February 2013

TOC-The Tools of Change for Publishing Conference, November 7, 2012 in Charleston, SC

Tom Gilson

Against the Grain, gilsont@cofc.edu

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Recommended Citation

Gilson, Tom (2013) "TOC-The Tools of Change for Publishing Conference, November 7, 2012 in Charleston, SC," *Against the Grain*: Vol. 25: Iss. 1, Article 19.

DOI: <https://doi.org/10.7771/2380-176X.6420>

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Dr. Paul H. Spence
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Research Libraries (ASERL), as well as a member of the ASERL board in 1984-1986. Recognizing the importance of professional co-operation, **Spence** actively participated in the establishment of several organizations for sharing resources and other services among universities. In 1973, **Spence** collaborated with a group of Library Directors on a project that created and founded the **Southeastern Library Network, Inc. (SOLINET)**, and for two years he served on the initial Board of Directors (1973/1974 and 1974/1975) (Gribbin 1988, 103). Also, in 1984 he was a member of the group of librarians that founded the **Network of Alabama Academic Libraries (NAAL)** as well as served as the first chairman of the NAAL Collection Development Committee. **Dr. Spence's** work with the board "was invaluable," recalled **Sue O. Medina**, former Director of NAAL. He "demonstrated great patience shaping the committee's work and in overseeing the development of the first draft of the [collection development] manual" (Medina 1987, 10).

Spence has made legendary contributions to academic librarianship through innovative application and practical realization of the best library services and collections for users. **Dr. Jerry Stephens**, summarizing **Spence's** achievements, said: "**Dr. Spence** has contributed so much to **UAB** and to the library profession. He has always been thoughtful, inspiring, and understanding. He has always presented ideas and challenges in a positive way and has been supportive in assisting colleagues develop their careers. He has been a great mentor to so many, not just at **UAB**, but across the country. He has

been a great sounding board for ideas and he always listened to ideas regardless how unorthodox they might have sounded. He has influenced so many in such positive ways and personally has been a great friend for many years" (Dr. Jerry Stephens, email message to authors, May 25, 2011). **Spence's** educational background, experience, deep understanding of professionalism, affiliation with many library associations, and hard work helped him successfully translate his concept of librarianship into leadership roles within the profession. Approaching his 90th birthday, **Dr. Spence** is most proud of the library collection that he helped to build at **UAB**, and he continues to contribute and to serve in promoting librarianship as Collection Development Librarian at **UAB's Sterne Library**.

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ATG Special Report — TOC - The Tools of Change for Publishing Conference, November 7, 2012 in Charleston, SC

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

Mini TOC (Tools of Change) Charleston more than lived up to its billing as a day of "conversation focusing on the thriving publishing, tech, and bookish-arts community." Sponsored by **O'Reilly Media's** and **BiblioLabs** in cooperation with **The Charleston Conference, Mini TOC Charleston** had something for everyone, providing a thought-provoking program along with an open forum for stimulating discussion.

Leading off the morning presentations was **Rachel Fershleiser**, who works on **Tumblr's** outreach team and specializes in publishing, nonprofit, and cultural organizations. **Rachel** offered a witty and irreverent tour of social networking services, with a particular focus on **Tumblr** and how it can be used to develop a following and promote books, bookstores and publishing. She pointed out that **Tumblr** allows an opportunity for personal interaction that is very effective in getting out your message and encouraged members of the audience to give it a try.

John R. Ingram, the chairman and acting CEO of **Ingram Content Group**, continued the discussion but took a different tack. He focused directly on the world of publishing and claimed that in the digital world abundance and access are reshaping publishing. He pointed out that we are moving to a time of self-publishing not agents, limitless visibility as opposed to limited shelf space, production that is patron-driven, increasing reliance on print-on-demand, global rights as an opportunity not a barrier, and distribution that is no longer controllable. He also noted that these developments foster new models like digital first workflows, outsourced distribution, increased role for social networks, new revenue streams, and patron-driven acquisitions. One of **John's** core messages was that readers are driving the revolution — publishers are no longer in control. Noting that there is a real need to live up to customer

expectations, he insisted that publishers have to be agile and adapt to changes in the market.

It is no longer a question of "either/or."

Now the expectation is "either/and."

Maximizing reach is essential.

Brian O'Leary, founder and principal of **Magellan Media**, continued the emphasis on the customer with his discussion of "Lean Consumption," a model that "minimizes customers' time and effort by delivering exactly what they want, when and where they want it."

Brian also highlighted the shift away from a concern with "containers" like books, journal articles, etc., noting that "a viable product can be a book, a chapter, a component, an extract, a snippet — anything that can be monetized." Citing **Hugh McGuire**, he

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observed that books and the Internet will soon merge, but he questioned whether traditional publishers would be “part of the parade.” He felt that publishers needed to understand the criteria customers use when they consume content. Pinpointing important jobs not being done and unlocking markets by eliminating barriers are also key elements in today’s environment. Being a gatekeeper trying to define culture will no longer work. In short, rather than trying to apply traditional publishing models to the new networked environment, “what we need to do is apply the networked models to our business.” He noted that although publishing in this networked environment means lowering barriers to the creation of content, it also “amplifies the return for content providers who can leverage two-way communication and create, refine, and evolve content products around the needs of the readers they serve.” **Brian** elaborated on this by saying that publishers should use their content to “build and serve communities of like interest.” His final admonition was that publishers can “resist the change, buying time and, perhaps, some short-term wins. Or we can learn the new rules and prepare for the opportunities inherent in networked publishing.”

The last presentation of the morning was a panel discussion featuring **Peter Brantley**, Director of the BookServer Project at the **Internet Archive**; **Simon Bell**, Head of Strategic Partnerships and Licensing at the **British Library**; and **Michael Gorrell**, Executive Vice President of Technology, and Chief Information Officer of **EBSCO Publishing**. They offered three different perspectives on the topic “Libraries in the 21st Century: Discussion on the Role of Librarian as Curator.” However, there seemed to be one area of agreement. Major libraries will continue to digitize legacy collections. It was also noted that the European Union has a Memorandum of Understanding (MoU) to make available of out-of-commerce works including books and learned journals in library collections, thus putting the library front and center in doing the digitization. But enabling all of this will require new business models like the one between the **British Library** and **Bibliolabs** that enables access to the Library’s 19th-century book collection. However, **Peter Brantley** pointed out that extended collective licensing laws similar to the EU’s are seen as violating fair use in the U.S. and are opposed by the **Library Copyright Alliance**. **Michael Gorrell** continued the discussion by noting that there was a definite role for discovery and curation and that **EBSCO** found itself in the middle between publishers, libraries, and patrons trying to provide content. But **Peter Brantley** questioned whether we should accept these current roles and later urged libraries to take a more aggressive part in the digital transition. **Simon Bell** discussed the **British Library** and its strategic partnerships, particularly the partnership with **Bibliolabs**. He also commented on the *Finch Report*, which authorized open access in the UK, and its impact on publishing scholarly content. **Michael Gorrell**

against the grain people profile

Hilary Davis

BORN AND LIVED: South Carolina. All over the South, Colorado, Missouri. Currently in Raleigh, NC.

EARLY LIFE: Educational training in botany (plant systematics) followed by library science.

PROFESSIONAL CAREER AND ACTIVITIES:

2003-2004 – Master of Library Science, **University of Missouri-Columbia**, Columbia, MO

1998-2001 – Master of Science in Biology, with focus in Botany (molecular & morphological systematics), **University of Missouri-St. Louis**, St. Louis, MO

- Organization for Tropical Studies course in tropical plant systematics, Costa Rica
- Field work conducted in Dominican Republic, Puerto Rico, Jamaica, and Cuba

1992-1996 – Bachelor of Science in Biology with Honors, (Minors: Geology and Chemistry), **Guilford College**, Greensboro, NC

IN MY SPARE TIME: Gardening, spending time with my family and friends.

FAVORITE BOOKS: *The Plant-Book* by **Mabberley**, guides on plants, gardening, and cooking.

MOST MEMORABLE CAREER ACHIEVEMENT: In my career as a librarian, I’ve really enjoyed working at the **NCSU Libraries**! When I was studying botany, I was lucky to be able to travel to Central America and the Caribbean to collect plant specimens where I learned to climb trees and met some of the most humble and generous people in the world.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:

I’d hope that librarians (myself included) are considered integral to the process of research and scholarship (more than gatekeepers of the end products of scholarship), and that we have robust educational and professional development opportunities to enable us to be continuously and well-trained to build a wealth of successes in that role. 🌿

Associate Head, Collection Management
North Carolina State University Libraries
Box 7111, North Carolina State University, Raleigh, NC 27695
Phone: (919) 513-0654 • Fax: (919) 513-1108
<hilary_davis@ncsu.edu>
<http://www.lib.ncsu.edu/staff/hmdavis4/index.php>

noted that discoverability is still a problem. He wondered how users will get access to all this content and pointed to the continuing need for more metadata to enable discoverability.

The afternoon lead off with a session entitled “Device Agnostic and Sharing Content Across Platforms” featuring **Travis Alber**, founder of **ReadSocial**, and **Liza Daly**, VP, Engineering at **Safari Books Online**. One of the first things to emerge was that cross platform was not that relevant. To quote one of the speakers, “It’s all the Web.” It was agreed that instituting mobile access is complicated and that making it seamless is still difficult. **Liza Daly** noted that making user interface simple is key and that “feature creep” was a problem. The building of communities was seen as necessary, but you also needed content. Barriers like DRM only stand in the way.

Richard Nash of **Small Demons** and **Jan Wright**, owner of **Wright Information Indexing Services**, continued the discussion. **Richard** started by describing **Small Demons**, a new Web service that collects and catalogs

thousands of references to music, movies, people, and objects mentioned inside of books. He noted that they use algorithms to connect hundreds of details inside books and, thus, highlight multiple metadata points within “the world of culture.” **Jan Wright** described the far more traditional work of the **American Society of Indexing** but agreed that there was very much a need for metadata. She pointed out the value of precision using metadata versus mere recall or “search.” She noted the increasing value of detailed indexing that created metadata at the paragraph level to create chunks of information with the possibility of monetizing access.

Traditional publishers received some bad news from **Mark Coker** of **Smashwords** and author **Larry Downs**. First they noted that today’s disruptive technology can destroy traditional industries like publishing. **Mark** maintained that the economics of publishing were being turned upside down by the advent of eBooks and self-publishing. Before this, publishers had control of the entire process.

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Physical spaces are just as important in supporting the life cycle of learning and social engagement of researchers. Library spaces are much more than just places to study and retrieve collections — we can use the library to showcase achievements of science students, teachers, staff, and researchers by hosting seminars, and redesigning spaces to support team/group work. To support research teams across geographic boundaries, libraries can offer web conferencing services such as Skype and Adobe Connect alongside loanable Web cameras and headsets.

Libraries can also be key players in supporting research data discovery and access. Discovery of and access to data for statistical and computational science research is a huge challenge, especially for students and new faculty. To mitigate this challenge, libraries can support data citation services that make it easier to discover research data (e.g., DataCite and EZID), author identification services which invoke automatic linking between authors and their outputs (e.g., ORCID), and expand data collection networks by acquiring more datasets or tapping into data repository networks such as DataOne and DataBib. Additionally, partnering with organizations like Dryad will enable libraries to help lead the way in making better connections between researchers' publicly-available datasets and their corresponding articles.

To get to the point where researchers and students in the sciences think of the library as a partner in the research process, and not just managers of the end products of research, we need to make smart, and probably difficult, decisions about reprioritizing our work to focus more on engagement through and with online social research collaboration tools to help libraries find better ways to understand the impact of research and the impact of libraries on research. 🌱

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But now the printing press is free, distribution is democratized, and the knowledge of how to publish is out there on the Web. According to **Larry Downs**, the publisher doesn't add very much, if any, value. He also maintained that format and length are no longer relevant and the supply chain is broken. The only thing left for publishers is brand value, but even that is under threat. The author is becoming the brand. Added to this, self-publishing is no longer seen as vanity press. In fact, traditional publishers are poaching successful self-publishers.

Joanna Rahim, Director of **The Galton Lab**, and **Frances Pinter**, founder of **Knowledge Unlatched**, ended the day with a session moderated by **Mitchell Davis** of **BiblioLabs**. Their presentation introduced the concept of "co-opetition," where competitors get together to create a market. Once again, they pointed to the example of the **British Library** cooperating with **BiblioLabs** on an application providing access to titles from the **British Library's** 19th-century book collection. **Frances Pinter** also talked about the cooperative efforts undertaken by **Bloomsbury** with numerous stakeholders to bring the Churchill Archive online. But the main thrust of her comments focused on **Knowledge Unlatched**, a three-year pilot project where libraries come together to pay title fees to publishers in exchange for open access publication of selected high-quality titles. Publishers offer the titles and set the title fees, while libraries select, order, and pay the fees. **Knowledge Unlatched** acts as the middle man negotiating with publishers, collating titles, handling payment, and addressing preservation issues. The hoped-for result is a financially sustainable model for publishers and libraries that provides open access to scholarly books for end users.

Cutting edge, challenging, and sometimes controversial, **Mini TOC Charleston** left everyone with a lot to consider. True to its promise, it engaged librarians, large and small publishers, self-published authors, online experts, and other information professionals in a far-ranging consideration of the future of commercial publishing. And, fortunately, it left organizers talking about plans for an even bigger and better **Mini TOC Charleston** in 2013. 🌱

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