2014

If Rumors Were Horses

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Recommended Citation

Strauch, Katina (2014) "If Rumors Were Horses," *Against the Grain*: Vol. 26: Iss. 1, Article 3.

DOI: <https://doi.org/10.7771/2380-176X.6646>

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ISSN: 1043-2094

Against the Grain

"Linking Publishers, Vendors and Librarians"

The Against the Grain Taking Stock — Annual Report Issue

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

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

This issue is about the changes that are happening all around us. Our first article by **Nancy K. Herther** is entitled, "University Presses Facing 'Enormous Tectonic Shift' in Publishing." Are university presses and university libraries at a very basic point of departure? Can university presses remain true to their vision while partnering with libraries? Should they be partnering with libraries?

Our second article "Information Management Trends and Benchmarks 2013" is a brief but fascinating look at Information Management Trends and Benchmarks across corporate, governmental agencies, academic and healthcare institutions. After the recession, this report takes stock of past and future trends and impacts.

For our next two feature articles in this issue, we are publishing edited versions of two of the **2013 Charleston Conference Interviews from the Penthouse Suite**. As many of you know, these interviews are part of a series of original video interviews conducted by several *Against the Grain* and **Charleston Conference** stalwarts before, during, and after the main conference itself. (The 2013 Interviews in their entirety will be posted on the **Charleston Conference Website** www.katina.info/conference. Stay tuned to the **ATG NewsChannel** for further developments! <http://www.against-the-grain.com>)

Our first interview is with **Jim O'Donnell**, Former Provost, **Georgetown University** and was conducted by **Tom Gilson** and **Albert**

Joy. Dr. O'Donnell has several provocative comments to make about libraries and librarians. Wearing his "provost hat," **Jim** brings a campus-wide perspective to the concerns we share with observations that are insightful and informed.

Our second Penthouse interview is with **Kari Paulson**, VP, General Manager, eBooks at **ProQuest**. **Kari** brings us up-to-date on **ProQuest's** acquisition of **EBL** and the progress of **EBL's** merger with **ebRARY**. She discusses her role as a key player

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If Rumors Were Horses

Saw that the gorgeous **Mary Sauer-Games** is now Sr. Director, **PsycINFO** at the **American Psychological Association**. She was appointed this February. **Mary** was formerly Vice President, Publishing - Humanities, STM and Dissertations at **ProQuest**. Many undergraduates these days are majoring in psychology which is a diverse discipline, grounded in science, but with nearly boundless applications in everyday life. I was interested to learn that **APA** was founded in July 1892 at **Clark University**. Its first president was **G. Stanley Hall** and it began with 31 members. After World War II, it expanded and grew quickly. Today, **APA** is the world's largest association of psychologists, with 54 divisions and more than 134,000 researchers, educators, clinicians, consultants and students as its members. The awesome **Linda Beebe** was one of my favorite **APA** friends. **Linda** was retired Senior Director, **PsycINFO** and she retired in December 2012 and is into quite a few new endeavors according to LinkedIn. I am positive that **Mary Sauer-Games** will be an equally good friend! Congratulations, **Mary**! <http://www.apa.org/>

Pictured is **Mike Markwith** at Hyde Park Corner in London.

Moving right along, when I was poking around the **APA** Website, I noticed that there was a link to an article in the **Huffington Post** called "An Olympian's Happiness Is No Different From Yours" which caught my eye because of the recent Olympics and all that. And also because the incredible

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From Your (snow, ice, freezing rain go away!) Editor:

We have had two snowfalls in Charleston this February! The last time it snowed here was 1989, the same year that **Hurricane Hugo** paid us a visit so we are definitely not used to this kind of weather. **Bill Hannay** felt so concerned for us that he offered to send us some woolens to keep us warm. So — stuck inside with few woolens, we decided to work on the February issue of *Against the Grain*. **Nancy Herther** is from Minnesota so she understands snow and ice, and she had time to gather information about university press developments in the era of a new kind of weather, tectonic shifts. The takeaways extracted from the lengthy

Outsell report, Information Management Trends and Benchmarks 2013 and condensed in this issue are worth a lot of thought for all of us. We have several lengthy feature interviews. **Tom Gilson** and **Albert Joy** interviewed **Jim O'Donnell** and **Kari Paulson** during the **2013 Charleston Conference** and **Caroline Goldsmith** (did you know that she is **Leah Hinds'** sister) transcribed them for editing.

We have still more regular interviews, one with **Rolf** the entrepreneur **Janke** and **Jennifer** the PR wizard **Lohmann**. **Margaret Medina's** essay on issues with monograph acquisition has a familiar refrain. I enjoyed **Allison Day's** Kentucky

hidden collections stories, **Bill Hannay's** Mindfield vs. Minefield, **Tony Ferguson's** Shanghai adventures, **Athena Hoepfner's** COUNTER explanation of expectations, **Sam Demas's** MOU point of view, **Matthew Ismail's** marketing column. I was thrilled to see **Bob Nardini** back in **Sara Forzetting** and **Erin Gallagher's** Biz of Acq column about online acquisition tools. And I have barely scratched the surface! Whew!

You know what? The weather alarmists are predicting freezing rain tonight! Sheesh! Maybe it's time to move to Florida or at least buy some woolens! Here's hoping for spring! In the meantime, stay warm! Love, Yr. Ed. 🌧️

Rumors from page 1

Nobel-pursuing scholar, **Donna Jacobs'** column is called "Gross National Happiness" (this issue, p.50) and is a discussion of **Alice Munro** (*Too Much Happiness*) who won the **Nobel Prize for Literature** in 2013 and the **Centre for Bhutan Studies** which **Donna** learned about from a running buddy. The Kingdom of Bhutan, is a landlocked country in South Asia located at the eastern end of the Himalayas.

http://www.huffingtonpost.com/valerie-alexander/an-olympians-happiness-is_b_4801042.html
<http://www.bhutanstudies.org.bt/about-us/>
<http://wikipedia.org/>

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Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.against-the-grain.com>.

Dear Editor:

I hope this note finds you well. I was delighted to see the December 23, 2013 *Against the Grain* article entitled "Massachusetts Launches Multitype Library eBook Pilot Project." (<http://www.against-the-grain.com/2013/12/massachusetts-launches-multi-type-library-ebook-pilot-project/>)

We are so proud of our friends at the **Massachusetts Library System**. They have been a great resource to the eRead Illinois project from the beginning. **Baker & Taylor** has also been a true partner to us throughout this project in serving the diverse needs of developing a shared collection for Illinois school, special, academic, and public libraries. Illinois libraries have a strong commitment to resource sharing statewide and

we are excited to continue this tradition through eRead Illinois.

Thank you for your thorough article and the mention of the Reaching Across Illinois Library System and the eRead Illinois project. The eRead Illinois project is funded through a grant from the Illinois Secretary of State **Jesse White** through the **Illinois State Library**. If you have any other questions or need more information about eRead Illinois, I would be happy to speak with you.

I look forward to further articles on the important strides being made to close the conversation gap between publishers, vendors, and librarians.

Sincerely, **Veronda J. Pitchford**

Project Director, eRead Illinois
Director, Membership Development and Resource Sharing, Reaching Across Illinois Library System

<veronda.pitchford@railslibraries.info>

<http://www.railslibraries.info> 🌧️

AGAINST THE GRAIN DEADLINES VOLUME 25 & 26 — 2013-2015

2014 Events	Issue	Ad Reservation	Camera-Ready
MLA, SLA, Book Expo	April 2014	02/20/14	03/13/14
ALA Annual	June 2014	04/03/14	04/24/14
Reference Publishing	September 2014	06/19/14	07/10/14
Charleston Conference	November 2014	08/21/14	09/11/14
ALA Midwinter	Dec. 2014-Jan. 2015	11/13/14	11/28/14

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USPS Address: P.O. Box 412, Cottageville, SC 29435; FedEx/UPS ship to: 398 Crab Apple Lane, Ridgeville, SC 29472. 🌧️

Have you seen these articles on the ATG NewsChannel?

Occam's Reader Project Tackles eBook ILL — by **Paula J Hane** — A partnership called the Occam's Reader Project, comprising Texas Tech University, the University of Hawaii at Mānoa, and the Greater Western Library Alliance (GWLA), has announced that they have entered into an agreement with Springer to run a year-long pilot program with GWLA's 33 members, focused on eBook interlibrary loans (ILL). — <http://www.against-the-grain.com/2014/02/atg-original-occams-reader-project-tackles-ebook-ill/>.

Caught My Eye: Accounts from ALA Midwinter, January 24-28, 2014 — by **Tom Gilson** — <http://www.against-the-grain.com/2014/02/caught-my-eye-accounts-from-ala-midwinter-january-24-28-2014/>

ATG Interviews Mary Graham, Vice President of the Charleston Metro Chamber of Commerce — by **Tom Gilson** and **Katina Strauch** — Does **Mary** see "bookless" libraries as eventually replacing existing facilities? — <http://www.against-the-grain.com/2014/02/atg-interviews-mary-graham-vice-president-of-the-charleston-metro-chamber-of-commerce/> 🌧️

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Rumors from page 6

Talking about people with new jobs, it was fun to note that the resourceful **Rolf Janke** who founded **SAGE Reference** has just founded a new company, **Mission Bell Media** which will produce digital and print media in leadership and leadership studies. Read all about it in this issue, p.29. I still remember way back when in Thousand Oaks at the **Sage** headquarters, when I was wowed at **Rolf's** Blackberry which was the instrument de rigor at the time.

Had a good brainstorming conversation with **Alex Holzman** the other day. **Alex's** last day as Director of the **Temple University Press** is April 30 but he is far from really retiring. **Alex** is planning on going to Turkey for one thing, and he is also going to drive across the country visiting friends on his way to Denver and other environs. But that's not all, **Alex** says he wants to study the relationships and key university players in the scholarly communications ecosystem. Sounds like an ambitious project! (See this issue, p. 60) I also understand that **Alex** has a career as a sports writer, especially baseball. I have to admit that of all the sports, I love baseball the best probably because I used to play and listen to the games with my two brothers as a young girl.

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@Brunning: People & Technology

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

by **Dennis Brunning** (Director, The Design School Library, Arizona State University) <dennis.brunning@gmail.com>

Watch on Publisher's Row: Google Book Settlement

In a lifetime in libraries I've only run up against the law or authority standing in for the law — once or twice. These were in pre-Internet times, which may as well be prehistoric. What I got caught for probably wouldn't be as carefully watched these days.

One faux move was to allow an entrepreneurial student to use rolls of quarters to photocopy sections of a local business directory. He was creating a direct mailing list of potential customers, and this book, thick and full of addresses, well-organized and thorough, was the only source for this information.

The directory wasn't cheap, costing at least \$400.00 each year. It was as thick as a couple of local phone books and unwieldy, especially for photocopying. Most likely the kid had to pencil the entries that didn't reproduce correctly, illegible by the curve created by the binding.

The publisher painstakingly collected the data and produced it on the computer from which they could, for a fee, create mailing lists for customers. In the early pages, in bold print, the publisher also warned users about copying contents. They declared that would violate copyright and said so.

To protect misuse the publisher made surprise and clandestine visits to reserve rooms and copy

centers of library subscribers to police abuse of their directory. If they saw a violation they would simply hand the offender a cease and desist letter.

Of course that kid got caught and handed me the letter for advice on what to do. I didn't say much, just shrugged my shoulders, but ever more I thought — well, someone means business. This thought has stayed with me, twenty years or more, until today.

Recently, we read that on Friday, November 14th, U.S. Circuit Court **Denny Chen** ruled in favor of **Google Inc** in its court battle with the **Author's Guild** on the **Google Book Settlement**. The judge ruled in favor of **Google** that complete scanning of 20 million library books out-of-print yet in copyright was transformative under Fair Use rules of current law.

Judge Chen did not buy the plaintiff's argument that **Google** broke the law by not getting permission from copyright holders to scan their works cover to cover into their databases. He decided the random snippets, produced from a keyword search, did not violate the author's right to ownership of said snippet.

Judge Chen used friend of the court filings — from librarians, researchers, and other book readers that today we need this full-text indexing of library books to use them for research, entertainment, and other bookish uses.

The news media describes our reaction as one of joy. **Larry Page's** brainiac idea of scanning all of the library books of his alma mater, the **University of Michigan**, into **Google's** millions of computers — using an equally versatile scanning machine that **Page** himself

timed and motioned into a 40-minute cycle to photograph the average library book — thrilled librarians all over the world who did not have Web access to such a large collection. The dozen or so big libraries that joined also contributed their special content and in return got a digital copy and the snippets database. All they had to do was house **Google** scanners (staff and machines).

Then wait a couple of years for the lawsuit to settle. Of course, no one on the **Google** side of things won the right to have a cover-to-cover database of books from time immemorial until that point, yet to be determined, when this second electronic copy falls outside copyright. This reading suggests the growth of the database is limited by a library's reluctance these days to buy print copies. **Google** could continue by buying books, but this may be too bold a move if it is directed at publishers only.

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Interview — Jim O'Donnell from page 24

seeing each other catching up a little bit and making a lunch date and doing the lubrication that makes the university work, even when the purpose of the meeting was in a large measure me doing the same thing with that particular group. If you suddenly imagine the "Super MOOC University of the World" with professors teaching in their bathrobes from their cabins in Vermont and the administrative staff on a space station orbiting the planet, you would at least have to find different ways to work on trust, and we're only at stage one of doing that.

ATG/TG: *Something's obviously going to be lost in that setting.*

JO'D: Facebook helps, but it's not the answer.

ATG/TG: *Well, Jim, thank you very much. We really appreciate you taking the time out of your schedule here at the conference.*

JO'D: It's always a pleasure to be here down in Charleston with **Katina** and her retinue and assembly. This conference is one of the most extraordinary assemblages of smart people, and I like to go places where there are smart people, so it is always fun to be here.

ATG/TG: *Thank you very much.*

JO'D: Thank you. 🍷

Rumors from page 8

And while we are on the subject of baseball, have you read **Bill Bryson's** *One Summer, America, 1927* (Doubleday, 2013)? There are some great **Babe Ruth** stories among other fascinating things. The book is so chock full of data that it's worth reading more than once!

Along those lines, be sure and read the astute **Nancy Herther's** article, "University Presses Facing 'Enormous Tectonic Shift' in Publishing" (this issue, p.12). There is collaboration going on! This article was originally posted online on the **ATG NewsChannel**. Did y'all meet **Nancy** in Charleston at the Conference last year? She said she was glad to get away from the Minnesota cold!
<http://www.against-the-grain.com/>

Speaking of scholarly communication, **Myer Kutz** edits engineering handbooks for **Wiley**, **McGraw-Hill**, and **Elsevier** and still gets good print royalties. **Myer** asks if everything is going electronic, why are publishers still making print versions available? Another question is, why and where are the print books being printed and bought? Could it be that electronic counterparts are helping the sales of print? (This issue, p.57.)

Speaking of print versus digital, I have to agree with **Bob Holley** who mourns the loss of the print edition of *College & Research Libraries* (this issue, p.59). It seems to me

that it is much easier to avoid reading digital editions than print editions. It's the push/pull phenomenon.

Speaking of reading, several of us are wondering about the reading of virtual versus print content and what this does to comprehension and literacy of digital natives who are largely our library undergraduate population these days. **Mark Herring** (see p.50) and **Tony Horava** have both written about this in earlier issues of **ATG**.

With this issue, we have a new column "**Digital Conversations – Libraries, Learning, and Literacy**," by the astute and alert **Paul Chilsen** and **Todd Kelley** of **Carthage College**. Quoting **Marc Prensky** who coined the term "digital native," "by the time students reach their early 20s, they have spent 10,000 hours playing video games, sent and received 200,000 email and instant messages, but have allotted just 5,000 hours to reading books." (See the new column, this issue, p.44.)

To balance the reading scales, be sure and read **Raymond Walser's** "**Browsing on the Bayou**" (see p.37) about bookstores in New Orleans. Not to mention **Tom Leonhardt's** "**You Are What You Read**" (see p.46). Do you have a record of everything that you have ever read?

The industrious **Ramune Kubilius** has compiled the first series of reports from the **2013 Charleston Conference** (see p.64)

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Interview — Kari Paulson
from page 27

discoverable, make things easy to use, provide the research tools around it, whatever the content format is, so I think the next few years will be telling in terms of what happens with self-publishing, what happens with open access, what happens with some of these other ways of bringing content to the public.

ATG/TG: *Speaking even more broadly, we talked about eBook space, in terms of library collections, where do you see things going in the next five or ten years? Obviously eBooks are going to be a big part of it, but what other developments do you see? Is there a place for print, for example, what do you think?*

KP: Absolutely. Print will continue to have a place. There will continue to be, in some cases, a preference for print. I think print will work better for some content types more than others. When we talk about “E versus P,” I don’t think it’s really a “versus,” I think it’s about “E and P,” and just like different models serve different content better in “E,” different formats serve different content better overall. We know libraries have challenges around space. We know they have challenges around budget. The print and the “E” really supplement each other. The “E” can make the print much more valuable by making it more discoverable or more “scannable,” and the print will often provide a more immersive reading experience.

ATG/TG: *One of the things that came up when we were talking to Stephen Bell earlier: we asked him how, because he presented this morning and talked about this notion of serendipity and just happening upon things, we asked him, and I wanted to ask you, how does that translate into the eBook space? How can people just “happen” upon eBooks like they do on the shelf in a library, just “Oh, I didn’t even know it was there, and there it is!” How does that happen in the eBook space?*

KP: We’re seeing it happen now with eBooks in the demand-driven acquisition model. For example, I just came from a session, “Ebooks Down Under,” and there were a couple of Australian universities that we work with who have been doing DDA for eight years now. The number of titles they can expose to their users with the “just-in-time” delivery model behind it means that the students can pass their eyes over a greater number of resources. So, the serendipity of stumbling upon something that the library wouldn’t have otherwise made available to

them or discoverable to them and the ability to micro-transact means that the library can expose more things than they may not otherwise afford in their core collection or their collection building environment, than they can through these other mechanisms. So, that is one example of how that is happening.

ATG/AJ: *So, as you expand your formats, do you see your platform as a supplement to or a complement to the current discovery engines? A lot of places have moved into these big discovery engines just to give that serendipity, but it almost sounds like, as you expand beyond simply eBooks, that might be what you’re aiming towards with this innovative business model.*

KP: Discovery and PDA or DDA are actually perfect for one another because it is a wider breadth of content and the ability to micro-transact or to make things available just at that second.

ATG/AJ: *I think it is very exciting.*

KP: It is exciting. In this session, there were some really fantastic stats, and both of these universities are spending 88 and 90% of their acquisition budgets electronically. We don’t see that happening as frequently here in North America, but it is moving in that direction. The kinds of changes in behaviors and the different ways in which we are able to make this content available are exciting, and the stats are starting to flow from that now.

ATG/TG: *So, you are seeing usage statistics that support this kind of purchasing model?*

KP: Right. There was a statistic presented in this session about the books that were purchased in this way (through DDA). 98 or 99% of these books continued to have usage post purchase. We haven’t seen these kinds of usage stats across preselected print content before.

ATG/AJ: *Actually, research shows about 40% of the approval plans models never get use. Whereas with PDA, we know there’s one user already because that’s the person who is requesting it. And statistics show that something that someone has requested has a much greater chance of being used again.*

KP: Right. So, it’s a combination. These books are more discoverable so they are being found more often, and what’s being acquired is absolutely tied to what’s needed. There are some interesting statistics coming out, and I think we still have so much to learn. The stats that came out of this presentation were absolutely encouraging and tell us that some of the things we’re doing, we’re doing right.

ATG/TG: *I think what we normally end the interview with is what I kind of refer to as a trick question, but it’s really not. If you were sitting in Albert’s chair or sitting in my chair what question would you ask yourself?*

KP: That’s a tough one. What question would I ask myself? I might just set this up to make it really easy (laughing).

ATG/AJ: *What are your challenges?*

KP: I think we are in a challenging environment as we’re shifting, print to “E”; when you hear of libraries spending 90% of their budget on electronic resources, that is a big shift, and there’s a disruption associated with it. It wouldn’t be so hard if we could just take this thing and flip it over and there was no change in behavior, but we see hiccups through this transition. The biggest challenge is to understand. When you’re looking at short-term data and trying to understand what that means long-term, it is a challenge. It’s something that we have to continue to pay attention to. We need to keep looking at what’s happening in the immediate term, but we have to understand it in the context of the longer-term. We don’t have that many years of experience with eBooks, but it’s growing. Now, both **ebrary** and **EBL** have been around about 12 years. So, it’s not an excuse to say we don’t know. We have to really make sure we *do* know and that we are taking the time to understand, both within our world, but also within an industry as a whole. How is this impacting the libraries? How is this impacting publishers? We are a community, we have an ecosystem here, and we all play our part in maintaining a healthy environment.

ATG/TG: *We all have a responsibility to gather the data and share it so that these kinds of decisions can be made in the most effective and efficient way for our users and for our budgets and for so on.*

KP: Right. So that we’re not looking at it just from within our silo, we really have to understand how our behavior and what we’re saying with our data impacts the environment as a whole. And that is a challenge. We couldn’t hire enough data analysts [laughing] to solve that completely. The challenge is prioritizing that and making sure we don’t jump to conclusions.

ATG/TG: *Kari, we really appreciate your taking the time to come over and talk to us. We’ve learned a lot, and it’s been a lot of fun and, again, I want to thank you for doing this. It’s been great.*

KP: It’s been my pleasure. Thank you. 🐼

Rumors
from page 25

and you will notice that **Tony Horava** (see above) wrote the report on **SelfPub 2.0**. Since self-publishing is currently not vetted, there is much resistance in colleges and universities

to purchasing this type of material. There is an opportunity for libraries to vet this body of material which is doing nothing but growing!

Speaking of **vetting self-published material**, check out “Assuming the Risk for Your Own eBook” which gives a general overview of the publishing process and the peaks and valleys that are necessary to get something

out there. The **Data Conversion Laboratory, Inc., (DCL)** has many resources available on this topic. Did you meet the vivacious **Laura Dawson of Bowker**, and one of the coauthors of this white paper in Charleston?

<http://www.dclab.com/resources/whitepapers-content-strategy>

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literate bemusement but with some biting social commentary, too, when called for.

I am dismayed at how poor my recall is of most of the books in my loose-leaf catalog but am pleased at how many memories are connected to either individual entries or a whole year's worth that remind me of a phase of my life long past. The third book that I read in 1963 happened to be the first book I read as a soldier. I was in Basic Training at Ft. Dix, New Jersey in the days when the draft swept up not only high school graduates not in college or college dropouts, but college graduates. When I was seen reading *Jane Eyre* for pleasure (why else would I be reading a high school requirement as a buck private in the Army?), I must be a college man. Being a dropout and reading *Jane Eyre* only added to my status. You are what you read.

The next year in fall 1964, I was a member of the 84th U.S. Army Band stationed in Fulda, West Germany. I was a trumpet player who owned a stack of **Bob Dylan** records and was thus suspect in the eyes of a group made up of professional musicians and those with music degrees from college. I had come from a combat outfit and had not been assigned to a band straight out of Basic Training. I spent more time in downtown Fulda drinking beer with my German friends than I spent socializing with my fellow musicians, soldiers, countrymen. But one day I was caught reading **Thomas Pynchon's** *V.* Don't ask me how I came to know about the book or the author, but I had bought a paperback copy of the book at the PX and liked it from page one. I was asked if I would let a colleague read it when I was finished (September 25, 1964), and thus it began circulating around the band and once again my status was bumped up a notch by a book. You are what you read, redux.

1965 was my last full year in the Army. I skied in the Voralberg in Austria that January and spent a week on leave in Spain that July. The 84th combined with two other Army bands and went to the Netherlands for a week to participate in a **NATO Tattoo**. And in between, I played music for a living and spent as much time as I could find drinking beer and making friends with some German families who helped me improve my German. And I had time to read and a wonderful Post Library to supply me with books. I read **Schiller's** *Maid of Orleans* in English seven years before I read it in German along with **G.B. Shaw's** version. I read *The Screwtape Letters* and discussed it with a preacher's son. I discovered **Willa Cather** (*Death Comes to the Archbishop, My Antonia*) and **Walker Percy** (*The Moviegoer*). There are 49 books listed for that year, the most I was to read until 1971 when I was a grad student.

I may not have read as many books a year while in the Army, but as I look at what I read, including books by **Max Shulman**, **Peter Devries**, and **Simenon** thrown in for pure entertainment, I was really preparing myself to finish college and go on from there. It was not a conscious effort by any means, but what drove me to read those books is the same force that pushed me through college.

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When a soldier gets short, that is, has six months left in the Army, it is the company commander's duty to have a conversation with the short-timer.

"Have you ever thought of re-enlisting, soldier?"

"Yes sir, I've thought about it, but I'm getting out when my enlistment is up."

"What will you do with your life then?"

"I'm going back to college, sir."

"That's what they all say."

You are what you read. 🐾

Rumors from page 28

In this vein (no pun intended), note the interview with **Jennifer Lohmann** (p.31) who had an auction fundraiser for naming a character in one of her novels. Pretty cool!

I was fascinated by the recent **Outsell "Information Management Trends and Benchmarks 2013"** in this issue. **Tom Gilson** and I pored through this report and tried to delineate some "takeaways" for us academic

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Endnotes — Legally Speaking

1. Mr. Hannay is a partner in the Chicago-based law firm, **Schiff Hardin LLP**, and a frequent speaker at **The Charleston Conference**. He is an Adjunct Professor at **ITT/Chicago-Kent College of Law** and the author or editor of numerous books and articles on the law. His most recent book is *Corporate Counsel's Guide to Unfair Competition, 2013-2014 ed.* (Thomson Reuters).
2. By false hit, I mean one in which the words “data” and “mining” happen to be next to each other but are not actually associated. For example, I had a false hit in a 1962 case that contained the phrase “insurance program data, mining plans, coal reserve data.” (Emphasis added)
3. There are two main kinds of models in data mining. One is a predictive model, which uses data with known results to develop a model that can be used to explicitly predict values. Another is a descriptive model, which discovers patterns in existing data.
4. Amazingly, just the other day, my wife and I were travelling in Europe and received a long distance call from our credit card company that someone was trying to make a large purchase at a store near our home in Illinois with our card number. The company’s fraud system had identified this as an anomaly because we had been using our card for the prior week in Europe.
5. See *In re JetBlue Airways Corp. Privacy Litig.*, 379 F. Supp. 2d 299 (E.D.N.Y. 2005).
6. See “U.S., British intelligence mining data from nine U.S. Internet companies in broad secret program,” *Washington Post*, June 6, 2013.
7. See, e.g., Fourth Amendment Restoration Act of 2013 (S. 1121), introduced by Sen. Rand Paul (R-Ky.). An earlier NSA program was unsuccessfully challenged by the ACLU in *ACLU v. N.S.A.*, 493 F.3d 644 (6th Cir. 2007).
8. 21 U.S.C. §§301-97. See *United States v. Caronia*, 576 F.Supp. 2d 385 (E.D.N.Y. 2008) (upholding FDA ban on off-label promotions).
9. Several shareholder derivative actions were later commenced, mostly by institutional investors, seeking recovery on behalf of **Pfizer** from various senior executives and present and former board members who were alleged responsible for permitting the misconduct. See *In re Pfizer Inc. Shareholder Derivative Litigation*, 722 F. Supp. 2d 453 (S.D.N.Y. 2010).
10. 722 F. Supp. 2d at 456.
11. See, e.g., *London v. New Albertson's, Inc.*, 2008 U.S. Dist. LEXIS 76246 (S.D. Cal. 2008).
12. 564 U.S. ___, 131 S. Ct. 2653, 180 L. Ed. 2d 544 (2011). The Court affirmed the Second Circuit decision (which had reversed the trial court) but was in conflict with two prior decisions of the First Circuit upholding similar statutes enacted by Maine and New Hampshire. See *IMS Health Inc. v. Mills*, 616 F.3d 7 (1st Cir. 2010); *IMS Health Inc. v. Ayotte*, 550 F.3d 42 (1st Cir. 2008).
13. 180 L. Ed. 2d at 557. The Court did not address the legality of “data mining” as such, but did seem to treat it as a common and commercially beneficial practice in the pharmaceutical industry. *Id.* at 553.
14. See, e.g., *Facebook, Inc. v. Power Ventures, Inc.*, 2009 U.S. Dist. LEXIS 42367 (N.D. Cal. 2009) (motion to dismiss denied *inter alia* because the contractual Terms of Use bar users from using automated programs to access the Facebook Website).
15. See Neal Ungerleider, “The Data-Mining’s The Thing: Shakespeare Takes Center Stage In The Digital Age,” available at <http://www.fastcompany.com/1800987/data-minings-thing-shakespeare-takes-center-stage-digital-age>.
16. Humor writer **Bill Bryson** says that **Shakespeare’s** works total about 900,000 words. B. Bryson, *Shakespeare: The World as Stage* (2007) at 19.
17. Cf. *Feist Publications, Inc., v. Rural Telephone Service Co.*, 499 U.S. 340 (1991), where the U.S. Supreme Court held that a mere compilation of information without a minimum of original creativity cannot be protected by copyright.
18. Shortly after the **Charleston Conference** ended, **Judge Chin** finally put the Google Books case to rest after eight long years of litigation. *Authors Guild, Inc. v. Google Inc.*, 2013 U.S. Dist. LEXIS 162198, 2013 WL 6017130 (S.D.N.Y. 2013). He adopted the logic of **Judge Baer’s** opinion in *HathiTrust*, holding that Google’s copying of the books was “transformative” and therefore “fair use.” See my article on the Google Books case in *ATG’s* Dec-Jan issue (v.25#6).
19. *Authors Guild, Inc. v. HathiTrust*, 902 F. Supp. 2d 445 (S.D.N.Y. 2012).
20. *Id.* at 459-60.
21. *Id.* at 460 n. 22.
22. It is currently on appeal to the U.S. Court of Appeals for the Second Circuit.
23. See “Overview of text and data mining,” available at <http://www.elsevier.com/about/universal-access/content-mining-policies>.
24. Access control TPMs prevent unauthorized access to material, while copy control TPMs prevent unauthorized copying. Access is restricted through use of passwords and/or encryption. TPMs are mostly used in material such as sound recordings, films and computer software, as well as electronic artistic and (more recently) literary works in the form of eBooks.
25. 381 F.3d 1178 (Fed.Cir.2004).
26. 381 F.3d at 1203.
27. *Id.* at 1202.
28. *Id.* at 1203.
29. 421 F.3d 1307 (Fed. Cir. 2005).
30. 421 F.3d at 1318.
31. *Id.*
32. *Id.*, citing See, e.g., *Lexmark Int’l, Inc. v. Static Control Components, Inc.*, 253 F.Supp.2d 943, 947 (E.D.Ky.2003), vacated and remanded on other grounds, 387 F.3d 522 (6th Cir.2004); *RealNetworks, Inc. v. Streambox, Inc.*, 2000 WL 127311, at *7 (W.D.Wash. Jan.18, 2000); accord *Universal City Studios v. Corley*, 273 F.3d 429, 435 (2d Cir.2001) (explaining that Congress enacted the DMCA to help copyright owners protect their works from piracy).
33. *Custom Hardware Eng’g & Consulting, Inc. v. Dowell*, 2013 U.S. Dist. LEXIS 10181 (E.D. Mo. 2013) at *43-44. The Fifth Circuit in *MGE UPS Systems, Inc. v. GE Consumer and Industrial, Inc.*, 612 F.3d 760, 95 U.S.P.Q.2d 1632, 1635 (5th Cir. 2010), embraced the Federal Circuit’s approach in *Chamberlain*. However, the court subsequently withdrew that opinion and issued a revised opinion, 622 F.3d 361 (5th Cir. 2010), which avoided the issue by determining that MGE had not shown circumvention of its software protections.
34. See *MDY Indus., LLC v. Blizzard Entm’t, Inc.*, 629 F.3d 928, 950 (9th Cir. 2010) (“While we appreciate the policy considerations expressed by the Federal Circuit in *Chamberlain*, we are unable to follow its approach because it is contrary to the plain language of the statute.”); accord, *U.S.A. v. Crippen*, 2010 U.S. Dist. LEXIS 143583 (C.D. Cal. 2010) at *12-*13 (if Congress had meant the fair use defense to apply to [§ 1201(a)], it would have said so).

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librarians in light of all that is happening in our industry. I was especially struck by the truth of

the “big data” takeaway — “Big data skills will become more important in the years to come. Because of the skill gap, professionals are not investing limited resources in content they do not understand.” (See this issue, p.18.) And we libraries have lots of big data — so much

in fact that **Dennis Brunning** says that “we are headed toward data obesity.” (See p.8, 10.)

Speaking of which, the how-wonderful-that-he-is-talking-to-us **Jim O'Donnell** will be directing a panel in Charleston this year

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Marketing Academic Libraries from page 68

for a time, a 3D animator. It's this investment that has allowed **Texas Tech** to mount some impressive marketing campaigns which we'll examine in the next column.

Dyal and his staff at **Texas Tech** started their marketing campaign, not by asking which services they wanted to promote, but by studying the channels of campus communication. **Dyal's** team gathered data, for instance, which indicated that "the student newspaper was read regularly by a minority of students. The online newsletter of campus events was read even less," so these could not be their primary venues. The library's homepage might seem like a good marketing option, but according to **Dyal**, **Texas Tech** had data which indicated that "most frequent library users avoid the Web page and go directly to the area they need/desire. At best, marketing on a Web page is passive, and it only informs those few who are probably already in the know because they are already looking for new services."

So, **Dyal** and his staff began by gaining an understanding of the best way to communicate with students. But what do we say when we reach out to them? "Marketing is not about teaching [students] how to do research," says **Dyal**. "It is about making them aware of things they need to know, when they need to know them." This distinction is often difficult for librarians to accept — that marketing is not about instruction in how to access or use library resources, but rather a process of learning who our users are, finding the best channels to reach them, and then conveying to them content that could be helpful to them.

But there's another question: which medium is most useful for communicating with students today? As **Dyal** says, at **Texas Tech** they "observed that with very few exceptions, the best form of marketing is visual — not some notice tacked to a bulletin board or a flyer." And this is very much in line with current marketing practice. As one marketer says:

For a long while I thought about marketing as wordsmithing — putting an abstract idea into a sentence, picking just the right words. But then things started to change — less text please, more graphics — we'd rather see it than read it. This year more than ever, visual content is going mainstream. (Shoor 2012)

In a world of Pinterest and Instagram, Tumblr and Facebook, it is engaging graphics, not blocks of text or talking heads, that will allow us to communicate most effectively with our users.

With an emphasis on visual marketing, then, it makes sense that that about 70 percent of the **Texas Tech Libraries'** marketing is delivered online or digitally. What do they do?

- There are monitors throughout the Library displaying digital posters and videos
- They send HTML digital flyers via email to their 16 Personal Librarians who then share these with students and faculty as appropriate
- A rotator on the home page displays Library news
- Rotating wallpapers highlight services and events on the Library's 250 public computers
- The Library also has contacts across campus who manage digital monitors within their own departments, colleges, or buildings who agree to host their digital posters.

And of course, the Libraries utilize social media extensively.

Texas Tech's marketing efforts paid off with a 2013 **John Cotton Dana Library Public Relations Award**. In the next issue we will see some examples of what they did.

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Rumors from page 55

asking academic administrators to describe their **vision of the library of the 21st century**. BTW the theme of the **2014 Charleston Conference** is **The Importance of Being Earnest**. The Conference begins **November 5th** (Preconferences and Vendor Showcase) and the Main Conference runs through **November 8th**.

As is our wont, we are planning even more this year! First, a **data curation seminar**

Monday, November 3 and half day on Tuesday the 4th by the **School of Information and Library Science at UNC-Chapel Hill**. We are quite excited about this collaboration! Also, **don't plan to leave Charleston** too fast after the Conference because we are planning a luncheon-infused **Rump Session** on Saturday after the Conference (12-4?) to discuss big issues! More coming soon! In the meantime, let us know any thoughts/suggestions/whatever please! Watch for more information soon at <http://www.katina.info/conference/>.

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Notes from Langlois from page 76

indeed upon moving beyond the already established foundations of regional library support to something more grounded, more stable, and ultimately more unassailable than what has gone before. If we cannot fashion a measured solution to the basic question of *how do we keep this thing going*, the citizens of Curry County will be without library services.

That libraries need to do a better job of marketing is not news. That we need to incorporate advocacy as an ongoing, daily facet of our service delivery is not news. How we accomplish this is a more opaque question.

For us, the first steps will be to disband the independent districts and form a single county system. Far easier said than done. The political canyon that exists just between Langlois and Port Orford, thirteen miles apart, is enormous. In recent years the two schools in Langlois were closed and merged with Port Orford; this has left a bitter taste in the mouths of Langlois residents, and that toxic legacy will make it very difficult to accept the idea of combining

just these two districts. Port Orford's tax rate is lower; persuading their voters to approve a new district with a higher rate may prove impossible. Add to this the idea that north county, already convinced that the officials in the county seat of Gold Beach ignore or conveniently forget this neck of the woods, might ever be persuaded to join forces with the rest of the county, and — well, you get the picture.

This will require a ballot measure. Voters will have to approve it. Talk with many here, and they'll tell you it's impossible. The challenge for the likes of me is to demonstrate that if they don't, everyone suffers.

As noted earlier, simply forming a county system isn't a guarantee of success. Just because Hood River and Jackson Counties reopened doesn't assure survivability. We need to grow beyond being a unified system, and beyond understanding ourselves to be libraries in the traditional, historical sense. We need to re-invent ourselves yet again.

Do not misunderstand me. I remain committed to the core values of librarianship. I spent thirty years as a book vendor and serials agent before becoming a librarian, and I still

have to pause when someone asks me what I do for a living without answering, "I'm a bookman." To change into what we must re-shape ourselves to be is not to abandon what we have been or where we come from, but to reaffirm those values while embracing new ones.

Cynics might also read personal ambition into this, but they are mistaken. My goal is not to build a fiefdom within this obscure little corner of the state — the country — the world — with Langlois as its center. My goal is to ensure that Langlois continues to have a library at all; one that reflects the interests, concerns, and virtues of its odd, quirky, and fundamentally wonderful little constituency.

My job is to secure this Library's funding and support. My job is to steer this district to its future. Ultimately, my job may be to put myself out of a job. Sustainability is about the institution, not the individual — and besides, getting there is a journey unlikely to be achieved in my lifetime. In my next column I'll talk more about what I think the coming versions of the **Langlois Public Library** might just look like. 🌲

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online to NYU's Digital Studio for specialized teaching support.

Conclusion

NYU's libraries have the overall goal of providing excellent equivalent library services to its students and teachers, irrespective of their location on the globe. Since there are now branch campuses in Abu Dhabi and Shanghai, in addition to the main campus in NYC, this is both a wonderful aspiration and a source of great challenge. It is a wonderful goal because it says to the students and staff that their library experiences should be equal and familiar on whichever campus they might find themselves in the future. But it also says to the parents and government officials paying for the educations

of local students that their investment is well spent, that their sons and daughters are being treated equally.

But this goal also poses great challenges. Culturally these three locations, beyond the shared academic functions they pursue, have little in common. Linguistically, they are different. Their histories are different. Their core values come from radically different sets of experience. The students in Shanghai come from near 30 different countries. They eat and dress differently. Although all bureaucracies have much in common, the specifics of how things are supposed to get done differ. So, those who work in places like Shanghai have to be flexible when finding the right balance between how things are done in Manhattan and how the local people expect things to be done. For me, it has been exhausting at times but overall a lot of fun. Besides, the food is better in Shanghai.

The Final Question

As I have gone through this experience, time and again the same question has come to my mind, since we can meet so many of the needs of students without all the bricks and mortar or the arm's length access to the millions of volumes that I enjoyed at the seven other universities where I worked or studied: how much of all that is needed? In the print world, I have always stuck to the dictum that ownership is the fastest form of access, and therefore I loved huge libraries with as many bound books and journals as could be purchased. But now, I wonder if quite modest physical surroundings (but cooled in the summer and heated in the winter) with immediate access to millions of electronic resources and the sort of delayed access enjoyed by NYUSH students to the huge printed archives of the world wouldn't be just as good. 🌲

Rumors from page 69

And returning to **Oscar Wilde** and London, be sure and notice the picture in this issue, p.1 of **Mike** the incredible **Markwith**. I know for sure that **Mike** was at the very first **Charleston Conference** with twenty other people! What a guy!

Speaking of another what a guy, we told y'all about **Bill Potter's** retirement on the **ATG NewsChannel** a few weeks ago. Did you see it? The incomparable **Bill Potter** is retiring as **University Librarian and Associate Provost** at the **University of Georgia Libraries** this August. What a career **Bill** has had! **Dr. William Gray Potter** is a former editor of **College and Research Libraries**, has served on the boards of

the **Association of Research Libraries**, **OCLC**, and **Solinet** and is a past-president of the **Library & Information Technology Association**. **Bill** holds a doctorate in Library Science and Information Technology, as well as Master's degrees in English and in Library Science, from the **University of Illinois**. He earned a bachelor's degree in English from **Southern Illinois University** at Edwardsville. He has been head of the Libraries at **UGA** since 1989. **Bill** was an early adopter of technologies and digitization and was one of the main architects of **GALILEO**. He spoke at the **Charleston Conference** many years ago. I can't find exactly when right now but it must have been 1990 or 1991 that **Bill** was a keynote speaker. I remember that he stayed at the **Charleston Place Hotel** which had just opened in November 1986 amid many lawsuits and hoopla! I also remember

discussing the germ of an idea, a publication for **Charleston Conference** regulars, the idea was to become — ta da — **Against the Grain**! "I'm retiring because I want to," **Bill** says. "I've been doing the same thing for 25 years. I'd like to think about doing something different." Have fun in retirement, **Bill**! <http://www.against-the-grain.com/2014/02/rumors-from-the-atg-newschannel-22414/>

Against the Grain just keeps on truckin'! This is our 26th year! And the **Conference's** 34th! And we have plenty of new columnists and initiatives happening! Coming up — **Tim Devenport** (EDItEUR and ICEDIS) are going to keep us updated on events in the UK. **Tim** is planning a meeting in conjunction with the **2014 Charleston Conference**. And I believe that **SSP** and perhaps **ITHAKA** are considering sessions as well. When it rains, it pours! 🌲