

2014

## If Rumors Were Horses

Katina Strauch

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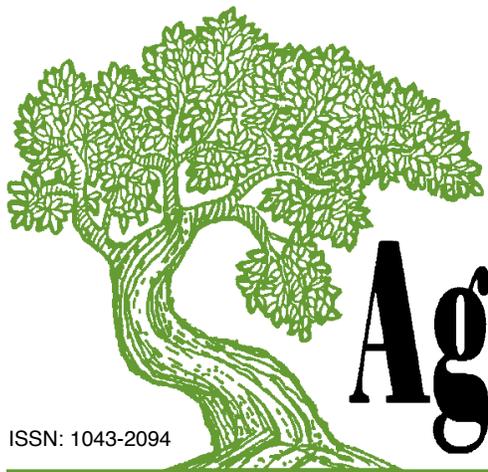
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# Against the Grain

*“Linking Publishers, Vendors and Librarians”*

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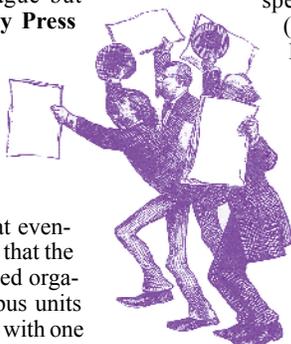
## Library Publishing and University Press Publishing: Then and Now

by **Bob Nardini** (Vice President, Product Development, Ingram Library Services) <bob.nardini@ingramcontent.com>

“Everything changed in the fall of 2008,” writes **John Hussey** to open the first of nine articles in this issue of *Against the Grain* devoted to the intersection of publishing by academic libraries and by university presses. **John**, now my **Ingram** colleague but who was then at the **University Press of Kentucky**, relates how the economic crash made a ruin of **Kentucky’s** plans for the publishing season. At the same time, the crisis forced the **Press** to analyze “every facet of the business” to survive in a harsher financial climate. One thing that eventually changed at **Kentucky** was that the **Press** and the library were merged organizationally and these two campus units who until then had had little to do with one

another “were now sharing office spaces,” as **John** puts it in “**Academic Publishing is Not in Crisis — It’s Just Changing.**”

That was the same year, 2008, when *Against the Grain* commissioned an earlier special issue on this same topic (December 2008-January 2009). **Patrick Alexander**, then and now at the **Penn State University Press**, is a special issue contributor then and now as well. “Then,” **Patrick** described the assets university presses might bring to a joint enterprise between organizations so culturally different. He confessed to having “no secret recipe” for success in these unions, which were in



the early stages of taking shape at places like the **University of California, New York University, Cornell, Duke, and North Carolina**. Six years later, **Patrick** finds that best practices “continue to be in relatively short supply” and that cultural differences are as strong as ever. But he suggests that libraries and presses might evolve to complement one another, invoking in his suggestion the biologist **E.O. Wilson**. Read about it and even watch an **E.O. Wilson** video in, “**The Ant, the University Press, and the Librarian: Reflections on the Evolution of Scholarly Communication.**”

**Maria Bonn** once referred to those early projects from 2008 as the “usual suspects,” pioneers who often found themselves drafted for panels as spokespersons for the young

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## If Rumors Were Horses



**George Wilton Jacks** (grandson of **Bruce** and **Katina Strauch**) was born on Monday, November 10 at 9:42 pm. He weighed 7 lbs, 2 oz. He and his mother **Ileana** and dad **Sam** are doing very well in Jacksonville, FL. Isn’t he just adorable? A precious bundle of joy for all.

**H**appy 2015! Lots of news to report so far! Where to begin?

**McFarland & Company, Inc.**, Publishers’ founder **Robert Franklin** announced that he has passed the job and title of **President** to the awesomely deserving **Rhonda Herman**. **Franklin** will assume the new title of **Founder and Editor-in-Chief**. Founded in 1979, **McFarland** is an independent publisher of academic and nonfiction books. I remember reading about **Franklin** in the *Wall Street Journal* many years ago — it’s a great article. “Publishing: Niche Publisher Prospers — Without Grishams or Kings,” by **Eleena de Lisser**, *Wall Street Journal*, eastern edition, 12 March 1998, B1. Located in the beautiful mountain town of Jefferson, North Carolina, the publisher offers 5,100 books in print, offers nearly 3,000 eBooks through online booksellers, operates its own printing facility, and employs 55 people. **Rhonda Herman** joined the company in 1982 as **Business Manager**. She was promoted to **Vice President** in 1991 and to **Executive Vice President** in 2004. While she has worked at various times in her **McFarland** career in every corner of the operations,

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# From Your (weathering the storm) Editor:



Hmmm. So many people expect it to be warm year-round in Charleston. Come again. It gets cold down here! Okay, cold for us. Temperatures have been as low as 19 degrees Fahrenheit. And that's cold in most anybody's book, right? Plus we have had non-stop rain for the six weeks just after the **Charleston Conference** ended. Whew!

This issue is a stellar one. **Bob Nardini** has put together papers on the topic of **Library Publishing and University Press Publishing: Then and Now**. Authors include **Patrick Alexander, Lisa Bayer, Maria Bonn, Gary Dunham and Carolyn Walters, Isaac Gilman, Kevin S. Hawkins, John Hussey, Paul**

**Royster, and Charles Watkinson**. The **Op Ed** is by **Matthew Goddard** on a surprising new trend.

Our interviews are with **Audrey Powers, Peter Shepherd and Stanley Wilder**. I am sad to report that **Tony Ferguson** is retiring from **Back Talk** with this issue. ; ( But he has written a doozy of a **Back Talk** about Library School and the union card in his latest column.

**Erin Gallagher** has a special report on **Polling** during the **2014 Charleston Conference**, in **Elizabeth Lightfoot's Luminaries** column **Robert Boissy, Valerie Boulos, Jill Emery, and Celeste Feather** comment on **Open Access**. **Glenda Alvin** talks about **frienemies**,

**Mark Herring** about the cost of a college education, **Bruce Strauch** on writers in Hollywood, and **Bob Kieft** tells us about monographic shared print in the corn belt. And, of course, there is lots more I haven't mentioned here, so get comfortable in your favorite chair and read on.

Well, the sun is out and the temperature is 43 so we are going outside to take a walk around all the puddles.

Happy New Year, y'all. 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:

I really enjoyed the **Charleston Conference**. It's my favorite conference to attend, and I'm already looking forward to next year.

**Debra Hargett, MLIS**

**Ethel K. Smith Library, Wingate University**

<dhargett@wingate.edu>



### Dear Editor:

It was a wonderful conference as always, and we thank you and your colleagues for all your work and for having the good fortune to be located in such a pleasant place. I hope you all have had a chance to rest up after the very hectic few days of all those visiting librarians and vendors and that you enjoy a peaceful and happy Thanksgiving just around the corner.

Best regards,

**Robert Robbins, Representative**

**AMALIVRE (formerly Aux Amateurs de Livres/Librairie Touzot Internationale, 34 Orr Road, Jericho, VT 05465)**

<robbins@together.net> 🐼

## AGAINST THE GRAIN DEADLINES VOLUME 26 & 27 — 2014-2016

2015 Events	Issue	Ad Reservation	Camera-Ready
Annual Repot, ACRL	February 2015	01/08/15	01/22/15
MLA, SLA, Book Expo	April 2015	02/19/15	03/12/15
ALA Annual	June 2015	04/09/15	04/30/15
Reference Publishing	September 2015	06/18/15	07/09/15
Charleston Conference	November 2015	08/20/15	09/10/15
ALA Midwinter	Dec. 2015-Jan. 2016	11/12/15	11/27/15

### FOR MORE INFORMATION CONTACT

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

### Rumors

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she spearheaded the initiative to establish an in-house printing facility and has focused on designing information systems in the last decade. She planned and implemented their eBook strategy during the last five years. Most recently, she revamped technology relating to cover design and book production (400 a year).

<http://search.proquest.com/nuncio.cofc.edu/nationalnewscore/docview/398618568/fulltext/A6717E54235B4032PQ/1?accountid=9959> (pay wall)

<http://www.mcfarlandbooks.com/>

**PS** — **Rhonda** will contribute a chapter to the upcoming **Ebooks in Academic Libraries: Stepping Up to the Challenge**, edited by **Robert S. Freeman, Suzanne M. Ward and Judith M. Nixon**, representing the perspective of a commercial publisher. This title is to be published in 2015 by **Purdue University Press' Charleston Insights in Library, Archival, and Information Sciences** series that has a long-time collaboration with the **Charleston Conference!**

<http://www.thepress.purdue.edu/series/charleston-insights-library-archival-and-information-sciences>

Just read that the energetically focused **Beth Blakesley**, associate dean of libraries at **Washington State University**, is the new editor-in-chief of the **Journal of Academic Librarianship (JAL)**, one of the top publications in the academic libraries field.

<http://bit.ly/146WVnu>

Moving right along. **Holtzbrinck Publishing Group** and **BC Partners** have announced an agreement to merge the majority of **Macmillan Science and Education** with **Springer Science+Business Media** (owned by funds advised by **BCP**) in its entirety with the majority of **Holtzbrinck-owned Macmillan Science and Education (MSE)**, namely **Nature Publishing Group, Palgrave Macmillan** and the global businesses of **Macmillan Education**. The joint venture will create a leading publish-

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### Rumors

*from page 6*

ing group with c. EUR 1.5 billion turnover and 13,000 employees. Upon completion of the transaction, the new group will be under joint control of **Holtzbrinck** and funds advised by **BCP** with **Holtzbrinck** retaining a 53% share. The management board of the new company will be composed of four members: **Derk Haank** (Chief Executive Officer), **Annette Thomas** (Chief Scientific Officer), **Martin Mos** (Chief Operating Officer) and **Ulrich Vest** (Chief Financial Officer). The supervisory board will be composed of **Stefan von Holtzbrinck** (Chairman/Holtzbrinck), **Ewald Walgenbach** (Vice-Chairman/BCP), **Michael Brockhaus** (Holtzbrinck), **Hans Haderer** (BCP), **Christian Mogge** (BCP) and **Jens Schwanewedel** (Holtzbrinck). **BC Partners** ([www.bcpartners.com](http://www.bcpartners.com)) has grown and evolved into a leader in buy-outs, principally investing in larger businesses in the region and selectively in North America through its established network of offices in London, Hamburg, Paris and New York. **BC Partners** continues to identify attractive investment opportunities by focusing on the best balance of risk and reward for its investors and is currently advising funds totaling over €12 billion. Since inception, **BC Partners** has completed 85 acquisitions with a total enterprise value of €88 billion and has delivered superior returns through economic cycles, demonstrating discipline in bull markets and an ability to invest in attractive opportunities amidst turbulence and recession. Further details regarding the joint venture's

organizational structure will be disclosed once the businesses are combined. The transaction is subject to approval by various competition authorities, and this is expected during the first half of 2015.

<http://www.springer.com/gp/about-springer/media/press-releases/corporate/holtzbrinck-publishing-group-and-bc-partners-announce-agreement-to-merge-majority-of-macmillan-science-and-education-with-springer-science-business-media/43672>

Still more is happening! Listen up! **OCLC** has acquired **Sustainable Collection Services (SCS)**. Library collections are moving from print to digital, and spaces once used to house books are now dedicated to collaboration and research. Librarians need to decide what materials to keep, what can be shared among groups of libraries and what can be recycled. **OCLC's WorldCat** is the largest aggregation of library data in the world, as well as the world's largest library resource sharing network. **SCS** is a leader in analyzing print collection data to help libraries manage and share their materials. **SCS** services leverage **WorldCat** data and analytics to show individual libraries and library consortia which titles should be kept locally, which can be discarded, and which are the best candidates for shared collections. "OCLC and **SCS** have worked as strategic partners to help libraries manage print materials since 2011," said **Skip Prichard**, **OCLC** President and CEO. "By bringing together the innovative



services of **SCS**, the power of **WorldCat** and the thought leadership of **OCLC Research**, we can move quickly to build services to address this critical need for libraries." "Our partnership with **OCLC** has been vital to **SCS** since our first day of operation," said **Rick Lugg**, Executive Director, **SCS**. "We rely on **WorldCat** to provide libraries the holdings data that is critical to intelligent collection management decisions. As part of **OCLC**, we will expand and extend our analytics capabilities, develop new products, and serve more libraries than we could ever reach on our own." All four **SCS** staff members will join **OCLC** as employees. The team will participate in the **ALA Midwinter Meeting** in Chicago, January 30-February 2 at Booth #1916, adjacent to the **OCLC** Booth #1818. Staff there will be available to provide more information.

<http://www.oclc.org/news/releases/2015/201502dublin.en.html>

Pertinent. **Jim O'Donnell** sent out this link from **Slate** on **Liblicense**. Dutch photographer **Reinier Gerritsen** has compiled a series called "The Last Book." **Gerritsen** took pictures of readers in the New York City Subways reading print books. **Gerritsen** doesn't think print books will be around much longer, but **Jim O'Donnell** says he thinks the "codex is on the verge of a comeback." I have to agree!

[http://www.slate.com/blogs/behold/2015/01/09/reinier\\_gerritsen\\_photographs\\_readers\\_on\\_the\\_subway\\_in\\_his\\_series\\_the\\_last.html?wpsrc=sh\\_all\\_tab\\_tw\\_bo](http://www.slate.com/blogs/behold/2015/01/09/reinier_gerritsen_photographs_readers_on_the_subway_in_his_series_the_last.html?wpsrc=sh_all_tab_tw_bo)

Speaking of which, have y'all seen the video that **John Riley** took during the last day of the **Charleston 2014 Conference**? There are lines and lines of young people holding print books for autographs and readings during **YALLfest** in Charleston.

[http://www.against-the-grain.com/2015/01/the-yallfest-in-charleston-\(nov-2014/](http://www.against-the-grain.com/2015/01/the-yallfest-in-charleston-(nov-2014/)

More pertinent. **Matthew Goddard** has a tongue-in-cheek **Op Ed** about trends to watch — print books. Reminiscent of **Ned Kraft** who kept us entertained in earlier **ATGs** for ten wonderful years. Trying to persuade **Matthew** to do the same! Did you meet

**Matthew** in Charleston? He had a poster that described a project to develop a simple automated way of analyzing the overlap between a library's current holdings and any given list of titles (such as an eBook collection). It also presented a case study on the use of student workers.

<http://2014charlestonconference.sched.org/event/f95935ee61fbce807a93cc21f30d22b2#.VLwli0uVipc>

This issue will have the last **Back Talk** by the incomparable **Tony Ferguson** — maybe! Unbelievably **Tony** has written **Back Talk** for 20 years! Where does the time go? I have told **Tony** that he can come back and tell us what's on his mind any time he feels like it. And I am trying to talk him into coming to the **2015 Charleston Conference** with his lovely wife **Cheryl**. Time will tell.

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## Library Publishing ... from page 1

movement. **Maria** was then director of the **University of Michigan's** Scholarly Publishing Office. She recalls that publisher audience members ranged from "curious to skeptical to downright antagonistic" toward aspiring library publishers. Now, **Maria** teaches at the Graduate School of Library and Information Science at the **University of Illinois**, where, a pioneer again, she is busy creating a program to train the "pubrarians" who, she hopes, will make careers in bridging the two cultures which, like **Patrick Alexander**, she sees as complementary. "**Publishing, Libraries, Publishers, and Librarians: Shared Passions and Complementary Skill Sets to Ensure the Viability of the Scholarly Record**" is her account of pioneering then, and pioneering now.

Timely advice comes from **Charles Watkinson** in "**Three Challenges of Pubrianship.**" **Charles** should know. He is a member of the library management team and also director of both library publishing and university press publishing at the **University of Michigan**, where he started in 2014 after holding a similar position at **Purdue University** for the prior five years. Pubrarians, he says, will need to find ways to convince librarians of the value of publishing, while shaping a merged publishing program in a way that protects the university press brand, and at the same time explores the new opportunities that he believes are "worth minting a new word for."

At the **University of Georgia**, it has never been "a question of why or how, but why not and how often" the library and the press, which **Lisa Bayer** directs, should collaborate with one another. Libraries and university presses are not the only constituencies with a stake in new academic publishing ventures, though. That's one message from **Lisa** in "**You Complete Me: On Building a Vertically Integrated Digital Humanities Program at the University of Georgia.**" In her contribution, **Lisa** interviews a **UGA** historian, editor-in-chief at **UGA Press**, and the university librarian about Georgia's faculty-led and library-housed digital humanities lab, scheduled to open soon, and **UGA's** plans to create new forms of scholarship there that will be both transformational and sustainable.

Georgia isn't alone in having located a new collaborative venture inside library walls. In "**From University Press to the University's Press: Building a One-Stop Resource for Scholarly Publishing,**" **Gary Dunham** and **Carolyn Walters**, of **Indiana University**, record how **IU's** Office of Scholarly Publishing was created in 2012 to move "content dissemination on campus from the university press to the university itself." One highly visible outcome from the merged organization has been a "Scholars Commons," housed in the library, where publishing consultation services are offered by staff from the library, the press, IT, and other campus groups, and where attendance at panels and workshops about book proposals, book contracts, and publishing a first book have forced the OSP, in effect today the "University's press," to find larger rooms for these oversubscribed events.

What if there is no local university press? That's the case at Oregon's **Pacific University**, whose **Isaac Gilman** believes that libraries of all kinds need to consider making publishing a core service, even to the point of prioritizing it over "legacy services." **Isaac**, himself the Publishing Services Librarian at **Pacific**, describes in some detail the philosophical as well as practical barriers publishing libraries will need to overcome, in addition to the skepticism they will face from both within their own profession and from without. "**Adjunct No More: Promoting Scholarly Publishing as a Core Service of Academic Libraries**" presents **Isaac's** case.

"How did we get into this mess?" asks **Kevin S. Hawkins**, of the **University of North Texas**, referring to today's "dysfunctional" scholarly publishing system where library budgets and the cost of scholarly and scientific works so often head in different directions. **Kevin** doesn't see "small-scale collaborations" between libraries and presses as the answer. Instead, in "**How We Pay for Publishing,**" he argues the need to "reimagine" an entirely new system for production of and access to scholarship.

**Kevin** isn't alone in believing the current system is broken. Wait till you read **Paul Royster**, of the **University of Nebraska-Lincoln**. **Paul**, in "**A Library Publishing Manifesto,**" explains exactly why he thinks library publishing is needed to atone for the "sins" of commercial publishers and what he counts as

the failings of university presses. If readers find his contribution "overly rhetorical" or "hyperbolic," as he admits they might, they'll be clear on where **Paul** stands. They'll also find as vigorous an argument for the value of library publishing as they're likely to encounter anywhere, as well as some practical advice for library publishers, all of it based in part upon what **Paul** has learned directing **Zea Books, Nebraska's** own program.

Last spring I heard **Paul** deliver a version of his article at the Library Publishing Forum, a meeting mentioned by several contributors. Library publishers and university press publishers were side-by-side for the first time at a national meeting like this one, and when they met in Kansas City there was an extraordinary level of energy. Sometimes it was energy over what libraries and university presses could do together. Sometimes it was energy over what libraries should do on their own. Sometimes the mood was friendly. Sometimes it was not. If there was a consensus at all, it was that everyone experienced a degree of creative tension that's rare at any conference.

This issue captures some of that same energy, and some of that same tension. Libraries and university presses are different but complementary. Libraries and university presses can work together to reinvent scholarship. Libraries should go it alone. Scholarship belongs to the university, not to the university press. University presses are essential and will respond to any challenge. The whole thing is broken; let's start over. Readers of *Against the Grain* will find all these points of view here.

"Everything changed," **John Hussey** wrote to open things up, and in many ways it has. Organizationally, more libraries and university presses face mandates to work together. Fiscally, nothing has been the same since the crash. Some of those same "usual suspects" from 2008 are still with us, but this issue wasn't intended to check up on them. Then and now, what hasn't changed is that we are still not sure how to answer this question: What's the best relationship between library publishing and university press publishing? Is there an answer? Read the issue, get a taste of our contributors' energy, and enjoy the discussion they offer to the *Against the Grain* community. 🌿

## Rumors from page 8

But — great news!! **Ann Okerson** and **Jim O'Donnell** will be teaming up on **Back Talk** beginning with the February issue. We are very excited!

I remember when **Susan Spilka** was Vice-President, Corporate Communications at **John Wiley and Sons**. Now the bam-zowie **Susan** is Marketing and Communications Director at **CHORUS**. Remember the panel in 2014 **Charleston** by **Scott Plutchak**

(University of Alabama Birmingham), **Greg Tananbaum** (ScholarNext), **John Vaughn** (Association of American Universities), and **Howard Ratner** (CHORUS). The Panel was about the OSTP directive (2/22/13) to make peer reviewed articles and data resulting from research funded by federal agencies publicly accessible which has inspired several new initiatives, most notably the SHARE project being developed by university and library groups; and the publishing community-offered CHORUS project. There's a lot of info online. <http://www.katina.info/conference/conference-info/program/>

Speaking of which, watch the videos from the 2014 *Against the Grain* Penthouse Suite Interviews that are now available! See our chats with **Dr. Sheila Corral**, from **Pittsburgh University**, **Cheryl LaGuardia**, from **Harvard University**, **Scott Plutchak**, from **University of Alabama Birmingham**, **John Rennie**, from **Access Science**, and **Dr. James West**, from **Penn State University**.

<http://www.katina.info/conference/atg-penthouse-suite-interviews-now-available/>

*The Library Lantern*, the librarians' newsletter from **Taylor & Francis** had a great write

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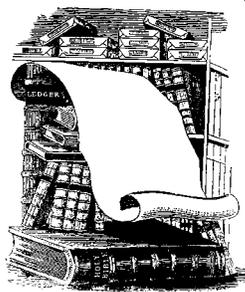
lege Press or perhaps the Library Publishing Coalition, libraries seem to be drifting away from traditional publishing (monographs and journals) and are instead applying their digital expertise to original campus-based, service-minded projects.<sup>6</sup> The Oberlin Group's Lever Initiative<sup>7</sup> may be an exception, but it remains in the planning stages. Not tackling traditional publishing and focusing instead on local publishing, however, makes perfect sense, since it accords with libraries' culture, and the need/opportunity is tremendous. Presses are quietly but quickly changing, creating digital workflows, being concerned about discoverability and DOIs, and holding their collective breath that things don't suddenly change. They are expanding into projects that include a digital component, but change, while seemingly dramatic, has been incremental; presses as a whole still primarily focus on publishing monographs, academic books, and journals.

One new expression that's entered the conversation, however, is *complement*. This term implicitly acknowledges that distinct differences in what university presses and libraries do — and that how they differ culturally — must be embraced. *Complement* underscores the unique contribution of each, the unique "assets," or the different strengths. Sure, a library could start publishing a monograph series, but to do so successfully it could risk forsaking the kinds of cultural qualities that make it a successful library. Moreover, such a rising and intense demand for library services already exists on campus that a library's taking on the role of a traditional press could deplete resources at the expense a library's mission. So the question for both presses and libraries becomes why not focus on what one does best?

Currency in the economy of libraries is service; for publishers, it's cash. As I am fond of saying, anyone can publish and lose money. Publishing is easy. Publishing ventures that disguise publishing costs by folding them into a much larger budget may be showing that they *can* publish and this may accomplish a service mission, but do such enterprises answer the question of how it is paid for? If I recall, im-

proving finances was one of the chief and early reasons presses were moved under libraries. Any provost with a pulse should want to see the financial benefit of a press-library relationship.

Universities face enormous pressure to address scholarly communications needs on their campuses. They strive to provide students and faculty broad digital access; they must respond to urgent needs for digital curation, EDTs, IRs, faculty work, and Big-Data research. They also provide essential support to faculty, students, and staff in and around intellectual property and copyright. All of these demands reflect local, campus-centric publisher services. Demands upon libraries to meet local scholarly communication needs are only increasing. Critical for building any campus publishing infrastructure is understanding the needs, the resources, the expectations of the campus audience. Not every library will want to bring a press under its aegis; not every press will look to its library to collaborate. But, if and when they do, each should complement the other in a manner that underscores the strengths of each, maximizes the efficiency of each, and fulfills the mission of each.



I once watched a video clip about ants — leafcutter ants. **E. O. Wilson** was monitoring the social life of ants. Who knew ants had social lives? So, **Wilson** and his team observe the ants working — as only ants and bees do — to harvest a certain fungi, their only food source. A select subgroup of the little workers harvest pieces of leaves — hence the name leafcutters — and drag them home to the nest. Another select group of ants is assigned to chew the cut-up leaves into a fungal paste for everyone's dinner. **Wilson** and his colleagues noticed that invariably a mold attacked the fungus paste — a mold that threatened to kill the fungi, the ants' only food source. They observed something else going on in that ecosystem. Besides the ants, the fungi, and the mold, there was another player. **Cameron Currie**, a graduate student at the time, now professor of microbiology at **University of Wisconsin-Madison**, discovered that the ants, as clever as a fable, in response to the mold produced an antibiotic that controlled the mold. Dinner served. Ant nest saved. Evolutionary biologists call this type of alliance in which both parties benefit symbiotic mutualism. "**Wilson** characterizes

the mutualistic symbiosis between ant and fungus as 'one of the most successful experiments in the evolution of life.'<sup>8</sup> **Wilson** sees this mutualistic symbiosis as the second major force, perhaps second only to predation, responsible for successful coevolution of the Earth's biodiversity.

For millions of years plants and animal life forms have coevolved to the successful survival of each. For hundreds of years the academic book industry has survived because of similar mutualistic symbiotic relationships. Scholarly communication is — and always has been — evolving, from the original "wedge," cuneiform on clay tablets, to modern e-readers. Nowhere is that evolution more apparent than in press-library relationships. Working toward a mutualistic symbiotic relationship between university presses and university libraries, a relationship in which both parties benefit each other and exploit the unique strengths of one another, will be essential for their mutual survival. It may also mean respecting the differences of each as vital to the survival of both. 🐜

#### Endnotes

1. **Patrick H. Alexander**. "Publisher-Library Relations: What Assets Does a University Press Bring to the Partnership?" *Against the Grain*, Dec. 2008-Jan. 2009, p. 40-42. One of the great things about the partnership at **Penn State** was the chance to work with **Mike**. While we did not always agree, we always talked.
2. Somewhat anecdotal, but pretty reliable.
3. [http://www.aapnet.org/news-a-publications/news/1094-library-press-collaboration-report;for the LPC](http://www.aapnet.org/news-a-publications/news/1094-library-press-collaboration-report;for%20the%20LPC), see: <http://www.librarypublishing.org/>.
4. <http://www.cdlib.org/about/mission.html>.
5. <http://www.publishing.umich.edu/>.
6. The **University of Pittsburgh's** Office of Scholarly Communication and Publishing publishes an impressive number of open access journals. It is unclear, however, what financial model supports their operation. Many of its journals have a campus component, which makes sense; others do not.
7. <http://leverinitiative.wordpress.com/>.
8. Listen to **E. O. Wilson** talk about the leaf-cutter ants and mutualistic symbiosis: [http://www.pbs.org/wgbh/evolution/library/01/3/\\_013\\_05.html](http://www.pbs.org/wgbh/evolution/library/01/3/_013_05.html), **E.O. Wilson, Ants and Ecosystems**. All rights reserved. 2001 WGBH Educational Foundation and Clear Blue Sky Productions, Inc.

up on the **Charleston Conference** by **David Scherer**, Scholarly Repository Specialist at **Purdue University Libraries**. <http://www.tandf.co.uk/journals/explore/LL-issue12.pdf>

Sad news to report. The wonderful **Miriam A. ("Mimi") Drake** died December 24, 2014 of complications caused by lung cancer. She was 78 years old. **Mimi** keynoted the **1992**

**Charleston Conference** when she was at the **Georgia Institute of Technology**. Her 1992 talk is highly relevant today: to convince university administrators that we librarians add value to the learning experience. **Christian Boissonnas** (remember him?) wrote her talk up for **Acqnet**. I understand that there will be an obituary in *Information Today* shortly. <http://serials.infomotions.com/acqnet/text/acq-v2n103.txt>

You know how I try to relate everything back to the **Charleston Conference** or *Against the Grain*. Okay. I admit it but, you know what,

it's not hard at all! So, I have to point out the absolutely riveting and relevant talk during **Charleston 2014** by **Adam Murray**, Dean and Associate Professor **Murray State University Library**. His talk (Punishment for Dreamers: Big Data, Retention, and Academic Libraries) was all about the academic library and how it fits in with increased calls for accountability, stretched budgets, and imperatives for student success.

<http://2014charlestonconference.sched.org/event/805f8e430f88bede27d259b7ddc51385#.VLwHXkuVip>

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## Three Challenges of Pubrarianship from page 24

laborious quality assurance, and embargo until the next publishing season. Sometimes taking too much care over sartorial elegance prevents the work needed to fit the purpose getting done.

Pursuing projects characterized by a range of formality presents a risk for a publisher whose responsibilities still include the university press imprint. How does one avoid undermining the hard-earned university press brand through association with lighter-weight publishing products? How might the publication of student scholarship affect the willingness of their professors to be published by the same organization? How can titles that have undergone careful peer review be distinguished from those that have been selected through less formal processes?

Reserving the university press ISBN prefix and colophon for traditional, formal books and distinguishing the appearance of non-press books both physically and online contributes to preserving the distinction. A faculty governance mechanism separate from the university press's editorial board helps preserve a degree of oversight for publications that are still going to be associated with the university, but avoids confusion. Using different production and distribution workflows can relieve staff concerns about pressure of work as well as help to maintain the separation. All these are strategies for ring fencing the university press

brand, and many are already familiar to university presses that publish regional or trade books. They don't remove all the possibilities for confusion, but they reduce them.

Despite the importance of protecting the brand, constant attention must be paid to the risk of keeping it too separate and reducing the opportunities for innovation and efficiency that the mixing of different types of publishing can bring. One thinks particularly of opportunities to more economically publish the revised dissertations which may start a scholar's academic progression, in a way that is informed by streamlined journal workflows. And the dangers of fossilizing the "university press" brand so that it remains associated with print books and their electronic facsimiles rather than becoming the home of innovative digital scholarship that an increasing number of scholars are searching for.

## Rumors from page 18

The handsome (he never looks older) **Scott Eller** is celebrating his fourth year this past December as Account Executive at **ProQuest**. **Scott** has been in the industry for 20 years and has worked at **CIS**, **UPA**, **Lexis Nexis Academic**, etc. But the main thing I remember

## Managing Two Identities

The word "pubrarian" may conjure up images of OPACs in an English bar rather than a merger of two great information professions. And traveling with two different business cards, one for the university press and another for the library, can make for a fat wallet. However, as libraries move to engage with the inputs as well as outputs of scholarship, and as publishers migrate from processing content to also providing the tools through which is it created, our joint capacity to serve the needs of scholars at all stages of their professional lives grows exponentially. The new pubrarians, whether they arrive in their roles through press/library collaboration or the organic growth of library publishing, may be at the forefront of creating such solutions. And that's an opportunity worth minting a new word for. 🌱

about **Scott** is that he was in a horrible car wreck, was it ten years ago, and was on death's door. You wouldn't know it now! Like all of us he has seen many changes. **Scott** was recently in Charleston and was supposed to call, but did he?

Another work anniversary! **George Machovec** has been with the **Colorado Alliance of Research Libraries** for 22 years! Hooray!

*continued on page 34*

## Adjunct No More ... from page 33

The recent proposal from the **Association of American Universities (AAU)** and **ARL** for a “first-book subvention”<sup>743</sup> explicitly recognizes the need for institutional subsidy of scholarly publishing. Actively affirming the evolution of libraries into scholarly publishers by dedicating additional funds to library presses is an equally important way for administrators to acknowledge the importance of scholarship — and for universities to contribute unique and valuable knowledge to our scholarly community. 🌱

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## Rumors from page 25

And the truly incredible **Leah Hinds (Charleston Conference)** (how in the world does she keep up with it all?) was talking to **Kimberly Lutz (ITHAKA)** the other day only to learn that poor **Kimberly** has broken her elbow! Ouch!

One of the well established traditions of the **Charleston Conference** is the presentation of the **Vicky Speck ABC-CLIO Leadership Award**, which honors the late **Vicky Speck**, who was Editorial Director at **ABC-CLIO** until 2005. The award is given each year at the **Charleston Conference** to a leader who has made a lasting contribution to the **Conference's** mission. It consists of a plaque and a cash award. This year's recipient is **Leah Hinds, Assistant Conference Director**, and is very richly deserved. **Vincent Burns**, Vice President, Editorial at **ABC-CLIO** presented the award.

<http://www.against-the-grain.com/2014/11/the-vicky-speck-abc-clio-award/>

As we go to press, we have just learned that **Gerald T. Curtis** of **Scituat** died peacefully on

*continued on page 47*

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**Interview — Peter Shepherd**  
from page 46

activities I want to get more involved in. You may have heard that we had a little Referendum here in the UK, where the proposal was to break up the country. Fortunately, the secessionists were defeated, but they do not appear to have accepted this democratic result and continue to stir things up. Those of us who believe in the Union must therefore be prepared to devote further energies to ensuring that we stay together. I am sure, however, that I have not paid my last visit to Charleston.

**ATG:** *What about fun things? What activities do you plan to pursue now that you will have a bit more time to focus on personal interests?*

**PS:** Well, there are many fine Scotch malts I have yet to try, there are salmon waiting to be caught, and Highland hills to be climbed. Apart from that there are Italian operas to be heard, more French cheeses to be tasted, as well as Trollopes to be read. I understand that being retired is a full-time occupation!

**ATG:** *Peter, thank you so much for all of the things you have done for the industry over the years, and of course, for taking the time to talk to us about them.*

**PS:** It has been both a pleasure and privilege to work with such great colleagues in the publishing and library worlds. We are very fortunate in this industry to be able to combine business and pleasure. 🍷

**Booklover**  
from page 40

During this time these lightning bugs create a unique synchronous light show. This particular species is the only one in America that can synchronize the light patterns. With the coming of a milestone birthday, three of my very close high school buddies and I have reservations to experience this synchronous light show. We were eager to explore life when we were young, and now we gather to remember that we can still be fascinated by both the simplicity and the complexity of that life. Some of our wonder is reflected in **Tagore's** "Fireflies." I leave you with five:

"The fireflies, twinkling among leaves, make the stars wonder."

"In the drowsy dark caves of the mind, dreams build their nest with fragments dropped from day's caravan."

"The sea of danger, doubt and denial around man's little island of certainty challenges him to dare the unknown."

"Day with its glare of curiosity puts the stars to flight."

"The tapestry of life's story is woven with the threads of life's ties, ever joining ever breaking." 🍷



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**Rumors**  
from page 34

January 13, 2015, surrounded by family and friends. He was 80. **Jerry Curtis** was a true legend. He attended the **University of Scranton** where is played varsity basketball and was voted MVP for the 1956 season. After serving in the **U.S. Army**, he went on to a distinguished career as a Senior Executive in the publishing industry. He was working at **Springer-Verlag** when I first met him. **Jerry** didn't mince words and was one of the most

astute people I have ever encountered. His wife of 52 years, **Mary Jane**, three children and two grandchildren survive him. Donations may be made to **Dana Farber Cancer Institute**, P.O. Box 849168, Boston, MA 02284, and **Clergy Health and Retirement Trust**, 66 Brooks Drive, Braintree, MA 02184. For info and online condolences, [www.richardsongauffeyfuneralhome.com](http://www.richardsongauffeyfuneralhome.com). Obituary published in *The Scituate Mariner* from Jan. 15 to Jan. 22, 2015. <http://www.legacy.com/obituaries/wickedlocal-scituate/obituary.aspx?pid=173858041#sthash.n9R6W8AM.dpuf> 🍷