

2016

## Table of Contents

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

(2016) "Table of Contents," *Against the Grain*: Vol. 28: Iss. 6, Article 1.

DOI: <https://doi.org/10.7771/2380-176X.7547>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

# Against the Grain

*Against the Grain* (USPS 012-618) (ISSN 1043-2094) is published six times a year in February, April, June, September, November, and December/January by Against the Grain, LLC, Post Office Box 799, Sullivan's Island, SC 29482. Subscription price per year is \$55 U.S. (\$65 Canada, \$90 foreign, payable in U.S. dollars). Periodicals postage paid at Charleston, SC. **Postmaster:** Send change of address to Against the Grain, LLC, Post Office Box 799, Sullivan's Island, SC 29482.

## Editor:

Katina Strauch (College of Charleston)

## Associate Editors:

Cris Ferguson (Murray State)  
Tom Gilson (College of Charleston)  
John Riley (Consultant)

## Research Editors:

Judy Luther (Informed Strategies)

## Assistants to the Editor:

Ileana Strauch  
Toni Nix (Just Right Group, LLC)

## Editor At Large:

Dennis Brunning (Arizona State University)

## Contributing Editors:

Glenda Alvin (Tennessee State University)  
Rick Anderson (University of Utah)  
Sever Bordeianu (U. of New Mexico)  
Todd Carpenter (NISO)  
Bryan Carson (Western Kentucky University)  
Eleanor Cook (East Carolina University)  
Anne Doherty (Choice)  
Ruth Fischer (SCS / OCLC)  
Michelle Flinchbaugh (U. of MD Baltimore County)  
Joyce Dixon-Fyle (DePauw University)  
Laura Gasaway (Retired, UNC, Chapel Hill)  
Regina Gong (Lansing Community College)  
Chuck Hamaker (UNC, Charlotte)  
William M. Hannay (Schiff, Hardin & Waite)  
Mark Herring (Winthrop University)  
Bob Holley (Retired, Wayne State University)  
Donna Jacobs (MUSC)  
Lindsay Johnston (IGI Global)  
Ramune Kubilius (Northwestern University)  
Myer Kutz (Myer Kutz Associates, Inc.)  
Tom Leonhardt  
Rick Lugg (SCS / OCLC)  
Jack Montgomery (Western Kentucky University)  
Bob Nardini (ProQuest)  
Jim O'Donnell (Arizona State University)  
Ann Okerson (Center for Research Libraries)  
Rita Ricketts (Blackwell's)  
Jared Seay (College of Charleston)

## Graphics:

Bowles & Carver, *Old English Cuts & Illustrations*.  
Grafton, *More Silhouettes*. Ehmcke, *Graphic Trade Symbols By German Designers*. Grafton, *Ready-to-Use Old-Fashioned Illustrations*. *The Chap Book Style*.

## Production & Ad Sales:

Toni Nix, Just Right Group, LLC., P.O. Box 412,  
Cottageville, SC 29435, phone: 843-835-8604  
fax: 843-835-5892 <justwrite@lowcountry.com>

## Advertising information:

Toni Nix, phone: 843-835-8604, fax: 843-835-5892  
<justwrite@lowcountry.com>

## Send ad materials to:

Attn: Toni Nix, Just Right Group, LLC  
398 Crab Apple Lane, Ridgeville, SC 29472

## Publisher:

A. Bruce Strauch

## Send correspondence, press releases, etc., to:

Katina Strauch, Editor, *Against the Grain, LLC*,  
Post Office Box 799, Sullivan's Island, SC  
29482. phone: 843-723-3536, fax: 843-805-7918.  
<kstrauch@comcast.net>

*Against the Grain* is indexed in *Library Literature, LISA, Ingenta, and The Informed Librarian*.

Authors' opinions are to be regarded as their own. All rights reserved. Printed in the United States of America. This issue was produced on an iMac using Microsoft Word, and Adobe CS6 Premium software under Mac OS X Mountain Lion.

*Against the Grain* is copyright ©2017  
by Katina Strauch



# AGAINST THE GRAIN

## TABLE OF CONTENTS

v.28 #6 December 2016 - January 2017 © Katina Strauch

## ISSUES, NEWS, & GOINGS ON

|                       |   |                            |   |
|-----------------------|---|----------------------------|---|
| Rumors.....           | 1 | Letters to the Editor..... | 6 |
| From Your Editor..... | 6 | Deadlines.....             | 6 |

## FEATURES

**The Value of Publishing: What's Worth Paying For? — Guest Editor, Nancy Maron**

|   |          |  |           |
|---|----------|--|-----------|
| <b>The Value of Publishing: What's Worth Paying For? .....</b>  | <b>1</b> | <b>Small But Mighty: How University Presses Bring Academic Ideas to the World.....</b>   | <b>20</b> |
| by Nancy L. Maron — <i>A study demonstrated that even if you include only staff time and direct expenses, spending per book averaged between \$22,559 at the smallest presses and \$34,686 at the largest ones.</i> |          | by Jessica Lawrence-Hurt — <i>MIT press focuses on mission, a close relationship with audiences, and of course, far fewer resources than commercial presses.</i> |           |

|   |           |  |           |
|---|-----------|--|-----------|
| <b>I'll take "Sifting and Winnowing" for \$1000, Alex.....</b>  | <b>12</b> | <b>Adding Media, Adding Value.....</b>   | <b>21</b> |
| by Dennis Lloyd — <i>Adopting a one-size-fits-all approach to "scholarly articles" seems problematic to Dennis.</i> |           | by Susan Doerr — <i>Two digital publication platforms currently in development, Manifold and Fulcrum, allow authors and publishers to expand the amount and types of media that can be included in a publishing project.</i> |           |

|   |           |  |           |
|---|-----------|--|-----------|
| <b>Building a List.....</b>   | <b>13</b> | <b>Ditching the Guillotine: An Education in Accessibility.....</b>   | <b>24</b> |
| by Richard Carlin — <i>To "build" a list of titles that will form a coherent publishing program goes well beyond evaluating proposals on an individual basis.</i> |           | by Becky Brasington Clark — <i>Issues surrounding accessibility and reading have been with us for a very long time. How many books published are available to individuals with print disabilities?</i> |           |

|   |           |  |           |
|---|-----------|--|-----------|
| <b>Lucid Prose, Good Timing, Happy Authors: Steps Toward Successful Editorial Production.....</b>   | <b>15</b> | <b>The Singularity of the Book.....</b>  | <b>25</b> |
| by Jenya Weinreb — <i>In a future scenario, as in our current landscape, the three components of the ideal editorial process will be quality, timing, and author relations.</i> |           | by Carey C. Newman — <i>Publishers now must secure and digitize all the content possible and become experts in optimizing that content's maximum discoverability and lure.</i> |           |

|  |           |  |  |
|--|-----------|--|--|
| <b>Dust Jackets to Dust?.....</b>  | <b>17</b> | <b>Op Ed — Pelikan's Disambiguation...28</b>   |  |
| by John Sherer — <i>The ever-present challenge of limited resources triggers the question of how much it costs to put a cover on a book.</i> |           | <b>"Digital Golf Clubs" by Michael Pelikan —</b><br><i>Workflow and tool selection have traded places as cart and horse over the years. One knows not to place the cart before the horse. One does not always accurately judge which is which.</i> |  |

|  |           |  |           |
|--|-----------|--|-----------|
| <b>Making Connections, Building Community.....</b>   | <b>18</b> | <b>Back Talk.....</b>  | <b>86</b> |
| by Kathryn Conrad — <i>Marketing books is part of our mission. Read about the launch of La Calle by the University of Arizona Press.</i> |           | <b>The Frankfurt Book Fair by Ann Okerson —</b><br><i>Ann says to experience cutting edge in the book business, one has to go to a city that's five hundred years old.</i> |           |

## ATG SPECIAL REPORT

|   |           |
|---|-----------|
| <b>The Charleston Library Conference Fast Pitch 2016.....</b>   | <b>46</b> |
| <i>Fast Pitch was conceived by Ann Okerson and supported by Steve and Jane Goodall's Family Foundation. We asked conference registrants to submit proposals to present at the Charleston Fast Pitch plenary session. Fast Pitch was open to those in the process of developing new, innovative, and implementable ideas to improve their academic libraries or related organizations.</i> |           |

## REVIEWS

|  |           |   |           |
|--|-----------|---|-----------|
| <b>Collecting to the Core.....</b>   | <b>29</b> | <b>Book Reviews.....</b>  | <b>35</b> |
| <b>Cross-disciplinary Criminal Justice Resources by Beth Sheehan —</b><br><i>Books we need to keep in our collections.</i>   |           | <b>Monograph Musings by Regina Gong —</b><br><i>Regina says that with the help of her awesome crew there have been forty-six books reviewed in ATG's v.28. and this issue contains eight new ones. Crucible Moments: Inspiring Library Leadership and The Invisible Librarian: a Librarian's Guide to Increasing Visibility and Impact are two of them.</i> |           |
| <b>From the Reference Desk.....</b>  | <b>33</b> |   |           |
| <b>Reviews of Reference Titles by Tom Gilson —</b><br><i>Tom reviews The SAGE Encyclopedia of Contemporary Early Childhood Education; Shakespeare and Visual Culture: A Dictionary; and more. Don't miss his "extra servings!"</i> |           |   |           |

# ALA MIDWINTER ISSUE

## ATG INTERVIEWS & PROFILES

- Multi-Perspective Interview on Video Streaming..... 40**  
featuring: **Leandra Preston-Sidler, PhD, Kiren Shoman, and Michael Arthur**
- Stephen Rhind-Tutt..... 43**  
President, Alexander Street
- Profiles Encouraged..... 79**  
**Our New Section in ATG** — *In this issue we have included profiles for 13 authors and/or interviewees which are featured in this issue as well as seven profiles for companies or university presses.*

## LEGAL ISSUES

Edited by Bryan Carson, Bruce Strauch, and Jack Montgomery

- Legally Speaking..... 51**  
by **Bill Hannay** — *Bill updates some recent issues – The right to be forgotten, ADA and MOOCs, The Georgia State e-Reserve Case, and Delhi University photocopying case.*
- Questions and Answers..... 52**  
**Copyright Column** by **Laura N. Gasaway** — *Many relevant questions and answers. What's the copyright status of documents from the UN? There are many more questions!*

## PUBLISHING

- Bet You Missed It ..... 10**  
by **Bruce Strauch** — *What do bookstores and rabbit hunters have in common? Read it here!*
- Little Red Herrings ..... 55**  
**A Life Now Lived** by **Mark Y. Herring** — *Mark is being philosophical as he contemplates retirement in several years.*
- The Scholarly Publishing Scene..... 56**  
**PROSE Awards, Again** by **Myer Kutz** — *The pile of books on Myer's office floor gives us all a glimmer of hope that the general-book-reading public will endure, at least for a while. Publishers continue to bet that they can sell such books to audiences already soaked by the Internet information deluge.*
- Straight Talk..... 57**  
**Signs of Scientific Publishing Disruption: A Look at Elsevier, the World's Largest STM Publisher** by **Dan Tonkery** — *Dan tests the theory that OA has taken over and replaced the subscription model.*
- Random Ramblings ..... 58**  
**The Primary Advantage of Literary Scholarship** by **Bob Holley** — *Bob's main point is that literary studies have the advantage of having the primary scholarly resource available so that, in many cases, anyone can have direct access to the "evidence" to test the research and possibly argue a different point of view.*
- Don's Conference Notes..... 74**  
by **Donald T. Hawkins** — *Reports from An NFAIS Workshop and A Charleston Preconference Seminar.*

## BOOKSELLING AND VENDING

- Both Sides Now: Vendors and Librarians ..... 32**  
**Value: A View from Different Angles** by **Michael Gruenberg** — *In the world of negotiations, honesty by both sides goes hand-in-hand with understanding the value each party will derive by completing the buying and selling process in an open and forthright manner.*
- Optimizing Library Services..... 53**  
**Collaborations and Partnerships for the Modern Academic Library** by **Brian Doherty** — *Academic libraries have expanded their services to support not only access and discovery of information, but also the creation and dissemination of it.*
- Collection Management Matters ..... 60**  
**A Requiem for the Reference Collection** by **Glenda Alvin** — *Reference Sections as we used to know them are passing into library history. They will continue to be downsized and discarded, as libraries continue to transform to meet the challenges of providing meaningful and viable services to their stakeholders and communities.*
- Curating Collective Collections ..... 61**  
**ReCAP, Centralized Book Housing, and the Economy of Shared Collections, or, From Book Barn to Service Center** by **Jacob Nadal** — *In this column, Jacob shares thinking he has done based on the elaboration of ReCAP's role among its member libraries, Columbia, New York Public, and Princeton, as well as among libraries more generally.*
- International Dateline..... 63**  
**Worlds Apart** by **Rita Ricketts and Lydia Weyers** — *Similarities, and differences, of two special collections are explored in this essay.*
- Let's Get Technical..... 66**  
**A Herculean Task: Cleanup in Preparation for Migrating to a New ILS** by **Stacey Marien and Alayne Mundt** — *The nine-member Washington Research Library Consortium (WRLC) in the DC area is migrating to Alma and they have some recommendations to share.*
- Biz of Acq..... 67**  
**Digging Deeper: Trends by Discipline after 4+ Years into Winthrop's PDA Program** by **Antje Mays** — *This second article in the three-part series shows expenditures and usage trends in more depth by discipline for print and eBooks from year 2011/12 through 2014/15.*

*"Linking Publishers, Vendors and Librarians"*



**Against the Grain**

### Uncommon ...

*Against the Grain* is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. *ATG* is a unique collection of reports on the issues, literature, and people that impact the world of books, journals, and electronic information.

### Unconventional ...

*ATG* is published six times a year, in February, April, June, September, November, and December/January. A six-issue subscription is available for only \$55 U.S. (\$65 Canada, \$90 foreign, payable in U.S. dollars), making it an uncommonly good buy for all that it covers. Make checks payable to *Against the Grain, LLC* and mail to:

**Against the Grain**  
c/o Katina Strauch  
Post Office Box 799  
Sullivan's Island, SC 29482

\*Wire transfers are available,  
email <kstrauch@comcast.net>  
for details and instructions.

|      |         |      |       |     |       |         |       |
|------|---------|------|-------|-----|-------|---------|-------|
| Name | Address | City | State | Zip | Phone | Company | Email |
|      |         |      |       |     |       |         |       |