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Publisher Profile-Bilbary

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or re-scanned out-of-copyright books — as long as the quality of the presentation is high. I am talking about proper layout and no missed words and so on. We won't attempt to judge quality of writing — that is something for our customers to do.

ATG: *There are many issues with eBooks recently outlined by Chuck Hamaker in an article in Searcher Magazine. Can you comment on contracts that you will attempt to have with publishers that might confront some of these issues?*

TC: You are right — that article by **Charles Hamaker** lists a whole series of very valid questions that arise. Many of them aren't easy to answer. The technology of eBooks makes possible a whole series of features that weren't available with print books — so many things will and can change.

One aspect that interests me and is not in that list is the possibility of helping people who have "print difficulty" either with their eyesight or with dyslexia. We have begun working with a government-funded U.S. agency that develops technologies to tackle these problems, and I am very keen to incorporate these into **Bilbary**. Many people around the world suffer from an inability to have access to printed work, and now it is possible to help them. If we can, we should.

ATG: *One of the key concerns Mr. Hamaker discusses is ownership versus licensing. If purchasing from Bilbary, will libraries own the eBooks? In short, what rights are being purchased when Bilbary eBooks are being acquired? And what insures the preservation and archiving of Bilbary eBooks?*

TC: **Bilbary** won't sell to libraries at all. There are other people who do that. **Bilbary** sells or lends directly to the customer. If a library wants to hold a book in its collection that is a service that other people provide — what we do is allow a library with whom we are partnering to offer a much wider range of books to the public than their budget would normally allow if they were to collect and hold the titles. It is a way of adding to the services a library can offer at no cost at all to the library, but from which they can benefit financially.

ATG: *One of the most pressing issues is eBook pricing with the common perception being that eBooks are a lot less expensive to produce and so should be cheaper than their print counterparts. And now to complicate matters, the U.S. Department of Justice is suing Apple and mainstream publishers for price fixing. What is Bilbary's take on eBook pricing?*

TC: I think prices should be as low as we can make them, as long as publishers and authors are paid properly for what they do, our job is to operate as efficiently as we can and give the best possible price to the customer.

ATG: *Tell us about your background. You began work as a bookseller (Waterstone's and YBP). Have you abandoned the brick and mortar for the virtual?*

against the grain

publisher profile

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TC: I have been selling books for more than thirty years, and I do enjoy it. I find the possibilities of the eBook absolutely fascinating, and I am enjoying playing in the chess game that is going on the market at present. It is real fun.

But I love going in book shops, both new and second-hand. I also write books, so looking for research material in old book stores is one of my great pleasures.

ATG: *Speaking of book shops, how would you rate their chances of survival in the 21st century? And what will they look like if they are still with us?*

TC: I think we will always want to own printed books and to give them as gifts to friends. They are very special. I think only some kinds of books are readily used in an eBook form, and there are a lot of books that will remain much more practical in print form. For example, at present, there are very few illustrated or color books that are available as eBooks — and that will remain true for a long time.

ATG: *You are a successful author in your own right. Please tell us about the books that you have written. Several are very interesting. I believe one called "Patsy" has a Kindle edition and has sold very well.*

TC: Thank you! *Patsy* is based on an amazing true story about an aristocratic woman who was about as wicked as it is possible to be. And yet she was adored by far too many people. It is a true life "Downton Abbey" story that I came across in secret files and private letters. You are right it has been quite popular — I would love to see it made into a film or TV series.

I also have a book of which I am proud called *Delane's War* which is about a journalist whose persistent pursuit of the truth — in the time when **Florence Nightingale** played an important role in British affairs — actually forced the British Government to collapse. It is a Victorian-style Watergate scandal, which rings true even now. I even included some Newspaper adverts from the 1850s which are extraordinary. The book also tells a romantic story that is quite original.

ATG: *What do you like to do for fun — when you're not creating innovative Websites and services? Do you have any hobbies or favorite pastimes?*

TC: I have two amazing children. **Sam** is deputy political editor of *The Times* in London, and works in Parliament here. **Olly** is a cellist who has just been named "International Young Artist of The Year" by the **Royal Philharmonic Society** at a ceremony in London ... look him up at www.Olivercoates.com.

ATG: *Thank you for taking time out of what must be a busy schedule to talk to us.*

TC: Not at all! 🌱

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ATG Interviews Mary Ann Liebert

Founder and President, Mary Ann Liebert, Inc.

by **Tom Gilson** (Associate Editor, *Against the Grain*) <gilson@cofc.edu>

and **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

ATG: *Mary Ann, you have been a leader in STM journal publishing for a number of years, however, for our readers who don't know, can you tell us how you got started in this area of publishing? As a woman in a male-dominated field, what were the special challenges that confronted you? Do you have advice for anyone contemplating a similar career path today?*

MAL: I pursued a career in biomedical publishing because my father had Parkinson's Disease, and I was sure that somehow, somewhere, I would find in the literature, if not a cure, at least a treatment that would make a difference. Alas, that was not the case, but it ignited my interest in the field. I have been fortunate that I did not experience much, if any, gender discrimination, or maybe I was just wearing blinders. I was too absorbed in what I was doing, exploring the promise of science in so many different fields.

ATG: *We interviewed you in June 1995. At that time you had 50 people working at Mary Ann Liebert. How many people work there now? And in 1995 you were preparing to launch five journals. How many are you preparing to launch this coming year?*

MAL: We have had to relocate four times since the company began. I hope this is the last relocation. We have wonderful, spacious offices where everyone has natural light, and we are in a very convenient area for transportation, whether by car or train, in New Rochelle, NY. We launched five new journals this year, and are planning for several new publications in 2013.

ATG: *You said in that interview that libraries have become much more selective and cost-conscious. With all the new products being launched and libraries having their budgets cut, what do you think will happen? Are you seeing cancellations of subscriptions for pay-for-view, for example?*

MAL: We are not seeing much attrition in subscriptions, although libraries have migrated to online. One of the reasons we may not be experiencing worrisome cancellations is that we do not force libraries to take big packages that they may not want, and librarians appreciate this flexibility. Also, we are not a "me too" publisher, and seek to establish unique publications that will advance an embryonic field.

ATG: *When you started, publishing and print were synonymous. Now we live in a digital world. How has that changed your approach to the business? How has it impacted your relations with authors? How about with libraries and librarians?*

MAL: My relationship with authors and editors is extremely gratifying. Scientists enjoy working with an independent publisher, because

we are flexible and creative, do not have cookie-cutter models, and our approach is to create publications that suit the needs of a particular field. My goal is to create and nurture publications that are not just repositories of literature, but will enable advancement in a field.

I am dismayed, however, by a perception that "commercial" publishers lack the integrity of "not-for-profit" publishers. Publicly-owned companies must satisfy their stockholders. Privately-owned companies do not have such an onerous mandate, and some not-for-profit publishers have very expensive headquarters, furnishings, and art, with impressive tax benefits. My sense is that staff salaries are comparable. Sweeping generalizations are troubling.

I think extensively about the differences between the print and digital worlds because I am immersed in both, of course, professionally and personally. I recently had an interesting experience when I read the biography of **Steve Jobs** on my **Kindle** and then was given a copy of the book in print. I discovered that I gleaned very different perspectives from both; things that didn't necessarily resonate with me online had a greater imperative in print. On the other hand, I found the weight of the **Kindle** very appealing and like the ability to adjust type size. Print vs. online reading will be most interesting to evaluate in 20 years.

ATG: *In an article you wrote for the April 2007 issue of ATG ("The Devil is in the Details") you talked about the strengths of print and electronic and the advantages of each format. You said you couldn't imagine life without the Internet (neither can we!), but you also point to the many subscriptions that you have for print journals and the fact that you continue to get them in print. Five years later, is this still the case?*

MAL: When I speak to researchers, they want journals online, but many of them say that they read print differently as well, and are more likely to come across a piece of important and thought-provoking information than by flipping through the pages and browsing. Print seems to foster serendipity. There is no question in my mind that they are read differently, but librarians may not think so. I am personally addicted to both, as I am a voracious reader.

ATG: *You recently made an announcement about expanded use of the Literatum platform and offering Liebert for Mobile (L4M), which provides 24/7 mobile access to the company's entire online collection of journals as well as Genetic Engineering & Biotechnology News (GEN). Please tell us about these new initiatives. How will they enhance user access and use of your publications? What has been the response so far?*

MAL: We announced that *Genetic Engineering & Biotechnology News (GEN)* would be available on Literatum and Literatum for Mobile because this magazine, which is our flagship publication, has information that is essential for so many departments within an institution; among them, academic research, purchasing, technology transfer, regulatory and business development, and collaborations both in the United States and abroad. Literatum enables libraries to make *GEN* available to the broad base of users who need this information about tools, trends, and global collaborations between academia and industry.

ATG: *Open Access is an increasingly important mode of journal publishing. We could not help but notice a link on your Website entitled "Liebert Open Access Options & Benefits." What is that all about?*

MAL: Many of our authors have inquired about making their papers open access. We offer "Liebert Open Option" to authors who would like their articles posted free online with immediate unrestricted open access via payment of an Open Option fee. This includes immediate upload to **PubMedCentral** without an embargo, which some authors find particularly attractive. Authors publishing subsequent articles using Liebert Open Option pay a reduced fee.

ATG: *When we click on your open access link there was no mention of peer review? Is peer review part of the process?*

MAL: Thanks for calling our attention to the fact that the phrase "peer review" did not appear on our open access Webpage. It has been added. Peer review is very important and we take this responsibility very seriously. In fact, this year we launched our first fully open access, peer-reviewed journal — *BioResearch Open Access* — in which participating authors pay an article processing fee once the article is accepted for publication.

ATG: *While your flagship publication is still Genetic Engineering & Biotechnology News (GEN), you added five new journals in 2011, so it would appear that content still matters. Can you talk a little about that? What do you look for when considering new journals possibilities?*

MAL: When I am considering publication of a new journal, I think hard about the field: where it was, where it is, and about its future. Is there a real reason for launching a new journal? A good example is *Journal of Adolescent and Young Adult Oncology*. Patients who develop cancer in the 15-39-year-old bracket have different problems, physically and emotionally. They don't fit in a pediatric unit, nor is it really appropriate to group them with older patients.

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Interview — Mary Ann Liebert
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They have concerns about fertility issues and other aspects of life, and their treatment options need to take these into consideration. It is truly becoming a discipline of its own within oncology, and hospitals are grappling with where these patients should be cared for within the hospital setting. Another new journal is *Disruptive Science and Technology*, but what else would you expect from a disruptive publisher?

ATG: *Your son is working with your online Website and offerings. Can you tell us about his role in the company?*

MAL: My son decided to strike out on his own and is president and CEO of an aviation company, **Performance Flight**. Lewis made an extraordinary contribution to the company, particularly in growing our IT capabilities. It was a difficult decision, but it has worked out very well for all concerned.

ATG: *If you were to look into your crystal ball where do you see STM journal publishing in five years?*

MAL: Ours is an evolving field: New government mandates, new “publishers” such as **Howard Hughes Medical Institute** and **Wellcome Trust**, scientist revolts, over-pricing, and ensuring sustainable models.

Looking into the future, I am very concerned about the spam open access publishing that is a growing phenomenon. These companies are proliferating, peer review is nominal or non-existent, and like the Burmese python in the Florida waters, they continue to proliferate. I am absolutely astounded that there has been so little discussion about this in the library community, and I have the impression from listservs that if a company calls itself an open access publisher, they are accepted without question. However, much research is based on previous research that has been reviewed with the utmost integrity. And therapeutic options for patients are also partially determined by published papers. I am extremely worried about the consequences of the OA spam publishing endeavors. If peer review is

not authoritative and absolute, and done with the utmost integrity, it will be regrettable, with negative consequences.

I also am both amused and concerned about the gaming of both citation and usage factors. Both libraries and authors put great stock in both, and publishers teach authors how to push up their rankings. Currently, libraries give great weight to both, but I have seen some egregious steps taken by publishers, and there was an article about this in the *Wall Street Journal* in 2006. Citation data are two years old by the time they are published!

The future of STM publishing holds many changes, forwards and backwards. The author-funded model may have trouble sustaining itself, given budget cuts, and more authors are resisting the pay-to-publish option. Their institutions are assuming larger portions of their grant money, and all of these costs take away money that is best spent at the bench. Pay-per-view sounds attractive for a specific paper, but again it totally negates the importance of the serendipity factor that many times is what is responsible for the “Eureka” moment that results from less specific browsing. Perhaps there will be a blending of all three. Personally, I am tired of all of the long-winded discussions about gold, green, etc.

Usage factors also do not truly reflect the value of articles about esoteric research that find a home in very focused journals. Esoteric research has a very important role if there is to be meaningful progress in areas such as rare diseases.

ATG: *Care to make any predictions about the future of libraries? Of publishers? Of print?*

MAL: Sadly, librarians may find their role less important, and their libraries may shrink. Both print and online publications will survive, however, as did radio after the advent of television.

I believe that libraries have to think about their future very carefully. Will the libraries themselves still matter? Will researchers from various disciplines still come to the libraries and interact with one another? Why will they come? There won't be any stacks to browse

unfamiliar but possibly intriguing journals and ignite new and meaningful collaborations.... Also, sitting in front of a computer monitor doesn't foster much interaction. It may be that librarians will find that their positions will become virtual, and that the library space will be used for other purposes, new office space for other endeavors, etc. Librarians may find that there will be staff cuts in their future, since libraries as places for sharing information may not have the same priorities in institutions that need more space for other purposes, but do not have the budgets for new buildings.

ATG: *We have asked some pretty serious questions up until now, so we were wondering if we might switch gears a bit. Can you tell us what fun things you do with your down time? What are your main interests outside of work? Are there any recent books or movies that you'd recommend?*

MAL: Down time: I love to read, and my curiosity level is off the charts. I also have a backstage mentality. If I go to an art museum, for instance, I want to know where all the paintings are stored, on and off the premises; where the restoration is done, how many paintings that are donated are never shown, and how provenance is established (I am especially interested in that). Then I want to know how much money the gift shop makes and contributes to the funding of activities of the museum. If I go to the circus, I want to meet the dog trainer! I adore gardening, and my landscaper and I have become best buddies. I don't need very much sleep, so in the middle of the night, I do find myself Tweeting. A few years ago I had the pleasure of conducting the first movement of **Tchaikovsky's** Fourth Symphony with an orchestra in Westchester County, and I must say it was one of the most thrilling moments of my life. I would love to conduct it again, many times, the way **Gilbert Kaplan** (publisher of **Institutional Investor**) has conducted **Mahler's** 2nd Symphony....

ATG: *Any pet peeves?*

MAL: Not today, but please stay tuned!

ATG: *Mary Ann, thank you so much for graciously giving us your time and answering our questions.* 🌻

Something to Think About — Spring Changes

Column Editor: **Mary E. (Tinker) Massey** (Retired Librarian) <eileen4tinker@yahoo.com>

It's that time again when we go through evaluations, clean shelves and cabinets, and reminisce about the old times. At **ERAU**, many of the folks can talk about beginning in trailers, living in the ABC complex, and then being in the present structure, the No.4 building behind the **Orville** and **Wilbur Wright** statue of the Kitty Hawk plane. We're almost to graduation, and we watch as so many groups and families take pictures around the plane. There is talk of moving the plane closer to the Boulevard for a dramatic flare, but we all really love being able to locate ourselves behind it, as

a direction finder. From being an appendage to being a vital force on the campus has been an exciting challenge for those who have that history. So many things change in a library's life.

Remember all the ways we did things without computers: handwritten call numbers, embossed ownership, colored tape for locations, pre-cabinet shelving for microfilm in Technical Services, 8am-5pm service, and many others I don't know from my lack of history. I get a thrill just to hear and see the planes on the tarmac behind the school. Our new hangar and research facilities are almost complete

now. It's been awhile since the tornadoes took the old ones down. The ABC teaching structure is almost down and the new complex will begin construction this summer. Another floor of our library is being converted to office space, and the books have been weeded beyond belief! We have 24/7 reference, especially for our worldwide campuses. We are open most days, but the campus is forcing workers to a more conventional four-day week, so the library is really having to figure out some difficult schedules

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ATG: Well, Fritz, you've run *Book News* for a long time. How long, and why?

FG: *SciTech Book News* was started 36 years ago. *Academic Book Center*, only a couple years old, needed a boost, and I recalled **Lyman Newlin's** description of a **Kroch's** and **Brentano's** newsletter, *Book Chat*, in which he promoted new books in his department—technical books. I struggled with *SciTech Book News* for some years, while **Lyman** ran **Coutts'** U.S. office. When **Lyman** went independent we were among his first clients. He had great connections with sales and marketing executives at the major houses and opened a lot of doors for us. With the passing of years many of his friends had moved from sales/marketing to the corner offices—great connections that opened many doors.

ATG: What are the most substantial changes you have seen over these last 36 years? How have you adapted so well?

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to cover the six days (we are not open Saturday in the summer).

I am excited about the coming preservation of our eclectic print materials. We spent a great deal of time inventorying and cataloging old serials, so that this project could happen and grants could be written. I hate to see the soaring plane exhibit dismantled, but there are many new projects that will be possible because of it. As we get more in touch with our digital products and converting print to digital, other formats and diverse teaching methods will find their way into the library. We are beginning to share many products and the digital projects will avail us of connections with other schools who have complementary materials. We are about to realize a more complicated and important change for libraries than the Age of Computers. Let us think about that and smile! 🌿

FG: Changes — oh, woe. M&As, which I regard as “Mess-ups & Anguish,” have often corrupted scholarship while charming investors and afflicting those dealing with the resulting leviathans. Digitization has put many works out of our range — for now; it has been a pivotal benefit in giving us a massive increase in circulation. Book production has deteriorated with the adoption of cheaper manufacturing methods and materials [glued pages; ugly and ill-feeling plastic-over-boards instead of time-honored book cloth; offset printing instead of, admittedly infrequent, letterpress printing — in a word, business school ideals: profit, quick and abundant, over quality.

Adapting, thus far, hasn't been all that difficult largely because we're one of the very few media sources with an exclusive focus on scholarly and professional books. And *Book News*, unique among reviewing media, aims at a very high level of comprehensiveness. We're doing pretty much the same thing we were doing in 1980, and what we do continues to be useful even — or especially — in the new digital environment.

ATG: What strategies would you recommend to succeed in this constantly changing business? Any overarching attitude?

Unsurprisingly, the chief strategy I'd advance is meant for publishers — send all high-level new books for our treatment [**Irv Rockwood**, **CHOICE**, once observed that *Book News* provided a service that would reward publishers even without our reviews — the aggregation of some 20,000 scholarly titles each year is of extraordinary value to collection development librarians]. Attitude — now that's a poser, had never thought of it. I'd say it requires a certain knowledge of information needs in libraries [probably unique, is our display of thorough bibliographic detail]; a respect for real books [we're not into eBooks yet]; and, rare in reviews, we draw attention to the, also rare, aesthetic book — fine paper, good [Smythe-sewn] binding, book cloth instead

of the offensive slick plastic binding material, and respect for legibility [computer geeks will deliver a seven-inch long line of text instead of going double-column, and, too often, use cute, screwy (illegible) typefaces].

ATG: Do you not publish a few other titles?

FG: Spring 1986 saw the first issue of *Reference & Research Book News (R&R)*. I'd been selecting likely titles for *SciTech* from MARC proofslips. There I encountered a lot of interesting titles that could, under no pretense, be included among STM books; *R&R* was the answer. In the period 1989 through '92 we published *University Press Book News* and terminated it when too many presses declined to participate. We rolled those reviews into *R&R*. *Art Book News* pleased the art-loving editor but failed to ingratiate the treasurer.

ATG: Who does your reviews? Are they scholars with related subject expertise? Librarian/bibliographers? Do you require certain credentials before someone is permitted to review for *Book News*?

FG: Our writers all have a subject expertise, but they're all capable of writing about a wide range of related subjects. They're all required to write to purpose — that is, to deliver a clear and concise overview that carries information about the book's genesis, scope, authorship, and readership. The idea is to provide data that the book selectors need rather than critical analysis. We ask reviewers to refrain from criticism unless the level of research is obviously deficient, and we do mention defects in book preparation or production. To minimize error we allow publishers to fact-check reviews prepublication. Because our objective is to provide a concise overview of the contents of a book rather than a critical analysis, our writers are asked to refrain from expressing any personal bias unless the level of research is obviously deficient.

ATG: What brings review copies to you? Do you get much “dross”?

FG: The major (sagacious) houses send their scholarly titles upon publication. We continue to read MARC tapes to capture **LC's** bibliographic descriptions and to pick up the due dates from the **CiP** records. We solicit books from benighted publishers; from those houses publishing so broadly that a blanket order is unrealistic (we review neither those books you once succinctly denominated “works of the imagination” nor the mass of un-scholarly dross); from new publishers; and we query those books that seem overdue. Eager self-published authors do sometimes bother us with their (generally) regrettable offerings.

ATG: What do you mean by syndication exactly? In any case, it sounds like your business is moving online. Do you have any

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Interview — Fred Gullette
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projections as to how this will impact your bottom line? Do you see a time when you will forgo print altogether?

FG: Syndication — selling ... to other media for regular inclusion in their periodicals. Yes, digital is where our growth has been for a decade. The **Book News** syndicate comprises 50 entities with more on the way. (Don't you think "syndicate" lends a compelling touch of dash and brigandage?) On the future of our paper edition — much as I personally hate screen-reading, the paper version of **Book News** is under assault. Ask in a year.

ATG: *What's your turnaround time?*

FG: Until the end of 2010 it ran from (rarely) four weeks from the book's receipt to sixteen weeks for the review that just missed a deadline. To shorten the maximum lag we've just rolled both review journals together under the *R&R* title and publish bimonthly, so, presently, four to twelve weeks.

ATG: *And the volume of reviews?*

FG: Eighteen to twenty thousand annually. The current year will comprise 18,500 reviews (at the present rate). My goal is to double the title count and put us in the league with ELAPs.

(Remember our initialism for English Language Approval Plan? Remember the wag that urged that we offer the Foreign University & College Unlimited Plan? Probably **AI May**.) We are already around three times the coverage of each of the main alternatives — *Booklist*, *CHOICE*, *Doody's*, *LJ*, *PW* (in **Book News** there are no overlaps). On 1 September '11 we've checked in our 379,000th review copy.

ATG: *These are all scholarly books?*

FG: None of the books we've covered would embarrass a university librarian; probably 10% would attract some use in a respectable secondary school library. Our migration to licensing (as against paper subscriptions) has encouraged/enabled review of more books for the serious lay reader. We know public library selection offices are now reading **Book News** content.

ATG: *You organize reviews by LC class?*

FG: Right; we sort by LC class to the decimal point and appreciate LC's MARC and CIP services to establish these classes. Many books reach us without pre-pub bibliographic data, requiring us to assign classes and author citations. (Remember the avalanche of catalogs from which you excavated books for the **Reed Co-op** back in the late '50s?). We are getting more review copies without cataloging as we pursue more English-language books from foreign countries — more work, but it

makes a notable contribution to the selectors' fodder.

ATG: *How are your subscriptions holding up?*

FG: Years ago we gave over hustling conventional subscriptions in favor of licensing reviews to entities needing online content. Large users are **Books in Print With Book Reviews Online**, **Majors** (medical), **Title Source (B&T)**, **EBSCO**. [I've sent **Amazon** packing "cause they wanted perpetual use upon licensing the database for a single year" — told 'em I didn't have to go all the way to Seattle if I wanted to be mugged.] We do have a few hundred subscriptions. Our recent issues are free at www.booknews.com. Syndication is our future: vastly wider dissemination than one could dream of with a literal journal; one needs not deal with the USPS; renewal and collection are limited and more likely; and the growth in numbers and geographical origins of reviewed books attracts libraries (always our idealized clientele) whence the interest of the aggregators.

ATG: *Any coda?*

FG: Only that annotating books and assembling bibliographies are almost as old as writing itself. It is a crucial service to scholarship. I expect the sort of work **Book News** has done for decades will remain valuable in whatever form information and wisdom may be transmitted. 🐼

ATG Interviews Sven Fund and Michiel Klein Swormink

De Gruyter, www.degruyter.com

by **John Long** (John Long Associates) <JohnLong429@gmail.com>

and **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

To follow is a conversation (by phone and email) between John Long and Sven Fund and Michiel Klein Swormink of De Gruyter.

JL: *De Gruyter encompasses a remarkable span of history beginning in 1749 to our contemporary e-everything environment (De Gruyter's innovative one platform, 500 paid and open access journals, 800 new eBooks published each year, 40 large d-bases). Could you take a few moments to comment on that?*

SF: It's true, **De Gruyter** and its preceding publishers have an impressive legacy. Today, we strive to live up to this tradition and work

hard to transform our traditional strengths into the digital age. Even if the medium changes more and more from print to electronic, values like quality of content, the ability to discover and broaden trends in research, and the international span of a publishing program prevail.

JL: *I am fascinated by the scope of your publishing program and, of course, you are a truly international publisher: humanities & natural sciences, theology & philosophy, biology & chemistry, linguistics, literature, mathematics, physics, history, archaeology, law and medicine — it all began in the humanities!*

SF: Yes, still today, **De Gruyter** is a universal academic publishing house. We virtually publish in all fields — from Algebra to Zoology — and in three product types: journals, books, and reference works. The breadth of our portfolio is not without the risk of overexpansion, and we constantly and carefully evaluate our publishing programs. Today we focus ever more on what we feel makes most sense to support science and research: important monographs and series, authoritative and state-

of-the-art reference content, and high-quality journals. And we have just added open access as an important publishing model.

JL: *I understand you have exciting news for our ATG readers regarding De Gruyter and Harvard University Press; in addition, could you talk about your partner, TriLiteral, and its 155K sq. ft. distribution center?*

MKS: Yes, exciting news, indeed. Beginning this year, **De Gruyter** will distribute **Harvard University Press'** eBooks to the institutional market worldwide. Our programs largely cover the same subject areas and are complementary in terms of content. We believe that the combined offering of both our lists on one and the same platform through **De Gruyter's** library-friendly and proven business model for eBooks will be a very attractive proposition to the market. We like to call this partnership an "alliance" the sum of which is larger than its parts; for libraries, end-users, authors, and **De Gruyter** and **HUP**. At the same time, we are moving our physical distribution and the invoicing of all our

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Contact Information:

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products in the Americas to **TriLiteral** starting January 2013. **TriLiteral**, as you may know, is a distribution company jointly owned by **Harvard University Press**, **Yale University Press**, and **MIT Press**. We are very happy to have found a distribution partner who understands our needs and has excellent customer service.

JL: I understand that De Gruyter moved its offices (about a year ago) from NYC to Boston and that this allows you to be much closer to many friends of De Gruyter, authors, editors, and scholars. Could you tell us a little about the very successful Open House reception at your High Street offices?

MKS: New York is, of course, a great city and it has outstanding universities, but — all in all — in the relatively short time that we have been in Boston, we have found that this is a better environment for us. We are certainly close to many of our authors and important customers here, but we have also succeeded in attracting very good and motivated employees. And Boston has certainly proven to be a very productive place to work from. The Open House we organized last fall was visual proof of that. I think it really marked for the first time our presence here as a full-fledged publishing company which is growing fast and is very active in marketing, selling, and acquisitions in the Americas.

JL: De Gruyter is doing very important work toward making your archive digitally available (some 60K books), and you make special efforts to find out-of-print titles (print copies and/or as eBooks) for your readers and customers.

MKS: I personally find this, as a publisher, a very exciting topic. We have made available for purchase in print and electronic format all our publications since 1749. This is not just re-commercialization of out-of-print or supposedly dead content; as a publisher we have taken active control again of our intellectual legacy. It inspires me in developing new products. This so-called e-dition program is so successful that we had to allocate extra staff to fill all the orders. Managing the order and reproduction process is sometimes very time-consuming, because we have to track down physical copies of books of which we don't have a copy in our archive.

JL: De Gruyter is listening to librarians, and working very hard to achieve a business-friendly model for the library community. Could you elaborate on that ongoing effort?

SF: We believe that the best guarantee to create and deliver products for our customers is to understand their needs. In past years, we have formed Library Advisory Boards, not to unduly influence librarians, but to listen and learn. This has shown great results, and many of the innovative business models we have launched over the years are a direct result of that. e-dition, the retrodigitization project for all titles of our backlist spanning back to 1749, is an example of this.

JL: Thanks so much for taking time out your hectic schedule so that ATG readers can be apprised of new developments and the dynamic work going on at De Gruyter. 🌿

Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>

Column Editor's Note: This year's *ALA Annual Conference* includes a content area dedicated to **Transforming: Teaching and Learning**. It is staggering to think about how much teaching and learning has changed since I entered the world of librarianship in 1998. These transformations in the last 1.5 decades, and the myriad of transformations to come, are largely predicated by the evolution of science and technology. It is therefore critical that our communication efforts, and those of our patrons, stay up-to-speed. **Stephanie Roberson Barnard** and **Deborah St. James'** new manual, **Listen. Write. Present. The Elements for Communicating Science and Technology**, is one of many recent publications to meet the information needs of students, professionals, librarians, and the like in this content area. Though this book is specific to communication in the fields of science and technology, it has tips that span many subject areas. Many thanks to veteran *MM* reviewer **Joey van Arnhem** for offering her review of this new title.

Happy reading and happy *ALA* conferencing, everyone! — **DV**

Barnard, Stephanie Roberson, and Deborah St. James. Listen. Write. Present. The Elements for Communicating Science and Technology. New Haven, CT: Yale UP, 2012. 978-0300176278. 224 pages. \$22.00.

Reviewed by **Jolanda-Pieta (Joey) van Arnhem, MFA** (Instructor and Technology Coordinator, College of Charleston Libraries) <vanarnhemj@cofc.edu>

Listen. Write. Present. The Elements of Communicating Science and Technology, written by **Stephanie Roberson Barnard** and **Deborah St. James**, provides practical, to-the-point advice on every aspect of communication for scientists, healthcare providers, and information specialists. The authors provide proven methods, delivered succinctly in numbered lists and focused on six foundational skills required for professional success. Chapters include strategies and tips for professionals on how to "Plan, Listen, Write, Present, Meet, and Serve" based on their over 30 years of experience as communication consultants training biomedical, scientific, pharmaceutical, and technology professionals to communicate effectively.

Listen. Write. Present. The Elements for Communicating Science and Technology provides refreshing and much needed everyday common sense tips on how to "Plan, Listen, Write, Present, Meet, and Serve." Each chapter is to-the-point, easy to read, and addresses key approaches for each topic. The numbered tips and lists make this book user-friendly and easy to remember. Chapters are constructed to provide readers with the opportunity to actively process information through "Skill Builder" activities that can be done in the car, during a break, or before you head in to work in the morning, providing immediate results.

Barnard and **St. James'** helpful index is organized and thoughtfully arranged, allowing readers to find helpful advice relevant to their needs quickly and efficiently. My favorite chapter is "Write," which, as noted by the authors in the preface of the book, distills their years of writing and editing experience into one easy-to-read chapter, making this book one that you will want to read, keep, and re-read. All of the chapters clearly address the real-world challenges of today's multitasking professionals.

Listen. Write. Present. The Elements for Communicating Science and Technology provides a simple, modular approach to effective communication that can be implemented in its entirety or in parts as needed. This collection of best practices is a valuable practical aid for new and experienced science and technology professionals alike who are trying to improve and enhance their communication skills and increase their professional mobility. This handy reference is recommended for any library.

Authors invite readers to submit new tips and examples on their Website at www.listenwritepresent.com. Readers can continue the discussion online by following **Listen. Write. Present.** on Facebook, @StephRBarnard on Twitter, and **Stephanie Roberson Barnard** on Pinterest or subscribing to the **Listen. Write. Present.** blog available at <http://listenwritepresent.blogspot.com/>. 🌿

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From the Reference Desk

by **Tom Gilson** (Associate Editor, *Against the Grain*, and Head of Reference Emeritus, College of Charleston, Charleston, SC 29401) <gilson@cofc.edu>

Oxford University Press has published two reference works that go a long way in filling major gaps in the reference literature. One is the recently-published *Dictionary of African Biography* (2012, 9780195382075, \$1,200), and the other is the not so recent *Encyclopedia of World Dress and Fashion* (2010, 9780195377330, \$2,095). In both cases, Oxford has published unique works that are comprehensive and groundbreaking efforts informed by a highest level of scholarship.

The *Dictionary of African Biography* is part of a lineage of reference works that includes essential standards like the *Oxford Dictionary of National Biography*, *American National Biography*, and the *African American National Biography*. Like the latter title, one of the guiding lights of this reference is **Henry Louis Gates, Jr.**, who serves as editor-in-chief with another formidable scholar, **Emmanuel Akyeampong**, Professor of History and of African and African American Studies at **Harvard University**. They and their contributors have produced a six-volume set that supplies 2,126 well-written and thoroughly-researched biographies. And to their credit, these collective efforts exceed all other previous attempts at creating a biographical reference focused on the entire continent of Africa. As you would expect, the vast majority of the biographies cover the lives of native Africans chosen from “every historical period.” However, readers will also find there are others entries that discuss non-Africans who have had significant impact. Few of the entries cover living people, but some 20% are biographies of women, which is higher than either the *Oxford Dictionary of National Biography* or the *American National Biography*. The entries range in length from 750 to 2,000 words and provide information about family and outside relationships, positions and careers, contributions, and achievements, as well as overall influence and importance. Each entry has a useful bibliography leading to further research.

The finding aids are what you would expect from a top-notch reference. While arranged alphabetically, a number of indexes offer needed guidance. For example, examining the

index grouping “Occupations and Realms of Renown” shows the diverse number of pursuits that are represented among the entries. Presidents and heads of state are side-by-side with novelists and fiction writers, mathematicians are covered along with missionaries, and early Christian figures occupy the stage with Islamic religious scholars. And that just scratches the surface as far as occupations go. An additional perspective of the coverage can be gained by examining the other indexes listing place of birth or major involvement and periods of activity which indicate which countries and historical time periods are represented. And pulling it all together, there is a comprehensive 239-page general index that includes names and topics with references to specific page numbers. A full directory of contributors is also provided with their current affiliation and a list of the entries they wrote.

The *Dictionary of African Biography* will be a key reference work for academic libraries supporting African studies programs, as well as a valuable addition to any biographical reference collection. Larger public libraries with strong reference collections will also want to consider it. The set is available in the *Oxford Digital Reference Shelf* collection. For pricing and discount information, point your browser to http://www.oxford-digitalreference.com/contact_us. Also be aware that, according to the editors, plans call for an “ever-expanding online edition (of the *Dictionary of African Biography*) in the Oxford African American Studies Center” that will offer researchers “the most comprehensive continental coverage... available to date.”

The *Encyclopedia of World Dress and Fashion* fills another longstanding need. It is the first major reference work to treat dress and fashion in a worldwide, comprehensive manner steeped in serious scholarship. The *Encyclopedia* represents the efforts of 585 scholars from over 60 countries contributing 854 articles. And, according to the introduction “as much as possible, entries have been written by experts from within the culture being discussed” to lend credibility. While it is a ten-volume set, the *Encyclopedia* has been designed so that each volume can stand on its own as a first-class resource. It has been arranged with the first nine volumes treating distinct continental regions and the tenth covering global perspectives. While the emphasis is on the 19th to early 21st centuries, each volume is informed with introductory sections laying out the historical background and context. The individual volumes then focus on countries within the sub-regions, so, for example, the volume on Africa has sections on countries ranging from Algeria to Ghana to Zambia and from Angola to Kenya to South Africa. In addition, the practices of major ethnic groups are often discussed, and there are sections in each volume devoted to accessories as diverse as face veils, beads and beadwork, footwear, and jewelry. As you would

expect, visual illustration is important in a work focused on dress and fashion. Some 2,000 images are included, and there are numerous sidebars and bulleted lists supplementing the text. One only regrets the absence of color photos.

Because of the multidisciplinary interest in dress and fashion, the *Encyclopedia* takes a broad approach. The concept of dress is expressed as “any supplement or modification to the body,” including clothing, jewelry, and other accessories, as well as the transitory changes related to dress that are spoken of as fashion. Also included is the costume associated with theatrical presentation and dance. However, regardless of how it is defined “contributors to this encyclopedia primarily describe dress and explain how it is worn within specific cultural contexts.”

While intended as a unified reference set, we cannot help but observe that, as noted above, the individual volumes of the *Encyclopedia* stand on their own, focusing on specific geographic areas with serious scholarly content. And, although there is an extensive, comprehensive index in the last volume, each volume has its own index. This gives the set the flexibility of being put in either a reference or circulating collection. In fact, it is an ideal candidate for those libraries that have begun circulating portions of their reference collections to enhance their use.

Regardless of its eventual home, the *Encyclopedia of World Dress and Fashion* is a major contribution that will set the standard for the foreseeable future. It has received numerous accolades including winning the **Dartmouth Medal** for 2011. These honors are well-deserved. Anyone serious about the cultural diversity and significance of dress and fashion will be drawn to this set.

As far as an online version goes, the *Encyclopedia of World Dress and Fashion* is the cornerstone of the online *Berg Fashion Library*, which also has resources from **Berg Publishers** including “an extensive eBook collection, a vast image bank, extra reference resources, and more.” This online portal is “supported by **Oxford University Press**’ highly experienced team.”

The *Encyclopedia of United States-Latin American Relations* (2012, 978-0872897625, \$500) is another effort from **CQ Press** that warrants strong consideration. Edited by **Prof. Thomas M. Leonard**, this three-volume set provides researchers with more than 800 signed articles authored by over 160 scholars focused on a topic that has drawn increasing interest. As the preface to this set notes, a thorough treatment of U.S. - Latin American interactions has been lacking in the reference literature. This set aspires to remedy that situation.

Utilizing the traditional A-Z alphabetical arrangement of entries, these three volumes

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From the Reference Desk
from page 46

offer a variety of relevant articles dealing with key issues that span more than 200 years of U.S. - Latin American interaction. As you would expect, there are numerous biographies of major players ranging from businessmen to generals and from diplomats to dictators. But, obviously, there is much more to this relationship than individual people. Other articles cover topics as diverse as wars and interventions, treaties and alliances, government agencies and commissions, and specific programs and policies. There are also entries highlighting how economics and economic exploitation are interwoven with U.S. - Latin American relations. Articles discuss issues like coffee as an export crop, the expansion of the Panama Canal, the expropriation of foreign oil companies, trade agreements like GATT and NAFTA, and the role of the World Bank. And for those wanting to concentrate on specific counties, there are individual entries that detail the relationship between each Latin American country and the United States, as well as articles that discuss Latin American relations with other international heavyweights like China, Russia, and the European Union.

The set's overall format is text-rich, but it has numerous black and white photos and 20 maps providing visual enhancement and support. The writing is reader-friendly and will appeal to the interested lay reader, as well as students and scholars. The entries are factual and objective and maintain the emphasis on themes related to relations between the U.S. and the various Latin American countries. While each entry has helpful "see also" references linking readers to related articles, the set could have benefitted from a topical index, and the bibliographies, although useful, might have been more substantial. A helpful general index is reprinted in each volume.

Needless to say, these volumes will be of value to students of American political science and U.S. foreign policy. However, Latin American Studies curriculums continue to grow in colleges and universities and with the histories of Latin America and the U.S. so interwoven, an awareness of the influences and interactions between the two is essential for a firm understanding of this discipline, as well. Given this, the *Encyclopedia of United States-Latin American Relations* has broader appeal than first realized. Collectively the set provides an historical perspective, as well as a sense of the current status of a relationship that is a key to understanding the development of Latin America. In short, it should prove itself to be a valuable addition to many academic collections.

Both serious military historians and aficionados of the history of the American West will be impressed by this recent title from McFarland. *Participants in the Battle of the Little Big Horn: A Biographical Dictionary of Sioux, Cheyenne and United States Military Personnel* (2011, 978-0786462896, \$75) adds

a truly personal dimension to one of the most controversial events in Western history.

Custer's Last Stand, as it is more popularly known, has drawn critical interest since the battle occurred in 1876. This biographical dictionary authored by **Frederic C. Wagner** adds to our knowledge of the battle by not only listing the members of the 7th Cavalry who fought and died at the Little Big Horn. He also provides a second section listing the civilians, quartermaster employees, and scouts who played supporting and active roles in the battle. But uniquely, and perhaps most importantly, a third section of the book is dedicated to the Indians present at the battle along with estimates of their strength. And it is not a mere listing of leaders and heads of bands. It includes "Indians of various tribes, known or believed to have been present in the Indian village along the Little Big Horn on June 25, 1876" Some 1,488 names appear with 1,274 being men or male children, while 214 are women or female children.

The vast majority of the book consists of biographical entries that vary in length depending on available information. More is known about the U.S. Cavalry participants, so most of those entries list place of birth, birth and death dates, company, rank, eye and hair color, height, family members and whether they were involved in the battle and in what capacity. The Indian biographies are much sketchier but nonetheless useful in trying to document who was there and which tribe they represented. The section introduction also offers helpful descriptions of the tribes and bands that were camped at the Little Big Horn that day. **Mr. Wagner** supplements his biographies with a series of appendices that cover unit rosters and strength summaries; listings of scouts from three different sources; 7th Cavalry demographics and lengths of service; regimental duty stations before and after the battle; military horses, uniforms, weapons, and tactics; and Indian dispositions and weapons. A bibliography and an index round out the book.

Examining this book and its findings, one wonders if the full story of the Little Big Horn will ever be known. The author, **Frederic C. Wagner** admits to the confusion that surrounds the battle. Given the controversy that the battle enjoys, the mystery and uncertainty will continue, but by combing through numerous primary sources, **Mr. Wagner** has compiled a resource that offers some clarification, at least as it relates to whom was there. Interested readers and researchers will turn to his efforts repeatedly. *Participants in the Battle of the Little Big Horn* is a title that will appeal to academic, as well as public libraries and will often find a home in circulating collections. And it is a reasonably priced, fact-filled, and handy resource that individual readers will also want in their personal collections. Currently, this title is not available as an eBook.

Extra Servings

Sage Reference is releasing a number of new single-volume works you might want to be aware of:

- The *Encyclopedia of Transnational Crime and Justice* (ISBN: 978-1-4129-9077-6, \$125; eISBN: 978-1-4522-1858-8, \$156) "describes, defines, and charts transnational crimes and criminal activity, as well as the policing and prosecution of those crimes."
- The *Encyclopedia of New Venture Management* (ISBN: 978-1-4129-9081-3, \$125; eISBN: 978-1-4522-1857-1, \$156) "explores the skills needed to succeed in business, along with the potential risks and rewards and environmental settings and characteristics."
- *Encyclopedia of Community Corrections* (ISBN: 978-1-4129-9083-7, \$125; eISBN: 978-1-4522-1851-9, \$156) "explores all aspects of community corrections, from its philosophical foundation to its current inception."

(All of the above titles have a pre-publication price of \$115.00 for the print only that expires July 31, 2012.)

In May, **Salem Press** kicked off a new, revised *Earth Science* series by publishing a pair of two-volume reference sets:

- *Earth's Surface & History* (ISBN: 978-1-58765-977-5, \$295; e-ISBN: 978-1-58765-980-5, \$295) "explores the land masses and seas of the world" describing "mountain ranges, the oceans, continental movement, and a wide variety of features that have influenced life on earth."
- *Physics & Chemistry of the Earth* (ISBN: 978-1-58765-973-7, \$295; e-ISBN: 978-1-58765-976-8, \$295) looks "at the dynamics of the earth's mass and how its chemistry produces change." The set also covers "many underlying factors surrounding the issue [climate change], including geothermometry and geobarometry, glacial events, and mass extinction theories."

Plans call for completing the series with October releases of two more titles, *Earth's Weather, Water & Atmosphere* and *Earth Materials and Resources*.

(The full content of all **Salem** sets is available online, free for those purchasing print sets, as well as being available for online-only purchase.)

May 2012 also saw **Grey House Publishing** release the Second Edition of *Working Americans 1880-2012 Volume I: The Working Class*. It has been 12 years since the first edition made its appearance, and this new edition attempts to bring "the story into the 21st Century."

ABC-CLIO has added to its collection of history titles edited by **Spencer C. Tucker** with *The Encyclopedia of the War of 1812: A Political, Social, and Military History* (ISBN: 978-1-85109-956-6, \$310; e-ISBN: 978-1-85109-957-3, call for pricing). In addition, they have published the *Chronology of the U.S. Presidency* (ISBN: 978-1-59884-645-4, \$399; eISBN: 978-1-59884-646-1). 🐾

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Legally Speaking — Our Nomadic Treasures

What To Do When Your Children Go Astray

by **William M. Hannay, Esq.**¹ (Schiff Hardin LLP, Chicago, IL) <whannay@schiffhardin.com>

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This paper, which was the basis of a presentation to the April 2012 **Fiesole Retreat**, discusses legal rights and remedies for museums, libraries, and archives relating to the theft of rare books, maps, and manuscripts.

There are two main situations involving book or art theft that are of concern to an institution. The first is unknowingly being on the receiving end of stolen materials, either by purchase or by gift from a donor. The second is being a *victim* of a theft from its own collections. We will focus on the latter situations in this paper, including prevention, detection, and recovery of lost property (or damages).

Historical Background of the Problem of Book Theft

Historically one might consider **Mark Antony** to be the first book thief. He looted the **Library of Pergamon** in Anatolia of some 200,000 of its books, according to **Plutarch**. Reputedly, he did so in order to give them as a gift to his beloved, **Queen Cleopatra**. Sad to say, the theft of rare books, maps, and manuscripts is not a rare or antique phenomenon. It is a continuing fact of life for librarians, curators, and archivists. Indeed, the surprising thing is that the theft of special collections material keeps occurring, again and again.

A Rogues Gallery of rare book thieves from more modern times would include — among many — the following notable names: **Smiley**, **Renahan**, **Spiegelman**, **Blumberg**, and **Landau**.

1. On March 20, 1990, a man named **Stephen Blumberg** was arrested for stealing more than 23,000 rare and valuable books from 268 or more universities and museums in 45 states and two Canadian provinces. He was eventually sentenced to six years in prison. The 19 tons of books and manuscripts that he stole were valued at between \$5 and 20 million dollars.

Blumberg was able to accomplish this astounding feat of extended theft because the 130-pound, 5-foot-9 “Spider-Man” was

proficient at scaling rooftops and climbing up dumbwaiters. **Blumberg** trained himself to pick locks, steal keys, thwart electronic security systems, and blend in with crowds.

2. In the Spring of 1994, a graduate student named **Daniel Spiegelman** climbed up an abandoned book lift in **Columbia University’s Butler Library**, dismantled a wall, stole books, then reassembled the wall, and snuck back down the shaft. Over a three-month period, **Spiegelman** did this more than a dozen times, stealing medieval and Renaissance manuscripts, incunabula, scores of historical maps, U.S. presidential letters, and **Thomas Edison’s** patent files.

Spiegelman relocated to Europe with hundreds of rare books and manuscripts worth \$1.8M and set about trying to sell them. Eventually rare book dealers and customers began to be suspicious, informed the authorities, and prompted **Spiegelman’s** arrest. Eventually, he was extradited to the U.S., prosecuted, and sentenced to five years in prison in 1998. But some people never seem to learn from their mistakes — or perhaps are just “unclear on the concept.”

In October 1999 — while he was supposed to be serving the remainder of his sentence in a halfway house — **Spiegelman** walked out of the facility, drove to Connecticut, and attempted to sell documents he had stolen in 1994 but had never disclosed to the FBI. He was arrested and given an additional two-year sentence on May 24, 2000, by U.S. District **Judge Loretta Preska**. (**Spiegelman** has been out of prison for a decade by now, but it is not known what he is doing.)

3. **Edward Forbes Smiley** was a collector of early and rare maps and was instrumental in building up two major collections that were subsequently donated to the New York and Boston public libraries. His knowledge, urbane charm, and charitable activities gained him the

trust of several librarians and, in some cases, unsupervised access to their collections. On June 8, 2005, however, the discovery of an X-Acto knife on the floor in the reading room of the **Beinecke Rare Book Library at Yale University** led to **Smiley’s** arrest for stealing maps. (A later review of video surveillance film showed him removing a map valued at \$150,000 from a book.)

At his sentencing a year later, **Smiley** admitted to having stolen a total of 97 maps from the **Boston Public Library**, **Harvard’s Houghton Library**, the **Newberry Library in Chicago**, the **New York Public Library**, and the **British Library in London**, as well as **Yale University**. **Smiley** admitted to the judge that he had been stealing maps for four to seven years! He was sentenced to 3 ½ years in prison and ordered to pay \$2.3 million in restitution. At the time ten of the 97 maps were still missing; their whereabouts unknown.

4. An author of well-received biographies of **Jay Gould**, **Cornelius Vanderbilt**, and others, **Edward Renahan** became the director of the **Theodore Roosevelt Association** in 2005. Three years later, in 2008, **Renahan** pleaded guilty to stealing letters written by **Presidents George Washington**, **Abraham Lincoln**, and **Theodore Roosevelt**. He admitted that he stole them from the Association’s vault at the house on East 20th Street in New York City where **Roosevelt** was born and that he then sold them to a Manhattan gallery for \$86,000.

Renahan was sentenced to 18 months in prison and ordered to make restitution of the money to the gallery (which had returned the letters to the Association). **Renahan** claimed that, when the thefts occurred, he was in the manic phase of what was later diagnosed as bipolar disorder. Since his release from prison, **Renahan** has returned to being a publisher, consultant and writer, and occasional folk singer. (He has a Website and can be seen on YouTube.)

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5. The most recent book thief was erstwhile presidential scholar **Barry Landau**. In July 2011, **Landau** and an assistant (**Jason Savedoff**) were caught stealing books from the **Maryland State Archives** in Baltimore. Following **Landau's** arrest it was discovered that, over an extended period of time, the pair had stolen numerous documents from archives including **Yale University**, **Cambridge University**, the **New York Public Library**, and the **Library of Congress**.

On February 7, 2012, **Landau** pleaded guilty to theft and conspiracy charges. He faces up to ten years imprisonment when he is formally sentenced this summer. During a search of **Landau's** apartment on W. 57th Street in NYC, 10,000 documents were recovered, 4,000 of which were traced back to libraries and repositories throughout the United States. Many of the documents that were stolen by **Landau** over the last decade were sold to dealers, collectors, and — ironically — libraries and museums. For example, four manuscripts of speeches by U.S. **President Franklin Delano Roosevelt** that had been stolen by **Landau** from the **FDR Library** on Dec. 10, 2010, were sold to a collector for \$35,000.

Let us use the theft of the **FDR** speeches as an example of the issues that might arise if the Library has to sue to recover the stolen speeches from the collector. But before doing so, let me make an observation about *who* steals books.

Theft of rare books or maps is not an impulse crime; it is not smash-and-grab. Typically it is someone who knows the field and knows what is worth stealing. Occasionally the thief is literally “a thief in the night” (like **Spiegelman** or **Blumberg**), but far more frequently the thief is an employee (like **Renehan**) or a trusted reader/researcher (like **Smiley** or **Landau**). While better burglar alarms and locked doors can reduce the risk of the thief in the night, for the others the challenge of prevention is all the greater because the most dangerous thieves are the ones you trust the most.

Let us now proceed to discuss the legal issues relating to recovering stolen goods.

Suing to Recover Stolen Goods (“Replevin”)

As a practical matter, once the whereabouts of a stolen work is discovered, it may not be too difficult for the library or archive to obtain the return of *recently* stolen rare books or maps. The first step in recovery is ascertaining who is currently in possession of the stolen work. Depending on the thief's candor, how much time has passed, and whether it has been resold more than once, it may or may not be easy to determine who has the book or map. At that point, a lawsuit to recover the stolen goods (known as a “replevin” action) might not be necessary. Most collectors do not want to keep an object that turns out to have been recently stolen, because the work will almost surely have to be returned to the rightful owner if there is litigation. But, as a practical matter, a

collector who has purchased in good faith will want to be reimbursed what they paid. This is where the dealer who sold the work (assuming that it was not the thief himself) needs to become involved.

The dealer who sold the book or map that turns out to be stolen usually feels obligated to reimburse the customer as a matter of honor and good business (and to avoid bad publicity), even if he may not be able to recover any money from the thief.² Thus, a three-way negotiation may need to be pursued in order to smooth the return of the property to the institution (and avoid the cost, burden, and notoriety of litigation).

Litigation may, however, become necessary for several reasons (such as the passage of time, which may permit the collector to assert one of the equitable defenses to be discussed below). It also may be necessary because there is a dispute over whether the rare book, manuscript, or map is in fact the one that was stolen from the institution.

Proof of Ownership

In some circumstances, it can be hard for the institution to prove which works in a collector's hands were stolen from the archive or library. For example, even after **Smiley** admitted stealing a particular map (but could not remember from where), libraries were left to argue over which one of them owned it, having to resort to considering tears in the paper, worm holes, etc., as evidence of which library's records were closer to the recovered work. Often **Smiley** had changed the edgings on maps (to draw attention away from edges that he had cut), bleached out ownership stamps, or cut them out if they were near an edge.

Keeping a digital image of the maps or other valuable works in a collection would have been of significant help. Even having a penciled **Library of Congress** or accession number would make identification easier. Indeed it is the cheapest and most reliable marking on rare prints and maps, because even if erased, it can still show up under special lighting.

Title to Personal Property

Often when a collector unknowingly buys a stolen work from a dealer (or from another collector), there are two innocent victims: the institution from whom the work was stolen and the collector who bought it in good faith.

In our hypothetical, let us assume that the collector who bought the **FDR** speeches stolen by **Landau** was a “bona fide purchaser for value without notice.” If the collector is forced to give the documents back to the museum, he has lost his \$35,000. (We can assume that it is unlikely that **Landau** still has the \$35,000 to return.) Conversely, if the collector is allowed to keep the speeches, the **FDR Library** (and the general public) has lost four valuable pieces of historical significance.

The laws in some countries favor the innocent purchaser; the laws in other countries favor the victim of the theft. See **Bakalar v. Vavra** (CA2 2010). In civil law countries like Switzerland, a buyer acting in good faith acquires valid “title” to stolen property after the passage of a fixed period of time, varying

between three and ten years. By contrast, in common law countries like the United States and the U.K., a thief can never pass good title. Even a bona fide purchaser cannot acquire valid title to the property.

Thus, the **FDR Library** should not have much trouble recovering the works if the collector who bought the **FDR** speeches lives in New York City and fairly recently bought the work. (But there could be a different result in Switzerland and even in the U.S. if significant time passed between the purchase of the work and the attempt to recover it.)

Potential Equitable Defenses

Museums, archives, and libraries need to be aware that, even in the United States, the original owner of stolen property may have problems in recovery if much time has passed since the theft. Two equitable defenses may be asserted to balance the fairness (or “equities”) as between two innocent parties: statutes of limitations and the doctrine of *laches*.

The existence of state Statutes of Limitation (sometimes also called statutes of “repose”) can be a roadblock to recovery by the original owners from current holders of stolen art or books. In general, if the original owner does not bring suit to recover the stolen property within the time specified by the Statute of Limitations, the owner's right to sue is barred. In general, claims for recovery do not “accrue” (and the limitations period starts running) until the owner discovers (i.e., learns) of “the facts which form the basis of a cause of action” (e.g., the identity of the current possessor). The limitations period (which varies from three to ten years in different states) would then begin to run.

In New York, however, the courts have established an interpretation of the statute which is more favorable to original owners. The limitations period does not begin running until the original owner makes a “demand” on the possessor for return of the stolen property and there is a subsequent “refusal” by the possessor.

Because the demand and refusal rule may seem to encourage or at least permit the original owner to “sit on his hands” and wait an unreasonable time to sue, courts in New York have invoked the doctrine of *laches* to protect a good faith purchaser of stolen art from unreasonable delay. Under this doctrine, the original owner must exercise “due diligence” in pursuing his claim for recovery and will lose his right to sue if the current possessor was prejudiced by the delay.

Thus, failure to search for the stolen property can doom a recovery. See **Guggenheim v. Lubell** (NYCA 1991). In that case, the **Guggenheim Museum** sought to recover a **Marc Chagall** gouache, allegedly worth about \$200,000, that had been created by the artist in 1912 as a study for an oil painting. The museum alleged that the work had been stolen in the 1960s by person or persons unknown. The **Guggenheim** had never reported the theft to the police or to industry organizations; the museum had offered no proof that the work had been stolen; and no insurance claim had been

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made, because the theft could not be proven. The case was remanded and the trial court instructed to examine whether the actions taken by the museum as the original owner were reasonable or not, and whether they were in accord with industry practice at the time. At the same time, **Lubell** (the current possessor) would need to show that she was prejudiced by the museum's delay in demanding the return of the work.

An Example of Sufficient Due Diligence

In 1979, several precious 6th Century mosaics were looted from the Kanakaria Church in Cyprus. In 1988, the mosaics re-surfaced in the possession of an Indiana antiques dealer named **Peg Goldberg**, and the Republic of Cyprus sought their return. (How the mosaics came into her possession is another story.) During the ensuing litigation, the evidence showed that, starting in 1979, the Republic of Cyprus took active steps to try to recover the mosaics, contacting and seeking assistance from many organizations and individuals, including **UNESCO**; the **International Council of Museums**; the **Council of Europe**; international auction houses such as **Christie's** and **Sotheby's**; and **Harvard University's Institute for Byzantine Studies**; as well as leading museums, curators, and Byzantine scholars throughout the world. The Republic's embassy in the United States also routinely disseminated information about lost cultural properties to journalists, U.S. officials, and scores of scholars, architects and collectors in this country, asking for assistance in recovering the mosaics. The overall strategy behind these efforts was to get word to the experts and scholars who would probably be involved in any ultimate sale of the mosaics.

The court held that these steps constituted adequate "due diligence." See *Autocephalous Greek-Orthodox Church v. Goldberg* (CA-7 1990).

Where to Turn After a Theft?

Fortunately, it is easier now than it was in 1979 (when the Republic of Cyprus began searching for the Kanakaria Church mosaics) for an original owner to spread the word about the theft and to try to locate the stolen items (and thus to perform his due diligence). With the Internet revolution, there are a number of well-respected Websites on which one can list missing items and which dealers and potential purchasers can consult to see if art objects, rare books, maps, and manuscripts they are offered might be stolen.

To be sure that it is doing its "due diligence," a museum, archive, or library that has suffered a loss should list its lost or stolen objects on these sites and regularly search them to see if any inquiries about the objects have been made. And it is wise to regularly search eBay and dealer Websites that offer the type of objects that are missing to see if any of the lost works are offered for sale. See

S. Twomey, "Making A Difference: To Catch a Thief," *Smithsonian Magazine*, April 2008³ (describing how a Civil War buff discovered stolen historical documents for sale on eBay, leading to recoveries for the **National Archives** and other institutions).

Here are some of the leading Websites for listing stolen and lost art works:

The Art Loss Register (ALR) — www.artloss.com — The ALR was founded in London in 1991 by major businesses in the insurance and art industries. It describes itself as the world's largest private database of lost and stolen art, antiques, and collectables to enhance provenance research and the tracing of stolen art. The ALR allows the registration of any and all items of valuable possessions on the database (not just stolen ones) and facilitates searches on those lists by art dealers, insurers, museums, and collectors. The registry thus acts as a deterrent to art theft because criminals will be aware of the risk which they face in trying to sell stolen pieces of art.

The National Stolen Art File (NSAF) — The NSAF is a computerized index of stolen art and cultural property as reported to the **Federal Bureau of Investigation (FBI)** by law enforcement agencies throughout the United States and the world. The primary goal of the NSAF is to serve as a tool to assist investigators in art and cultural artifact theft cases. Institutions, dealers, and the public can search an online version of NSAF at http://www.fbi.gov/aboutus/investigate/vc_majorthefts/arttheft/nationalstolen-art-file. (But don't bother searching for "maps"; they are not listed as a category.)

The ILAB Stolen Books Database was established by the **International League of Antiquarian Booksellers** for books reported stolen after June 15, 2010. On www.stolenbook.org, a bookseller can check if a rare book that is being offered has been reported as stolen. The database is open to all ILAB booksellers. They may enter details of books stolen from themselves or their customers. Librarians and archivists may approach their local ILAB bookseller if they wish to enter any details of books stolen or if they wish to check if a book is listed.

MissingMaterials.org is a Website that was established in 2009 by **OCLC Research** to provide a long-desired venue for transparency about theft and loss in libraries and archives. However, earlier this year OCLC announced that the *MissingMaterials.org* experiment will close at the end of 2012 and will be read-only until December 31, 2012. According to OCLC, the service never achieved the broad usage and adoption that had been hoped for. Only ten institutions registered WorldCat Lists, and few items were tagged. And although there were 188 posts to the

blog, "it is not clear if *MissingMaterials.org* contributed to recovery of any materials."

While public reporting of lost archival materials is easier than ever, it must at the same time be noted that public and private museums, libraries, and archives have in the past been reluctant to disclose publicly that they have been the victim of a theft of rare or valuable items. While the reasons for this reluctance may be understandable (such as the fear of embarrassment before the donor community), it is now generally seen as unwise and short-sighted to keep the theft of such items secret. The shutting down of the *MissingMaterials.org* Website may signal a continued unwillingness of institutions to disclose the fact of their losses.⁴

Insuring Against the Risk of Theft

Nothing can really make up for the loss of an institution's unique and irreplaceable cultural property. But a property insurance policy with appropriate policy limits and coverages for special collections can be an affordable way to protect a library or archive from the most serious types of financial loss from theft. Inherent in the process of purchasing an insurance policy is the development of a reasonable risk management (loss control) program covering, for example, security procedures, as well as fire prevention and suppression. See **Capron Hannay Levine, Chartis Insurance**, "Loss Prevention and Insurance: Best Practices in the Protection of Historical Archives," April 2012, copies of which were distributed at the **2012 Fiesole Retreat**, and which will also appear as the **Legally Speaking** column in *ATG*, v.24#4, **September 2012** issue.

The proper amount of insurance (known as the "policy limit") for a library or archive to purchase depends in large part on how much insurance the institution can afford. But it need not equal the total market value of the entire collection! By definition, rare books and maps are "irreplaceable" but, in the event of a loss, insurance may cover the cost of acquiring a close second or possibly a state-of-the-art security system to avoid the "next time." It is important, however, to consult carefully with the institution's risk manager or broker to make sure that the policy is a "replacement policy" and that it is the correct type of replacement policy.

Insurance premiums are largely market-driven, but libraries can reduce their own insurance costs to a significant degree by demonstrating a commitment to effective loss control. Some of the appropriate loss control measures for rare books, maps, and manuscripts include the following:

- Install central station monitored alarms for the most vulnerable high valued areas
- Control access to restricted areas and check readers' bags before and after leaving the restricted area
- Install security cameras in reading rooms and restricted areas

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- Conduct thorough background checks of all employees with access to special collections
- Perform spot checks of special collections
- Establish procedures for documenting and storing reader/researcher requests

Continuing Thoughts on Book Theft

Uncomfortable as the issue of book theft is, it is important for archivists and librarians of special collections to regularly think about their collections like a thief would:

- (1) What is worth stealing?
- (2) How would you go about stealing the books?
- (3) Where would you go to sell the stolen books?

And finally, ask yourself: How do you know you have not *already* been the victim of a thief?

Thinking through the answers to these questions — and then working with your administrative and security teams to act upon them — will help protect your “children” from going astray and help find them if they do. 🐾

Endnotes

1. **Bill Hannay** is a partner at the Chicago-based law firm **Schiff Hardin LLP** and a frequent lecturer on library-related topics at the **Charleston Conference**. He is an Adjunct Professor at **IIT/Chicago-Kent College of Law** and author of numerous books and articles. He may be contacted at <whannay@schiffhardin.com>.
2. Dealers caught in the middle are unlikely to be indemnified by their insurance companies. Insurers take the position that a dealer who must return stolen art to the rightful owner (or reimburse their customer who bought in good faith) has not suffered a direct *physical* loss, so it is not a covered loss. It's a “legal” loss.
3. Available at <http://www.smithsonianmag.com/specialsections/making-a-difference/to-catch-a-thief.html?c=y&page=1>.
4. Or, more optimistically, it may simply mean that there have been fewer thefts, but the arrest and conviction of Barry Landau suggests that the problem of book theft from institutions is a continuing one.

Questions & Answers — Copyright Column

Column Editor: **Laura N. Gasaway** (Associate Dean for Academic Affairs, University of North Carolina-Chapel Hill School of Law, Chapel Hill, NC 27599; Phone: 919-962-2295; Fax: 919-962-1193) <laura_gasaway@unc.edu>
www.unc.edu/~unclng/gasaway.htm

QUESTION: *Are three paragraphs from a copyrighted work too much to put on a Webpage?*

ANSWER: To answer this question requires a fair use analysis. (1) What is the purpose of the use? If the text is on a password-protected Website restricted to enrolled students in a particular course in a nonprofit educational institution, the purpose of the use is different than if one is copying three paragraphs and putting them on an open Website. (2) What is the nature of the copyrighted work? Is the work a novel, a poem, a scientific article? How old is the work? Is it still in print? (3) What percent of the copyrighted work do the three paragraphs represent? If the three paragraphs are from a full-length novel, then this is a very small portion. However, if the work is a poem printed on two pages, three paragraphs represents a fairly substantial portion. Even if the copied paragraphs are a small portion of the work, if the copied paragraphs represent the heart of the work, then the amount is too much. (4) What is the impact of the copying of the three paragraphs on the potential market for or value of the work? Does the use interfere with the sales of the work? Does it destroy the value?

If the three paragraphs are from a mystery novel, and they reveal the “who done it,” then not only did it take the heart of the work but it could also destroy the market for the novel. It is always possible to seek permission from the copyright holder to use the three paragraphs on the Webpage.

QUESTION: *Section 108(f)(3) appears to be a very unusual section that allows libraries to record television news programs. What is the reason for this provision?*

ANSWER: When television news programs began, their value was not fully appreciated by the networks. In fact, for years **CBS** did not videotape *Walter Cronkite and the Evening News*. **Vanderbilt University Library** started the Television News Archive and recorded network news daily. A library could borrow a copy of a specific news tape from the Archive. At some point, **CBS** began to videotape *Walter Cronkite* and sued **Vanderbilt University** for infringing its reproduction and distribution rights. During the debates on the *Copyright Act of 1976*, **Congress** recognized that there was something unique about the news, and it gave libraries the right to record the TV news. After passage of the *Act*, **CBS** dropped the suit against **Vanderbilt**, which still maintains

the Television News Archive. See <http://tvnews.vanderbilt.edu/>.

QUESTION: *How useful has section 108(h) been to libraries and archives?*

ANSWER: Designed to ameliorate the effects of term extension, section 108(h) was added to the *Copyright Act* in 1998. It is an interesting provision that allows libraries, archives, and nonprofit educational institutions to reproduce, distribute, perform, or display copyrighted works during the last 20 years of their terms if certain conditions are met. At this point, the author has already been dead for 50 years. In order to take advantage of the exception, a library may not take advantage of this exception if: (1) the work is subject to normal commercial exploitation; (2) if a copy can be obtained at a reasonable price; or (3) the copyright owner provides notice that either of the other two conditions are met.

The benefit is that under section 108(h), a library may digitize a work and put it on a publicly accessible Website. In other words, there is no premises restriction, unlike sections 108(b) and (c). The **U.S. Copyright Office** created a process by which publishers could electronically provide the notice in number 3 above. Unfortunately, not one single copyright owner has utilized this process to notify the world that its works are available or that it intends to republish or reprint such a work.

QUESTION: *The Copyright Act appears particularly outdated, as it pertains to audiovisual works. Why does Congress not update it?*

ANSWER: There are many reasons that **Congress** hesitates to amend the copyright law. Moreover, it is not just the provisions dealing with audiovisual works that sorely need to be modernized. First, technology changes so rapidly that lawmakers have difficulty deciding how to amend laws so that they do not impede technological developments. Second, there have been some changes in the law, but they were pretty minor as applied to audiovisual works, but not since the *Digital Millennium Copyright Act of 1998*. These changes have not worked very well, either. Third, copyright owners and users are copyrighted works are pretty polarized right now, and any changes that one side wants likely will be fought by the other side. The spirit of legislative compromise seems to be dead on many fronts and not just copyright.

QUESTION: *What is the difference between the composer's rights and royalties and those of*

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the music publishing company and recording company?

ANSWER: Under U.S. copyright law, the copyright in a work initially vests with the author, i.e., the composer. So, the author is the owner of the copyright and is entitled to the exclusive rights provided under the **Copyright Act**: reproduction, distribution, adaptation, performance, and display. If the work in question is a sound recording, the owner also has the right of public performance via digital transmission.

The composer usually transfers to the music publisher only the rights of reproduction and distribution for the composition. The publisher then collects royalties for sales of copies of the sheet music and pays a share of the royalties back to the composer. Generally, the composer retains all of the other rights such as public performance, so he continues to collect royalties for the public performance of his music.

A sound recording of the performance of a musical composition embodies at least two, and sometimes three, separate copyrights: the underlying musical composition, the recording of the performance of the music, and a copyright in the arrangement of the music for the sound recording. The performer, who may or may not be the composer, normally transfers the copyright in the performance of the music to the recording company that collects royalties for the sale of the recordings. The composer is compensated for the sale of recordings through the mechanical license, a compulsory license under the statute. The composer normally continues to own the copyright in the musical composition, however.

When music is played on radio or television, royalties are paid to the composer in the form of a blanket license with the performance royalty organizations such as the **Association of Composers, Authors and Publishers (ASCAP)**, **Broadcast Music Inc. (BMI)**, and **SESAC, Inc.** There are no performance rights in sound recordings except for digital transmission. So, traditionally, the recording company makes its money from the sale of records and not from performance. Both the record company and the performers share the royalties from digital transmission of sound recording (for example, from Webcasting).

QUESTION: Both sections 108 (c) and (e) require a library to make a reasonable effort to acquire an unused copy of a work at a "fair price." But section 108(h) specifies a "reasonable price." What is the difference?

ANSWER: There appears to be no functional difference. Section 108(h) was a 1998 amendment to the statute, and it uses "reasonable price." Maybe it was sloppy legislative drafting. There is nothing in the legislative history to account for the difference, and there has been no litigation to provide guidance. 🐼

Little Red Herrings — Has the Internet Made Libraries Obsolete After All? Part 2

by **Mark Y. Herring** (Dean of Library Services, Dacus Library, Winthrop University) <herringm@winthrop.edu>

In part one I looked at the first five reasons of my 10 Reasons Why the Internet Is No Substitute for a Library" (<http://bit.ly/5oYnQb>) in an effort to see where I went wrong. Herewith, the next five in that list.

eBooks are the best example of a wrong prediction. I guessed in 2000 that this monumental change would not occur until about ten years from today. The advent of the **iPad**, however, catapulted eBooks a long, a very long, way. I have to admit that I was wrong about how long it would take us to get to a successful eBook reader. Add to the **iPad** the relative inexpensive cost of eBooks, and the floodgates are wide open. **ebRARY's** (<http://www.ebRARY.com/corp/>) offering of tens of thousands of *academic* titles for literally spare change is also helping to widen the tsunami.

As for the maturation of eBook readers, I have read on multiple ones: **Kindles**, **Sony's**, the **Edge** (a now defunct reader), **iPads**, and smart phones, to name a few. The **iPad** proved the best experience so far. Some will argue that the comparison isn't fair because the **iPad** is more a tablet than an e-reader. Semantics, really. Still, even the **iPad** isn't perfect (<http://bit.ly/psZ3oz>). DRM (digital right management) issues still loom large (or not, <http://bit.ly/vE-ACC8>), as do issues of format. Copyright hasn't been resolved, just ask Google (<http://bit.ly/9FyDn6>). Further, I am troubled about how this translates into *scholarly reading*, various **ebRARY** solutions notwithstanding. It cannot be done very well currently, though I believe it will be done well, eventually. Today, however, a medium for scholarly eBooks that provides access and service at the highest of levels remains on the "to do" list.

Furthermore, so far the frequency of eBook usage in academic libraries is at best very limited. I think this will likely change as more and more high school students, coming as they already are from **ebRARY** libraries (or facsimiles), push out remaining paper acolytes. What remains an imbroglio is the attitude of most students to etexts. A majority say they want eBooks but this has yet to translate into high usage of same. Then there is the problem of what is going on in that electronic environment. Wired generations are easily distracted (<http://nyti.ms/bGoKmx>). Digital natives are also research challenged (<http://huff.to/c9IPTn>). This is, of course, an argument that could be made about any generation of students, but it does appear to have worsened of late. Finally, there is the question of what the Internet experience is doing to our brains (<http://bbc.in/n1u68r>). We know it is doing *something*, but the jury is out whether this is good, bad, or indifferent.

As for the *paperless library* — well, it hasn't made an appearance yet. Most now think this is a mission impossible. That is not to say that we won't see a dramatic curtailment in traditional print books in the future. I thought that a decade ago and think it is true today. But the dramatic change in which libraries are being built without books at all, or with only a handful, hasn't shown up, at least not to the degree promised. The **University of Texas** at San Antonio's Applied Engineering and Technology Library (<http://bit.ly/IUOoUY>) claims (<http://bit.ly/bhFfpl>) to be a bookless library. I have no reason to believe otherwise. Some, however, believe the idea is a myth in the making (<http://bit.ly/ucN2Tu>). Frankly, if we cannot figure out a way to reduce the carbon footprint of libraries, the profession will be in trouble. The will behind the erection of large, grand libraries has gone, unless we can talk **Bill** and **Melinda Gates**, **Brin** and **Page** into using their foundations to become the modern day **Andrew Carnegie** for libraries.

Although I didn't call it this, the creation of a *national digital library*, my eighth point, is still waiting creation. I correctly argued then it would prove too costly. It still is. Perhaps the best argument for it is **Robert Danton's** (<http://bit.ly/chcoRE>), but even he recognizes that it will take the concerted effort of all of us just to get close. If we spend the dollars needed, what will be left for anything else? Frankly, I still fret over the whole idea of re-mastering digital images, though I see less and less of this in the professional literature. Digitization is not a one-and-done process. If this is true, then whatever the cost of such a facility just increased significantly.

The Internet remains the *proverbial mile wide*, but I will concede that it is now a little more than an inch deep — let's say at least

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five inches deep. Persistent uniform resource locators (purls, <http://bit.ly/dr8znd>) are not as prevalent as I would like. Materials that I bookmarked a year ago are now in that area of cyberworld known as 404-Error-File-Not Found, wherever that is. And while the Web has deepened, we are still a decade away from the resolution of the problem of it as ankle-deep history. I am hopeful about the evolution of the Internet2 (<http://bit.ly/aogLlk>) but resigned to the realization that its evolution will take place in years, not months, and perhaps not during my lifetime. The establishment of Internet2 or its facsimile would go a long way to make the 'net a more scholarly "go to" resource.

Finally, even with iPads, Kindle Fires, and the sharing of eBooks via Amazon and other places, I remain hardened on the principle that books are not only ubiquitous but also

exceedingly portable. Furthermore, they will endure for the foreseeable future. I have, over the last three years, read on various devices, as mentioned above. On occasions, my eBook reader batteries have failed, both through my own forgetfulness and through no fault of my own. Technology hiccups have caused books not to load and wiped out certain books. When I replaced a reader my materials had to be reloaded, re-synced, or otherwise found again. I have been annoyed by looking for one bestseller only to discover I needed to get it via another provider, the one I did not have with me at the time. Apps have, of course, greatly improved accessibility, but both the apps and the accessibility remain unnecessary hassles. Even the "new" Kindle Fire (<http://tcrn.ch/u2mqmL>) has its own screen-size problems and battery issues. All of these problems are obviously solvable. For now, however, they remain annoyingly troublesome.

Part 3 will close with some conclusions about libraries, the Internet, and the growing obsolescence of the one with the maturation of the other. 🐾

Rumors from page 22

Keep forgetting to mention this! My bad! The on-top-of-it Jonathan Harwell has left Georgia Southern University as Coordinator of Content Management as of April 3 and began at Rollins College as Head of Collections & Systems on May 1! Congratulations, Jonathan. Have y'all noticed that Jonathan is writing a lot of the Friday Hot Topics in the online ATG NewsChannel? www.against-the-grain.com/

Greater minds than mine are weighing in on the recent Georgia State University ruling regarding e-reserves and copyright. The ruling is 350 pages long and is largely favorable to GSU. Bryan Carson promises that he will add his perspective to this soon for ATG! What I say ever so quietly (being married to a lawyer) is that judges and lawyers seem to be making sure that there will be job security for the legal profession. This may be appealed as well. <http://blogs.library.duke.edu/scholcomm/2012/05/12/the-gsu-decision-not-an-easy-road-for-anyone/http://bit.ly/KCVLij>
<http://www.educause.edu/policy/campus/resources/gastate>
<http://chronicle.com/article/Long-Awaited-Ruling-in/131859/>

And this just in from Kevin Smith, J.D. <kevin.l.smith@duke.edu>, Scholarly Communications @ Duke has posted a new item, "Publishers file response to GSU ruling." On May 31 the three plaintiff publishers in the copyright infringement case against Georgia State filed their proposed injunction, as the Judge required that they do, and a memorandum of law in support of that proposal. So now we have a chance to examine their first legal response (as opposed to press releases) to the ruling. You may view the latest post at <http://blogs.library.duke.edu/scholcomm/2012/06/01/publishers-file-response-to-gsu-ruling/>.

I am going to have to sign off because I am running out of room, but not before I tell y'all that our wonderful friend, Carole R. Bell, head of Acquisitions at Temple University retired April 30th after a 35-year career in academic libraries (Penn, Brown, Northwestern, Univ. of Maryland, and of course Temple). Carole says she is going to miss all of us (are you sure, Carole?) and that she would love to stay in touch! Her email remains the same <crbell@temple.edu>.

Bye for now! And Happy Spring! Yr. Ed. 🐾

us this year because of some crazy conflicting medical meeting! Boo hiss!

Standards Column — Need a shot of ESPRESSO?

Improving the Single Sign on Experience and Other Identity Management Issues

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

Managing your credentials has never been more complicated. Years ago, a person usually had a driver's license, perhaps a passport, perhaps a library card, a corporate or student ID, and a ring full of keys. OK, perhaps a bit more than that. But today, the number of credentials that one must manage has grown exponentially. This is largely true because of the numerous login and password combinations and other credentials necessary to navigate our online environment. And this problem is exacerbated if you move from institution to institution, have multiple organization affiliations, or regular accesses electronic resources with authentication requirements.

There are a variety of types of identity management tools related to your online interactions. One definition of identity management is the active management of your personal information online — akin to ensuring no one is saying negative things about you online. Another definition would be the curation of the creative output you have published or otherwise released online. Still another definition would be the management of the credentials you might have to access content, portals, or other online resources. All three of these different approaches are interrelated. Successfully addressing any one of these applications will have implications on the others. Fortunately, there is a variety of work underway to improve identity management and access control.

Over the years, content providers learned that usernames and passwords simply did not scale for centrally-managed institutional access systems. For end-users, password requirements to prevent hacking have grown to the point that passwords are incapable of being remembered, and managing them next to impossible without a management tool — unfortunately, often a cheat-sheet taped to the computer screen serves this purpose. The most-often implemented solution to simplify access control for users, content providers, and licensing institutions has been IP address authentication. While the IP address access control is convenient, it increasingly became unwieldy as remote working and then mobile computing exploded, and as licenses became more complex with different privileges for different sub-populations of the same institution. It also creates significant security and unauthorized access issues. The response was often the implementation of proxy servers to authenticate users. Management of these proxy servers can be very resource-intensive and may not work correctly with Websites using complex scripting or deep links.

It is within the context of this hybrid environment of authentication that NISO's Establishing Suggested Practices Single Sign On (ESPrESSO) project was conceived. The goal of the

project was to create a NISO Recommended Practice that would improve single-sign-on (SSO) authentication to achieve seamless item-level linking in a networked information environment. The resulting ESPrESSO Recommended Practice (available for free download at <http://www.niso.org/workrooms/ssso/>) identifies a path toward phasing out old methods of userid/password, IP authentication, and proxy servers in favor of an SSO experience across a set of distributed service providers. ESPrESSO does not put forward a new authentication structure or technology but rather promotes a path forward to broad-based implementation of Security Assertion Markup Language (SAML)-based authentication, such as Shibboleth. Recognizing that the transition will not occur overnight, the ESPrESSO Working Group identified a number of practices that can be implemented right away to improve user interaction, interface elements, and standard approaches for guiding the user to the desired content. Additionally, the recommendations address how to make appropriate trade-offs between advanced functionality (e.g., stored search sessions) and privacy and the use of authentication with the new Web-scale discovery environments in libraries.

Over the past six months, there was advancement on several other identification fronts in our community. First, development of centralized unique identification systems for scholarly (and broader) identity management was completed for both the International Standard Name Identifier (ISNI) and the Open Researcher and Contributor ID (ORCID). Both systems launched roughly on schedule in the first quarter of 2012.

The ISNI system and infrastructure were created to implement the International Standard Name Identifier standard (ISO 27729), which was published in March of this year. ISNI was created to unambiguously identify the public persona of parties through a network of registration agencies, each representing an industry segment that will manage specific metadata about the particular party as it relates to that industry. For example, the recording industry will manage identities and metadata specific to recording artists, musicians, etc. The collected metadata will be collated at the ISNI central registry where the ID assignment and disambiguation work will take place. The initial data included in the system is derived from the Virtual International Authority File (VIAF) managed by OCLC in cooperation with more than 20 national libraries. Use of VIAF and other databases of the founding members of the ISNI International Agency allowed the pre-assignment of close to one million identifiers. Because of its diversity, the engagement from a broad swath of content creator communities, the distributed nature of the system, and

the seeding of the ISNI system with over 24 million contributors' references, the ISNI system is poised to improve discovery and rights management for content creators.

NISO's Institutional Identifier (I²) Working Group that was working simultaneously with the ISNI standard's development for a solution to unique identification of institutions in the e-resource supply chain, saw an opportunity to extend the use of the ISNI to institutional identification, rather than creating yet another identifier for this purpose. Following a number of discussions in 2011 between the I² Working Group and the ISNI International Agency, agreement was reached to use the ISNI and its database system for institutional identification. At least one registration agency will be appointed later this year by the ISNI International Agency to assign ISNIs to institutions and collect the relevant metadata to be added to the ISNI master database.

Within the scholarly and academic communities, there has been a great deal of momentum building behind the Open Researcher and Contributor ID (ORCID) system. More than 300 organizations have committed to participate in ORCID, and more than 50 are contributing financially to the project. ORCID is building a system to support user-authenticated data on individual researchers. ORCID recently announced the appointment of **Laure Haake** to lead the organization as Executive Director. Beta testing of APIs and data interchange with the ORCID system is underway, with a full launch of the user ID system in the fall of 2012. There have been conversations among the principles about ways in which ORCID and ISNI can interoperate. At the moment, there is commitment from ORCID to use the same numbering structure, with a range of ORCID IDs being reserved from the ISNI system.

While a number of issues related to identity management remain to be solved, it is refreshing to report the significant progress our community has made over the past year. In all likelihood, these systems will gain rapid adoption in our community since the problems that they address are areas of significant pain in our community. We are finally in a place where standards are in place and technologies sufficiently mature to be broadly applied to identity management issues. Now that the systems are in place (or shortly will be), the critical activities related to education, training, and adoption of these standards and recommended practices must begin in earnest. After all, standards that are released, but not implemented, are not terribly useful to anyone. ☕

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Biz of Acq — Promoting eBooks at the University of Maryland Eastern Shore

by **Cynthia Nyirenda** (Serials / Documents Librarian, Frederick Douglass Library, University of Maryland Eastern Shore, 11868 Academic Oval, Princess Anne, MD 21853; Phone: 410-651-7540; Fax: 410-651-6269) <cinyirenda@umes.edu>

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Introduction

Established in 1886, the **University of Maryland Eastern Shore (UMES)**, Maryland's historically black 1890 land-grant institution, provides high-quality education to qualified students of diverse backgrounds in the liberal arts, health professions, sciences, engineering and technology, and teacher education. Degrees are offered at the Bachelors, Masters, and Doctoral levels. It has 206 full-time instructional faculty and 149 adjunct faculty. As of fall 2011, **UMES** had a total headcount enrollment of 4,509 students (i.e., 3,862 undergraduates, and 647 graduates). It aspires to attain a Doctoral Research University Carnegie Classification status in the near future. In fulfilling its mission, **UMES** is supported by the **Frederick Douglass Library**.

The Library's mission is to acquire, organize, preserve, and provide access to books, serials, and other resources in all formats. Its

main goal is to support the learning, discovery, and engagement activities of the faculty, students, and staff of **UMES**. As of February 10, 2012, the library's total collection was 183,491 titles and 254,725 volumes. The titles include 43,597 eBooks and 305 current serial subscriptions, 89 of which are e-journals. In addition, the library subscribes to 150 databases. For an institution of **UMES's** size and age, this collection needs enhancement to meet the needs of the university effectively.

Book Satisfaction Survey

For several years, the library's collection development policy has been adversely affected by budget cuts. Librarians were concerned about this trend especially because it happened at a time when the university was launching new graduate programs. Therefore, in 2007 **Mrs. Theresa Dadson** (the Coordinator of Acquisitions and Collection Development) and I (**Mrs. Cynthia Nyirenda**) conducted a

book satisfaction survey. The main purpose of the survey was to identify areas in the library's book collection and other resources and services that require improvement, and to use the results as a basis for requesting more funds for the library.

The survey consisted of 30 questions comprising 25 closed-ended and five open-ended items. The Lickert type scale used for some of the close-ended items solicited information concerning the patrons' extent of use and satisfaction with the book collection and services provided by **Frederick Douglass Library**. Open-ended questions, on the other hand, provided opportunities for patrons to share their opinions about the library resources. The survey was administered to 4,075 patrons. Three hundred and seventy nine responses were received, representing a response rate of 9.3%. The respondents comprised the following cat-

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egories of clients: 249 (66%) undergraduate students, 22 (6%) graduate students, 74 (20%) faculty, 22 (6%) staff, and 12 (2%) "other."

Patrons' Attitude toward eBooks

The survey yielded informative results, including the use of eBooks at **Frederick Douglass Library**. A recent search on the library catalog retrieved 43,597 titles. Twenty-five percent of these were **NetLibrary** eBooks which were purchased through the USMAI (University System of Maryland and Affiliated Institutions) consortium. The library supplements this collection through annual subscriptions to the **NetLibrary** database and the **OCLC FirstSearch** eBook database.

Some patrons did not respond to the two questions concerning eBooks. Twenty-five percent of those who responded indicated that they use eBooks while the remaining 75% did not. This outcome was an indication that eBooks were unpopular. In addition, anecdotal information indicated that while serving at the Reference Desk, librarians observed disappointment in some students when they discover that the book they wanted were available only in electronic format. On the other hand, students are happier accessing e-journals as opposed to the print version. Results of the book satisfaction survey showed that the eBooks, which constitute more than 25% of the total collection, are underutilized. The purpose of this paper is to re-examine ways of promoting the use of eBooks among patrons in order to make their acquisition more cost-effective.

Discussion

Similar studies elsewhere have shown that downloading MARC records of eBooks into the catalog encourages the use of eBooks. (Croft & Davis, 2010, p.545). This was not the case at **Frederick Douglass Library**. The fact that a considerable number of respondents did not answer the questions on eBooks suggested that they were not aware of the availability of eBooks in the library. Therefore, in their survey report **Dadson and Nyirenda** recommended that librarian-faculty liaisons should make it a priority to promote eBooks in the information literacy classes and prepare subject guides in their liaison areas that include eBooks. (Nyirenda & Dadson, 2007, p.9)

Other reasons cited in these studies concerning why patrons may not have liked to read eBooks were:

1. Reading from a computer screen for a long period causes eye strain,
2. Navigation issues — which make it hard to read and browse long documents online,
3. Inability to highlight and take notes as when one reads a book,
4. Lack of eBook titles to meet the patron's research need.

(Gregory, 2008, p.269-271).

Since 2007 when the survey was conducted, there have been technological advances in digitization and development of a variety of eBook readers. The most notable are the **Kindle Fire** from **Amazon**, **Nook** from **Barnes and Noble**, and the **iPad** from **Apple**. They have made tremendous impact on the way we store, access, and share information. The e-readers are easier on the eyes, for there is no backlighting. They provide a good reading experience, full-color screen, video playback, Web browsing, and email options. It is now possible to do a keyword search on an eBook; and using Adobe Acrobat Pro, one can make annotations, highlight text, insert links, and

then search through one's notes. (Shelbourne, 2009, p.63.) The **iPad** is not compatible with Adobe, but it works with applications such as **BlueFire** to perform similar functions. Because of these advances in e-readers and availability of more online resources, one hopes that the patrons' attitudes toward eBooks may change for the better. The library management, for its part, plans to supplement the number of laptops for lending to students with **iPads**. eBooks will be downloaded into **iPads** and checked out to students for a specific number of days or weeks.

New Collection Development Policies for eBooks

Since **EBSCO** bought **NetLibrary**, negotiations are underway for new policies on the acquisition of eBooks both at the consortium and institutional level. The USMAI consortium is leaning towards the subscription model with unlimited users. The advantages are that the consortium will have access to more eBooks, and more recent titles will be added to the collection every year. The major disadvantage is that once the subscription expires the USMAI will lose access to all eBooks on the **EBSCOhost** platform.

Library management at the **University of Maryland Eastern Shore** is using this opportunity to participate in the consortial subscription model as well as expand on the eBook purchases on a title-by-title basis. Librarian-faculty liaisons will continue to collaborate with faculty in the selection of eBooks. **Frederick Douglass Library** will also adopt the Patron-Driven Acquisition model. This means browsing an eBook for more than ten minutes, downloading, or copying will trigger an order for the book.

These policies will encourage the use of eBooks because they will have been purchased to fulfill course requirements or research needs.

Students and faculty who work at a distance at some point in their programs will benefit most from this policy. Examples are Physician Assistant students who will be able to access the eBooks relevant to their studies when they are on rotation off campus or even out of town. Other student beneficiaries are those taking Organizational Leadership and Educational Leadership Programs who maintain their regular jobs and attend classes at weekends.

Discovery Tool

The USMAI is in the process of selecting a discovery tool. The choice is between **EBSCO Discovery Service (EDS)** and **OCLC WorldShare**. Through a keyword search typed into a single search box a discovery tool will be able to retrieve relevant items in the databases, the library catalog, and even book chapters of eBooks. Whichever discovery tool the **University of Maryland Eastern Shore** chooses, it will facilitate access to all the library resources, especially eBooks. This is because **Frederick Douglass Library** subscribes to 26 **EBSCOhost** databases, and the **FirstSearch** eBook database includes other databases.

Summary

Based on the Book Satisfaction Survey conducted in 2007, this paper identified some of the causes why the eBook collection at the **University of Maryland Eastern Shore** was under-utilized. To rectify this situation, librarians were encouraged to promote the eBook collection through information literacy classes and preparation of subject guides. The development of new e-readers — **Kindle Fire**, **Nook**, and **iPad** — has helped some patrons develop a more positive attitude towards eBooks. The use of eBooks at the **University of Maryland Eastern Shore** will be enhanced by the anticipated purchases of eBooks by individual title and a discovery tool.

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At the Only Edge that Means Anything / How We Understand What We Do

by **Dennis Brunning** (E Humanities Development Librarian, Arizona State University) <dennis.brunning@gmail.com>

Annals of Search: Your Library Ain't Wal-Mart

If Apple produces a TV this year, as rumor has it, you can be sure it will be too simple for stupid people to cope with. One day I will understand why the more intelligent and busy people are, the more they demand simplicity.
— **Jonathan Margolis**, *Technopolis* column, "FT's How to Spend It"

Let's admit it, Google provides reliable library search under special and limited circumstances. Google Scholar has ingested most of the STM literature and spews forth gigabytes of links to published science. Reference aggregators, like Wikipedia, Ehow, IMDB post and re-post human knowledge (and opinion on that knowledge), provide Google search results with decent ready-reference information. Over Google's lifespan, these results have become good when they are good and bad when they are bad. Welcome to the post-library world.

More often than not — and their earnings depend on the former — Google offers up personal and customized results for us especially as they match what their advertisers have bought keyword rights to. The right words will get sponsored advertisements (usually the big guys), text ads (for the little guys), and clus-

tered results. Google reserves the latter for its products — Google maps to local businesses, Google YouTube videos, and Google images.

If this seems Google-centric, indeed it is. Recently, the Feds hired a winner-takes-all litigator to take on Google in a "search restraint of trade" lawsuit. Right now, Google flinches not. Google's major defense is that they follow a search industry standard called native or organic result. What **Paul Harvey** used to call "the rest of the story."

Our search habits play an important role in what results Google shows us. Since Gmail's introduction in 2002, whose email search system evolved from Google's spell-checker, Google has devoted much effort to personalize our searches. Each search we do factors in location, search history, click history, and click-through history, to supply us with results that are as uniquely ours as a machine can make them.

In short, behind the scenes, Google is doing it all. For us. Along the way, Google may be making us stupid searchers to improve our searches.

Now that Google has become a content provider, they join the e-commerce crowd in wanting us to hang out as long as possible on

a site. The click-through era is over. Google seeks (or should we say "searches") a Wal-Mart shopper who, having taken the time, effort, and gas to motor on over to the shop-a-polis, is ready to spend. Just as Wal-Mart works hard to have you stick around, hunting the miles of aisles for bargains, impulse buys, and stuff you may not need but feel you have disposable income for, Google wants your time and attention online.

The strategy then is to organize a Wal-Mart shopping trip as an enjoyable yet time-consuming experience. Wal-Mart doesn't reward the convenience shopper who drops in just for a six-pack. Online and off-line, retailers strive to provide you a shopping experience that gets you to stay and shop — as long and as often as possible. In the virtual world this takes the shape of endlessly distracting web design that gets you to click here, mouse rollover there — there and there.

How ironic then our habit of pondering easier library sites. Users answer our surveys with comments that our sites are too confusing, too layered with links to destinations they should be on ten seconds ago. We err, it seems, to the wrong stickiness.

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Over the last few years our industry has responded to this with discovery services. These are search engines which leverage features existing in databases yet simplify search by providing a single index which covers a wide array of subscribed content.

Discovery relies on an industry of aggregated content and online publishers who provide basic indexing information openly. Theoretically it merges the best of say Google Scholar with large content sets like **EBSCOhost** or **ProQuest** databases. Another key feature is openurl database software which will match up article found with article.

Does it work? Often it depends on what we mean by work. If we mean instant search gratification, which Google offers a billion times a day, it works. If we mean purchase by academic libraries — well, yes, they are doing a brisk business.

The typical academic library is a Wal-Mart of product. In our case, academic content, but all the same a rich intellectual world that deserves the comparison to a big retail outfit. It is an Amazon of Intellect. Unfortunately all of us want convenience, simplicity, universal access, and savings in time and effort.

So our stickiness, our time on task, doesn't work for us the way Wal-Mart's does. Our strategies can never be the same. So why obsess on quick discovery and easy linking? Discovery seems all about Teflon search—an antistickiness.

Everyone but us is into stickiness—time on-site. Don't go, click on this. Google wants you, Bing wants, Amazon wants you — to stay, click, link, and buy. Even our journal publishers give only enough information to search engines to get users over to their Website where the real discovery begins.

Let's aim for stickiness at our library Websites. But not bad stick where the user is so confused by our levels of links, but the stick that good search and linking tools provide. Right now we have disparate pieces held together by iffy systems. Let's reinvent openurl to put an article's verified link into our meta-data. Let's encourage real-time clustering in our discovery software which spell it out immediately — we have these eBooks on your topic, we have these articles, these are the peer-reviewed articles.

Our users will be rewarded. They will be spending time, yes, but it will be worth it. Like a trip to Wal-Mart.

Your Links:

<http://www.howtospent.com/#!/articles/7137-technopolis-philips-saeco-xelsis>
This part is free — an iPad-type online catalog in your browser!

<http://searchengineland.com/how-google-instant-autocomplete-suggestions-work-62592>

<http://joabordalo.com/articles/2011/01/19/the-website-stickiness-paradox>

<http://www.nytimes.com/2012/04/27/technology/google-antitrust-inquiry-advances.html?ref=business>

Hearts and Minds

The Big Data people are ramping up programs and polemics for management and storage of raw information of higher education's research and discourse. In public proposals, especially in comments to the federal government on the **Research Act**, the word "extinction" appears often enough to give pause to mainstream librarians. If we don't do something about Big Data in libraries, we face the dodo's fate.

Of course, those for big data in libraries do not mean extinction in the Darwinian sense. This is more the Spenglerian/Toynbee/Wired meaning. We face social extinction if Big Data isn't curated within our professional and physical walls.

For a long time, science writing ignored data publishing. Probably because there was no easy way to find, share, and display the data. Now we have the Internet, and supposedly we leaped light-years ahead from when scientific data was registered on paper, punch cards, magnetic tape, and servers. All that is now on the World Wide Web. For us. Click.

The metaphors that depict the data Web include water (flood, drown), sound (signal to noise), mining (digging), and hydraulics/plumbing (filtering.). Presumably, librarians have the ability, capacity, and mind to organize all the data the metaphors suggest are overwhelming. We can swim with the Big Data sharks.

But do we have the heart to do this?

We do, but the threatening tone of big data rhetoric in libraries doesn't help to put us in the right frame of mind to take it on. As Big Data threatens our profession we find ourselves with meager budgets, thinning ranks,

Rather than data bombs and shelling, we need the warm fuzzies of how this will right the supposedly sinking ship of libraries. More money would help. In our pockets and in our retraining budgets — yeah, that's the ticket.

What we don't need, though, is being told we are out the door especially by IT types who want to take over library budgets and offices. Their own offices have moved to India or to companies like **Pearson** and **Amazon**.

Your Links:

<http://www.cni.org/topics/digital-curation/national-status-of-data-management/>

Circling: a Wellness Program

You've heard of planking. Where people arrange themselves prone and horizontal

from one object to another to make a bridge of themselves to two points in the natural world? Then upload the photograph to the virtual world?

Well, this isn't it. Circling is volunteering to reshelve books. Preferably, for weeks on end just to get the feel of books coming and going in the library.

Summer is a good time. Life has slowed down. Crickets can be heard in the dreamy quiet of the paperbound environment. Here you are alone with your thoughts and a cart full of books. It's like camping without the bears or mosquitoes.

The more diverse the LC call numbers, the better. The journey from A to Z may take you to multiple locations. You'll be like the character in Sartre's novel *Nausea* who is reading his way through the library's alpha-

betical arrangement of books. It will be a good nausea as you skim the anthologies in the As, encounter the beautiful minds in the Bs, and experience the social through the Hs even as it gets weird in the HQs. By the time you finish your poetry Ps, your summer

will be complete before the sorrowful Zs of our gentle yet troubled profession.

Stretching before, during, and after is highly recommended. The physics of space require the big books to be placed high, beyond a mere mortal's reach. A stacks ladder or stool comes in handy, but you still have that reach. Warm up those delts, keep the pecs tight, and be sure to loosen the neck muscles.

Oh, the dust allergies. If so afflicted, be sure to take your Zircam, Claritin — or the closest generic. As librarians, we know you are mostly broke, so go with the cheaper but as-useful generics. Circling will remind you that books are decaying all of the time; like uranium's half lives, our books possess shelf lives. Late, these lives, especially those measured by the dust, work against them. But in the stacks, among the evidence of our careful collecting, you can appreciate a book's life on the shelf and its necessary and intimate relationship with its neighbors. Circling serves as a little memento of this.

At heart, Circling is all about a wellness journey we can take; perhaps must take. Connect less with Facebook friends than our friends, the books. Break time...

Your Links:

<http://www.planking.me/>
<http://www.kentucky.com/2011/08/13/1843570/defacing-property-gets-planking.html#ixzz1V64GSnIr>
<http://don.citarella.net/tag/resheving/>

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Booklover — Closer to Home

Column Editor: **Donna Jacobs** (Research Specialist, Transgenic Mouse Core Facility, MUSC, Charleston, SC 29425) <jacobsd@musc.edu>

During the three or more years that I have been writing “Booklover,” I have received a couple of emails commenting on one thing or another. Recently, I received one that turned into a real gift. One of the librarians at the **Medical University of South Carolina** contacted me because the library was getting ready to “toss” four volumes of *Nobel Lectures Physiology or Medicine*. The volumes spanned the years from 1901-1970. Her question to me was: “Would I like to have them?” “Of course” was my reply. I walk by the entrance to the **MUSC** library at least once a day, so it was easy for me to stop in at the front desk and retrieve the four tomes. Physically heavy and weighty in subject matter, I was delighted to have them. The subject matter was closer to home. With more than thirty years in the research community, I was familiar with many of the names listed in the table of contents and have even had the privilege to attend lectures given by some of the laureates.

The Forward in the first three volumes is the same. Written and signed by **Arne Tiselius**, President of the **Nobel Foundation**, it explains that the foundation granted **Elsevier Publishing Company of Amsterdam** the right

to publish the English translations of the **Nobel Lectures** from the five domains (Physics, Chemistry, Physiology or Medicine, Literature, and Peace) starting in 1901 and continuing to 1962. In addition to the lectures, there is a brief description of the award-winning work, short biographies of each laureate, and presentation speeches. I perused all four volumes, and it was like a walk down memory lane recalling Biochemistry lectures in college or seminars attended at conferences or at **MUSC**. But the 1962 award is particularly close to home since I work in the molecular biology/genetic field. Today DNA is a household word, made so by paternity testing and **CSI** TV shows. The path to mainstream began in 1953 when **James Watson** and **Francis Crick** proposed the double-helical structure of the molecule.

Francis Harry Compton Crick, **James Dewey Watson**, and **Maurice Hugh Frederick Wilkins** won the **Nobel Prize** in Physiology or Medicine in 1962 “for their discoveries concerning the molecular structure of nuclear acids and its significance for information transfer in living materials.” **Professor A. Engström**, of the Staff of Professors of the **Royal Caroline Institute**, gave the presenta-

tion speech. He opened with a discussion of the definition of a caricature and led into the relevance of defining the three dimensional structure of deoxyribonucleic acid or DNA. “The discovery of the three-dimensional molecular structure of deoxyribonucleic acid — DNA — is of great importance because it outlines the possibilities for an understanding in its finest details of the molecular configuration, which dictates the general and individual properties of living matter.” **Wilkins** won for his X-ray crystallographic recordings of DNA which gave the first view of the molecule. **Watson** and **Crick** won for recognizing from these recordings how the molecule is able to take on its staircase structure — the staircase that leads to our heredity.

Dr. Wilkins’ lecture was entitled “The Molecular Configuration of Nucleic Acids” and was filled with a physicist’s enthusiasm for these fundamental molecules of biology.

Dr. Watson’s lecture was entitled “The Involvement of RNA in the Synthesis of Proteins.” He entertains with stories of meeting

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From A University Press — To Download or Not to Download, That Is the Question

Column Editor: **Leila W. Salisbury** (Director, University Press of Mississippi, Jackson, MS 39211; Phone: 601-432-6205) <lsalisbury@ihl.state.ms.us>

The shift to the purchase — or in many cases, licensing — of scholarly eBooks raises no end of questions about acquisitions philosophies, pricing, consortial sharing, single-user versus simultaneous-access models, demand driven purchasing/lending, the remaining market for print versions of these books, and the list goes on and on. After the matter of pricing, however, no issue in this landscape may be more contentious, or less understood, than the downloading of eBook content onto a patron's various devices.

In the years since university presses began signing up with vendors old and new to sell scholarly content electronically, the issue of downloads has been a source of concern, and in many cases publishers refuse to allow any patron downloads. That is, if publishers know about the downloading to begin with. Product offerings and the various features they allow develop rapidly, and vendors sometimes assume that these new packages are covered by language in an agreement a publisher might have signed years before. I think about this issue a great deal of late. I want to make sure that my press's electronic content is being considered for these new and pilot programs, included as part of the title catalog being loaded at libraries just testing out a PDA or short-term loan plan so that the books have the maximum number of opportunities for discovery (and therefore use and purchase). On the other hand, I also worry that our press's content is being offered in ways that I would not want, at least at the moment, or at prices disconnected from those we have set. So though I am deeply interested in this topic and want to engage with vendors about our electronic content, the reality is that I don't always know exactly what happens to our eBooks, and that's an uncomfortable feeling.

With these eBooks, when printing and downloads of electronic content become in-

volved, publishers begin to get very nervous. Why? It's not that we dislike change (well, perhaps many of us do, but we've also learned to accept that change is now the norm rather than the exception when it comes to scholarly communication and dissemination of content). Rather, it's that publishers see the revenue sources that sustain many university presses — particularly course adoption sales and licensing fees for material included in coursepacks, whether print or electronic — directly impacted by programs that allow for unrestricted sharing, printing, and downloading. This may seem surprising, but at an average university press (and there are more than 130 with membership in the **Association of American University Presses**), only 25-50% of revenue might come from institutional sales. Less than half of a typical press's income is derived from libraries. The rest comes from trade/general interest titles, regional publications, and, you guessed it, course adoptions.

I could devote a separate column to the issue of whether an eBook offers greater/different accessibility than a print book or article placed on reserve in the library for use in a particular course and whether that should be considered as fair use (the **ARL's** new January 2012 *Code of Best Practices in Fair Use for Academic and Research Libraries* addresses this issue from the library perspective). With the Georgia State ruling just handed down, this question just got clearer, or murkier, depending on whether you're a publisher or a librarian. For the purpose of this piece, I'll posit that publishers believe that unrestricted electronic access to content (unless licensed under a multiple-user model) and full-text downloading will almost certainly decrease library and consumer sales of a course-appropriate book. With print books, students either bought the book (admittedly it may have been purchased used) or coursepack, shared a copy among a

handful of classmates, or went without. With a library's eBook edition and with the ease of sharing (whether sanctioned or unsanctioned) of this material, there is no need for the library to purchase more than one copy of even high-circulation materials, and students have practically no incentive to purchase a book for a course if it can be downloaded for reading and printing at their leisure.

At issue is not that publishers want to suppress use of the scholarly content we publish. In fact, we want just the opposite. The mission statements of most university presses call for the widest possible dissemination of the scholarship we publish, in whatever form, print or e. What alarms publishers is lost sales and revenue. An electronic copy in a library may mean the loss of 10 or 20 print sales for a course. But multiply this 10 or 20 by the twice per year that course is taught, and then by the 20 campuses where this book is being used, and now you're talking about a substantial number of books.

Standard business guidelines for university presses suggest that 40% of a press's annual income should derive from new titles, while 60% or more of the revenue should be generated by the backlist. For many presses, these backlist sales rely heavily on the course books described above. In many ways, these books are the foundational rocks that sustain university press operations. If sales of these books decline precipitously because of eBook downloads and printing capabilities, the money to develop, edit, print, and publish the next new scholarly book may simply not be there.

No one wants this, of course, not the libraries and certainly not the publishers. As I remind myself daily, this is a moment of transition for scholarly communication, and our needs and practices are evolving. Publishers need to understand that, as one librarian recently told me, students make a lot of assumptions about electronic content. They want to download it to multiple devices because that's the way they're used to working. Conversely, libraries need to know the changing financial picture publishers face and to understand that concerns about lost sales are what motivate download and other use restrictions. The money to keep fulfilling the mission publishers are called to serve has to come from somewhere.

I wish I had an answer to this conundrum today. I can, however, at least begin with an explanation of scholarly publishers' thinking on this issue and view that as a first step to finding a solution satisfactory to all parties. Both libraries and publishers are deeply committed to high-quality content and want patrons to be using that content. So I take comfort in the fact that this is a pretty good starting place for the discussion.

Booklover from page 65

Francis, developing a kindred relationship around the subjects of DNA, RNA, and their structure and wanting to work on something interesting and not "something inert like collagen." Once they defined the elegant structure of the DNA molecule they could begin to divine how DNA made RNA made protein.

Dr. Crick's lecture was entitled "On the Genetic Code." He used his lecture to "ask certain questions about the genetic code and ask how far we can now answer them." Proteins are composed of twenty different amino acids. How is this made possible from

a molecule that only contains four individual nucleic acids? Defining the composition and size of the codon, a term defined by **Dr. Crick** as the set of nucleic acids that code for an amino acid, was essential to understanding our genetic code. He ends his lecture with the hope that "all these points will be clarified in the near future, and that the genetic code will be completely established on a sound experimental basis within a few years."

Fifty years later, the human genome has been completely sequenced and we only have more questions. Molecular biologists and geneticists continue to fill journals with experiments that solidly confirm the elegance of this genetic code. 🐼

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And They Were There

Reports of Meetings — SPARC 2012, IUG Annual, and the 31st Annual Charleston Conference

Column Editor: **Sever Bordeianu** (Head, Print Resources Section, University Libraries, MSC05 3020, 1 University of New Mexico, Albuquerque, NM 87131-0001; Phone: 505-277-2645; Fax: 505-277-9813) <sbordeia@unm.edu>

The Scholarly Publishing and Academic Resources Coalition (SPARC) 2012 Open Access Meeting — Kansas City, MO, March 11-13, 2012.

Reported by: **John Russell** (Social Sciences Librarian, University of Oregon Libraries) <johnruss@uoregon.edu>

The **SPARC 2012 Open Access Meeting** was held March 11-13 in Kansas City, MO. The open access movement spent much of early 2012 dealing with crises such as the **Research Works Act (RWA)**, but the meeting in March opened in the midst of a lull after the **RWA** was tabled in late February. The shift away from immediate concerns allowed the meeting to consider broader, longer-term issues.

The meeting program had four main presentation areas (National & Institutional Policy Adoption, Digital Repositories, Author Rights, and Open Access Publishing), as well as a keynote by **John Wilbanks** (currently a Fellow at the **Ewing Marion Kauffman Foundation**). **Wilbanks'** talk set out two themes that formed, for me, a leitmotif for the meeting: altmetrics and the definition of open access.

If scholars are putting their work online, that work can circulate in a number of ways: it can be Tweeted, shared on Facebook, blogged about, and so on. People are reading and discussing scholarship online in a number of places, **Wilbanks** argued, so we should move away from traditional impact metrics and look to alternative (alt-) metrics that better represent how scholarship is communicated and circulates in today's media environments. Later the first day, during the "Innova-

tion Fair," **Jason Priem** (doctoral student at the **University of North Carolina-Chapel Hill**) of **total-Impact** (total-impact.org or follow them on Twitter: @totalimpactdev) showed a tool he has developed (with **Heather Piwowar**, a DataOne postdoc with Dryad) that can capture these altmetrics for online articles or other online research objects, creating a dynamic report of how a research object is circulating in various social media.

A larger part of **Wilbanks'** keynote, as well as of the talk he gave the next day on open data on behalf of **Peter Murray-Rust** (who couldn't attend, but did hang out on Twitter emphasizing points and engaging those members of the audience who were also on Twitter), revolved around copyrights and true open access. **Wilbanks** and **Rust** (and a number of other attendees) argue that true open access has to follow the definition set out in the Budapest Open Access Initiative:

"By 'open access' to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited" (<http://www.soros.org/openaccess/read>).

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It's not enough to make articles freely available; scholarship needs to be open to reuse and repurposing in order for scholarly networks to optimally function. This is a very contentious issue. Many scholars and publishers want open licenses to be restricted to non-commercial use (the CC-BY-NC license); additionally, publishers prefer not to allow open text-mining of their content, even if the content is open. For **Wilbanks**, **Murray-Rust**, and others, these restrictions are not acceptable: they do not follow the BOAI definition, and they hinder the ability of scholars or other interested parties to engage in research.

Of course, these were not the only topics broached. During her presentation on the state of open access policy implementation in the United States, **Ellen Finnie Duranceau** (Program Manager, MIT Libraries Office of Scholarly Publishing & Licensing) discussed the usual litany of improving services for mandate deposit (make it easy, add value) but also noted that publishers such as **Elsevier**, the **American Chemical Society**, and the **American Association for the Advancement of Science** were asking authors to sign publishing agreements that required opting out of local mandates. **Duranceau** noted that opt-out waivers at MIT were at 4% and at Harvard 5%. Not enormous numbers, but as an audience member pointed out later in the meeting, if one tries a mandate at an institution where faculty overwhelmingly publish with one of the anti-mandate publishers, this would be a significant problem.

The last session of the conference was devoted to publishing. **Charles Eckman** (University Librarian and Dean of Library Services, **Simon Fraser University**) discussed the state of institutional funds for paying authors fees, noting that it is a growing trend but currently limited to 25 institutions. For institutions thinking about setting up such funds, **Eckman** stressed the importance of planning, talking to all of the stakeholders, defining criteria (who can participate and in what kinds of open access journals they can publish), and developing goals. **Timothy Deliyannides** (Director, Office of Scholarly Communication and Publishing and Head, Information Technology, **University of Pittsburgh Libraries**) provided a tour of **Pitt's** publishing services; particularly interesting was his frank assessment of the resources (especially human) required to support dynamic publishing services: growth requires investment in training, marketing, and other services such as graphic design. With new publishers entering the open access market all the time, the need for quality control grows. **Caroline Sutton** (President of the **Open Access Scholarly Publishers Association [OASPA]** and a Publisher at **Co-Action Publishing**) surveyed OASPA's membership criteria and code of conduct. OASPA has the potential to become a mark of quality for open access publishers, and it is an association to keep an eye on.

This survey of the **SPARC 2012 Open Access Meeting** left more a than a few things out. Curious readers are encouraged to look at the program and speaker slides: <http://www.arl.org/sparc/meetings/oa12/sparc-open-access-meeting-speaker-slides.shtml>.

Innovative Users Group Annual Meeting (IUG) —
Chicago 2012, April 15-18, 2012.

Reported by: **Wendy Pedersen** (Ibero-American Collections Specialist, University of New Mexico Libraries)
<wpeder@unm.edu>

Nearly 1,200 attendees gathered at the Sheraton Towers in Chicago for the **Innovative Users Group** annual meeting, April 15-18. There was not a lot of swag, but participants brought away much excellent information and the fruits of camaraderie.

IUG celebrates its 20th anniversary this year. The opening session included honors for long-time attendees. Drawings for prizes were held every half-hour, and the "must be present to win" requirement kept all riveted to their seats for the entire two-hour opening presentations. Prizes were also given to fastest tweeted answers to trivia questions sprinkled here & there. And then there was cake!

Announcements: **Jerry Cline** and **Neil Block** assure us that the existing management is still in place and "It's business as usual."

In development this year are a cloud-based backup service (a disaster recovery feature); a redesign of **III's** CS Direct customer service site; a more interactive fiscal close feature; "relative dates" in Create Lists/Scheduler; a "Remember Me" feature for users in WebPac, and of course migrations from Millennium to Sierra, **III's** latest ILS system.

III continues to refine and promote its "Reporter" service, which gathers transactional data and generates prepackaged numerical reports (including ARL stats!). Its new companion product, "Decision Center" is designed to support *Data-driven decisions*.

Hillsdale College in Michigan became Sierra's first live customer in March 2012; 40 other sites are in Beta, involving a total of 350 library staff users. 218 server sites (that's 838 libraries) have committed to the new system. The staff side is intended to be a unified desktop system that will accommodate third-party gadgets. Users no longer navigate to separate modules for cataloging, circulation, serials, & acquisitions. 100% of Millennium functionalities are to be included in Sierra, and it maintains the existing work-flow logic. They also are "looking at eBook integration" for both Sierra and Millennium.

What everyone wants to know:

Q: How long does **III** plan to support Millennium? A: "For quite a few years to come. Transition to Sierra will take years."

Q: When will product lines fork? A: There will be no more Millennium-only enhancements, but there will be Sierra-only enhancements.

Q: Is this going to require new hardware? A: Yes. Sierra is a 2-server implementation, requiring an application server and a database server.

Q: Pricing structure? A: Migration from Millennium to Sierra is priced as a service package; no relicensing required; what the customer currently has conveys.

Q: Packaging APIs? A: Don't know how they are going to be priced; as add-ons, APIs will not be free. This is "under active discussion"; all kinds of vendors are having the same conversation.

III's CS Direct site is hosting a number of lively online discussion forums for developers and beta users.

A sampling of session summaries includes:

"When your Item Types just don't work anymore" — Shona Koehn and Sarah Simpson of the Tulsa City County Library presented the complexities of redefining a crucial data field in the item record, implementing the change throughout the catalog, and retraining staff. Not for the faint of heart. Errors will abound. Create lists, fix, repeat, repeat....Excel is your friend. Don't try this alone — take all the help your ILS vendor will offer.

"Statistics and reporting" — Innovative trainer Joe Wojtowicz presented the now-traditional session on statistics. The mysteries of SCAT tables revealed! Get more granular breakdowns of transactions by call number! Hunt down and exterminate bad fields! **III's** popular "Create Lists" functionality was the star of this show.

"Patron-driven acquisitions: what needs to be done in Millennium" — Innovative's Yu-lan Chou offered a "load" of practical advice here. Load tables, load tables, load tables — and scripts. Most **III** users are using standard or locally-customized load tables. Books are easy-peasy compared to the questions librarians face with patron-driven acquisitions for e-books and electronic articles. What do you do with records for temporary acquisitions — suppress, delete afterward, keep forever? Participants in the room were equally split. Do you do authority work for all records loaded or just for purchases? Do you add call numbers for collection analysis? How do you report your stats to ARL? Practices are all over the map.

"Solving the complexities of e-Book record management in Millennium" — San José State's Rayanne Stahl gave us a down & dirty look at **SJSU's** practices, where 80% of the materials budget is spent on electronic resources. They have 100,000 eBooks in the catalog, representing 17 collections and multiple DDA (demand-driven acquisitions) plans supplied by three main vendors. Their average eBook sees 7 uses, more than twice the rate of print. The biggest issue: duplicate catalog records. Weekly batches of discovery records can collide with existing records. eBook collections change titles with regularity — how do you keep the discovery records up-to-date? Other challenges: ordering, loading, DDAs. **SJSU** finds Gobi useful in keeping things sorted out.

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THE NICEST PEOPLE IN THE BOOK BUSINESS

And They Were There from page 68

“Create Lists, beyond the basics” — Richard Jackson of the **Huntington Libraries** treated users to a selection of tidbits about the principles and uses of III’s Create Lists function. Wild cards, normalization, end-use characters, advanced word search, and even “impossible” searches were demystified. Once again, Excel is your friend.

“Consortium 101” — This introduction to consortium-building was adorably presented by **Tim Gritten** and **Kerri England** as the Story of a Marriage (between the **Indiana State University** and **Vigo County Library** systems). Don’t be afraid to insist on the “pre-nup” — i.e., the Memorandum of Understanding. When one system is from Mars and the other from Venus, even library jargon can have incompatible dialects, so keep talking. Good firewalls make good neighbors, but are something of an obstacle to a harmonious union.

“Google Analytics: beyond the code” — Virginia Tech’s **Robert Sebek** offered this standing-room-only session on GA, covering everything from setting up the profile to types of decisions driven by the data.

His incredibly thorough slides are posted on the members’ conference Website and are definitely worth a look. This is tracking as only Google (and maybe the CIA) can do. Get your tekkies on the case.

“Macro your macros” — **Adam Lenarczyk**’s background information on the **National Library of Poland** <http://bn.org.pl/en/about-us/> was almost as interesting as macros themselves. The NLP has 1,000 employees, 200 of whom use Millennium on a regular basis. Their database includes over two million bibliographic records, and they are adding 100,000 every year. None of these items circulate. As the legal depository, they are the creator of the national bibliography, updated weekly. All of their cataloging is high-priority; this is not an outfit that has the luxury of letting their backlog age! Macros have been fine-tuned into an art form at this institution. The only caveat: make sure your bibliographic maintenance staff slow down enough to understand what they’re doing.

As IUG reaches majority at age 21, the conference will convene in San Francisco, April 23-26, 2013, a good choice for a landmark birthday. Be prepared for the trademark informative sessions, the progress report on Sierra, as well as other product developments that will surely be unveiled.

Issues in Book and Serial Acquisition, “Something’s Gotta Give!,” Francis Marion Hotel, Embassy Suites Historic District, Courtyard Marriott Historic District, and Addlestone Library, College of Charleston, Charleston, SC, November 2-5, 2011

Charleston Conference Reports compiled by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library)
<r-kubilius@northwestern.edu>

Column Editor’s Note: Thank you to all of the **Charleston Conference** attendees who agreed to write short reports that highlight sessions they attended at the 2011 conference. All attempts were made to provide a broad coverage of sessions, and notes are included in the reports to reflect known changes in the session titles or presenters

that were not printed in the conference’s final program. Please visit the Conference Website for archival information where a link to many presentations can be found on the 2011 Charleston Conference Slide-Share Group Page. Permission was received from all of the plenary

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speakers to post their recorded sessions online, so they are added to the Video page on the Conference Website. The 2011 Charleston Conference Proceedings will be published in partnership with Purdue University Press in 2012.

In this issue of *ATG* you will find the third installment of 2011 conference reports. The first two installments can be found in *ATG* v.24#1, February 2012 and *ATG* v.24#2, April 2012. We will continue to publish all of the reports received in upcoming print issues throughout the year. — **RKK**

THURSDAY, NOVEMBER 3, 2011
(continued from previous installment)
CONCURRENT SESSIONS 2

“Shotgun” Sessions

Reported by: **Alison M. Armstrong** (McConnell Library, Radford University) <amarmstro@radford.edu>

These short sessions were a nice format to hear a little about something that may be of interest and make you want to learn more, and if not, it will be over soon.

1. An Absence of Allocations — Presented by **Cathy Goodwin** (Coastal Carolina University) — With a flat budget, they decided instead of allocating funds, they would take orders on a first come, first serve basis. Of the 350 faculty members later surveyed, they received 66 responses. 30% were unaware, 27% didn't order anyway, 22% liked the change, and 20% found it confusing. Half felt they could get what they needed. They also found that many placed orders but didn't know if it was actually ordered. 30% were not averse to continuing this way, and 46% were able to purchase the material they needed. Going forward, they will continue with this model, and they will communicate back to faculty, letting them know what is ordered.

2. Sacred Cow Tipping — Presented by **Camila Gabaldon** (Western Oregon University) — In tight economic times, we can no longer support the “just in case” model that we used to and are moving toward the “just in time” model. It isn't about how many books you have in your collection; it is about knowing how to find them. Collecting based solely on immediate need leads to holes in collections.

3. KnowledgeBase and Related Tools (KBART update) — Presented by **Nettie Lagace** (National Information Standards Organization (NISO)) — **Lagace** provided us with the 5 Ws for KBART. Who: It affects all of us. What: Universally acceptable holdings data, format, open URL linking. Where: NISO and USKG Websites: <http://www.uksg.org/kbart>. When: Now — Phase 2. Why: Better access.

4. Using a Systems Approach to Managing Collections — Presented by **Lars Meyer** and **Chuck Spornick** (Emory University) — **Meyer** and **Spornick** talked about the book, *The Fifth Discipline*, and how they used the disciplines in their library. They worked to build a shared vision with a group committed “to improve our users access to the content they need in the format they want it.”

5. Where is the Hospitality in Your Library? — Presented by **Corey Seeman** (University of Michigan) — Librarians are amazing people and helping is hardwired into their DNA. They have the mentality that you deal with problems the best you can and work out the details later. They started providing office supplies, and it has been very popular. Do they provide 4-star service for 3-star expectations? No, 5 stars and the patrons deserve it!

The Changing of Technical Services at UNC Charlotte —
Presented by **Michael Winecoff** (UNC Charlotte)

Reported by: **Elizabeth Henry** (Saint Leo University, Cannon Memorial Library) <elizabeth.henry@saintleo.edu>

Winecoff, Assistant University Librarian for Library Systems at **UNC Charlotte**, spoke to a packed room regarding the genesis and application of various changes in the department's processes and procedures that resulted in a significant downsizing of the Technical Services Department. The process began with the hiring of a consultant who spent a week at Charlotte studying workflows and then produced a 100-page report with five pages of very detailed recommendations. The major changes were: first, the implementation of electronic invoicing and payment of book orders using only one primary vendor; second, the acceptance of shelf-ready books from that vendor that would require little handling by library staff and bibliographic records for those books that were considered good enough; and third, the reduction of check-in, claiming, and binding of journal issues. In the end, Technical Services was left with less staff and less cataloging expertise, although several staff members transferred to Special Collections, which benefitted that department. Other staff retired, and a few left.

Weeding One STEPP At A Time — Presented by **Eleanor Cook** (J.Y. Joyner Library, East Carolina University); **Dan Shouse** (J.Y. Joyner Library, East Carolina University); **Joseph Thomas** (J.Y. Joyner Library, East Carolina University)

Reported by: **Eugenia Beh** (Texas A&M University, Sterling C. Evans Library) <ebbeh@library.tamu.edu>

Cook, **Shouse**, and **Thomas** discussed the **J.Y. Joyner Library's** yearlong project to clear 30,000 square feet of library space in order to house Project STEPP (Supporting Transition and Education through Planning and Partnership), a program which supports students with pre-identified learning disabilities. The process involved withdrawing 50,000 journals from the stacks and sending 60,000 journals to compact storage. Most of these journals were part of archival packages; dead or incomplete runs; no longer relevant to the university's curriculum; poorly scanned; and/or available online. Journals that were kept in the stacks were part of print subscriptions with no online access and/or were of significance to a particular subject area. Such large-scale weeding is symptomatic of a wider trend in academic libraries, where library space is increasingly used for services rather than for collections. Participants were especially struck by the amount of support that the library received from the university administration, which included generous funding for three temporary staff members to assist with the weeding, as well as funding for backfile purchases (certainly very unusual in these times!).

Applications for Better Research Outcomes: Facilitating Collaboration Between Librarians, Researchers, and App Developers to Improve Research Workflows —
Presented by **Rafael Sidi** (Elsevier)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

This presentation probably would have also fit as well in the Saturday “Innovation Sessions” tract, particularly if one of the contest-winning app developers described, researcher or librarian, would have participated. The overall purpose of apps is to provide a customized experience. **Sidi** highlighted a Spring/Summer 2011 multi-pronged suite of challenges (“series of community competitions”) for which **Elsevier** provided publicity and prizes for winning apps that could move to developer communities. The initiative, “Apps for Science Challenge” was for collaboration within the scientific community, resulting in development of apps for scientists — a research workbench, a patent mining tool, etc.

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The contest, "Apps for Library Idea Challenge" resulted, for example, in an Open Source VuFinder app for use with SciVerse. There was also a hacker "hackathon" event. There are advantages to developing apps (40-60 percent royalty). There are advantages in the cloud. In 2012, it will be possible to take an application and put it in an institutional site. Listening to the presentation and the audience questions, the enthusiasm of the presenter seemed to be met with a "why didn't I know about this" response from a number of audience members. (More information can be found on *Elsevier's* Website). It wasn't clearly stated if this was a "one time only" endeavor or possibly a new tradition for *Elsevier*.

THURSDAY, NOVEMBER 3, 2011 AFTERNOON PLENARY SESSIONS

Skit: Patron-Driven Acquisitions Meets the Cloud —

Presented by **Charleston Skit Players**, **Ann-Marie Breau** (YBP); **Stephen Clark** (William & Mary College); **Jennifer Clarke** (Bucknell University); **Eleanor Cook** (East Carolina University); **Todd Hallerman** (Elsevier); **Chuck Hamaker** (UNC-Charlotte); **Corrie Marsh** (University of Southern Mississippi); **Athena Michael** (John Wiley & Sons); **John Riley** (BUSCA); **Lisa Spagnolo** (University of California, Davis); **Susan Zappen** (Skidmore College)

Reported by: **Alison M. Armstrong** (McConnell Library, Radford University) <amarmstro@radford.edu>

This was a clever skit that touched on all kinds of views of PDA: the death of MARC, going along with stupid ideas, information shepherds,

de-acquisition librarians, disapproval plans. They ask where they are going and why the students are driving the bus. It is decided that it doesn't matter as long as they are moving and spending money.

When they are stopped by the police, the students are found to be driving without a license and ask the librarians for help finding stuff. It is agreed that they will take turns driving and collaborate.

They ended with "It's Fun, Fun, Fun, 'til Daddy takes the PDA away!"

New Initiatives in Open Research — Presented by
Lee Dirks (Microsoft Research); **Clifford Lynch** (Coalition for Networked Information)

Reported by: **Ramune K. Kubilius** (Northwestern University, Galter Health Sciences Library) <r-kubilius@northwestern.edu>

Lynch acknowledged that there certainly are certain economic problems in the system. Stress points are scale, speed, and an increasing disconnect between practices, norms, and how the system is operating. Scientific work should be exposed earlier in the cycle, and we should get past the "article" and the "pdf" as entities. A way should be found to work with data as a "computational hole" in an article. **Dirks** shared specific examples of initiatives that assist with data citation, allow for authors to be visible in different media, and attempt to help disambiguate authors (the last has been discussed at previous **Charleston Conferences**). His last initiative example was from his own company. The bottom line from this presentation? The landscape is changing, and as **Lynch** pointed out during the Q & A session, the goal is to ease (tools like those mentioned in this session) from "demo" into the mainstream. **Dirks** pointed out that a role of the library and its true value are in building relationships, providing help to find information that is hard to find.

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THURSDAY, NOVEMBER 3, 2011
“HAPPY HOUR” CONCURRENTS

Something's Gotta Give: Is There a Future for the Collection Development Policy? — Presented by **Matt Torrence** (University of South Florida, Tampa Library); **Audrey Powers** (University of South Florida, Tampa Library); **Megan Sheffield** (University of South Florida, Tampa Library).

Reported by: **Alison M. Armstrong** (McConnell Library, Radford University) <amarmstro@radford.edu>

The speakers talked about changes in our collections and how collection development policies can handle change.

They talked about how we are moving more toward “just-in-time” instead of “just-in-case.” However, this leads to gaps in our collections. Currency and immediacy is important to our patrons. We need to make sure we are addressing needs specific to our users.

The new direction in collection development policies is patron-centric. Policies are becoming more of a “living framework.” Someone said that they write “Draft” at the top of theirs, and it is never “Final.”

Someone said, first, don’t call it “conspectus.” Keep it simple. Someone said that they think of it like a restaurant and there are the front-of-house things and the back-of-house things. They need to be able to work well together. The collection development policy helps shape the menu.

This session had a lot of information and a good amount of time for further discussion. Their discussion questions were great to get the ball rolling, and it lead to sharing of thoughts and practices.

Partnering for Patron-Driven Acquisitions - What You Need to Know — Presented by **Deb Thomas** (University of Tennessee); **Ashley Bailey** (YBP Library Services); **Molly Royse** (University of Tennessee); **Gail Watson** (University of Tennessee)

Reported by: **Elizabeth Henry** (Saint Leo University, Cannon Memorial Library) <elizabeth.henry@saintleo.edu>

The presentation by **Bailey** of YBP, and by **Royse, Thomas**, and **Watson** of the **University of Tennessee** illustrated that the setup has been different from other PDA programs in that UT worked closely with YBP to implement and administer the trial. Using profiles based on an approval slip program already in place with YBP, librarians from the **University of Tennessee** created a Patron-Driven Acquisition model to test the viability of a program that allows library patrons to select, use, and acquire eBooks. They chose a relatively limited subject set to start with and loaded 5,400 records for **ebrary** eBooks (available from YBP) into the catalog. They chose to implement a short-term loan option which allowed the books to be used by library patrons three times at a fraction of the purchase price. The third use would trigger a purchase. Various details of the processes involved for the selection of eBooks in specific subject areas, importing appropriate discovery records, and invoicing and processing of both loans and purchases were discussed. UT plans to further develop and expand their PDA partnership with YBP and **ebrary**.

Promoting the ‘Virtuous Circle of Access’: JSTOR’s Local Discovery Integration Pilot — Presented by **Bruce Heterick** (JSTOR – ITHAKA); **Scott Anderson** (Millersville University)

Reported by: **Wendy West** (SUNY Albany) <wwest@albany.edu>

Speakers summarized the results from a pilot program conducted by JSTOR to examine research discovery that was happening at JSTOR and ways to tie back into the libraries’ other resources by bringing those resources to the users. **Heterick** discussed rationale for the program,

methods used to provide access to other resources, and the findings and feedback they were given, including placements of links that connect back to libraries’ resources. **Anderson** explained why **Millersville University** was interested in participating and their expectations. He also briefly discussed the concept behind the creation of the links, including how they could enhance the research experience and might allow libraries to maximize the usage their available resources. The speakers closed with some discussion of the limitations of the program and further questions that were raised as a result of the findings.

The Value of Purchase E-book Collections From A Large Publisher — Presented by **Aaron Shrimplin** (Miami University Libraries); **Jennifer Bazeley** (Miami University Libraries)

Reported by: **Margaret M. Kain** (University of Alabama at Birmingham, Mervyn H. Sterne Library) <pkain@uab.edu>

Presenters **Shrimplin** and **Bazeley**, from **Miami University Libraries**, provided the audience with a roadmap of their eBook analysis. Their transition to eBooks began in 2007. The opinions of students, faculty, and staff on eBooks were compiled and placed into four categories: booklovers, technophiles, pragmatists, and printers. A variety of publishers and platforms were explored. After select questions were identified (whether to have unlimited/multi-user/single user, to own or lease, to purchase as a collection or title by title), the **Springer** eBook collections were selected. **Springer** requires no digital rights management software, provides perpetual access, the individual book chapters could be downloaded in pdf format, search results would yield both journal articles and eBooks. After collecting data for three years, the presenters found that fewer than 40% of the titles were unused. Through resources such as Google, users are discovering and using eBooks. Even though some titles are not used, if the titles were purchased individually, the cost would be prohibitive. Conclusion: several factors need to be considered when purchasing eBooks, and one should not rely on a single approach. Their evaluation of purchasing eBooks continues as they move into a pda model.

Let Go and Haul! A Square-Rigger’s Guide to Weeding “Age of Sail” Collections in the 21st Century — Presented by **Douglas Black** (Northern Michigan University); **Valarie Prescott Adams** (University of Tennessee at Chattanooga)

Reported by: **Kyle McCarrell** (Augusta State University) <kmccarre@aug.edu>

Weed 50% of your collection. This directive could strike fear into the hearts of many librarians. But this was the challenge that **Northern Michigan University** faced. Similarly, the **University of Tennessee at Chattanooga** was moving into a new building and needed to trim its collection before the move. **Black** and **Adams** discussed how these universities came up with strategies to pare down their respective collections through subject liaison involvement and faculty collaboration. In both cases, communication with users was important, evidenced through the use of dedicated wikis or Websites. At **Tennessee**, circulation and ownership (based on OCLC) statistics guided much of the three-phase decision-making process. At **Northern Michigan**, student workers played an active part by pulling books that had zero-use. Once a book was reviewed, it was notated as such in the local MARC record. Even though the library was transparent in its communication at both institutions, there was some modest pushback from faculty who disagreed with the intentions of the library process. In one instance, a faculty member checked out books and returned them so they would have a use and “be spared.” Despite these small problems, the initial weeding has been a success and will continue in the future. 🐾

*That’s all the reports we have room for in this issue. Watch for more reports from the 2011 Charleston Conference in upcoming issues of **Against the Grain**. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2011 sessions are available online. Visit the **Conference Website** at www.katina.info/conference. — KS*

International Dateline — The Butcher the Baker the Candlestick Maker...

by **Rita Ricketts** (Blackwell's Historian and Bodleian Visiting Scholar, Author *Adventurers All, Tales of Blackwellians, of Books, Bookmen and Reading and Writing Folk*) <Rita.Ricketts@bodleian.ox.ac.uk>

While **Will King** and his fellow autodidacts toiled in **Blackwell's** vineyard, the diggers moved in to change the face of **Broad Street's** North side. Thirteen old houses to the left of **Blackwell's** until the corner of Parks Road, which in some parts dated back to medieval times, were being bulldozed to make way for **Sir Gilbert Scott's New Bodleian**.¹ It seemed there was no stopping the tide. More libraries were needed to house an unending supply of new books to feed an army of old and new world scholars and an increasingly literate and educated public. **Blackwell's** used the opportunity to shore up its own future, rebuilding the dangerously unstable East wall of its Queen Anne Buildings. **Basil Blackwell** explained that this expense was a "symbol of our hope for the future." It was also a mark of respect for the sundry folks, from all walks of life, who had plied their trades and written their lucubrations in Broad Street's old houses since time immemorial. Things are on the move again as the **New Bodleian**, to be renamed the **Western Library**, undergoes a complete restoration, and the ground floor **Blackwell Hall** will honour this illustrious bookseller. This instalment tries to re-connect to the ghosts of Broad Street who may, in the imagination, walk the shelves at night. Readers of *Against the Grain*, should they visit Oxford, may also like to imagine all the souls who lived and worked here.

Scholars and tradesmen have existed cheek by jowl in Oxford's Broad Street at least as long as the medieval scribes of Catted Street, who crafted manuscripts alongside the **Great Bodleian Library**. In the early fourteenth century Broad Street, known then as Horse-monger Street, was a favourite place for students to take lodgings; in medieval times they were not compelled to enter colleges, still less reside within their walls.² Such inmates found themselves in the company of

diverse tradesmen, tutors, medical doctors, dentists, and publicans. At the back of the narrow terrace, they could mingle with, and smell, the livestock, stable their horses, amuse themselves at billiards, or take boxing lessons to keep fit. Their neighbours' children would scrump for apples in the long thin town gardens, as **Basil Blackwell** and his sister did in the 1890s. Broad Street's eclectic mixture of inhabitants, and its jumble of old dwellings, persisted in a recognizable form until the site was cleared. By 1939 the North side of Broad Street from the east end of Trinity, excepting the White Horse pub at No. 52, was transformed into a world of books. Numbering from 50 to 35, were the four old buildings **Sir Basil** had saved and united and thirteen former old houses that now formed the **New Bodleian**.³ With the **New Bodleian** and **Blackwell's** joined at the hip between Nos. 48 and 47, all and sundry could share the magic space **John Masefield** described:

(where) "*Half England's scholars nibble books or browse.*

Where'er they wander blessed fortune theirs" — **John Masefield**

But if the ghosts of yesteryear were to appear today among the shelves of the bookshop or linger in the adjacent building site, where **Gilbert Scott's** icon is being transformed and made available to people

from all walks of life, would they not rejoice at this further conjoining of town and gown? **Jan Morris** had decried the demolition of the old houses, and **Sir Harold Macmillan** treasured a childhood memory of the "charming little row of houses which ran from Trinity gates past **Mr. B's** shop."⁴ Despite their historic value as timber-framed structures, it is doubtful if the inhabitants would have thanked either **Sir Harold** or **Jan Morris** for condemning them to life in these insanitary hovels.⁵ Successful in their fields, we can only guess that they

would have welcomed change. But just who were they, and what were their stations?⁶

Before the advent of **Blackwell's**, the majority of the occupants of 48, 49, 50, and 51 Broad Street were also skilled tradesmen. Living proof of **Napoleon's** famously disparaging nation of shopkeepers, they were not to be disparaged. These small businesses were the source of the next generation of more ambitious, socially mobile, and often scholarly progeny, who later went on to the universities. This gentility was arrived at via china and glassware (48) stationery, stays and then heraldry and frame-making (49), plumbing and glaziers (50), and tailoring (51).⁷ At the time of the 1851 Census, **Susanna Seckham**, a dealer in glass and china, and her spinster daughter and their servant occupied No. 48. **Elizabeth Rose**, continued in this trade from 1881, living with her son **Edward**, a building surveyor. Next door at No. 49 lived **Charles Lobb** and his wife **Mary**, aged 57 and 62 respectively. Incongruously described as haymakers, they must have been doing well, as they kept a servant (1851 census). By 1881 we find resident **John Chaundy**, a print seller and lay clerk, with his wife, five sons, and a general servant. According to the 1851 census **John Bradfield**, a glazier and plumber, lived at No. 50, with his wife and five grown-up children, and at No. 51 **John Lockwood**, with a wife and five young children, was a master tailor employing six men who also kept a general servant. By 1981 **John Lockwood's** daughter, who took in undergraduate boarders, was continuing her father's business, while **Benjamin Henry** lived over his newly-opened book shop at No. 50 with his mother **Nancy**.

Behind **Blackwell's**, numbering now 48-51, was a jumble known as Bliss Court, which **Basil Blackwell** remembered as anything but "blissful."⁸ There, he observed, only ferns would grow in the fetid atmosphere fanned by the breezes from the three communal "offices" and a standpipe. Amidst the dwellings of the poor were stables and a hayloft where "undergraduates were still prone to equestrian exercise." Notwithstanding the environment, the elderly residents seemed to thrive and could be removed only when nature took its course.⁹ Intermittently, assistants in the bookshop would hear the "rapid footfalls and alarming spuds" where students could safely put the gloves on with "Dolly" the boxing coach.¹⁰ By 1939 most of the occupants had departed for Elysium's Fields, and those remaining were accommodated elsewhere at **Blackwell's** expense.¹¹ More to **Benjamin Henry Blackwell's** taste was the headquarters of the Churchman's Union, deriving from the Oxford Movement. **Basil Blackwell** recalled

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The Coach & Horses on Broad Street during the 1930s. Photo courtesy of The Bodleian Oxford.

International Dateline from page 73

the visit of the poet **Verlaine** to these quarters. Before he could meet his audience, **Verlaine** had had to snake his way through “un dedale de chambers regorgeant de livres.”

Next to **Blackwells** No. 47 was typical of this row of long, thin, timber-framed houses, with a cottage at the rear; its frontage measured 6 yards 2 feet 4 inches, and its chimney stacks dated from the 16th century. The house had had 16 windows in 1696, wooden panelling, and marble fireplace; there had been alterations in the 18th century. **Anthony Wood** mentions musical evenings at this house from 1656 onwards, when it was occupied by **William Ellis**, and in the 1920s there was a detached room at the north end of the garden known as the Music Room. Other former lease-holders were: 1634 - **Stephen Hawes**, cook; 1652 - **Edward Sellwood**, cook; 1667 - **Edward Sellwood** (occupied by **William Ellis**); 1683 to 1696 - **John Taylor**, limner (occupied by **Dr. John Luffe** in 1683 and **Thomas Swift** in 1696); 1709 - **John Taylor**, painter (occupied by **John Gibbons**, victualler); 1723, 1737 - **Henry Wise**, mercer, and **John Taylor**, gent (occupied by **Daniel Shilfox**, tailor, in 1723 and **Charles Stevens**, cook, in 1737); 1751 - **Charles Stevens**, cook; 1765 - **Rev. Samuel Forster**, D.L.L.; 1779 - **Anne Cleeve**, spinster; 1793, 1807, 1821 - **William Fletcher**, mercer who lived at No. 46 and lent this house out; 1835 **Joseph Parker**, of the bookselling fraternity, leased his property to wine merchant **John Parkins**, who had a house servant and a porter. By 1861 it was the home of a College Servant, who doubled up as a wine merchant. Gentrification came in 1881 when the occupant was **William T. H. Allchin**, a Professor of Music, with a wife, four chil-

dren, governess, nursemaid, and general servant, and by 1930, the architect, **Thomas Rayson**.

No. 46, in common with 47-53, had originally belonged to Chantry of **St. Mary Magdalene**, which after reformation passed to the City of Oxford.

From the 14th to 17th century there was reputedly a succession of cooks and an eating-house. From 1656 – 81 the main occupant was one **William Ellis**, the organist (who also lived at No. 47). Following him in a flurry came more cooks, painters, a victualler, a bookbinder, and **Alderman Fletcher** in draper and antiquary. Next came **Well Hall** at No. 45; a tenement of **Magdalen College**, with the following leases granted from 1591 to an eclectic bunch of labourers, apothecaries, and “gents.”¹² To the east of the house was a narrow passage leading to a long outbuilding used as Billiard Rooms. By the 1840s the shop at the front was divided into two premises, and the back cottages numbered 45a and 45b. The 1851 census shows No. 45 occupied by a wine merchant, a widow, **Charlotte Sheard**, and her two young children. Also at No. 45 (presumably living in the building behind) was **Thomas Betteris**, described as a “Billiard Table Keeper” with his wife, two children and a servant. The billiard room must have thrived, since by 1861 **Betteris** had five children and two servants. Between 1876 and 1881 No. 45 had only a single occupant: an unmarried waiter of forty-nine, and it opened as a boarding house in 1882. More famously, from 1882 to 1889, **John Chaundy & Son’s** “ye olde picture shop” was at 45b. In 1904 the *Oxford Chronicle* reports that the offices of the **Electric Company**, which had been at the back, “have been removed to the front premises in Broad Street, thereby offering to the public greater facilities of approach and convenience.” From 1893 to 1904 **Biddle Adams & Co.** (tailors) are also listed at No. 45, followed by **Fred Cutcliffe**, English teacher and the Oxford Secretarial Bureau.

Next in line at No. 44 came the **Thorpe** family, hosiers and drapers from 1783. An advertisement by **A. H. Thorp & Co.** in the Oxford Directory for 1861, shows that they were also undertakers. The 1851 census cites **John Charles Thorp** (great grandson of the original **Thorp**) as a 28-year-old draper, employing eight men, living over the shop with his wife and two young children; three of his employees lodged in the house, with a cook and two nursemaids. **Thorp’s** partner **James Waldie**, a Scotsman aged 36, also lived over the shop with his wife

*This photo shows the ground clearing for the New Bodleian.
Photo courtesy of The Bodleian Oxford.*

and two young children, along with three other shop assistants and four servants. By 1881 the house is occupied by **Webber Patterson**, an unmarried mason of 46 and the employer of three men, two women, and a boy; he may also have run the downstairs draper’s shop which bore his name. Three of the shop assistants lodged in the house, and there were also two servants, one of them a draper’s porter. Subsequently antique furniture ruled the roost with **Henry Adams** 1890-1906, **Frances Cambay** 1907-25, and **Cecil Halliday** from 1925-36.

To the side of the master drapers, whose stay-making attracted customers from many walks of life, were rather conveniently the medics. Well-known in the annals of Oxford was **Dr. (later Sir) Henry Wentworth Acland**, friend of the Pre-Raphaelites, who came to Oxford in 1845 when appointed Lee’s Lecturer in Anatomy at Christ Church, who eventually owned Nos. 43-39. Other medics had preceded him: in 1840 a **Dr. Wootten** had taken over the lease of No. 41, merging it with No. 40 to form one dwelling. This may have been fortuitous, since the building had previously been the Duke of York pub, owned by Christ Church and then leased by **Morrell’s Brewery**. **Acland**, married to **Sarah Cotton** on 14 July 1846, moved to 40 Broad Street in October 1847. By 1858 the **Aclands** had eight children and nine servants, including a governess and a page. As Regius Professor of Medicine, from 1857 to 1894, **Acland** was largely responsible for the establishment of the University Museum and endowed a nursing home in Oxford in memory of his wife **Sarah** that later became the **Acland Hospital**. He died at home on 16 October 1900, and, like the first **B. H. Blackwell** and other Oxford worthies, is buried in Holywell Cemetery. From 1902-1911 **William Bailie Skene**, Treasurer of Christ Church, occupied the house. From 1911 the buildings were taken over by the University and named **Acland House**, housing the School of Geography and then various small departments until the demolition in 1936.

Something of the interior of **Acland’s** old house in Broad Street can be gleaned from an Edwardian account:

It was Dr. Acland’s amusement and delight to improve this curious old place until he turned it (his house) into

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*This photo shows the end wall of Blackwells.
Photo courtesy of The Bodleian Oxford.*

These photos show Broad Street and the Broad Street Blackwells in the 1930s. All photos are courtesy of The Bodleian Oxford.

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a veritable museum... Entering from Broad Street you came into a narrow hall with a Devonshire settle made of walnut and with paneling as a dado on the walls. This paneling continued down the long passage which led to the dining-room and libraries, and the doors of the dining-room were also of walnut and made in the same shops. Out of this narrow hall opened a small room, used as a waiting room for patients, or for those many people who came on all sorts of errands to the house. The walls of this room were completely covered, chiefly with engravings from portraits... Passing down the long passage you came to the first library... Books accumulated everywhere on every sort of subject, down the passage and up the walls, till at least it was all so full that it was a matter of some difficulty to get in or out at all... The stairs to the drawing-room were narrow and steep, but could not be improved, owing to the presence of a massive chimney-stack.... The drawing-room was a low room with a huge beam running down it.... This room was the centre of the family life... Last the dining-room and the garden, into which the former looked... in the oldest part of the house, with very thick walls and quaint appearance. On either side of a stone ogival arch cut through the wall was painted in the pre-Raphaelite days, in red letters, the old college "grace" for before and after meat – *Benedictus Benedictat: Benedicto Benedicatur*... The garden ran back as far as Trinity Garden Wall, and **Dr. Acland's** originality and ingenuity were constantly exercised in making it as unlike a square bit of town garden as possible. At the four corners of the little fountain stood four pillars, removed from the Tower of the Five Orders at the **Bodleian** at the time of its restoration...¹³

Acland's neighbours at Nos. 38-39 were also part of this medical enclave: **John James Sims Freeborn** (1795–1873) matriculated as a

"medicus" (doctor) on 15 September 1834, and Robson's Directory of 1839 lists him as an apothecary at 38 Broad Street. By 1851 **John Freeborn** had moved next door to No. 39, and his 27-year-old physician son **Richard Fernandez Freeborn** (1823–1883), surgeon, was occupying No. 38 with his wife **Clara**, their baby daughter and two servants; ten years later they had six children and five servants, including a footman. By around 1860, the **Freeborns** had combined the two houses into one. In the 1881 census **Richard Freeborn** is still shown as a physician with four grown-up children living at home: **John** (a graduate of **Exeter College** was studying medicine at London), **Albert** (an undergraduate at Christ Church), **Clara**, and **Mary**. They were all well looked after by a cook, housemaid, indoor manservant, and under-housemaid. **Richard Freeborn** died as a result of a carriage accident in 1883, and his son succeeded him, continuing in the Practice until 1928.¹⁴ Next door at No. 37 was **Dr. H. E. Counsell**, who campaigned vigorously against the demolition of the houses.¹⁵ In days past, this larger house had been a thriving shoemaking business, more a factory than a cottage industry. Its owner, **Mrs. Clara Simms**, was a widow of 41 employing 18 men, including her two sons **George** (21) and **James** (19). She had three younger children, kept a servant, and took in student lodgers. By the time of the 1881 census, her son **George (Simms)** had taken over the business. A widower of 51, he lived over the shop with his son of the same trade, his daughter, and a general servant.

At No. 36 there had been a succession of small shopkeepers: watchmakers, jewellers, and cabinet makers. Notably, in 1912, it was the site of **Chaundy's Bookshop**, mentioned in the lines of **John Betjeman's** verse autobiography, *Summoned by Bells*:

*One lucky afternoon in Chaundy's shop
I bought a book with tipped-in colour plates –
"City of Dreaming Spires" or some such name –
Soft late-Victorian water-colours framed
Against brown paper pages....*

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It may be that **Betjeman** had written his soft-toned prose under the influence of **Bacchus** at the **Coach and Horses**, next door at No. 35. This was the last in the row of houses at the east end, with **Rippon Hall** behind. The pub had a long-serving record with at least three different names. In 1587 **John Carter**, described as a “joyner in Canditch” took out a licence to hang up a sign here with the name of the **Prince’s Arms** (twenty years before the **King’s Arms** opened on the opposite corner). On 14 February 1723/4 **Thomas Cale**, a victualler of **St. Mary Magdalen**, took out a licence for the new name of the **Dog & Partridge**.¹⁶ The **Dog & Partridge** was then in the occupation of a **Mr. Davis**, and its frontage measured 5 yards 2 feet 9 inches. In 1841 the publican was **John Ryman**, while the 1851 census shows **Richard Cozens** living at the pub with his wife, three small children, a lodger, and one servant. The pub was re-constructed in October 1881, and **Elizabeth Gilbert** moved in. She had been landlady of the **Coach & Horses** at 44 Holywell Street, and when that pub was about to be demolished to make way for the **Indian Institute** she brought the sign with her and gave the name to this pub instead. How delighted the **King’s Arms** proprietors must have been to see the **New Bodleian**: more customers and less competition! Yet again they will be giving three cheers in expectation of even larger crowds, when the **New Bodleian** reopens as the **Western Library** in 2015.

Just as making works of art freely available to the general public saved **Gilbert Scott’s** iconic Backside Power Station for posterity, so booklovers have ensured the future of his **New Bodleian**. The **Western Library**, with its street-level doors opening into the **Blackwell Hall**, celebrates the lives of former inhabitants and welcomes those from all walks of life who share a love of books. **Basil Blackwell** in his restored shop had similar thoughts in 1939:

*“I have said that this new building (finished 1939) was a symbol of our hope for the future. I am reminded that in 1935, in my valedictory address as Pres of Booksellers Association I said that if our civilisation must go down in the havoc of war, it will be to the bookshops, or the ruins of bookshops, that the men of the future must turn to find knowledge and inspiration to build a better world. There is our hope; and long may this building and this firm stand to bring that hope to fulfilment.”*¹⁷

These sentiments apply equally to the aims of those at the **Bodleian** and in the wider community, whose vision and generosity has enabled the transformation of the Library. But the old houses of Broad Street are not forgotten. And former inhabitants can rest in peace. As **Milton** lovers **Will King** and **Basil Blackwell** would have assured them: the **Muses’ Bowre** where medieval scholars polished their writing is safe in **Gilbert Scott’s** carapace. Bodley’s Librarian, playing **Electra**, together with her mandarins, has seen off any Alexandrian tendencies!

*Lift not thy spear against the Muses’ Bowre,
The great Emathian Conqueror bid spare
The house of Pindarus, when Temple and Towre
Went to the ground: and the repeated air
Of sad Electra’s Poet had the power
To save th’ Athenian Walls from ruine bare.*

Rita Ricketts, Oxford, January 2012. 🐼

Endnotes

1. The designer of Liverpool Cathedral, Battersea Power Station (1948) and the Red telephone box.
2. Oxoniensia vol 2, 1937.
3. The report of a University Commission published in 1931 led to the building of the **New Bodleian Library**, designed by **Sir Giles Gilbert Scott** at a cost of £1 million, opened in 1940 by **George VI**. See also note on the new buildings, **Basil Blackwell**, September 30, 1938 – 1938: 48 and 49 Broad Street rebuilt and merged with 50 and 51 to more than double book-shelf space.
4. BLK/3/21 **Macmillan** on childhood – his memories on first arriving in Oxford from 1903 in *Times Sat Review* Oct 18 1975 p 7
5. **James (Jan) Morris**, Oxford (1965): “If you are in your fifties, nothing will reconcile you to the Bodleian extension at the end of Broad Street, which looks like a well-equipped municipal swimming bath, and replaced a nice corner of jostling old houses in the late 1930s.”
6. See the bound typescript in the **Bodleian Library** entitled “The Demolished Houses of Broad Street and the Freeborn Family” (1943), attributed to **Emily Sarah Freeborn**. Before the advent of **Blackwell’s** the occupants of 48, 49, 50, and 51 Broad Street listed in directories paraded diverse wares: China (48) stationery, the making and fitting of stays, and then heraldry and frame-making (49), Plumbers and Glaziers (50), and Lockwood the tailor (51).
7. Nos. 48 and 49 had been given to the parishioners of **St. Mary Magdalen** by **George Owen** in the sixteenth century and then sold to **Trinity College** in about 1920.
8. **MBC Basil Blackwell’s** notes. See also **Rita Ricketts** *Adventurers All* and *A Norrington History of Blackwell’s*, p 18.
9. **Benjamin Henry**, who had wanted the space to expand his shop, bore their unexplainable longevity with his usual kindly patience. His diary notes the gifts of money he regularly made to them at Christmas and fruit for the few children living in the buildings. See **R Ricketts** *Adventurers All*, 2002 and **MBC**.
10. *Oxford Magazine* 1939.
11. Nos. 48 and 49 became dangerous when their immediate neighbours to the east were demolished to make way for the **New Bodleian Library** in 1936. **Blackwell’s** managed to get a building lease of the site of 48, 49, and Bliss Court (which ran between 49 and 50) at an annual rent of £155, for eighty years from **Trinity College**. The dangerous shops were demolished, and the right-hand half of the present shop was rebuilt to include the large area of Bliss Court.
12. 1591: **William Clarke**, labourer; 1637, 1647: **John Ellis**, gent; 1662: **Christopher Brooks**; 1677: **Widow Brooks**; 1691: **Richard Wood**; 1717: **Dame Norreys**; 1745, 1759, 1773, 1787, 1801: **Thomas Curtis**, apothecary; 1815-43: **Richard Curtis**, apothecary etc.
13. **B. Atlay**, in **Henry Acland: A Memoir** (1903) gives a good description of 40–41 Broad Street.
14. See the bound typescript in the **Bodleian Library** entitled “The Demolished Houses of Broad Street and the Freeborn Family” (1943), attributed to **Emily Sarah Freeborn**, and the Webpage by **Alan Simpson** which reproduces some of the material in it.
15. See **H. E. Counsell**, 37 The Broad (London, Robert Hale Ltd, 1943), where the author, a doctor who had his surgery at No. 37, gives his reaction on hearing in 1934 that his house was to be pulled down:
I received notice from the University who owned the property that at any moment the house might be pulled down with all those from the corner of Parks Road to Blackwell’s bookshop to make room for the new Bodleian Library. This was no surprise to me, as for several years various schemes for the site of the new Bodleian had been the subject of hot discussion in the University and the public press. Once the Broad Street site was definitely turned down by Convocation, and to celebrate the good news we hung a flag from the windows of “Thirty-seven”; but when a commission reported that Broad Street was their choice we knew that our days there were numbered.
16. In 1772 a survey of every house in the city was taken in consequence of the *Mileways Act of 1771*.
17. **MBC BB Minute Bk B** Ltd p 402.

Collecting to the Core — Late Twentieth Century Education Reform

by **Nancy P. O'Brien** (Professor of Library Administration and Head of the Education and Social Science Library, University of Illinois at Urbana-Champaign; Education Co-Editor, *Resources for College Libraries*) <npobrien@illinois.edu>

Column Editor: **Anne Doherty** (*Resources for College Libraries* Project Editor, CHOICE/ACRL) <adoherty@ala-choice.org>

Column Editor's Note: The "Collecting to the Core" column highlights monographic works that are essential to the academic library within a particular discipline, inspired by the *Resources for College Libraries* bibliography (online at <http://www.rclweb.net>). In each essay, subject specialists introduce and explain the classic titles and topics that continue to remain relevant to the undergraduate curriculum and library collection. Disciplinary trends may shift, but some classics never go out of style. — AD

The late twentieth century saw a strong interest in improving education in the United States. The 1983 **U.S. Department of Education** report *A Nation at Risk* was the pivotal publication that brought many previous reports and research to the fore and spawned a decade or more of investigations into how to improve American schools.¹ This essay draws on the work of a few authors who have had a significant impact on the educational reform movement of the late twentieth century. While there are many notable authors, **Joel Spring**, **John Goodlad**, **Jonathan Kozol**, and **Paulo Freire** are recognized leaders in the effort to chronicle and improve education for all. One indicator of the importance of these authors is that their work has been reprinted, translated, issued in new editions, and is often checked out from libraries. In high demand and marked by enduring scholarship, their work is core in any education collection.

In 1981 the **National Commission on Excellence in Education** was created by the **U.S. Secretary of Education** to develop a report on the quality of education in America. The completed report was issued in 1983 and widely distributed as *A Nation at Risk: The Imperative for Educational Reform*. Not only was the report made available in print, it was immediately included in the ERIC database as a microfiche document, and a Spanish translation was issued by the **U.S. Department of Education** in 1984. This report was the catalyst for decades of reform literature and initiatives in education. It is a critical piece of education history that continues to influence reform efforts. Evidence of the lasting impact of this report appears in the ERIC database where a title search of *A Nation at Risk* results in ten dozen articles, reports, and essays spanning the years 1983 to 2012. Publications focus not only on reform in public education but also on specific areas such as music instruction, higher education, libraries, assessment, and financial management. A key phrase in the report, "the educational foundations of our society are presently being eroded by a rising tide of

mediocrity that threatens our very future as a Nation and a people," (p. 5) became a catch phrase found in other reports such as "'Stemming the Tide' of Mediocrity: The Academic Library Response [to] 'A Nation at Risk.'"² Twenty years after its publication, books such as *The War Against Excellence: The Rising Tide of Mediocrity in America's Middle Schools* were still referring to the report, highlighting its impact on American education.³ The fact that *A Nation at Risk* remains available online through multiple venues such as the free federal version of the ERIC database and is archived on the **U.S. Department of Education** Website further attests to its importance. This report is essential in understanding the ongoing efforts to reform and improve American education, whether through initiatives such as the most recent "back to basics" movement of the last two decades of the twentieth century or the *No Child Left Behind* legislation enacted in 2001.

The cry for reform in American education occurred earlier than *A Nation at Risk*, as can be seen in **Joel Spring's** 1978 *American Education: An Introduction to Social and Political Aspects*.⁴ Written as a textbook for teacher education students with an emphasis on the social foundations of education, this work provides a context for the political, economic, and social issues that affect education. Now in its 15th edition (2012), this text is revised every two years and considered to be one of the authoritative sources on American education. Updates have increased emphasis on the historical and the legal aspects of education to reflect changes in society. The chronicle of twentieth and twenty-first century education in the U.S. is recorded in this work, and at least one edition should be on hand in a library for students, faculty, and others.

John Goodlad's 1979 *What Schools Are For* addresses the central issue of the purposes of schools and the ways in which educational institutions fall short of those purposes.⁵ With its focus on both social aims and educational goals, this book promotes the importance of schools as a social good. One of the criticisms leveled by **Goodlad** is that the amount of non-instructional work required of school teachers and administrators detracts from education. This criticism presages existing concerns about the emphasis on testing, filling out forms, and other compliance issues associated with educational mandates like *No Child Left Behind* that consume time which could otherwise be spent on teaching. **Goodlad's** work focuses on the importance of and need for public education. His other publications continue this theme in

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book chapters such as “The Problem of Getting Markedly Better Schools” (1983) in **Kappa Delta Pi’s** *Bad Times, Good Schools* or his 1994 monograph *Educational Renewal: Better Teachers, Better Schools*.⁶⁻⁷ His message is one of hope for educational reform tempered by the reality of political, legal, social, and economic constraints.

In 1991, *Savage Inequalities: Children in America’s Schools* further highlighted disparities in America’s educational system.⁸ Author **Jonathan Kozol** shares his findings about segregation in schools based on economics and geographic indicators rather than racial segregation, which was supposedly eliminated through federal legislation in the 1960s. Focusing on the 1980s, **Kozol** reports that impoverished urban schools were primarily populated by children of color, while more affluent suburban schools were predominantly white. This sobering account of the local economic impact on schooling for children resonates today when the same issues are discussed in terms of social justice. Twenty years later, this indictment of U.S. education still offers a rationale to address inequities across school systems and improve schooling as a benefit to future growth.

American education has been profoundly influenced in the past few decades by the work of Brazilian educator and philosopher **Paulo Freire**. Just as the civil rights movement in the 1960s created an environment that encouraged social change, **Paulo Freire’s** work on social justice issues within the Brazilian

education system became a rallying point for many around the world, and especially in the United States. Since the 1970 publication in English of the revolutionary *Pedagogy of the Oppressed*, it has become critical that libraries make his books available.⁹ Focused on the power and politics of education and the possibilities for social transformation through education, **Freire’s** monograph addresses the same concerns that American educators were discussing in the late twentieth century. A call for justice, equity, dignity, and compassion for students of all ages is interwoven with recommendations for how to accomplish these goals. **Freire’s** work emphasizes student engagement and educational awareness, enabling students to actively transform society. **Freire’s** books are so popular that it is typical for libraries to

hold multiple copies since they are used by educators, sociologists, and philosophers. His seminal work in *Pedagogy of the Oppressed* remains foundational to his later publications.

From a landmark national report commissioned by the **U.S. Department of Education** to the pedagogical

theories of a Brazilian educator, these works exemplify the ongoing role of education in providing equal opportunities to citizens. The late twentieth-century focus on educational reform mirrors other contemporaneous social issues and illustrates the intertwined and often interdisciplinary nature of education texts. This list of essential education reform titles provides a basis for understanding current issues in education, and for researchers interested in earlier reform movements, these works echo and inform previous cycles of education reform. 🐘

Endnotes

1. United States. National Commission on Excellence in Education. *A Nation at Risk: The Imperative for Educational Reform: A Report to the Nation and the Secretary of Education, United States Department of Education*. Washington, DC: National Commission on Excellence in Education, 1983. * <http://eric.ed.gov/PDFS/ED226006.pdf>
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Editor’s note: An asterisk () denotes a title selected for *Resources for College Libraries*.

Issues in Vendor/Library Relations — GPS

Column Editor: **Bob Nardini** (Vice President, Product Development, Ingram Library Services)
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One Sunday afternoon this past month a new colleague flew to Buffalo, New York from company headquarters in Nashville, Tennessee. The purpose of her trip was to visit our office in Niagara Falls, Ontario, which is about a 30-mile drive on the New York State Thruway and Queen Elizabeth Way, two highways connected by the Peace Bridge, which joins Buffalo to Fort Erie, Ontario across the Niagara River.

Monday morning at the office, I asked how her trip had gone. Not so well, in fact. Because this was her first trip to the area, arriving after dark, she brought her own GPS along so as not to get lost. She punched in the office address and let the GPS take over. “I was in Springville, New York before realizing,” she told me, “that I was driving in the wrong direction.”

Springville, for those readers unfamiliar with the area, which must be nearly everyone,

is some 35 miles due south of Buffalo on US Route 219, a pleasant village in the heart of the Buffalo area’s snow belt. While due south is not the direct opposite of the shortest route to Canada, since Fort Erie is actually due west of Buffalo, my colleague had indeed been right about her direction being wrong.

It’s a good thing she stopped and turned around. Otherwise, she’d have had a long night ahead. Actually, a long night and more ahead, since she realized something was off when the GPS indicated that her arrival time was the following afternoon. But the GPS hadn’t been wrong on that, since it was set to find routes without tolls, thanks to a recent vacation trip to Florida my colleague had taken with her husband and their GPS. The Peace Bridge is a tollway, \$3.00, and the GPS knew that.

So, south to Springville was the first leg of a toll-free and thankfully speculative journey

that could have veered west at some point to outflank Lakes Erie, Michigan, and Superior, then a northward turn toward Duluth with an eye on some remote border crossing in northern Minnesota leading into Ontario west of Thunder Bay, and then all free highways from there, east through Sault Ste. Marie, to Sudbury, then south to Toronto, east again at Hamilton, and then the home stretch, finally on the QEW, and Niagara Falls.

On the other hand, the GPS might have chosen to head east past Springville along the southern tier of New York State, and then north on Route 81 through Syracuse to the Canadian border, which is the St. Lawrence River there. To avoid a bridge toll, she’d drive east past Ogdensburg until the international border became a free land crossing on the other side of Massena, and turn north probably

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at Trout River, then drive on secondary highways northeast to the outskirts of Montreal and across the St. Lawrence somewhere on a toll-free bridge, if there is one, to get onto Highway 401 to Toronto, driving west, with a final southeasterly dogleg turn leading to Niagara Falls.

All toll-free, and all also absurd, of course. It would be easy to blame the GPS here, but really, it performed exactly the task it was supposed to, which was no easy thing. How smart do we want our machines to be, anyway? Just how bad would we want a toll-free route to be before that inflectionless voice spoke up to say, "You cheapskate, pay the toll!" Hard to pin a lot of blame on my straying colleague, either, since she was new to the area, just off a flight, tired, it was past sunset, and what's the point of having a GPS in the first place if you're inclined to challenge it? She did well to stop at Springville, and not instead to find herself in Ohio or Quebec before realizing she'd blown off course. Myself, many times I've proven able to get spectacularly lost using only a map, or lost with the help of no directional device at all.

Driving is the least of it, in any case. The real issue is that we all rely on an inner GPS we've programmed to get us to the various destinations of our day, our week, and our year, saving us from having to think too hard about decisions we'd make the same way all the time anyhow. Think of the times you've driven to work when your mind has drifted and you suddenly come to with a start and ask yourself, at some intersection or other, "How'd I get here?" You don't remember, and can't tell that morning apart from hundreds or even thousands of other mornings. You were totally unconscious, an unsettling thought as soon as you're conscious of it. On the more comforting side of things, you were in good hands. Your GPS got you where you needed to go.

When you need to reprogram, though, that can be disorienting. For many readers of *Against the Grain*, our GPS has been set to attend ALA, twice a year, January and June, not much thought involved. That can be especially true for vendors, those of us at the point where we've notched quite a few ALAs. We're somewhat less subject to the ebb and flow of conference funding than has become the case for so many librarian-attendees. After awhile you become the face of the company, or one of its faces, and to a degree it's important in an industry as small as ours to seem familiar to customers and potential customers. I've worked with people who have attended an astonishing number of consecutive ALAs

— dozens. But the most astonishing thing is that they could tell you exactly where their streak stood, as if they were Lou Gehrig or Cal Ripken.

It wouldn't be easy to explain, say to a Martian, why shortly after each solstice we travel long distances to rotating destinations to sit in rooms and stand in halls that look the same each time, mostly to have brief interactions with a few people you know and no interaction with thousands you don't. For the past few years the sequence has been Denver and home, Anaheim and home, Boston and home, Washington and home, San Diego and home, New Orleans and home, Dallas and home, and now Anaheim coming again. Is our GPS on the wrong setting?

To a sympathetic Martian, you could probably get across the idea that there's a reason behind all this. That you usually learn a few things. That some business gets done. That sometimes it's fun. That getting out of your home office routines periodically is a good thing. And that you validate your place in the wider library community, and your company's place, simply by showing up enough times.

So does that mean that by not showing up, you lose some of that standing? My own streak is going to end with Anaheim, when I'll be recuperating from some scheduled surgery. I can tell you how long my streak was, not because I've kept track, but because I can look it up. The **National Hockey League** draft was held in Buffalo in 1998 — I just checked — when the **ALA Annual Conference** was being held in Washington. That was the last time I missed. A colleague at the time told me she got a kick from telling people who asked, "Bob's not here. He's at the NHL Draft." Not your everyday excuse.

Now these years later it's hard not to feel a little anxious about skipping another ALA (not to mention about the surgery). Will I miss something? Will people miss me? Or worse, what if they don't?

Our Martian could probably help to put things into perspective. The view from his planet, he might say, is that he detects no consequence at all. And of course he'd be right. This is about a setting on my GPS. We all have our own settings. They work, exactly as programmed, from the moment we switch on our computer in the morning, probably to launch a start-of-day routine we've long perfected, through the moments of our day large and

small, to the hour in the PM when we call it quits. The GPS helps get us there, week in and week out. What would we do without it? It's probably smart, though, to check our settings once in awhile, as my colleague would tell you. 🍷

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Curating Collective Collections — Library Logistics: Archiving & Servicing Shared Print Monographs

by **Rick Lugg** (Partner, Sustainable Collection Services LLC) <rick@sustainablecollections.com>

Column Editor: **Sam Demas** (Freelance Librarian, College Librarian Emeritus, Carleton College & Principal, Sam Demas Collaborative Consulting) <sdemas03@gmail.com>

Michael K. Buckland, in his 1992 manifesto on *Redesigning Library Services*,¹ highlights two functions of library print collections.

- **Preservation role:** Works are collected and archived to assure the completeness and security of the scholarly and cultural record. The view is toward the future and all users. "...it remains prudent to retain two or more copies designated as archival copies and carefully stored at different locations under suitable conditions."
- **Dispensing role:** "The principal reason for most investment in collection development is not preservation but the need to provide convenient access to materials that people want to see where they want to see them." The view is toward the present and local users. For print works, this means, first, a copy on hand, and a

distant second, accessibility via direct borrowing or inter-library loan.

Buckland goes on to note that the dispensing role accounts for "the great preponderance of libraries' operating costs and space needs" and that "local storage is no longer a necessary condition for convenient access with electronic collections."

In 1992, when the *Manifesto* was written, a well-cared-for print collection played both the preservation and dispensing roles. Selectors labored to choose books that would circulate and provide lasting value to their communities. Books were acquired both for immediate use and for the ages. Large print collections were amassed and preserved to provide both security and convenient local access (and of course to assert the status of one's library). Each library supported its own present and future user needs with the best onsite print collection it could af-

ford. Volume count was an important metric in library ranking and in accreditation. While seldom fully adequate, large-scale preservation programs were funded and implemented in many libraries.

Twenty years later, the picture has changed substantially. Preservation is becoming a network-level enterprise. It is also becoming a digital enterprise, with print in a supporting role. The HathiTrust Digital Library now contains the full text of 5.4 million books in a TRAC-certified archive.² 74% of those titles are also held in print by more than ten libraries,³ many in facilities with environmental and access controls. In August 2011, the HathiTrust Constitutional Convention voted to create a distributed print archive corresponding to its digitized titles.⁴ Regional print monograph initiatives in Maine, Florida, and Michigan have begun to focus on suitable levels of redundancy. When making deselection decisions, individual libraries routinely check the number of holdings in other libraries, at national, regional, and state levels. Last-copy discussions and agreements continue to expand. The concept of the collective collection is gaining prominence. In short, the infrastructure for regional or national preservation programs is being built — with the assumption of *shared* rather than individual responsibility.

The library's "dispensing" role has also evolved, but more toward a regional or sub-network-level enterprise. Improved discovery tools, direct borrowing programs, ILL, and courier services enable convenient and cost-effective sharing of print resources across institutions. Long-standing regional efforts such as OhioLINK, MOBIUS, Five Colleges, MeLCat, TUG, and Borrow Direct now assure 24-72 hour delivery of physical materials among partner institutions. In part, greater shared use of print collections is a response to a continuing decline in circulation (a 37% drop between 2002-2008, according to NCES figures⁵). Lower demand requires fewer copies. This enables reduction of "surplus" copies without affecting patron access. It also enables discovery and delivery costs to be amortized across a broader base of participants; that is, the dispensing role can be shared.

It seems likely that demand for print will continue to erode, as digital delivery of book-length content becomes more common. Already, 2.8 million full-text public domain titles in HathiTrust can be served up with a click.⁶ Commercial eBook editions of hundreds of thousands of titles are available through a variety of business models. Shared patron-driven acquisitions experiments for eBooks are underway in many consortia. Over time, print-on-demand

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News From the Field

✧ Those interested in shared print archiving are invited to join the **ALA Print Archiving Community Forum** meeting, an informal gathering at **ALA Annual** and **Midwinter** on Friday mornings from 9-noon. To keep informed about the group, one may subscribe to the PAN listserv. Please contact **Marie Waltz** at <mwaltz@crl.edu> for details.

✧ **Constance Malpas** has informed us that the final report of Print Archives Disclosure Pilot Project is now available at https://docs.google.com/document/pub?id=1iM86_QRG0vBXqlRwezIA2pOANJdlqmlAnSS_t31WgNU. Completed by a partnership of nine organizations, the project documents and tests a proposed method for registering print archiving commitments using existing bibliographic infrastructure. Building on prior work by **OCLC Research** and others, this new report describes and provides a rationale for a recommended approach to disclosing print archive collections, describes record creation and resource-sharing tests undertaken by pilot sites, and identifies critical technical, operational, and cost considerations associated with implementation of the proposed method. Appendices include detailed metadata guidelines, sample data, and an implementation checklist.

✧ The Maine Shared Collections Strategy has developed a useful Website <http://maineinfonet.net/mscs/> to share information about this statewide project in which nine partners are collaborating to broaden library collection access across the state of Maine. **Valerie Glenn**, Program Manager, has announced that searchable Meeting Summaries of the various committees are now available. These provide a rewarding glimpse into issues they are wrestling with as they fashion a multi-type, state-wide shared print archive.

✧ Seven Michigan academic library members of the Midwest Collaborative Library Services are collaborating with **Sustainable Collections Services (SCS)** on a Shared Print Initiative pilot project to develop a shared print archive. For more information contact **Doug Way**, Head of Collections at **Grand Valley State University** or **Rick Lugg**, SCS.

✧ From Golden State, **Bob Kieft** reports that California academic and public library members of Link+ (<http://csul.iii.com/screens/members.html>) are in the early stages of thinking about a collection analysis project that may pave the way for collective attention to older print materials among their 33,000,000 vols. Similarly, Statewide California Electronic Library Consortium (SCELC, <http://scelc.org/>) is beginning to discuss approaches to shared print for its members' 23,000,000 vols. The **California State University System** (<http://www.calstate.edu/>), some of whose campuses are members of Link+ or SCELC, are also beginning a process for getting advice on planning for collaborative archiving of print collections. 🌿

will play a greater part in dispensing books (or parts of books); shared infrastructure can make this cost-effective. Further optimization of the “dispensing” function will require fewer copies of each titles, but it will also require the development of better discovery and logistics capabilities, as noted in *Cloud-sourcing Research Collections*: “The absence of a robust discovery and delivery service based on collective print storage holdings is an impediment to changed print management strategies, especially for digitized titles in copyright.”

No matter how much each role evolves, however, preservation and use will never be entirely compatible. They never have been. In an all-print world, a delicate balance was struck, and a certain amount of risk tolerated. Any book loaned might be damaged or lost; any book too well-protected might never be used. To date, we have relied tacitly on a **LOCKSS**-style (lots of copies keeps stuff safe) approach; it is safe to lend because there are many other copies in the collective collection.

But most libraries are now rethinking their investments in local print collections, and surplus copies of low-use titles are beginning to disappear from shelves. This is a healthy development, but it needs to be deliberately managed. The competing objectives of preserving and dispensing content need close attention as we begin to draw down print collections. As a community we need to coordinate these growing deselection efforts and to take a more specialized approach to each function.

This distinction is underdeveloped in discussions of shared print management. I suspect this is largely because those efforts are at present focused on journals. With journals, a single copy can often support both archiving and distribution, because article scanning and document delivery are well-developed systems, and because articles are shorter than books. This allows a print journal volume to be protected, but also for its contents to be disseminated. Monographs will require a different model, at least for the foreseeable future. It will most often involve the delivery of a copy to a user. This puts that copy at risk, highlighting the need to assure preservation via other copies.

Here’s my suggestion: Separate the archiving and dispensing functions entirely. Dedicate different copies from the collective collection to serve each function. Build specialized operations for archiving and servicing, each optimized for its own purpose, rather than blended operations trying to serve both. Establish *regional archiving centers* to hold and curate “archive copies.” Establish *regional service centers* to innovate and optimize discovery and delivery of “service copies.” By treating the archiving and dispensing functions discretely, fewer copies will be needed overall. Once collection integrity has been assured by “archive cop-

ies,” then “service copies” can be deployed more creatively and aggressively.

Archive Copies

Archiving is the first priority. Archive copies should be defined to include both digital and print components. To be considered fully secure, a monograph would reside in a trusted digital archive such as **HathiTrust**, with that digital version supplemented by multiple print copies, held in either a dark or dim archive. In a dark archive, books reside in a climate-controlled and access-controlled environment; copies would be used only for re-digitization. In a dim archive, climate and access controls remain in place, but copies could be consulted onsite or used for non-destructive scanning and re-digitization.

In its “*What to Withdraw*” study,⁸ which focused on **JSTOR** journals, **Ithaka Strategy + Research** determined that two page-verified, dark-archived print copies of each digitized journal were needed to provide adequate back-up to **JSTOR** and **Portico**. It is unclear whether the same threshold would apply to books. Even if it does, a different approach may be necessary. Page verification is enormously labor-intensive (not to mention boring!), especially if designated archive copies are distributed across multiple locations. Absent page verification, it will be necessary to retain more than two “archive copies.” Further research will be needed to determine how many, and that number may depend on whether the archive is dim or dark.

The academic community will need to agree on these parameters for risk management, which will take time. But ultimately, responsibility for archive copies could be distributed across a group of regional storage facilities. This might be coordinated through **HathiTrust** (already embarking on a distributed print archive for monographs), or might rely on voluntary commitments. Copies in regional archiving centers (or distributed archive copies) would not leave their climate/access-controlled environment, except for additional preservation work or re-digitization. A successful program would require explicit preservation commitments, disclosed through the MARC 583 field, similar to the process now being developed for journals.

Building such a system or network for archive copies would clearly be a major undertaking. But it only has to be done once, and parts of it are already in place. According to *Cloud-sourcing Research Collections*, “most **Hathi** content is also held in trusted print repositories with preservation and access services. “In addition, there are many benefits to specialization. First, there is clarity of purpose. Archive copies secure the cultural and scholarly record, with a certified digital copy and multiple dark archive copies of every book. This provides the foundation for the integrity of the collective collection. Second, regional archiving centers can be optimized for content protection. Digitization can be prioritized for titles not yet contributed to **Hathi**. Preservation efforts can be stepped up for copies designated for archiving. And of equal importance, *we can release all other*

Books
Multimedia
5 million item database
Attentive Customer Service
Foreign books/media
Courteous and Professional Sales Force
FedEx Ground Shipping
OCLC
WORLD CAT PARTNER
Green Practices
Vendor
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copies of these books for very different treatment. They become “service copies.”

Service Copies

Once all book content has been secured, we can think differently about how best to serve users with the remaining copies — or viable substitutes for them. Instead of a semi-protected collection, we can work with an active, well-managed inventory of “service

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copies.” We don’t need to worry about loss or damage in quite the same way. We can reduce the number of copies to match anticipated demand (which will be low, since this work will initially involve the least-used titles). We can focus on distribution, speed of delivery, and convenience.

Regional service centers might look radically different than existing storage facilities. Whereas regional *archive* facilities would be optimized for long-term curation, regional *service* centers would be optimized for long-tail inventory management and rapid delivery directly to homes, offices, and desktops. Because we know that no content is at risk, we can experiment with different techniques.

In some respects, a regional service center might resemble a library crossed with a vendor. Servicing of shared print collections could benefit from the expertise of large-scale book distributors like **Ingram, Follett, or Baker & Taylor**, to automate, improve “turns,” and reduce transaction costs. The library world in general could learn from logistics experts at **UPS** or **Amazon**, and locate service centers near airport hubs and highways. Service from regional library centers should be built to include 24-hour delivery direct-to-user, email order confirmation and tracking capability, real-time display of availability, and perhaps even the option to purchase via partner relationships. It might be worthwhile to consider outsourcing these long-tail inventory management functions to vendors, enabling libraries to specialize in archiving, selection, and discovery.

Within the regional service centers, use can be monitored, and inventory adjusted. For titles with no use, service copy levels could be drawn down to one or even zero, in the knowledge that archive copies exist, or that other avenues are available for re-acquisition if necessary. A title may be available as a commercial eBook, either to rent or to buy. Inexpensive copies may be available on the used book market. Print-on-demand may be available. Scanning and electronic delivery of chapters might be supported. These all become viable options for service copies, because the content is otherwise secured. In many cases, re-purchase of a service copy when needed may be more cost-effective than storing low-use titles over time. In short, service copies can be managed based on demand, using techniques drawn from other industries.

Admittedly, this level of specialization is quite different than the profession’s current approach. Not everyone will agree with this, and it will be costly to set up initially. Other avenues are certainly possible. A widely-distributed light archive, which is essentially our current approach, shares risk and inventory reasonably well. But light archives require broader and deeper retention of low-use materials, and involve their own significant cost. The conflation of archiving and service functions (especially at larger scale) does confuse the issue, as these are very different functions. Trying to serve two masters can lead to sub-optimized service and at-risk content. Wherever we may end up, it’s worth thinking through the advantages of specialization.⁹ 🐾

against the grain people profile

Sheri E. Dean

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BORN AND LIVED: I was born in Philadelphia, raised in North Carolina. Lived in various cities for work and college including Washington, DC, Houston, TX, and San Francisco, CA.

PROFESSIONAL CAREER AND ACTIVITIES: I’ve been in publishing for nearly 20 years. Began my career as an unpaid intern and worked my way up from there. Incredibly lucky to have been with some of the best publishers, including **Morgan Kaufmann, Elsevier, Business Expert Press, and Momentum Press.**

FAMILY: My family are three amazing dogs — Daisy, Happy, and Mojo!

IN MY SPARE TIME: In my spare time, I’m hiking, camping, and drinking wine. I often visit my parents, now in their mid-eighties, married 62 years. I have a very close family of sisters, brother, and dozens of nephews, nieces, and now great nephews and nieces. I’m a vegetarian and am always trying new recipes!

FAVORITE BOOKS: A few of my favorite books include **Ken Follett’s Pillars of the Earth** and **World Without End**, as well as **Atlas Shrugged** and **Cold Mountain.**

PET PEEVES: Animal abusers, litterbugs, and dumb politicians.

PHILOSOPHY: My philosophy is — When life sucks, sit on a screen porch with some dogs and great wine while it’s raining — that fixes everything.

MOST MEMORABLE CAREER ACHIEVEMENT: Going from an unpaid internship at Barrett-Koehler to Director of Sales & Marketing now — I just knew publishing was for me.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Five years from now I hope to be able to say — I was in on the ground floor of two unique and hardworking publishers, **Momentum Press and Business Expert Press**, and I was a part of their success today.

HOW/WHERE I SEE THE INDUSTRY IN FIVE YEARS: Five years from now, I’d like to see third world countries have more access to free textbooks, online resources, and better discoverability. Shutting out any audience that wants to learn is unforgivable. 🐾

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Technology Left Behind — Pinning in the Library

Column Editor: **Cris Ferguson** (Outreach Librarian, James B. Duke Library, Furman University, 3300 Poinsett Highway, Greenville, SC 29613; Phone: 864-294-2713) <cris.ferguson@furman.edu>

Pinterest (www.pinterest.com) is one of the fastest-growing social media networks on the Internet. Self-described as a place to “organize and share all the beautiful things you find on the Web,” Pinterest acts as a virtual pin board, enabling users to “pin” Websites, images, articles, and other online content that they want to remember, refer to, or save for later. (<http://pinterest.com/about/>) Think of a bulletin board with push pins or your refrigerator with magnets, but entirely virtual and infinitely tidier. Users can create as many boards as they like, customizing them to suit their own interests and purposes.

Founded in 2009 by **Ben Silbermann**, a former Google employee, Pinterest has taken off in terms of popularity. In January of this year, Pinterest had more than 11 million unique users, more than double the number of users in November 2011. However, similar to the early days of Facebook and Twitter, the company has yet to generate a profit.

At this time, access to Pinterest is by invitation only, but obtaining an invite is not onerous. You can request an invite directly from Pinterest — the turnaround time is only a few days — or you can get an invite from a current Pinterest user.

To facilitate the pinning of content, Pinterest offers the “Pin It” tool (<http://pinterest.com/about/goodies/#pinmarklet>), which integrates with Web browsers. Once the tool is installed, users can pin content from anywhere on the Web simply by clicking on the “Pin It” button in their browser. When pinning something Pinterest grabs the URL and adds it to the pin, allowing users to link back to the original item and also give credit to the original creator. Users may choose to follow other Pinterest users, so that when they log into the service, they can see what their friends have recently pinned, much like the News Feed feature on Facebook. Pinterest also offers an app for iPhones, as well as “Follow” and “Pin It” buttons for Websites that want to encourage users to follow them and pin their content on Pinterest.

The majority of Pinterest users are female, and browsing the recent pins on the site is a lot like leafing through the pages of a women’s magazine. Common uses of the Pinterest pin boards include collecting ideas for home decorating, planning a wedding, crafting, and recipes. I use my own Pinterest account to save my bookmarks, such as the blogs I read, Websites I visit on a regular basis, recipes I like, as well as online content my children use regularly.

Individuals aren’t the only ones using Pinterest, though. Many companies and organizations have realized that Pinterest is an avenue for promoting their goods, and they actively work to build robust groups of followers. Companies such as **Lowe’s**, **Old Navy**, and **HGTV** all have Pinterest profiles. The retailers **Land’s End** and **Whole Foods**

both use the “Pin It” button on their Websites, making it easy for customers to pin and share content from their Websites.

Among the organizations, companies, and institutions using Pinterest are a wide variety of libraries. Examples include the **Richmond Public Library**, **UC Davis Law Library**, **Union College Library**, **UVa Library**, **Bennett** (Elementary School) **Library**, and the **U.S. National Archives**, just to name a very few. The ways in which libraries are using Pinterest are as varied as the libraries themselves. **Richmond Public Library** has a boards devoted to ongoing library renovations, pictures of famous people reading, and favorite books about food, whereas the **Bennett Library** has created boards for **iPad Apps**, **SMART Board** tools, and technology integration.

My own library established a Pinterest account earlier this year. (<http://pinterest.com/furmanlibraries/>) **Robyn Andrews**, a member of the Circulation Department at the **Furman University Libraries**, set up our account and updates it on a weekly basis. **Andrews** decided to create the account after observing the large number of **Furman** faculty and students using Pinterest. “Everyone was on there. Our students. Our student workers. And other libraries were beginning to create pin boards,” said **Andrews**. In the beginning, she used the **Furman Libraries’** pin boards to highlight and keep track of the books on our Kindles. “We do not put the books purchased for the Kindles in our catalog, and putting them in Pinterest was an easy way to list them all in one place,” explained **Andrews**. Since then, she has created boards that highlight any displays that are put up in the library, special events held on campus, new leisure books, pictures of the main library and branches, and interesting book covers. For all of the materials that are pinned on the boards, **Andrews** adds links to the library catalog, enabling patrons to see if the item is available for check out. At this time, the **Furman Libraries** has 17 pin boards and 64 followers. Many of the followers are **Furman** patrons, and some are other libraries.

In addition to the wide variety of libraries, several library-related vendors and publishers have a presence on Pinterest. *School Library Journal*, **Duke University Press**, and **EBSCO Publishing** all have Pinterest accounts. **EBSCO** has pinned information on a couple of their green initiatives and has a board devoted to library resources; *School Library Journal* has created boards for eBooks, authors, cool libraries, and more; and **Duke University Press** uses its account to highlight new releases and specific subject areas.

Any discussion of Pinterest and its use by libraries needs to include some mention of copyright and intellectual property issues. Included in Pinterest’s original Terms of Use was a statement indicating that, by accessing and using the Pinterest service, users gave Pinterest

the right to sell any content they pinned. This presented a problem for users that were pinning content they had not created themselves.

In response to concerns as to whether or not users were violating copyright by pinning content belonging to others, the company sent out an email to users on March 23rd of this year announcing changes to the Pinterest Terms of Use. The new Terms of Use went into effect on April 6, 2012 and specifically eliminated language about selling content. Pinterest’s new terms ask that users abide by the rules of Pin Etiquette (<http://pinterest.com/about/etiquette/>) and the Acceptable Use Policy (<http://pinterest.com/about/use/>).

In accordance with the Pinterest Terms of Use, users agree that any content they post will not violate the rights of a third party. In addition, the rules of Pin Etiquette ask that users credit the sources of the content they pin. If you find a pin that is not credited appropriately, you are asked to leave a comment for the original pinner so that he or she can update the source for the pin. Pinterest has crafted policies for both copyright and trademark. (<http://pinterest.com/about/copyright/>) The company provides a simple form for reporting copyright infringement, and it will remove pins if the owner of the content objects to its use on Pinterest. Pinterest reserves the right to disable the accounts of users that repeatedly infringe on the intellectual property rights or copyrights of others.

For content owners that do not want their original material or images to be pinned and shared, Pinterest provides a small snippet of code that can be added to the head of any Web page. (<http://pinterest.com/about/help/>) Once in place, the coding will prevent Pinterest users from pinning the content of the Website.

The highly visual nature of Pinterest makes it very different from other social networking services like Facebook and Twitter. In a March 2012 issue of *Maclean’s*, **Chris Sorenson** had this to say: “Whereas Facebook is largely about people and their personal information, Pinterest is mostly about things, including products — whether it’s an expensive pair of shoes or a perfectly prepared meal.” User profiles on Pinterest provide only a sentence or two about the user, if that. The users themselves are largely anonymous, letting the boards and the content that is pinned take center stage.

This unique medium offers libraries the opportunity to advertise their materials and services in an extremely visual manner, without having to populate a lengthy profile with details and descriptions. The time involved in set up and maintenance of a Pinterest account is minimal, and the visual nature makes it easy for patrons to process and share quickly and efficiently. Libraries would be well-served by exploring the possible ways in which Pinterest can promote their services and connect them with their patrons.

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Wandering the Web — Free Cloud Storage

by **Amy J. W. Slowik** (Assistant Professor, Electronic Resources Librarian Western Kentucky University Libraries)

Column Editor: **Jack G. Montgomery** (Coordinator, Collection Services, Western Kentucky University Libraries) <jack.montgomery@wku.edu>

Cloud storage: it's the future. Even if you aren't familiar with the term, you've used cloud storage. Ever used email through a Website, like on Gmail or Yahoo? Ever watched a movie through Netflix Instant View or Amazon On Demand? Ever seen a clip on YouTube? All of these services and thousands, if not millions more, use cloud storage.

Back in the day, like when the movie *Hackers* represented cutting edge technology, most data could only be accessed from a local hard-drive. Files would sit on a personal computer to be accessed whenever the user wanted, but the user had to sit in front of that computer and use that computer's keyboard and mouse. Until the 1990s and the invention of the Internet, you could only access data on that computer that the manufacturer included or that you had manually loaded. Then came the Internet.

Originally, the Internet worked very simply: one computer would use phone lines to access the data stored on another computer, elsewhere. Invented in the United States, the Internet spread throughout the world and is thus now called the World Wide Web. Today we use many methods of transferring data throughout the world and the atmosphere. In the next few decades, the average technology user may rarely if ever see data cables: data will move through cellular and satellite signals like G3 and now G4 networks.

Because of ever-growing abilities to transfer large amounts of data through unlimited space and in little time, local hard drives as places to store data are no longer practical or efficient. Instead, we now mostly use servers that can be accessed from anywhere data can be sent and received. Servers are super computers capable of handling exponential amounts of data compared to personal computers. A server can be so powerful that it can handle millions of other computers accessing it at once. These servers are how most of us access the Internet on a daily basis. For example, my library is physically located in Bowling Green Kentucky, but our catalog lives in a server in Louisville. You would never know, the connections are that fast.

Cloud storage is all about fast access to large amounts of data. Therefore, its usefulness depends on the storage capabilities of servers. As technology continues to improve like a speeding bullet, the price of storage shrinks. We can hold gigabytes of data on a disc the size of a small coin. Servers can hold thousands of terabytes of data without a huge cost, and their storage capabilities will continue to go up while the prices continue to go down. Because modern civilization depends more and more upon instant access to information, servers, data transfers, and thus cloud storage are increasingly becoming the hubs of our daily lives.

Every day, more and more companies and organizations compete in a growing global

economy that's still largely centered upon the recessed economy of the United States. This means constantly-growing competition among these companies for business. Companies in first-world countries increasingly offer services instead of manufacturing products. More and more of the global economy is based on the usage of and access to data. Thus, companies increasingly collect data that they then lease to users for service fees. Think **Netflix Instant View** and the **iTunes Store**. That's much of today's business and profit, and it will do nothing but increase.

At the same time, users are producing their own data. This data must be stored somewhere that they can access at almost any time. Thus, as incentive for buying services, more and more companies are offering relatively large amounts of free storage for anyone who wants it. They hope that by giving the user some free storage, the user will eventually need more storage and buy it from the same place that they already have an account and data collection. But as the competition increases, the freebies keep going up in size, too.

It would take a book to go through all the major free cloud storage sites out there, and that book would be out-of-date before I wrote even a tenth of it. But for now, here's a list of my favorite and most recommended free cloud storage services you can take advantage of right now. I've divided the list into types of storage offered.

General Storage

For free storage of multiple types of files and data, try **Windows' SkyDrive** or **Amazon.com's Cloud Drive**. **SkyDrive** (<http://www.windowslive.co.uk/skydrive>) offers the first 25GB for free, with a size limit of 50MB per file. **SkyDrive** has the advantage that it can also be easily used to share files with other users. It also offers a great deal of control over organization of folders/files and who can see what. You can use a Silverlight application from your browser to access the drive, but it's not necessary.

Amazon.com's Cloud Drive (<https://www.amazon.com/>) offers 5GB of storage for free, but you don't have to set up an account if you already have an account on **Amazon.com**. You do not need software. **Amazon.com** offers 20GB of free storage for the first year — after that, it's around \$20 a year to keep those 20GB. If you buy your mp3s from **Amazon.com**, those files get free storage on your **Cloud Drive** unconditionally.

Photos and Video

I've been using **Photobucket** (www.photobucket.com) since 2005. With a free account, you get unlimited noncommercial photo storage and up to 500 videos. However, you have to pay to upload high resolution images. I pay about \$30 a year and currently store over 10,000 photos on my site. It's easy to share

albums and images with others through links (they even provide html coding for Websites), FaceBook, Twitter, and a connected digital photo printing company (but I personally prefer winkflash.com for digital photo printing). They also feature a free **iPhoto** app that allows **iPhoto** users to add photos to their **Photobucket** account without even going online. Downside: not the best interface. Upside: amazingly helpful and fast customer service (though that could be my 12,000+ photo account ...).

Possibly the most well-known free photo cloud storage site is **Flickr** (<http://www.flickr.com/>). They have integrated widgets into many other popular Websites, making it easy to transfer photos from other social media Websites to **Flickr** and vice versa. I had an account with them exclusively for my gardening Website (myfolia.com) that allowed me to see and post the **Flickr** images from myfolia.com. Pretty cool. I'd say they do a better job than **Photobucket** with site-to-site integration. **Flickr** allows 300MB of free photo uploads and two video uploads each month. It also has an easier and snazzier interface than **Photobucket**. No software required.

Google Plus has recently added a free photo and video storage component called **Picasa Web Albums** (<https://picasaweb.google.com>). Currently, users can upload over a gigabyte of photos. Both **Photobucket** and **Picasa** also allow photo editing. The service is new enough that details are currently changing. Again, you do not need to sign up for **Picasa** if you already "own" a Google account. No software required.

Documents, Presentations, Etc.

I consider **Google Docs** (docs.google.com) to be hands-down the best free storage place for everything like word processing, PDFs, slide-show presentations, spreadsheets, forms, and tables. **Google Docs** can upload from and download to any Web-enabled computer — no software required. You can also edit or create these documents from scratch directly from **Google Docs**. The service comes free with any Google account such as Gmail. Documents can be easily published to the Web, shared with collaborators (with multiple-user editing options), and easily presented full-screen on projectors. Instead of working from your local drive(s), use **Google Docs** and never lose access no matter what computer(s) you work from. I now give slide show presentations exclusively through **Google Docs**. It's much faster than loading your files onto a USB drive (which

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can be easily corrupted) and using a local computer to retrieve the data from the drive, which often causes a lag. But take along the USB drive back-up anyway, just in case of an Internet failure.

Many people also use **Dropbox** (www.dropbox.com). To use **Dropbox**, software must be downloaded to one's local harddrive. Their software supports Windows, Mac OSX, and Linux. Free storage includes up to 2GB. With referrals, users can up their free storage to 8GB. I have not personally used **Dropbox**, but my Internet-savvy Aunt Lori loves it.

Temporary Storage

Sometimes you need to send a large file to someone, and you don't want to use a USB drive or burn a CD/DVD. Instead, **YouSendIt** (<https://www.yousendit.com/>) allows you to upload large files so that someone else can download it elsewhere. At present, files up to 100MB can be sent for free. To send whole folders, simply zip the folder into a single file and send it as one item. You then specify the email addresses for the recipient(s). If you're worried about the recipients getting marketing messages from **YouSendIt**, simply send the file to yourself and then forward it privately from your own email account. **YouSendIt** notifies the recipients (which can include yourself) of the link when it's ready to download the file and the time frame for which the file will be available — currently ten days.

Apple Mobile Device Storage

Apple recently launched a “free” cloud storage service for users of their mobile devices: mainly **iPhones** and **iPads**. I put “free” in quotes because you have to buy a data plan through (currently) **AT&T** or **T-Mobile** to even use these mobile devices. But **Apple** provides free storage to back up and sync your mobile device(s) to one another and/or to your home computer.

Currently, **iCloud** offers the first 5GB of cloud storage free, which can be accessed directly from an application on the mobile device or through a Website. This service is brand new with the October release of iOS5, **Apple's** new operating system made exclusively for their mobile devices. I am as yet unaware of any equivalents for other mobile devices outside of **Apple** products.

To sum up, why use free cloud storage? Because it's free! It's also serviced for you: harddrive crashed and burned? Laptop sto-

len? Not a problem if your data lives in cloud storage servers. Not computer savvy? Professionals monitor, update, and maintain the servers for you. Your information can be transferred from old servers to new servers and from old formats to new formats with no effort (or even awareness) on your part. Best of all, you can access cloud storage from absolutely anywhere. All you need is an Internet-enabled device and an Internet connection.

Finally, cloud storage takes away the synchronization factor. Own a laptop for work, a desktop for home, an iPhone for the go, and an iPad for meetings? (Yes, I'm a Mac person, sorry.) Without cloud storage, we have to manually transfer data from one device to another to keep them up-to-date with each other. With cloud storage, there's no such problem since everything you need is centralized online and you simply access and change it from wherever you are. This means no more carrying a USB drive around to transfer that important report to whichever computer you happen to be using at the time.

On the other hand, if the Internet access or data network you're using goes down, it's lights out. But the bigger these networks get, the more redundancies and failsafes the companies add to prevent this from happening. When it does happen, outages are usually for only a short time. Even power outages aren't a problem if you keep your mobile devices fully charged and use G3/G4 data services instead of local wireless networks.

So, overall, Cloud Storage is a wonderful thing that keeps getting better and cheaper. And, if you play your cards right, you can even get it for free.

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things, blanket acceptance of everything new is not good (when I ate my first deep-fried scorpions I was jokingly told I was safe as long as I didn't eat more than seven or eight at a time). But being open to every new thing is only meaningful if it meaningfully contributes to one's goals. In my view, measures like “user convenience” and setting goals on the basis of user needs analysis are among the best ways of deciding what to do. 🐉

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Back Talk — Sashimi, Global Trends and Deciding What to Adopt

Column Editor: **Anthony (Tony) W. Ferguson** (Library and Information Science Consultant and former Hong Kong University Librarian; now relocated to Sahuarita, Arizona) <anthony.ferguson185@gmail.com>

It began innocent enough when my Taiwan academic library conference host asked me if I could eat a little sashimi — that is, raw seafood. Since I don't drink much beyond water and Coca-Cola, I have over the years willingly eaten anything placed before me at dinners like this in the hope that this would make my behavior more acceptable to my Asian hosts. In this case, I wrongly assumed a "little bit of sashimi" might end up being a sliver of fish on a thumb-sized block of sticky rice or a slice of a rice, veggie, and fish roll. After weaving in and out of small streets in search of just the right restaurant, I found myself in one specializing in very fresh raw fish. The owner asked if fresh mackerel would be good. Not knowing much except the phrase "dead as a mackerel," I said, "Sure, sounds great." I admit to wanting to quickly Google "raw mackerel" AND "intestinal diseases," but I decided that would be a bit tacky and less than gracious.

Soon we had a plate each of mackerel, squid, and large prawns plus veggies, noodles, and the requisite green wasabi paste which is designed to blow the top of your head off in a horse radish-ignited explosion. The prawns were nicely broiled with a sprinkling of salt, pepper, and other delicious spices. Now, while years ago I had forced my brain to accept that pink fish on a thumb-sized pellet of rice is not raw pink pork, when the purple red mackerel arrived I decided that my brain would have to allow for this new color of what is acceptable. Thankfully, it was super fresh and had a wonderful slightly chewy texture — I enjoyed three or four half-inch slices to my own amazement. I have always enjoyed raw squid, and that night's experience was not an exception. After several bowls of soup and other good things, we were finished and walked around the small

town of Makung on the island of Penghu just off the western coast of Taiwan.

The Penghu islands are perhaps better known by their former Portuguese name, the Pescadores or "fishermen" islands. Inhabited by Chinese migrants, they have been invaded and or controlled by pirates, the Dutch, the French, and were ceded along with Taiwan proper to Japan at the conclusion of the First Sino-Japanese War in 1895. At the conclusion of WWII they became part of the Republic of China. After Chiang Kai-shek's government fled to Taiwan, Penghu had several hundred thousand troops garrisoned there to prevent their being invaded by the mainland government. Now in more peaceful times, a major part of the soldiers are gone, and the islands are becoming prized for their white beaches, seafood, and friendly people.

The conference at which I spoke was the annual meeting of **University and College Librarians in Taiwan**, May 24-25, 2012. It was officially billed as the 100th annual meeting of China's academic librarians, the group having begun toward the end of the Qing Dynasty and continued during the periods of war lord domination, the Republic of China, and then transplanted to Taiwan. A similar group meets annually in the People's Republic of China, as well. The focus of this meeting was on continuity and change in the midst of globalization. At such meetings I am always struck by how similar the concerns of librarians the world over seem to be: collection building, technical processing, and public services — but now in the context of change brought about by the growth of IT in virtually all aspects of life. There were many high-quality presentations at the conference.

My job as a keynote speaker was to intro-

duce the concept of globalization, the process of replacing local ways of doing things with international standardized policies/norms of behavior, and to provide a scan of the new trends now gaining strength among academic libraries in the United States particularly. At the conclusion of my talk I discussed two approaches which might be used when deciding which of these trends should be adopted: select those which make it more convenient for readers to meet their information needs, and for librarians to first analyze reader needs, then set general goals which will help them meet those needs, and only then consider which of the many global goals/standardized ways of doing things should be adopted.

Indeed as I was preparing my presentation for Taiwan I wrote in the April Issue of **ATG** that when we look at new trends and existing programs, we need to determine if they "make it easier for them [readers] to access this information." **Becky Kornegay**, upon reading my piece and **Ari Weissman's** original article in *UX Magazine* (<http://uxmag.com/articles/convenience>), suggested that pursuing professional expertise, as opposed to reader convenience, was a goal well-worth pursuing. I have no argument with this suggestion but my intent was to use "convenience" as a way of deciding among the various options what libraries needed to do to survive in our IT-centric globalized world.

Shortly before I spoke in Taiwan I read another thought-provoking article which provided an additional approach to decide which trends are the most relevant: **Brian Mathews'** "Think Like a STARTUP" (<http://hdl.handle.net/10919/18649>). **Mathews** indicated that "when searching for 'what's next' we can't focus on building a better vacuum cleaner, but rather, we need to set our minds to maintaining cleaner floors." I illustrated this excellent suggestion during my talk by showing pictures of an old vacuum cleaner, the sort of super new vacuum which looks a bit like a **Buck Rodgers'** space ship, and a baby on the floor, and posed the question: what should our goal be, a new vacuum cleaner or a clean floor? I suggested that if our goal was the world's best cataloging system, the world's best new building, etc., we might achieve these goals through lots of hard work. However, I observed that we should probably first analyze reader needs and then set goals which will meet those needs — and that some of the trends I had introduced might be useful means of achieving those goals, and some might not. Otherwise, we might be tempted to seize upon each new trend to come along, even though they had little to do with meeting local needs.

I began by noting that when it comes to Asian food, I tend to eat everything set before me. While this suggests an openness to new

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