And They Were There

Reports of Meetings — LéaLA 2015, SALALM 2015, and the 34th Annual Charleston Conference

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LéaLA 2015 — 4th Feria del Libro en Español de Los Ángeles — Los Angeles Convention Center, Los Angeles, CA — May 15-17, 2015

Reported by: Wendy Pederson (University of New Mexico)

The Los Angeles Convention Center was host to LéaLA, the 4th Feria del Libro en Español de Los Ángeles [http://en.lean-la.com/] from May 15-17. The Feria is an initiative sponsored by the University of Guadalajara at Los Ángeles and the Guadalajara International Book Fair (FIL). The organizers seek to encourage reading, to promote books in Spanish, and to recognize the USA’s Latino population, culture, and traditions. This year’s activities included sessions with Latino writers, talks on contemporary culture and history in Latin America, and discussion forums relating to the U.S. sale and distribution of books in Spanish. The Feria also featured an Education Pavilion promoting secondary and higher education and a dedicated area for children with learning and entertainment activities. Admission was completely gratis, and the event was well-attended (almost 87,000 visitors) by the general public, educators, parents, and especially children.

This year, the first day was dedicated to professionals with special programs addressing their particular interests. Almost 120 guests attended, including about 90 librarians and academics who were graciously shepherded by project assistant Eunice Lara. Lounge and storage space were even provided for us, and many took advantage of one night’s lodging at the expense of the Feria. The FIL’s David Unger and SALALM’s book fair guru from Stanford University, Adán Grieo, began the day with their overview presentation, “How to navigate LéaLA and further understand readers of books in Spanish.” The FIL’s Rubén Padilla then presented a look at the U.S. trade market for Spanish-language books, consumer tastes, and the making of best-sellers in his talk, “Books being read by U.S. Hispanics.”

After the lunch break — and food trucks in downtown LA are amazing! — two panels on new trends rounded out the overview. Edward Benítez of Penguin Random House, Michael Schuessler of UCLA and Universidad Autónoma Metropolitana, Eduardo Rabasa of Sexto Piso, and Pedro Huerta of Amazon discussed books for U.S. adults. A fascinating panel then followed regarding the publishing and sale of children’s books, conducted by Chiara Arroyo of LA Librería, Alex Correa of Lectorum, Gabriela Olimos from Artes de México, and Alán Miranda from Fondo de Cultura Económica. There is a perception that not many U.S. publishers are interested in Spanish language/bilingual books produced here, but are more likely to buy translations. David Unger suggests that authors shop their manuscripts in Mexico first. For Chiara Arroyo, books have to feature quality illustration and good storytelling. Alex Correa expressed a concern with sloppily produced bad translations, and has even been known to return disappointing shipments. It was noted that U.S. readers are introduced to a broader Spanish vocabulary due to the international nature of sources.

In a separate discussion with Dauno Tórtoro and Marcelo Montesinos of Chile’s Cooperativa Editores de la Furia entitled, “Literatura para niños desde la edición independiente,” independent publishers asserted that the gatekeepers of children’s literature rarely acknowledge kids’ capacity to understand and process complex ideas. Particularly in bilingual/immigrant communities, kids switch back and forth between cultures with ease. This is the most visually literate generation ever, and one trend engendered by this is that text blocks are getting smaller, while illustration becomes a larger part of the narrative.

The last daytime event on Professionals’ Day was the announcement of Latino Literacy Now’s International Latino Book Awards 2015 nominations, with readings from some of the nominees. The list can be found at [https://app.box.com/s/93gyay6amygqgxy7kpkze6b6hu1qy7qyx]. A celebratory reception was held after hours in the Los Angeles Theater Center, fashionably late at “22 HRS.”

Programming continued for three days in meeting rooms and special children’s areas. The exhibit floor was lively and encouragingly crowded. Mexico City was the featured “guest of honor” region and presented many well-known writers and speakers at its pavilion. Close to 100 exhibitors offered not only books and media, but also public information — especially including educational opportunities and immigration advice. Mexico was well-represented, and publishers from several other Latin American also showed their wares.


Reported by: Wendy Pedersen and Claire-Lise Bénoud (University of New Mexico)

SALALM, the Seminar on the Acquisition of Latin American Library Materials, held its 60th annual conference June 13-17 at Princeton University (#salalm60). About 150 attendees gathered for the program, entitled “Brazil in the World, the World in Brazil: Research Trends and Library Resources,” organized by SALALM’s 2014-2015 president, Luis González (Indiana University) and a team including the very capable local arrangements committee led by Princeton Library’s very Fernando Acosta-Rodriguez and Timothy Thompson.

Several dedicated Latin Americanist librarians attended two full weekend days of working conference committees before the three days of exhibits and panels began. In addition to 24 panels, participants had the opportunity to see and discuss the products and services of 36 exhibitors from Latin America, Europe, and the U.S., including (but not limited to) Susanne Bach Books From Brasil, Digitalia Ebooks, HB Berenguer Publicaciones Chilenas, Iberbook Sánchez Cuesta (Spain), Retta Libros (Uruguay), Libros de Barlovento (Puerto Rico), Casalini Libri (Italy), Libros Argentinos para Todo el Mundo, E. Ithurriaga y CIA (Peru), Esteva Servicios Bibliotecarios (Mexico), and Libros Latinos (San Francisco, USA).

In the panel “Building Latin American collections in the 21st Century: Emerging Trends and Challenges,” Debra McKern (Library of Congress-Rio de Janeiro) discussed LC’s process of collecting Brazilian ephemera. Some 31,000 items have been photographed and can be searched on the LC Rio Web page. Substantial energy is now also going toward Web archiving. LC Rio also offers a very good service providing hard-to-find journals, music, and cordel literature via its Cooperative Acquisitions Program. LC has recently appointed Carla Maia to head a newly combined Rio Cataloging and Acquisitions section. UCLA’s Jennifer Osorio gave a highly informative presentation on the prevalence of open-access journal publishing in Latin America. Such journals are often strictly vetted by national accrediting and evaluation panels rather than by the more well-known peer review process. While the scholarship is sound, these panels and their portals may have a tendency to marginalize certain dissenting, regional, or alternative elements of the academic population. continued on page 79
Judy Alspach (CRL), Melissa Guy (University of Arizona, soon to be at UT Austin), and Suzanne Schadl (University of New Mexico) were panelists in “Collaborations Supporting Scholarship Latin America: LAMP and LARRP,” describing those programs and their efforts to microfilm and digitize important scholarly documents in need of preservation and access. Some intention was declared to “push the envelope on matters of open access.” LAMP and LARRP committees also met at SALALM to review current projects and make new awards.

In the panel “Perspectives on Digital Humanities Scholarship,” Aqulles Alencar-Brayner (British Library) discussed how his institution supports archival projects all over the world through the Endangered Archives Programme. This is achieved through the award of grants in an annual competition. His library offers money, equipment, and expertise to digitize archival materials that are in danger of being destroyed. He noted that only 15% of the applications were from Latin America. Thomas Cohen and Joan Stahl (Catholic University of America) reported on a collaborative digitization project in which they used the Gale Company to digitize their 19th- and 20th-century pamphlet collection. This collection covers the history and culture of Brazil and Portugal, including topics such as colonialism, the Brazilian independence period, slavery, and the Catholic Church. The final product, “Brazilian and Portuguese History and Culture: The Oliveira Lima Library,” is sold as a stand-alone product, but is freely available to the Catholic University of America community.

In the panel “Emerging Latin American Literary Treasures,” Hortensia Calvo (Tulane University) discussed two unpublished letters written by Maria Luisa Manrique de Lara y Gonzalez, vicereme of New Spain, dated 1682 and 1685 respectively. She was Sor Juana Inés de la Cruz friend and mentor, and their correspondence uncovered Maria Luisa’s impressions of the New World including her domestic life in the palace, the religious customs of the Indians, and her loneliness in Mexico. José Montelongo (University of Texas at Austin) discussed a controversial acquisition by his institution. Colombian author Gabriel García Márquez’s (1927-2014), famed writer of One Hundred Years of Solitude, is the equivalent of a rock star in the literary realm. His archive was acquired by UT-Austin, and not by the Colombian National Library. This created displeasure at the latest book fair in Bogota which took place in April. Montelongo explained the various reasons why the García Márquez archive is now at the Harry Ransom Center (expertise in Latin America, preservation and study of the writing process, and trust in the institution).

There was an excellent roundtable discussion on “The Impact of Campus Internationalization on the Research Library” with four participants, Jeremy Aldeman and David Magier (Princeton University), Michael Stoller (New York University), and Steven Will (University of Illinois at Urbana-Champaign). They discussed how a library is seen as fixed place in a global world. They related a myriad of hurdles such as practical matters (moving books and people across the globe, problems with shipping), technical matters (moving large data, weak Internet connections), political matters (censorship, bribery), bureaucratic matters (obtaining visas), legal matters (copyright laws), and cultural matters (working with institutions that work in very different ways).

SALALM conferences feature one lightning-round panel known as a “Roda Viva.” This year’s brief talks included Jesús Alonso-Regalado (SUNY Albany) on crowdfunding and collection development, Lisa Gardinier (University of Iowa) on collecting fanzines, Lief Adelson (Books From Mexico) on the dearth of digital publishing in Mexico, and a particularly useful chat by Sara Levinson (UNC Chapel Hill) on “Creating a Catalog Record For an Item Written Almost Entirely in a Language You Don’t Understand.” And speaking of cataloging, in another panel Daniel Schoorl (Hispanic American Periodicals Index, UCLA) described HAPPY’s commendable accomplishment of creating a searchable trilingual database in English, Spanish, and Portuguese.

The Princeton University Library and the Program on Latin American Studies hosted a generous reception in Prospect House, which was once occupied by university president and later POTUS Woodrow Wilson. The booksellers, AKA SALALM Libreritos, once again hosted a delightful dinner and dance reception and raffle. SALALM’s Enlace raffle supports a program that granted travel awards to three librarians from Latin America this year. During the Town Hall Meeting, Salamistas paid homage to long-time SALALM member, Dan Hazen (Harvard) who passed away this spring. A Memorial Fellowship will be established in his name to support professional development among the SALALM membership.

Incoming president Paloma Celis-Carbajal (University of Wisconsin-Madison) will preside over next year’s conference, hosted by the University of Virginia under the guiding hand of Miguel Valladares. SALALM’s grand assortment of compadres and comadres are eager to reunite in Charlottesvile May 9-13, 2016.
When Hunter Library at Western Carolina University adopted a liaison model, they discovered that many liaisons did not understand technical services processes. This is an issue for many new librarians, in part because only about 21% of LIS programs currently require a collection development class. Being aware of these processes can help liaisons immensely. Both presenters mentioned how important it is to understand ordering from the acquisitions side. Liaisons should find out how often items are ordered, when deadlines occur, and where they can get status updates. Understanding the basics behind cataloging can also assist liaisons. The session closed with a discussion portion in which audience members shared what they wished they had known about technical services.

**Self-Published Content and Approval Plans: An Open Discussion of Best Practices in Identifying Self-Publishing Services and Content for Libraries** — Presented by Katina Strauch (College of Charleston, Charleston Conference, and Against the Grain); Robin Cutler (Manager of Content Acquisition, IngramSpark); Bob Nardini (Vice President, Product Development, Ingram Library Services)

Reported by: Rebecca Wingfield (Stanford University Libraries) <wingfield@stanford.edu>

After brief introductions by Strauch, Cutler, the Manager of Content Acquisition for IngramSpark, Ingram’s self-publishing unit, began with an overview of the history and definition of self-publishing. Cutler noted the explosion of self-publishing in recent years, as new print-on-demand technologies lower production costs for publishers and authors seek new outlets for their work. Cutler also described projects in which CreateSpace and IngramSpark worked with libraries, particularly public libraries, to create their own publishing programs. With the proliferation of self-published content in recent years, the challenge for vendors is how to sort and filter self-published material in ways that are useful for libraries. Nardini, the Vice President for Product Development at Ingram-Outs, described how Couts-Ingrames has vetted content for libraries. Nardini presented data on 380 self-published titles that were run through the Couts profiling process, providing examples of titles that sold well and those that didn’t. Both Nardini and Cutler noted that gathering useful metadata remains one of the challenges to properly vetting content for libraries. The presentations provided a useful overview of self-publishing trends and an account of how one distributor is trying to make this material available to libraries.

**Sustainability, not profitability: the Future of Scholarly Monographs and STL** — Presented by Michael Levine-Clark (University of Denver); Rebecca Seger (Oxford University Press); Barbara Kawecki (YBP Library Services); Lisa Nachtigall (Wiley); Emily McElroy (University of Nebraska)

Reported by: Oriana Bedolla (Student, University of South Carolina-Columbia) <bedolla@email.sc.edu>

Rising cost issues and other problems with publishing scholarly monographs were the main subjects of discussion from this panel. The panel seemed to represent a level of professional diversity that allowed for substantial coverage of different angles and opposing perspectives on the issues at hand. The discussion covered an overview of the economics of scholarly publishing with a focus on the rising costs of producing a scholarly monograph. Additionally, panelists examined the impact of transitioning from print to digital materials as well as the role of demand-driven acquisitions and short-term loans for electronic materials. Levine-Clark brought the session to a close with a discussion on the future, explaining that greater reliance on e-materials would be essential for the survival of scholarly monographs in years to come. Overall the session accomplished what it set out to do and offered concrete solutions to the highlighted problems.
Deciding what to do with donated material is a persistent question for libraries; one made all the more complicated when a self-published author donates a copy of their work. Ginnani and Buchanan opened the discussion with the tale of an author who attempted to involve the library dean and the Provost in the process of approving his donation.

The problem with self-published works, they explained, is that they seldom have published reviews for librarians to consult in determining the book’s fit with the collection. They also typically lack editorial review prior to publishing, so librarians are unsure of the academic worth of the book. Self-published authors are usually unaware of library staff processes for evaluating books, and are usually emotionally invested in seeing their works accepted.

The session attendees shared their institutions’ policies towards self-published donations, whether they are accepted, declined, or returned. The library community is still far from a consensus on this issue.

The participants agreed that a clearly worded policy that is available online as well as at library service points is the library’s best friend in determining the fate of self-published works. Library administration must support the policy, as disappointed authors can run to them, looking for a sympathetic ear.

That’s all the reports we have room for in this issue. Watch for more reports from the 2014 Charleston Conference in upcoming issues of Against the Grain. Presentation material (PowerPoint slides, handouts) and taped session links from many of the 2014 sessions are available online. Visit the Conference Website at www.charlestonlibraryconference.com. — KS

Blurring Lines — The Logical Extension of the Demand-Driven Purchase Model

Customization, Multi-Media and Ever-Improving Analytics

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Demand-driven acquisition (DDA) in the eBook space has been with us long enough to have generated both acclaim and reproach. New publishing initiatives to create demand-driven friendly content have emerged, untethered from legacy print-based pricing logic, in parallel with the inevitable backlash that has seen publishers pull content from DDA distribution because of usage too low to trigger purchase. Journals have been slower to the DDA game, although options are emerging through platforms like ReadCube and article rental programs. And video has been available in DDA and Evidence-Based Acquisition (EBA) for several years, and demand is growing at pace. Librarians praise the return-on-investment (ROI) when lightly used content gets read, viewed, and used but not in sufficient volume to trigger purchase and only very high-use content is triggered for purchase. Publishers and aggregators of content enjoy the sufficient volume to trigger purchase and only very high-use content is purchased. The “fixed” view we have on this today is hurting all of us as content and value-in-use of content in the library are far too diverse to be captured in a single model. Further, different libraries and different librarians will value the same content differently. I often come back to the example of a classic ethnographic film. Such a film is a staple of an Anthropology 101 course and can be viewed by hundreds of students a semester, but only “viewed,” from the perspective of a DDA trigger, once a semester. This film is highly prized by the creator and by the consumer, but the current DDA model fails to capture this value as it only measures aggregate click trough’s or hits. Imagine, instead, that the library could record access to this film, and many more like it, with the following DDA profile: purchase for

1. Customization of trigger, price, and length of trigger view and period/scope of access to content post purchase.
2. DDA platforms that are multi-media and include text, image, video, and audio all in one platform.
3. Ever improving data analytics that empower both the library and the content provider.

Customization

There really is no natural limit on a specific library’s possible DDA profile. Given a sufficient progression in the technology of the publisher or aggregator-provided platform, each library account should be able to customize its experience. Four inputs come together to form the “fulcrum” of negotiation between the content provider and the library: the price paid, the length of the view that triggers the purchase, the number of views that trigger the purchase, and the period and volume of access once a DDA purchase is triggered. The “fixed” view we have on this today is hurting all of us as content and value-in-use of content in the library are far too diverse to be captured in a single model. Further, different libraries and different librarians will value the same content differently. I often come back to the example of a classic ethnographic film. Such a film is a staple of an Anthropology 101 course and can be viewed by hundreds of students a semester, but only “viewed,” from the perspective of a DDA trigger, once a semester. This film is highly prized by the creator and by the consumer, but the current DDA model fails to capture this value as it only measures aggregate click trough’s or hits. Imagine, instead, that the library could record access to this film, and many more like it, with the following DDA profile: purchase for continued on page 82