user-friendly list could also be pushed outside the bounds of the library Website to appear on library social media sites or academic department sites for the school.

The new materials list is an important tool for libraries to highlight their acquisitions and promote usage of these items. This tool deserves more than to be created hastily and pushed to the lower levels of the library Website. If a vendor can help us make this list easy, attractive, and flexible, we can spend our time working with our users instead. 🌸



The Challenges of Bibliographic ... from page 1

publishing, in the direction of open access. With this framework he discusses how peer review, and to a lesser extent copyediting, will remain the only valuable functions that publishers will have reason to charge for in an OA environment. Reflecting on his long experience as an STM journal copyeditor, **Joe Fineman** follows with an honest assessment of what kinds of service copyeditors can usefully continue to provide in an online publishing environment and what kinds may no longer justify the expense of providing. Building on these contributions, but focusing more on journal publishing in the humani-

ties and social sciences, **Sanford Thatcher** reports the results of a collaborative effort by several university press copyeditors to assess the adequacy of Green OA versions (what in JAV's terminology would be called "Accepted Manuscripts") posted on **Harvard's DASH** repository, comparing these as feasible with the final versions as published (JAV's Versions of Record"). One perhaps surprising result of this exercise is that much editing traditionally done for print-based journals, especially formatting to conform with house style, is unnecessary in an online environment, whereas types of editing not typically now done for reasons of cost, such as checking of citations and quotations for accuracy, will become cheaper to perform and more important as contributions to scholarly integrity. 🌸

Rumors from page 12

Wake Forest University. He says he thinks he's actually going to be able to (at least try to) do what he wants at **Wake**, which is give faculty (and students) a chance to publish their "stuff" online (for free), as opposed to the traditional way (for increasing fees). He is planning on offering a tossed salad of self-publishing, open source, course materials, with some HTML5 dressing on the side. **Bill(y)** says he'll be working for the computing center and not the library, but libraries are likewise increasingly becoming content suppliers, and not just collectors. So, he says he will still

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Rumors
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chase and chug at the **2011 Charleston Conference**. Stay tuned.

Speaking of which I just heard that the fantabulous **Connie Foster** will become **Interim Dean of Western Kentucky** shortly. Like wow! Good luck, **Connie!**

Some baby news. **Thomas Mack Gremillion** is **Becky Lenzini's** second grandchild. See his picture in this issue, p.1.



And **Dennis Brunning** sent me this picture of his granddaughter all dressed up in St. Patrick's Day garb. Isn't she cute?!

And **Roger Schonfeld** and his wife are expecting a second baby this summer.

Ran into the magnificent **Bob Schatz** at one of the meetings I have been going to and he told me his daughter is married and he has grandchildren of his own. He showed me pictures on his **iPhone** or was it a **BlackBerry**? See **Bob's Op Ed** (this issue, p.48). He says that libraries are losing valuable real estate on their institutional homepages. I remember when that tried to happen to us at the **College of Charleston** but thanks to great leadership it didn't happen. Still, **Bob** is right at least from my experience. As I search the Web looking for library staff I find it harder and harder to find the library homepages.

Some people have all the fame! **Becky Lenzini's** great movie Website <http://serious-movielover.com/> has been discovered. She is now movie reviewer for a Website in Chicago <http://www.snspost.com/>. Plus she was interviewed for their radio spot <http://www.snspost.com/sns-04022011-rango-reviewed/>.

The creative **Scott Smith** tells me he has finished library school at **Kent State**. His column this time is about **Curious George**

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against the grain
people profile

Assistant Director for Collection Management and Administration
Brown-Daniel Library, Tennessee State University
3500 John A. Merritt Blvd, Nashville, TN 37209
Phone: (615) 963-5230 • Fax: (615) 963-1368
<galvin@tnstate.edu>

Glenda Alvin

BORN AND LIVED: Landstuhl, Germany; Air Force family: California, Mississippi, District of Columbia, Okinawa, Ohio, IL.

EARLY LIFE: East St. Louis Senior High School, **Kent State Univ.** (BA), **Atlanta University** (MSLS), **U of South FL** (MA).

PROFESSIONAL CAREER AND ACTIVITIES: Youth Specialist and Fine Arts Librarian, **Tampa-Hillsborough Public Library System**, Acquisitions and Collection Development Librarian positions at the **St. Petersburg Jr. College**, **University of Central Arkansas**, **The College of New Jersey** and **Tennessee State University**.

FAMILY: Mother (**Mildred**), Sister (**Bettie**), Brother (**John**), Nephews (**Jay** and **Andrew**).

IN MY SPARE TIME: I make bed quilts and wall hangings from African, Asian, and novelty theme fabrics. I also manage my church's bookstore, and I coordinate the book club.

FAVORITE BOOKS: *The Woman's Study Bible* (**Nelson**), *Jubilee* (**Margaret Walker**), *Third Life of Grange Copeland* (**Alice Walker**), *The Hand I Fan With* (**Tina McElroy Ansa**), *Warmth of Other Suns* (**Isabel Wilkerson**), *The Immortal Life of Henrietta Lacks* (**Rebecca Skloot**), the *Yada Yada Prayer Group Series* (**Neta Jackson**), and *The Daniel Fast* (**Susan Gregory**). I collect books and magazines on African American quilting and quilters, which I have put in LibraryThing.

PET PEEVES: Selfishness, telemarketers.

PHILOSOPHY: Treat people the way I want to be treated.

MOST MEMORABLE CAREER ACHIEVEMENT: Editing the RFP for our ILS system.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To have a home with a large of enough space for a separate quilting studio and dining room.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I see less print books and periodicals in libraries and public life. I see the coming of a more online-access environment with fewer library staff. 🌱

Is Selection Dead? The Rise of Collection Management ...
from page 42

the titles that patrons get to choose from, or approving titles that they have chosen. Selection thus appears to be alive and well rather than dead and is simply assuming new and different forms.

Response #2 – David Magier (Princeton University)

Some provocative propositions deployed to promote PDA and hasten the death of selection are based on false distinctions, library caricatures, and rhetorical strawmen. Outmoded libraries with “traditional,” “local” collections — consisting of printed books selected “one at a time,” “just in case” someone might ever need them and without regard to the information needs of users, and created, furthermore, with wanton abandon in an unmanaged era of plenty, for the purpose of organizing a “wonderful collection” of content that no one needs and is anyway hard to discover or use — are contrasted with proposed patron-driven, cost-effective,

“just in time” libraries responding digitally to users’ needs, providing Webscale discovery and instant delivery, where libraries themselves “pale in comparison to what is available on the Web.”

Both sides of that contrast are far from reality, and betray a fearsome lack of understanding of what collection development (and selection) really are. No library (since Alexandria) tried to collect “everything.” Libraries scalably deploy limited resources. Selection — print and electronic — has always been “patron-driven”: understanding and balancing priorities among current and potential future trajectories of need of constituencies and fields is the keystone of collection development, driving acquisition decisions.

Ignoring the long tail of need, abdicating subject knowledge, liaison, and the means of collectively shaping shared collections, turning over all selection to users (and expecting “the Web” to supply whatever else is needed) will surely save space, reduce payrolls, and win the hearts of administrators. The resulting libraries, though, will be incapable of supporting research, and are likely to be cut off from access to collections of research libraries that collaborate to deploy their limited resources for that serious purpose. 🌱

Questions & Answers
from page 55

posted digital archive should the owner object to its inclusion.

QUESTION: *Why do so many journal publishers include in their license agreements restriction on divulging the terms of the license including price of the subscription?*

ANSWER: Nondisclosure clauses in licensing agreements are fairly standard legal practice for all types of licenses. For library subscriptions, the matter has been in the press recently and a number of large academic libraries are refusing to sign such agreements as they come up for renewal. **Cornell University** is one such institution, and a document detailing the reasons for its stance is found at: <http://www.library.cornell.edu/aboutus/nondisclosure>. Many suspect that the reason that publishers require nondisclosure clauses in their licenses is because they make various price deals with different libraries. In addition to price, there could be other terms that differ for different size institutions, geographical locations, subject emphasis, etc. The problem, of course, is if there is a nondisclosure clause, one simply cannot know whether there are differences from institution to institution or consortium to consortium. Further, libraries want to be treated fairly in comparison to other libraries. Thus, the increasing refusal to sign license renewals that have nondisclosure clauses.

QUESTION: *If the librarian knows that a patron intends to infringe copyright for material checked out to the person, is the library responsible? What should the librarian do?*

ANSWER: If the patron asks whether certain behavior would be infringing, the librarian can supply materials to answer the question but should refrain from practicing law without a license. Naturally, the library also should refrain from making infringing copies for users. However, the library is not responsible for the patron's behavior if the library has posted the required warning where copy requests are received and on the order form for such copies as required under section 108(d) of the *Copyright Act* and the library has posted notices of copyright on reproduction equipment required by section 108(f)(1). 🐾

Rumors
from page 44

and **Tintin** in the land of the Amish. Are you ready for the upcoming **Spielberg** movie about **Tintin**? Did you know that the creator was from Belgium?

The he's-allover-the-place **Rick Anderson** gives us a glimpse inside the ALCTS Collection Development Forum at ALA Midwinter. (this issue, p.40) And **Bob Nardini** mentions the same Forum in his column, this issue, p.76.

Bob also sends the following news about new staff at **Ingram**. **Marc Roberson** joins **Ingram Content Group** as Director of Sales, Public Li-

against the grain
people profile

Head, Reference and Instruction, Wright State University Libraries
3640 Colonel Glenn Hwy, Dayton, OH 45435
Phone: (937) 775-3142 • <sue.polanka@wright.edu>
www.libraries.wright.edu/noshelfrequired

Sue Polanka

BORN AND LIVED: Cincinnati and Dayton, Ohio areas, Austin, Texas for a short stint.

PROFESSIONAL CAREER AND ACTIVITIES: Reference and instruction librarian and a writer, editor, and blogger for reference and eBook topics.

FAMILY: Nice nuclear family with an Alaskan Malamute named Moon.

IN MY SPARE TIME: I travel as often as possible, preferably with family and friends and enjoy life to the fullest.

FAVORITE BOOKS: Love the legal thrillers and mysteries, but have no time to read them.

PET PEEVES: Bad service and the statement "we've always done it that way."

PHILOSOPHIES: Everything happens for a reason, the more you give, the more you get, and work hard, play harder.

MOST MEMORABLE CAREER ACHIEVEMENT: Receiving a trademark on *No Shelf Required*. The idea for a blog to discuss electronic reference and eBooks was suggested to me by a reference publisher in 2008. I took the idea and ran with it, developing the content and brand over time. For me, *No Shelf Required* is the perfect intersection of my experience as a librarian and my education in communication and marketing.

MY PUBLICATIONS: *No Shelf Required: E-Books in Libraries*, ALA Editions, 2011. *E-Reference Context and Discoverability in Libraries: Issues and Concepts*, IGI Publishing, forthcoming. *No Shelf Required II: The Use and Management of E-Books*, ALA Editions, forthcoming.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Professionally – create the ultimate research environment for library users, whether a digital tool, collection of services, or a combination of the two. Personally – Visit the three continents still on my bucket list with my family and friends.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: I hope to see authors, artists, publishers, and libraries much more in-tune about licenses, DRM, and business models. Ideally, we will be settling into good practices based on collaborative efforts amongst our groups, all to provide the best access and service to end-users.

HISTORY AND BRIEF DESCRIPTION OF YOUR LIBRARY: Named after the world-famous **Wright** brothers, **Wright State University** in Dayton, Ohio, continues their spirit of innovation. The university serves nearly 18,000 students, offering more than 100 undergraduate and 50 Ph.D., graduate, and professional degrees. 🐾



braries. **Marc** comes to **Ingram** from the library systems market where he spent the last ten years in sales management. **Marc** can be reached at **Ingram** at <marc.roberson@ingramcontent.com> **Janet Walsh**, is **Coutts** new Area Manager for the Southeast U.S. **Janet** comes to **Coutts** from **American Baptist College** where she was the library director. Prior to working at **American Baptist**, she was the Assistant Director of Library Services at **Fisk University**. **Janet** also has a wealth of sales and training experience gained from working for the library system vendors **DRA** and **SIRSI**. **Lisa McDonald** is an MLIS degreed librarian with a strong background in sales and account management. **Lisa** worked for ten years at **OCLC** where she held a variety of positions including Contract Cataloging Consultant, Project

Manager and Metadata Specialist. **Lisa** will be responsible for the U.S. Central territory. Welcome, everyone!

Seems like this month has been a month of **traveling to meetings**. Now I sort of know what it's like to be a sales rep. Not really, but I can pretend. Anyway, attended **ACRL** in Philadelphia at the end of March. It too was great! I approached **ACRL** with fear and trepidation figuring that all my friends would have retired and I wouldn't know anyone. Wrong! Guess who was the first person I saw when I walked in the exhibits? **Carl Teresa**, General Manager of **Wolper Subscription Services**! **Carl** looks as great as he used to when he was at **Ballen Booksellers** (**Carl** and **Ballen** used to handle the

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IOP Publishing

Contact details:

IOP Publishing

Head office: Dirac House, Temple Back, Bristol, BS1 6BE, UK

Bristol head office: +44(0) 117 929 7481

North, Central and South America office: IOP Publishing Inc., The Public Ledger Building, Suite 929
150 South Independence Mall West, Philadelphia, PA 19106, USA

IOP Publishing Science and Editorial office: Suite 1010, 1325 G Street NW, Washington, DC 20005, USA
The company also has offices in Beijing, Tokyo, Munich, Wroclaw, Moscow and St Petersburg.

Company Website: <http://publishing.iop.org/> • **Journals Website:** <http://iopscience.iop.org/>

North, Central and South America office: (215) 627 0880 • **Washington office:** (202) 747 0330

Affiliated companies: IOP Publishing is the publishing division of the Institute of Physics (www.iop.org)

Officers: Mr Steven Hall, Managing Director • Dr Nicola Gulley, Editorial Director • Dr Olaf Ernst, Commercial Director
Mr Steve Moss, Chief Operating Officer (IOP Publishing Inc.)

Vital Statistics

- Number of employees: 270 in Bristol and 30 in our international offices
- Total number of journals currently published: 65

History and Brief Description of Publishing Program

IOP Publishing is a not-for-profit company wholly owned by the **Institute of Physics** and is one of the largest publishers of physics information in the world. **IOP's** publishing activity dates back to 1874 and includes a wide range of journals, magazines, and community Websites including *Physics World*, *Nanotechnology*, and the *Journal of Physics* series.

In the last 10 years **IOP** has doubled the number of journals it publishes. In 1999, **IOP's** catalogue contained 33 journals; today it publishes more than 60. Many of the journal titles are produced in partnership with other societies and publishers seeking a wider, more internationally visible audience. There are seven open-access titles in the portfolio including *New Journal of Physics* and the *Journal of Physics: Conference Series*.

As an organization we are focused on making the most of new technologies (such as the popular **iPhone** apps for *Physics World* and *IOPscience*) and are continually improving our electronic interfaces to make it easier for researchers to find exactly what they need, when they need it, in the format that suits them best. For example, *Physics World* has just changed to a digital publishing format, and **iPad** and **Android** versions will also be available shortly. In another example, the *New Journal of Physics* has recently launched a new integrated video abstract service which lets authors go beyond the constraints of the written article to personally present the importance of their work to a global audience. 🌍

The Grass is Often Greener from page 73

and implemented. After another brief delay, our selectors were suddenly swamped with notifications. (This was a deliberate feature of the profile. We plan to review the selections in a few months and, in all likelihood, make significant revisions. Depending upon the results it is entirely possible that part of the program may grow to automatic book shipments.)

While our approval plan is finally off the ground, I worry a bit now that our selectors' excitement over the helpfulness and convenience of the notifications may be overshadowed by frustration. Because we are now far into the budget year, some selectors have exhausted their allocations. I can only hope that this will not discourage them from reviewing titles which must be deferred for several months.

Speaking of new projects, as the brash, new acquisitions librarian, I have become something of an eBook gadfly here at TCNJ, peppering

our selectors with eBook articles and inviting representatives from major aggregators to come in to speak to our library faculty. So far, our forays into eBooks have been limited to a small **NetLibrary** collection augmented annually through purchases with a local consortium. The titles chosen have tended to be on the popular side, but we are getting respectable usage. I have undertaken a study to see just how and where eBook titles might supplement (or supplant) our current collection practices, and I hope and expect to see our involvement grow, but I have again run into budgetary realities.

For good or ill, things just take more time in academia. Our budget is parsed and allocated months ahead of the new fiscal year. There is no money in our current budget for anything more than the **NetLibrary** collection. Assuming the proposed spending is approved (and in New Jersey's current political climate this is a true act of faith), I'll get my chance this summer. I'd like to start with a big splash — an eBook collection and some promotion. We'll see... 🌱

Rumors from page 56

mailing of *Against the Grain* way back when it was first being published.)

The second person I ran into on the same aisle, not far away was **John Riley**, now of **BUSCA**, and **Michael Cooper**, the owner and brains behind the operation. We had some great Philly cheese steaks (I would sure like one right now, it's supper time!) Anyway, have I told y'all about the **BUSCA blog**? It's fun and very informative <http://buscainc.blogspot.com/>.

Guess that y'all have heard that **Jonathan Tasini** is at it again! Remember *New York Times Co. v. Tasini*, 533 U.S. 483 (2001), which went all the way to the **Supreme Court**. The lawsuit was about licensing material contributed by freelancers' online databases without providing compensation to the freelancers. Well, **Jonathan Tasini** and some bloggers from the **Huffington Post** (which was recently bought by AOL) have filed a \$105 million class-action lawsuit against the

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Vendor Library Relations from page 76

appointment that day. Some could be arrogant, obtuse, dismissive. Some would have as little as possible to do with you, as the vendor rep. Others would launch impromptu lectures on some point of minutiae that would carry on and on and leave you, or leave an entire roomful, weary with boredom.

But more often these selectors were delightful, engaged with their subject, engaged with the library and the university, and engaged with you as the vendor making rounds. You could learn a lot from them, about subject areas, about publishers, about the book trade. They might wear their learning lightly or they might be bombastic about it, they might be businesslike or they might be witty and sarcastic, they might be charming or they might be peculiar, they might be organized or they might be in perpetual disarray, but they knew their stuff. These selectors were good at what they did.

Then book selection changed into a part-time job, for selectors who might have little or no background in their assigned areas and whose real focus at work was someplace other than collection development. Their job was not to build great collections, but to spend the book money they had — which was often a small amount — as wisely as they could manage to, while engaging more of themselves with the online world developing so quickly around them. The selectors who remained book-oriented began to seem out-of-step. When administrators began to look at how often books circulated, a page had certainly turned.

Today many libraries are focused on turning over some selection duties, at least, to their patrons. Occasionally in these earlier days members of the teaching faculty were involved closely enough in book selection that you encountered these patrons face-to-face. There was one fast-growing new state university where I went every year. It was not well known nationally, but even so was an up-and-coming

institution, already a large one, with faculty who came from everywhere. At this school there was a member of the philosophy department who had the librarians more or less terrorized. I would meet with her alone, since everyone else would clear out when her session came around on the agenda.

Her Ph.D. was from an elite national university and her mission at this new institution seemed to be to do everything in her power to transform what she could at her sprawling new campus into a respectable home. The library was within her reach, and she was so controlling there that for several years, I had things set up so that we mailed weekly paper selection slips to her house in a nearby suburb.

One year the budget news looked grim, and the focus of my visit was to cut the size of the approval plan. She and I sat across from one another at one end of a long rectangular table in a conference room which of course we had to ourselves. At one point I suggested that books from a certain publisher, one which I knew was prestigious, were of consistent enough quality that they might remain in the approval plan without any change.

She stiffened, sat up, dropped whatever thought she'd had, and looked straight at me, more engaged with me at that moment in fact than I'd ever seen. "I'm one of the leading philosophers in the country," she told me, "and *I know* which publishers are appropriate for this library." Of course I backed off, but wondered to myself why it was, if she was one of the leading philosophers in the country, that she was spending her time to meet with me.

When I returned to the office — this was the pre-Web era — from curiosity I looked her up in the "Author" volumes of *Books in Print*. To my surprise, she had two or three books to her credit, including one from an Ivy League university press. If that meant anything at all, she was one of the leading philosophers in the country.

If it had been up to me to pick selectors, I'd have taken Kurtz any day. 🍌

Charleston at Katina's house on the Citadel campus. And some will be calling in on Skype and others will be using cell phones but we will be assembled to work out several of the issues with registration and a new Website among other details. <http://www.katina.info/conference>

Oh! And the Charleston Conference Call for Papers is up and we have already gotten submissions. Was reading that **TRLN (the Triangle Libraries Network)** has received a grant from the **Andrew W. Mellon Foundation** to develop business models and licensing terms for the **cooperative acquisition of eBooks** and **TRLN** plans to present some of their findings at the **2011 Charleston Conference**. Ho ha! For more information, see the entire press release at <http://www.against-the-grain.com/2011/03/trln-to-investigate-e-book-models-with-mellon-foundation-grant/>. www.katina.info/conference

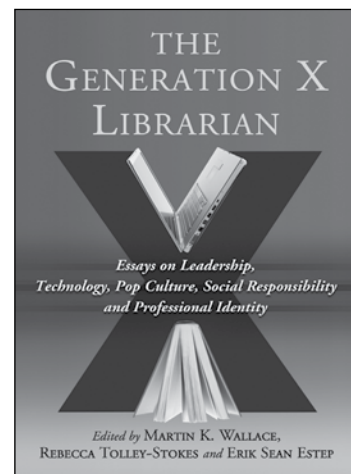
Well, they have squeezed me out of space in this issue so I have to sign off. Rumors will be continued in June and on the **ATG NewsChannel**. I have a lot more to say! Have you visited? www.against-the-grain.com/ 🍌

Rumors from page 74

Huffington Post, **AOL**, and **Ariana Huffington** herself. We do indeed live in interesting times! See "Why Tasini's Blogger Lawsuit Against the Huffington Post Makes No Sense" by **Dylan Stableford**. <http://www.thewrap.com/media/column-post/why-tasini-lawsuit-against-huffington-post-makes-no-sense-26399> **Jeff Bercovici** "AOL-HuffPo Suit Seeks \$105 million" <http://blogs.forbes.com/jeffbercovici/2011/04/12/aol-huffpo-suit-seeks-105m-this-is-about-justice/>. <http://buscainc.blogspot.com/2011/04/thanks-to-all-of-visitors-to-busca-at.html>

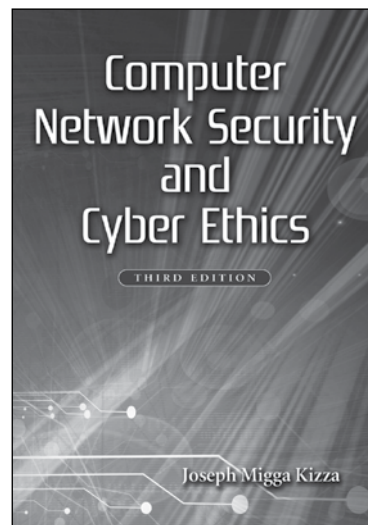
Speaking of the **Charleston Conference** — the **31st** is coming up. Can you believe it? I sure can't! We have already gotten lots of emails and phone calls about the **2011 Charleston Conference "Something's Gotta Give!"** (November 2-5) and the **Vendor Showcase** (November 2). The whole **Charleston Conference team** (at least most of them) are meeting this very weekend in

 **McFarland**



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