2014

# If Rumors Were Horses

Katina Strauch
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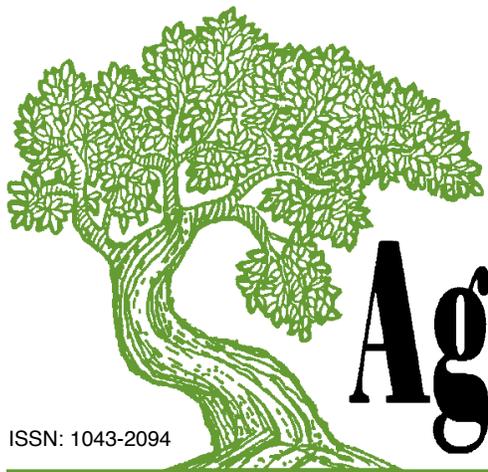Follow this and additional works at: https://docs.lib.purdue.edu/atg

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# Against the Grain

*"Linking Publishers, Vendors and Librarians"*

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## Is the Future Convergence or Collision?

by **Rob Virkar-Yates** (Chief Operating Officer, Semantico Ltd.) <rob.virkar-yates@semantico.com>

A not unrealistic vision of the future is that of a person owning a single digital device through which they will create and consume all their digital content and manage all their communications and transactions. Even if this specific vision fails to materialise, there is no doubt that technology is causing an irresistible gravitational pull to a wholly digital, converged centre.

Of course, technology is not the only force at work: political expediency is driving fundamental changes to business models (leading to new content platforms and the hybridisation existing ones); the digitisation of our world is changing the way that all of us interact and communicate, research and publish; new generations are growing up with a completely different experience of "consuming" content than their parents. Against this backdrop those in the scholarly ecosystem are facing a difficult and eventful journey. What will the results of convergence be, and what kind of collisions will we experience along the way?

In "**Hunters and Gatherers: The Future of Search**," **Dr. Andrea Fellas** explores how human biology and technology are converging and what this means for how we construct, consume, and explore the emerging digital landscapes. Forging into the future, the internal and external worlds we inhabit are colliding. In an age where many of us already carry computers in our pockets — and even inside our bodies — how will the symbiotic relationship between Homo sapiens and its devices evolve and what does it mean for how we forage for information?

In "**Convergence! Collision! Bridging the Gap Between Research and Practice: How Mobility Liberates Content From the Library and Puts it in the Hands of the Users**," **Andrea Powell** explores the challenges of delivering highly targeted and action-oriented information, which normally has its origins in the research literature and reference library, directly to users in practice, be they busy veterinary practitioners or smallholder farmers in the remotest parts of the developing world. She describes the information management techniques and the use of technologies that enable a traditional, research-oriented publisher to put knowledge in the hands of such non-academic user groups.

"**Redrawing the Line: Challenging the Publisher-Library Relationship**" by **Jane Harvell** and **Joanna Ball** outlines how the **University of Sussex Library** is working with **SAGE** to develop a trusted relationship and an alternative space (both physical and metaphorical) for conversations and collaboration. Within the scholarly ecosystem academia, libraries, and publishers have evolved together over the last 150 years into an established order of publishing and dissemination. Massive changes in technology, disruptive publishing models, and the globalization of education have meant that this accepted order is being significantly challenged.

In the final paper, "**As Worlds Collide — New Trends and Disruptive Technologies**," **Darrell W. Gunter** explores the hypothesis that there are several forces (old and new) that are seriously threatening the publisher's traditional subscription pricing model. The

## If Rumors Were Horses

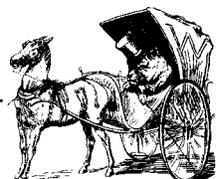Happy June! Lots has been going on these days.

In the recent ruling on the **HathiTrust and fair use** the second circuit affirmed **Judge Baer's** earlier decision. We will have a lawyer panel during the **34th Charleston Conference,** probably on Friday afternoon.

*http://www.districtdispatch.org/2014/06/ala-applauds-second-circuit-affirmation-fair-use/*

What a big development! **HighWire Press**, a technology service provider to influential scholarly publishers and an auxiliary unit of **Stanford University Libraries**, has received a significant equity investment to support its strategic growth from **Accel-KKR**, a technology-focused private equity firm. The new partnership enables **HighWire** to further its strategic initiatives and digital innovations in Internet-based publishing. The investment from **Accel-KKR** will enable the business, **HighWire Press, Incorporated**, to operate as a stand-alone

**Angela's** son **Ethan** arrived in April weighing a whopping 10 lbs, 2 oz. Our congratulations go out to the **Flenners**!

# From Your (going with the flow) Editor:

I am trying to adapt to a new office situation these days. Remember that we moved into the new **Addlestone Library** close to ten years ago? Well, now we are "renovating" "redesigning" repurposing." To wit, we are compacting every single shelf and expanding our seating for students. We are also making more room in Special Collections since many of the collections from the **South Carolina Historical Society** in the Fireproof Building down on Meeting Street across from the Mills House Hotel are being moved to our Library. In the process, Technical Services has had to move down an entire floor, mind you temporarily. I am now in the Reference office near my wonderful colleague, **Christa Poparad**.

Working on this issue, as always has been fun. **Rob Virkar-Yates** who recently got promoted has done a masterful job of putting together four papers on a vision of the future which sees both convergence and collision. We have papers by **Dr. Andrea Fallas**, **Andrea Powell**, **Jane Harvell** and **Joanna Ball**, and **Darrell W. Gunter**. There is an op ed from **Mark Dahl** on the evolving eBook ecosystem. Our interviews are with **Mark Cummings**, **Skip Pritchard**, **Mark Gross**, and **Kim Massana**. **Elizabeth Lightfoot** has taken charge of the Luminaries column which is about opinions on mentoring and leadership. **John Riley** has a Library Marketplace about the digital versions of *Against the Grain* and the **Charleston Conference**,

**Michael Pelikan** is talking about our world of Smart Things, **David Parker** talks about the library and learning content, **Bob Holley** talks about saying no, **Allen McKiel** and **Jim Dooley** update us on DDA pilot projects, **Biz of Acq** is about the growing area of endowment and transferred funds, and there is much, much more.

I have just gotten an urgent email about the concrete and sand that will be in our parking lot tomorrow and why we can't park in our usual parking spaces behind the library. That and the fact that the concrete trucks will have a lot of maneuvering to get all the hoses where they are supposed to be. Guess that Vision and Collison are really hitting us these days!

Happy summer! Love, **Yr. Ed**.

# Letters to the Editor

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

### Dear Editor:

This letter was addressed to **Katina Strauch**, **Don Chvatal**, and **Scott Smith**.

Thanks! The book, *Tale of a Band of Booksellers*, about the **Richard Abel Company** published by **Against the Grain Press** came. It looks great! I've thumbed through a bit and can't wait to sit down and read — what memories and what a lot to learn about the days before I joined **Abel**. I'm glad there's a photo section too. And very, very glad I found the logo! Thanks to you and Don and Scott. A wonderful book.

**Mary Devlin**  <mary@mdevlin.com>

*Editor's Note:  Against the Grain published "Papa Abel Remembers: Tales of a Band of Booksellers" in 2013.  The book included reminiscences, pictures and mementos from several colleagues who worked with the Richard Abel Company — Rea and John Christofferson, Don Chvatal, Mary Devlin, John Laraway, Mike Markwith, Don Satisky, and Helmut Schwarzer. Also included are columns from Against the Grain by Richard Abel.  For those of us who were too young to participate in the birth of the very first approval plan, this is a look inside our history.*

*(Papa Abel Remembers: Tale of a Band of Booksellers, edited by Scott Alan Smith and Katina P. Strauch, Charleston, SC: Against the Grain Press, 2013.  9780963404385 $15.00).* — **Yr. Ed**.

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### AGAINST THE GRAIN  DEADLINES VOLUME 26 — 2014-2015

| 2014 Events | Issue | Ad Reservation | Camera-Ready |
|---|---|---|---|
| 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 |

#### FOR MORE INFORMATION CONTACT

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

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enterprise. **Accel-KKR** will own a majority interest of the company and **Stanford University** will maintain a significant minority stake. **Michael A. Keller**, University Librarian at **Stanford**, will serve as the **Stanford** representative on the **HighWire Press, Inc**. board of directors. **HighWire** was founded in 1995 under **Keller's** leadership, to ensure its partners — academic societies and independent publishers — would remain strong and able to lead the transition towards the use of new technologies for scholarly communication. Known for combining cutting-edge technology with long-term organizational stability in support of its community-oriented mission and model, **HighWire** facilitates the development, dissemination and discovery of nearly four thousand prominent journals, books, and other scholarly works online, as well as a highly customized manuscript submission, tracking, and peer review system for journal editors. **Keller** explained how the tradition of customer service, constant innovation, and careful fostering of a dynamic scholarly community will remain the charge of **HighWire Press, Inc. Accel-KKR** and **Stanford Libraries** have been working closely to ensure a smooth transition and a commitment to **HighWire's** core mission. Current Managing Director **Tom Rump** will continue to lead the organization as CEO of **HighWire Press, Inc**. **HighWire Press, Inc.** will continue to operate out of its headquarters office in Redwood City, California, as well as its satellite offices on the East Coast and in the United Kingdom. **Accel-KKR** is a technology-focused private equity firm with $2.3 billion in assets under management. The firm invests primarily in software and technology-enabled businesses well positioned for topline and bottom-line growth. At the core of **Accel-KKR's** investment strategy is a commitment to developing strong partnerships with the management

## Hunters and Gatherers
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Beyond the simple mechanics of information foraging, factors such as visual perception or cultural conditioning can also play a deciding role. How information is displayed in terms of colour, shape, and positioning might dramatically affect the handling time of each search result, or perceptions of value. User experience is a field emerging at the intersection of various disciplines from computer science to design, and is uniquely placed to offer insights into precisely these kinds of problems. By observing and recording our online behaviour, we can qualify and quantify the design of our digital tools.

Technology is becoming increasingly modular and contextual as we begin to build an Internet of Things, involving direct connections between smart objects and devices. The advent of ubiquitous computing might mean that instead of having to actively visit a search engine or device to do your searching, we will be able to seamlessly search from whatever context we are in. Of course, this vision hinges on our devices being able to understand information like we do, so there is a huge task ahead to turn our heaps of unstructured data into structured, machine intelligible information.

Finally, as much as we shape our tools, they shape us too. In little over a decade, the Internet has become so pervasive that for many of us it now acts as a form of external memory. When access to information is no longer a limitation, it's less important to recall the information itself and more important to know where and how to access it. This search-and-retrieval process is fundamental to life in the information age and the more we understand it, the better our symbiotic relationship with searching will become. 🌱

## Rumors
*from page 6*

teams of its portfolio companies and a focus on building value through the significant resources available through the **Accel-KKR** network. **Accel-KKR** has a particular focus on buyouts and recapitalizations of family-owned or closely-held private companies, going-private transactions and divisional buyouts of larger companies. It invests across a range of structures, functions as minority or majority investors and commits a wide range of capital — from less than $10 million to over $100 million. The firm has offices in Menlo Park, Atlanta, and London. For more information, please visit: *www.accel-kkr.com.*
*http://highwire.org/PR/HighWire-Growth-Investment.pdf*

Another huge announcement! **Innovative Interfaces** has acquired **VTLS**, a library automation solutions provider with customers in 44 countries. The combined companies will be led by **Innovative** CEO **Kim Massana**. **VTLS's** offerings include well-known and respected library automation products including Virtua, VITAL, Chamo, and FasTrac. The acquisition by **Innovative** brings together its corporate resources with the special consulting and support expertise that **VTLS** has established internationally. As part of the transition, **VTLS flagship products** will be re-branded, incorporating the company name into the product name including VTLS-Virtua, VTLS-VITAL, and VTLS-Chamo Discovery. Corporate headquarters will continue to be located in Emeryville, CA, with other major offices in Blacksburg, VA; Syracuse, NY; Dublin, Ireland; Barcelona, Spain; Kuala Lumpur (Selangor), Malaysia; Noida, India; Madrid, Spain; and Taipei City, Taiwan. **Innovative** now employs more than 500 staff members, including 150 librarians. See more at: *http://www.iii.com/vtls#sthash.nrFYWmj7.dpuf.*

Congratulations to **Tyler** (Digital Services Librarian, **Addlestone Library**) who sent this photo of his son **Jack Edwin Mobley**, born on April 17th and weighing in at 6 lbs, 10 oz.

based on a very specific concept or research term. The other application that we launched was the **Reviewer Finder**. This application had three unique applications. For the publisher it allowed an editor to find the most appropriate peer reviewer based on their researcher profile. For example the editor could cut and paste the author's manuscript into the search box and create a "Fingerprint" of the manuscript and then match it against the "Fingerprints" of their peer review group to determine the best member of their peer review group to review the submitted manuscript. The second application is for grant funding organizations to "Fingerprint" a submitted grant application to determine the best investigator to review the grant application. The third application helps the Director of Research to match the best-qualified researcher to a specific grant.

Technology transfer is another emerging opportunity for the research university. Being able to harness their respective knowledge within their institution is very important. Institutions have been trying for years to know what knowledge exists within their institution. A great example is one of **Collexis**' first Expert Profile customers, **Johns Hopkins**. **Johns Hopkins**[11] had been trying to determine within their research community who was doing what research and who was an expert in a given field. To facilitate collaboration, they opened up a coffee shop where the faculty could mingle, get to know each other, and share ideas. Well, the coffee shop did spur great conversations while folks were getting a cup of Joe, but it did not solve the problem. After a consultation with **Steve Leicht**, the COO for **Collexis**, they initiated a pilot of our Expertise profiling system.

With the **Collexis** Expert profiling application they were immediately able to search and find any relevant expert in any field. Their use of the **Collexis** Expert profiling system immediately and dramatically increased their collaboration among their researchers.

It is important to note that Asklepios Group, a 100-unit hospital system, utilizes the **Collexis** technology and after its implementation **Springer** experienced a 4X increase in the use of their articles. If you have time, please go the URL *http://download.microsoft.com/ download/8/f/0/8f02f193-320c-4d0c-b4df-6578e9254ad6/Asklepios.doc* for Asklepios' case study about their experience.[12]

### The Collision!

The ever-growing Bioinformatics field requires the research institutions to provide their research community with the best tools and resources to position themselves against their peers/competitors. In addition to this challenge the research community has to deal with the declining grant opportunities from the **NIH**. This collision has the young researchers finding themselves in a pickle as they are working to get their first R01 grant, which helps them to establish themselves in the research community. The competition for the CTSA grants is going to add to the pressure for the

research institutions to procure the necessary Knowledge Discovery tools that will allow them to meet the fundamental requirements of the grant application.

The researcher's time is being challenged with the sea of data that they must maneuver through to find those unique scientific breakthroughs that will help them achieve the R01 grant. Standard search tools will not be sufficient to assist the researcher in the quest for knowledge discovery. With article growth at 3+% per year the challenge is getting greater every year.

The library community's issue of publisher increases is first and foremost in their mind. They are hoping that the Open Access options will relieve some of the pressure they face in meeting their ever flat or decreasing budget. As the academic institutions move towards Knowledge Discovery tools, how will they finance these initiatives? Their financial pie is not getting bigger! No doubt they will look to add these new services and tools, but at whose expense?

The publishing community have their challenges as well. Open Access and the OSTP mandates are certainly top of their minds as these activities are certainly going to tug at their traditional subscription-pricing model. As we have seen **Elsevier** has raised the ante with their practiceupdate.com and several acquisitions including **Collexis**. In regards to the "Semantic Wave," the publishers' aggregators, etc., will need to move faster in determining if they are going to build, partner, or acquire the companies with this semantic technology or they will find themselves (their content) on an island with no bridges to their research community. One fact is undeniable: They will need to do something strategic sooner than later.

We are at the very beginning of the Knowledge Discovery "Semantic Wave." My prediction: more Open Access Journals and more publishers following **Elsevier's** lead with strategic initiatives and acquisitions. Basic Boolean Search coupled with A&I services will remain but most likely will be in the shadow of the new rising star, Knowledge Discovery powered by semantic analytics. 🌳

**Endnotes**

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4. *http://www.fas.harvard.edu/home/news_and_events/releases/scholarly_02122008.html*

5. *http://www.lib.berkeley.edu/scholarlycommunication/uc_open_access_policy.html*

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8. **Zerhouni, E.**, The NIH Roadmap, October 2003, *www.sciencemag.org*.

9. Clinical and Translational Science Awards, *www.ncrr.nih.gov*.

10. **Mills, D.**, Project 10X's Semantic Wave 2008 Report: Industry Roadmap to Web 3.0 & Multibillion Dollar Market Opportunities, February 2008. *www.project10x.com*

11. **Johns Hopkins** *http://www.researchprofiles.syynx.de/jhu/jhu.htm.*

12. *http://download.microsoft.com/ download/8/f/0/8f02f193-320c-4d0c-b4df-6578e9254ad6/Asklepios.doc*

*Against the Grain* interviews **Kim Massana** in this issue (p.39). We learned about the acquisition when this issue was in press. Below is an additional question that we asked **Kim** about the acquisition and his answer:

*ATG: And it seems that this was just the first step. In a major acquisition that you announced a few days ago, Innovative has purchased VTLS. What does VTLS bring to the table? How does it and the libraries that it serves fit into Innovative's corporate strategy? Why is Innovative being so aggressive in acquiring other companies? Is there a danger that you may be moving too quickly and growing too fast?*

**KM**: In **VTLS** we saw a company with a strong family of library technology products, deep roots in the library community and an impressive global presence that complements ours. **VTLS**, which was serving 2,100 libraries in 44 countries — including major institutions like **Library of Congress**, **Hong Kong Public Library**, and **Queens Public Library** — has a particularly strong presence in both Europe and Asia, which are both strategic priorities for **Innovative**. With the acquisition we have increased our ability to support customers in both regions — we now have major offices in Dublin and Barcelona to serve Europe, the Middle East and Africa (EMEA) and major offices in Delhi and Kuala Lumpur to support our Asia Pacific presence.

One of the immediate results of the two acquisitions is that we have brought on board

investments, both parties are likely to conduct research before and after making the investment, and even though they are each studying the same product, the research questions are just different enough to lead to different research approaches and different types of data. Ideally, publishers and libraries are working together to answer these questions, sharing what we are able to share so that the product we produce and that libraries acquire can be both useful and used.

This collaboration can include sharing the results of research where possible, having libraries serve as development partners with publishers, publishers creating use cases for a product in concert with user and buyer feedback — and in the end, all of the stakeholders sharing what matters to each of us in the information ecosystem. In order for this to work optimally, we must each let down our guards a bit so that we can learn from and appreciate each other's experiences. 🐟

a lot of talent, in areas ranging from R&D to services and support, to complement our existing staff at **Innovative**. I've already talked about **Bill Shickling**, **Jodi Belliinger**, and the great group from **Polaris**. In the same vein, **Dr. Vinod Chachra** assembled a strong and experienced group of people at **VTLS**, who we're integrating into the **Innovative** team. I'm very excited about bringing the groups together to focus not only on serving our customers today, but on developing next-generation library technology products that will help our libraries keep pace with the rapid pace of change in their communities.

It's true we're growing fast, but I wouldn't say it's too fast. We've been investing strategically in both people and technology infrastructure in anticipation of growth and we have the resources and the management bandwidth to handle the integration of both organizations, which is well underway. We're very focused on not missing a beat with any of our customers and look forward to pooling our talents and being one of the leaders in providing technology solutions to libraries for many years to come.

**Ambassador Education Solutions** has hired the delightfully astute **Michael Cooper** as **Business Development Manager** of its **Library Services Division**. **Michael** has more than three decades of experience in the library services industries, where he has helped libraries around the world build robust collections of the most in-demand titles. "Today's libraries are undergoing a major transformation with access to new kinds of resources and emerging delivery channels," said **Steven**

**M. Blicht**, COO of **Ambassador Education Solutions**. "**Michael** brings a tremendous amount of insight and inspiring new ideas that we believe will help strengthen library programs everywhere." **Michael** has started and operated his own library supply businesses over the last few decades. Most recently, he served as president of **BUSCA**, a niche library supplier of print and non-print titles, including difficult to find and limited distribution journals and periodicals, textbooks, reference works, monographs, and multimedia. He is a graduate

of **Colgate University**. **Ambassador** will be exhibiting in booth #1718 at **ALA** coming up in Las Vegas June 27th through June 30th. *www.ambassadored.com*

Returning to **BUSCA**, we told you online (May 19) that **John Riley** was leaving **BUSCA** and was on to other things. **John** is working with *ATG* to do **Quirkies** and to attend some meetings for us, etc. He just returned from **SSP.**

Has everyone been as interested as I am in the **Amazon/Hachette** fight/dispute about

## Questions & Answers
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works available digitally, and copyright is one of those. First, the publisher must obtain the electronic rights from the author as a separate grant of rights. Then, there are copyright risks with making works available, although these can be reduced significantly with digital rights management. Publishers actually have greater ability to control the use of their works through licensing digital works rather than relying on copyright protection alone. Other reasons that publishers might decide not to make works available digitally include perceived lack of public interest in an individual work, a genre or a particular subject matter; fear of piracy or the lack of a business model to help with the transition from print to digital publishing.

*QUESTION: A public library wants to host a public viewing of a foreign film and wishes to seek permission for the performance. How can one seek permission if the library cannot locate the copyright owner?*

__ANSWER:__ Locating foreign copyright owners is difficult indeed. One should try organizations such as **Kino Lorber**, which specializes in independent films (*http://www.kinolorber.com/*), the **Motion Picture Licensing Corporation** (*www.mplc.com*) or **Movie Licensing USA**, a division of **Swank** (*http://library.movlic.com/*) to determine if these organizations can license performance of the film. If the copy of the film contains the name of the studio, an Internet search may reveal the address and contact information for seeking permission. If all avenues to locate the owner fail, then the library is faced with a decision about whether to host the performance or not. How important this performance is to the library is the crucial question. If it is absolutely essential that the library host this performance, then the library may be willing to assume the risk that the copyright owner will later come forward, complain and demand royalties. If the library still wants to host the performance, the city or coun-

ty attorney for the library should be consulted to assist in evaluating the risks and making the decision.

*QUESTION: A school library seeks to create a digital file of 3-D objects which will allow online viewers to control their viewing of the objects. May this archive be mounted on the Web without permission?*

__ANSWER:__ The benefits of having a digital archive of 3-D objects for students is clear, but just because something is beneficial does not mean that it is free from copyright concerns. Unless the objects are in the public domain, then permission is required to reproduce them for the archive. Permission to post the archive on the Web is unlikely to be granted, however, since this makes the archive available to the world. Instead, permission probably will be limited to students, faculty and staff of the school, which means that access to the archive must be restricted to the campus community.

*QUESTION: In advertising events or for bulletin boards, must the library use the actual book jacket or may it reproduce jackets/images to use for this purpose?*

__ANSWER:__ Libraries are permitted to create displays of original works under section 109(c) of the *Copyright Act of 1976*. That section reads: ... "the owner of a particular copy, lawfully made under this title, or any person authorized by such owner, is entitled, without the authority of the owner, to display that copy publicly, either directly or by the projection of no more than one image at a time, to viewers present at the place where the copy is located." This indicates that displaying the original book jacket on a bulletin board or as part of a library display is not an infringement of copyright if the school library owns a copy of the book. Reproducing that jacket may be, however.

It is important to note that often the publisher does not hold copyright on the artwork that is on the jacket. Instead, the publisher has obtained a license to include the artwork on the book jacket for the title. One must question how much damage a single

reproduced copy of a book jacket does to the copyright owner, whether that is the artist or the publisher. The answer certainly is that very little damage is caused, even if the reproduction of the jacket becomes widespread. The book jacket reproduction does not substitute for the book and may lead to increased readership and sales for the book. That said, it is still technically an infringement of copyright.

*QUESTION: What should a library do about fair use as defined by recent cases? Should it alter its policies and no longer seek permission for putting materials on electronic reserve or in course management systems?*

__ANSWER:__ It is difficult to answer that question since so many of the cases are currently on appeal. If the **Georgia State**[1] case is upheld by the 11th Circuit, then reproducing articles and book chapters for library reserves and course management systems is a fair use and requires no permission. In that case, the judge added an interesting restriction on the third fair use factor, amount and substantiality: "Where a book is not divided into chapters or contains fewer than ten chapters, unpaid copying of no more than 10% of the pages in the book is permissible under factor three," thereby creating a 10% rule. The other cases, **Google Books**[2] and **HathiTrust**,[3] really do not apply to individual library uses but are so-called mass digitization cases. They, too, are on appeal. Some libraries have liberalized their policies based on the trial court opinions in these cases, but they must also consider the 10% rule now. Others are waiting until the appeals are settled to make any policy changes. In fact, those libraries that have altered their policies may have to reinstate the more restrictive policies based on the outcome of the appeals and could be liable for damages. This is a matter that should be discussed with university counsel before deciding what approach to take. 🐦

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**Endnotes**
1. 863 F. Supp.2d 1190 (N.D. Ga. 2012).
2. 770 F.Supp.2d 666 (S.D.N.Y. 2011), rev'd and remanded, 2013 WL 3286232 (2d Cir. July 1, 2013).
3. 902 F.Supp.2d 445 (S.D.N.Y. 2012).

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## Rumors
*from page 47*

discount on books? Many famous authors are joining in on both sides. **John Patterson**, **J.K. Rowling**, **Stephen Colbert**, **Malcolm Gladwell**, and many others.
*http://www.bookbusinessmag.com/aggregated-content/indie-booksellers-join-hachettes-battle-amazon*

**Matt Hancox** has been promoted to the **Gale Public Library Sales team** as a **District Manager**. Those of you in the Mid- and South-Atlantic probably know him as your

**Gale Digital Collections Representative** for the better part of the last decade. Of course, **Matt** is excited about the new opportunity, but sad to say "au revoir" to his academic library friends. He says, however, that we couldn't keep him from **Charleston** in November. **Matt** will begin his new duties on July 2nd.

This is a **fun and heart-warming story** that underscores the importance of the printed word. **Betty Fowkes** is 80. When she was 11, her father gave her the book *Magic Australia* by **Nuri Mass** for Christmas, 1944. She lost the book when the family moved, but her daughter, **Liz Crooks** found the book in New York's **Austin Book Shop** sixty-six years later.

The book was perfectly preserved and still had the inscription from **Betty's** father.
*http://web.orange.co.uk/article/quirkies/Book_finds_its_way_back_home_after_66_years*

This story reminds me of a column that **Bob Nardini** wrote for *ATG* about print versus electronic copies of books. Actually, I have looked for the column online (did you know you can search a lot of *ATG* back print issues at **Purdue ePubs**?) but haven't found it yet. In the column, **Bob** talks about how he remembered a college text because it was on his bookshelf and he wonders if he would have remembered the book so vividly had it been in electronic

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include mold or insect problems, fragile or brittle condition issues, and specific archival storage methods to preserve the materials or protect the existing collections.

Concerning these preservation issues and the question: "Do preservation issues affect your decisions on when, how, where, or the way you process the materials?" **Hudson** answered...

"Yes. Again in the example above, we are considering sending the collection to a service agency before bringing it into the building, for some mold remediation. We are going to want to replace all of the original folders with archival folders. All of the original staples and paper clips are rusting and will need to be removed, etc., etc."

### Processing Collections

General physical processing involves the receipt, labeling, and removal of duplicate or harmful materials, followed by filing, storage, or shelving.

When asked: "Can you describe the challenges, problems, or frustrations when dealing with hidden collections?" **Hudson** addressed this issue...

"I think you have to keep your eyes on the big picture and avoid getting weighed down by the sheer volume of material you are trying to make available. I sometimes see our staff get demoralized when it seems like their efforts are not 'moving the pile,' to use a sports analogy."

A different question posed: "Do you think there is enough technical or financial support available to help process and uncover hidden collections in today's libraries, archives, or museums?" brought forth a familiar refrain that many special collection libraries, archives, or museums are dealing with in various ways. **Hudson** explained…

"No, but I don't see this getting better anytime soon. We are in a political climate right now where public support for museums and libraries is waning. There are, however, a lot of dedicated professionals out there who are just a phone call away, and I've found our colleagues are always a valuable source of technical advice."

### Digitization

Utilizing current digitization methods, many special collection libraries, archives, and museums create online or digital records and finding aids to provide access to their unique materials.

I was interested in learning **Hudson's** thoughts about current technologies with the following question: "Do you think digitization or special equipment like overhead scanning stations might speed up the processing/accessioning of collections to eliminate or slow down backlogs?" **Hudson** explained,

"Hmmm. I think it is still going to require a human to organize a finding aid, but maybe if OCR technology was combined with artificial intelligence. But I think we're still a ways off from that. But certainly the modern ease of searching massive piles of data quickly certainly makes recall easier."

### Conclusion

Special collection libraries, archives, and museums diligently work to promote public engagement with unique collections, rare materials, special

events, and valuable displays. Special collection libraries, archives, and museums also strive to get rare and unique materials quickly accessible for researchers, while preserving the integrity of the item. As **Hudson** points out in our final question below, a good collection policy can help libraries, archives, and museums to develop strong strategic plans. Collection policies and paperwork assist with initial evaluations of materials and the expectations or communications with potential donors.

Lastly, **Hudson** responded to this final question: "Do you have any suggestions for ways to prevent hidden collections from happening?" with…

"It is hard. First I would advise every institution to write a collecting plan and include collecting in your strategic plans. Carefully consider your resources as you evaluate potential gifts. However, it is hard to turn down an important collection that is headed for the dumpster if you do not intervene."

This columnist looks forward to speaking with another special collection library, archive, or museum about the topic of hidden collections in future *ATG* issues. 🌳

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form. The reason I bring up **Bob** right now is that he said he has "refueled" and wants to write for *ATG* again! **Bob** is guest editing the print issue of *ATG* (Dec/Jan 2015) on library publishing and university presses. <bob.nardini@ingramcontent.com> *www.ingramcontent.com*

Heard from **Posie Aagaard** (Assistant Dean for Collections & Curriculum Support, **University of Texas at San Antonio Libraries**) who is our moderator in the Colonial Room at the Francis Marion during the **Charleston Conference**. **Posie** has worked with **Hazel Woodward** and **Helen Henderson** (**Information Power**) as moderators. Unfortunately, **Hazel** and **Helen** will not be in Charleston this year. (boo hoo) Anyway,

**Posie** is expecting a baby girl sometime in the month of August. She hopes to be able to travel again by November! Here's hoping!

And the awesome **Liz Chapman** (**London School of Economics**) is for sure moderating in the Colonial Room during the **Conference**!

And speaking of baby girls, **Leah Hinds'** sister, **Caroline Goldsmith** who works during the **Conference** and has also transcribed many of the talks will not be in Charleston this year either because she is due to have a baby girl in October!

On the baby front, my daughter, **Ileana** is expecting and her baby is due — gasp — November 3!

It is hot, hot, hot in Charleston but the weather will be nice in November. Have you registered for the **Charleston Conference** yet? *www.katina.info/conference* Happy Summer! 🌳