If Rumors Were Horses

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The book and serials industry continues to witness not only a proliferation of reference materials but a widening array of format choices for these materials—paper/print, CD-ROM, online, Web, etc. Modest (if any!) library budget increases are not keeping pace with the cost of these materials, making prudent collection management more important than ever. Concern abounds regarding how the Web is affecting reference publishing, how to decide in which format to publish or purchase a reference title, what are the benefits and disadvantages of having products in paper and electronic format, the value of electronic product trials, what reference subject fields are not being served by publishing, and what the future trends in publishing reference materials will be. To address these issues, an interview-style joint discussion among librarians responsible for reference collection management (one reference librarian and one collection management librarian from a large ARL member library, and one library director from a smaller college) and publishers of reference materials (one large publisher, which included responses from ten different staff members, and one smaller publisher, which included responses from two different staff members) was held. Their differing perspectives provide insight about the industry.

How is the Web effecting reference publishing?

The Librarians...

Answer from Christina E. Carter, Head of Reference, Zimmerman Library and Linda K. Lewis, Director of Collection Management, General Library, The University of New Mexico, Albuquerque, NM:

“As a major means of electronic communication, the omnipresence of the Web puts pressure on publishers to make their products available in this format. This often results in reference titles that are more timely as well as easier and more powerful to search (as has been the case with other electronic formats, such as CD-ROM), and that can be linked to Web-based OPACs and other Web-based resources. On the other hand, publishers also release reference titles in a Web format that may not warrant it, or whose content may not generate much customer interest. Many publishers cease publishing print versions of titles, in favor of Web versions, which

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From the guest editor:

If there is an overall theme in this Reference issue, it is the high quality of reference publishing in recent years. This is especially true in terms of content. In all three of their interviews, Irv Rockwood, Tom Romig and Eileen Sutter comment on their personal concern for quality and point with pride to the high caliber reference works they have some role in producing, marketing, and reviewing. James Williams and I also found content quality to be a premium in our review of the Routledge Encyclopedia of Philosophy.

Along with this sense of quality one other theme also emerges: the impact of electronic reference works. Fran Wilkinson’s article “To Web or Not To Web” highlights the differing viewpoints of a number of librarians and publishers on the state of the Web in providing quality reference products. The Web is still a work in progress.

All in all, this issue reaffirms that it is an exciting time in the world of reference publishing. In many cases, quality verges on exceptional while there is enough uncertainty to keep even the most vigilant prognosticator on his or her toes.

Tom Gilson
Guest Editor,
The Reference Publishing Issue
<gilson@cofc.edu>

From your (relaxing) editor:

Summer is wonderful. Relaxing gives you time to think, to ponder, and to gain perspective on your world. I hope that all of you had time to do a little bit of just that. Trouble with doing it is — vacation runs out and then you have to get down to real work!

Anyway, I came home to the September issue of Against the Grain which Tom Gilson had been working away on! I am impressed and I am sure that all of you will be as well. First, we have fabulous interviews with Eileen Sutter and Tom Romig and Irv Rockwood. Then, we have tons of reviews from Tom (Gilson) himself, James Williams, Mary Cross, Marita Kunkel, mutindi ndunnda, Norm Desmarais and Denis Keyes.

And that’s not all so let’s not waste time. Hope you all had a happy summer break! Happy fall!

Yr. Ed.

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ally,” continued Mr. Blackwell. “It is a reflection on his considerable abilities that he has been headhunted by NOP; he has worked phenomenally hard for us in the two years he has been with us and has, amongst many achievements, overseen significant growth in our journals business in the United States, Europe and Asia, opened our office in Brazil and driven the development of our leading edge electronic products, such as Electronic Journal Navigator. We wish him all the best in his new role at NOP!” Blackwell’s will be making further announcements about the future management of their global journals business. In the meantime, it is business as usual.

The awesome Kathy Miraglia (Catholic University) <miraglia@ccu.edu> sends word of the 74th (now that’s a lot!) annual meeting of the Potomac Technical Processing Libraries (PTPL). The meeting, “To Merge or Not to Merge: Libraries and Computer Centers,” boasts Janet Swan Hill (President, ALCTS) as the keynote speaker and will be held October 23 at George Mason University, George W. Johnson Center, Fairfax, VA. For more information and a registration form go to www.lib.virginia.edu/ptpl/.

Well. Guess what? Claire-Lise Benaud and Sever Bordeianu’s Outsourcing Library Operations in Academic Libraries (Libraries Unlimited) is out! And we will have a review in Nov. I have a copy! Do you?

The well-qualified John Abbott will be the new coordinator of Collection Development at Appalachian State University. Congratulations, John!

Recently Janet Flowers and yours truly did two separate surveys regarding credit card usage in acquisitions and collection development departments. The number of responses we got were overwhelming (I got 72 responses in a little over 24 hours thanks to Eleanor Cook’s ACQNET!) Anyway, this is clearly a “hot” topic which will be covered at the Charleston Conference as well as in the upcoming November issue of ATG. Stay tuned!

Grove’s Dictionaries is taking some new directions. The distinguished reference publisher, which is the North American office of Macmillan Reference (UK) and is a member of the Von Holtzbrinck Publishing Group, will offer its first electronic reference product — Grove’s Dictionary of Art Online this year on the Web and on CD-ROM. The New Grove Dictionary of Music and Musicians as well as Encyclopedia of the Life Sciences will both be out in electronic and print form in 2001. Grove’s Dictionaries are also planning entry into the science publishing field with the Encyclopedia of Life Sciences (above), the Dictionary of Physics (four volumes, more than 100 contributors) and the Encyclopedia of Astronomy and Astrophysics (four volumes, copublished with the Institute of Physics). As of June 1, Grove’s Dictionaries’ customer service and fulfillment operation moved to VHPS — the Von Holtzbrinck Publishing Group’s continued on page 10

I 1971-72, McGraw-Hill contracted with author Clifford Irving for a book on the reclusive billionaire, Howard Hughes. The book was found to be fraudulent and Irving went to prison for it. In 1992, when McGraw-Hill moved into its new skyscraper quarters in New York City, the McGraw-Hill building sign identified the first floor tenant: “The Irving Trust Company.”
new, $30 million automated distribution center located in Gordonsville, Virginia. Grove's Dictionaries has also instituted a Library Advisory Council to help shape the publisher's products to meet customers' immediate and future needs. Council members include — John Berry (Executive Director of NILRC, a consortium of college libraries in Oak Park, IL), Vivian Buehl Bernstein (Vivian Bernstein & Associates), Kathleen R.T. Imhoff (Broward County (FL) Libraries), Christine King (SUNY Stony Brook), Jeanne P. Miller (Texas A&M), Alice Peery (Charlotte and Mecklenberg County (NC) Public Library System), Joseph W. Raker (Boston Public Library), and John Sisson (U. of California, Irvine). “We want our marketplace of librarians, scholars, booksellers and readers to recognize that a reference work in any field published by Grove's Dictionaries offers the most comprehensive coverage and state-of-the-art scholarship on every facet of the topic,” said the dynamic Janice E. Kuta, President. See our interview with Eileen Sutter this issue, pp.38-39, 46.

As reported in the Chronicle of Higher Education (July 3, 1998) and Edupage (July 2, 1998), Elsevier Science has announced that they will allow libraries to make paper copies of requested articles appearing in electronic journals and share them with scholars at other institutions. The policy still prohibits libraries from sharing the electronic version, but, says Yale's Ann Okerson, “This will send a signal to the rest of the publishers [that electronic and print articles should be treated the same for interlibrary loan purposes].”

John Wiley & Sons, Inc. (NYSE:JWbb) and SAS Institute Inc., one of the top ten largest independent software vendors in the world and the leading provider of data warehousing and decision-support software, have announced a deal to jointly publish a series of “how-to” manuals in the statistical sciences. The first, due in the first quarter of 1999, is on multivariate statistics using SAS® software. Additional volumes will cover topics such as data analysis, experimental design, linear models, regression, survival analysis, and time series. Books issued will be extensively peer reviewed by both academicians and Institute experts to provide high-quality documentation. All volumes will be paperbound. For further information, contact Susan Spilka <sspilka@wiley.com> or www.wiley.com.

Check out The New York Times, Circuits Section, Thursday, July 2, 1998, to read about “Taking on New Forms, Electronic Books Turn a Page.” This is about e-books and some of the new delivery devices.

Would you buy electronic access only to specific journal articles instead of paying for a subscription to the entire journal contents? Well, the Chronicle of Higher Education (8/14/98, p.A21, Information Technology Section), has an article by Vincent Kiernan entitled, “Paying by the Article: Libraries Test a New Model for Scholarly Journals” that is testing just such a model. PEAK (Pricing Electronic Access to Knowledge) is being undertaken by researchers at the U. of Michigan (Ann Arbor) along with 10 university libraries and two corporate libraries. The experiment is scheduled to end in August, 1999.

Susan M. Klopner, Manager of the Atlanta Information Center, Arthur Andersen LLP received the Special Libraries Association’s Library Management Division (LMD) Management Leadership Award during the SLA Annual Conference in June, 1998. The award, given for the eighth year, was sponsored by C. Berger And Company (CBC). Susan’s accomplishments include establishment of Internet training programs for local Andersen employees. She has also been instrumental in obtaining new technology for the information center and in broadening the services available there.

Also, Betty Lou Hicks, manager of Library Services for Hanson Engineers, Inc. in Springfield, Illinois, was awarded the EI SLA Engineering Librarian of the Year award, including a $1,000 stipend and a commemorative plaque, in June at SLA.

Two leading library organizations have endorsed the Scholarly Publishing & Academic Resources Coalition (SPARC), an initiative of the Association of Research Libraries (ARL) that aims to reduce the cost of scholarly journals by supporting introduction of high-quality, lower-cost alternatives to existing high-price titles. The Association of College & Research Libraries (ACRL) and the Canadian Association of Research Libraries/Association des bibliothèques de recherche du Canada (CARL/ABRC) each became affiliates of SPARC and made a $5,000 contribution. SPARC (Rick Johnson, director) seeks to help scholarly publishers — including learned societies, university presses, and others — enter markets where prices are high and competition is needed. It expects to reduce the risks of market entry for its publisher partners and to provide faculty with prestigious and responsive alternatives to current publishing vehicles. SPARC will solicit or encourage the introduction of new titles by providing a ready subscription base, and by generating support for SPARC projects from faculty. Membership in SPARC is open to academic institutions, research libraries, and organizations that share SPARC goals and values. SPARC announced its first partnership agreement on June 30 with the American Chemical Society (ACS), a non-profit scientific society that currently publishes 26 peer-reviewed research journals. The agreements call for ACS and SPARC to collaborate in creating at least one new ACS scientific journal each year for the next three years. The new journals will be one-quarter to one-third the price of competing titles. Previous endorsements of the SPARC concept have come from the Association of American Universities, the Association of American University Presses, the Big 12 Provosts, and the National Association of State Universities & Land Grant Colleges.


ABC-CLIO has promoted Gary Kuris from Senior Developmental Editor to the position of Editorial Director. “As Editorial Director, Kuris will create, shape, and develop ABC-CLIO’s innovative book list while also coordinating his editorial functions with marketing and production,” said Rolf Janke, Vice President and Publisher. Gary has extensive experience. Prior to joining ABC-CLIO he was Vice President in charge of Garland Publishing’s reference division. There, he initiated and developed an award-winning encyclopedia program as well as an outstanding book list in the humanities and social sciences. Previous to Garland, Kuris was Senior Editor for Scarecrow Press.

Berman Associates has announced the continued on page 12
When Joseph Heller's World War II protest novel was published in 1961, he gave it the title Catch-22. The title so caught on with the American public that it worked its way into English-language dictionaries as the definition for any difficult situation or problem whose seeming alternative solutions are logically invalid. Heller had originally titled his book Catch-18, but the number "18" conflicted with Leon Uris's novel Milla 18, which was being published at the same time, so he raised the "18" to "22" to avoid conflict.

200,000 students in six universities and twenty colleges across Sweden with access to the electronic fulltext from 1,082 periodicals in EBSCO's Academic Search FullText Elite database. In accessing this database, researchers will be utilizing EBSCOhost® 3.0. BIBSAM is The Royal Library's Department for National Coordination and Development. Among other things, BIBSAM signs national licenses for the use of commercial databases.
on behalf of the Swedish universities and research libraries.

Blackwell’s Information Services and SilverPlatter Information have announced a partnership to provide electronic access to Blackwell’s Electronic Journal Navigator using SilverPlatter’s SilverLinker Technology. Through SilverLinker, libraries can link to hundreds of journals from a variety of publishers, using a single interface. SilverLinker will be available as part of ERL Release 4, scheduled for release shortly. Visit www.silverplatter.com.

Sadly, Inge Valentine’s husband has died. When you see her at the 1998 Charleston Conference in November be sure to give her a big hug. I remember the first time I met this great woman, she was Otto Rapp’s replacement at Pergamon and more than filled his shoes (see ATG v.143, Sept. 1989 pp.17).

All public and academic libraries in six states — Texas, Georgia, Massachusetts, Ohio, Indiana and Illinois — gained free access to ArchivesUSA for a full year. These states pledged to support the pricing experiment for ArchivesUSA, an innovative database that provides information on nearly 5,500 U.S. repositories and over 100,000 special collections. Remember that ATG supported this initiative (see Feb. 1998, pp. 83) which demonstrates a new subscription model for the library community by asking libraries, consortia, and states to pledge what they think a product is worth.

Kendall Sengalis was awarded the Joseph L. Andrews Bibliographical Award by the American Association of Law Libraries (AALL) for his publication, Legal Information Buyers Guide and Reference Manual, 1997-98. The third edition (1998-99) of this indispensable reference guide is now available for a softcover price of $95. And I know that y’all remember that Jack Montgomery reviewed the above book in ATG.

And, did you happen to notice an article in Newsweek (7/13/98, p.75) about Buzzy Basch and Judy McQueen? Called “Have Garlic, Will Travel,” it’s about these personal chefs that come into your home and cook your meals for whatever period of time you need them to. Sounds good to me. I’m hungry already!

Got a call the other week from Brian Scanlan (President, Thieme Publishers). He wanted to CLAIM several issues of ATG that he hadn’t gotten and he found it amusing for a publisher to be calling a librarian for this instead of the usual reverse situation. Humpf! Meanwhile, several of our Chemistry professors have been having fun searching for some organic chemistry titles on the Thieme Web site — www.thieme.com.

Endeavor Information Systems has a total number of 154 contracts serving over 284 libraries. Twenty-six new academic and research libraries purchased the Voyager library automation system during the second quarter of 1998. Here are just some of them — Butler County Community College, Center for Hellenic Studies, St. Thomas University School of Law, East Tennessee State University, Indiana State University (Terre Haute), Library of Congress, National Library of New Zealand, Ringling School of Art and Design, Wake Forest University, Wingate University. For more information, visit www.endinosys.com.

And here’s more about the National Library of New Zealand (above). The library recently signed the final contracts to seal the delivery of the new computer technology with three companies — Endeavor Information Systems for the Voyager software, Fretwell-Downing Informatics for the VDX software, and Sun Microsystems for the system hardware. This is a $10 million project to supply New Zealand libraries with the national bibliographic system which supports their services to the public, educators, students and researchers across New Zealand. The Endeavor Voyager software will work in conjunction with another product, VDX, which is supplied by UK-based Fretwell-Downing Informatics. The current version of the Fretwell software has been installed for the use of the project team, and will provide the functionality required for the interloping of books and other resources between New Zealand libraries that are linked to the system. Library chief executive, Christopher Blake, said the project was significant for the organization, both from a technological and client point of view. “We’re talking about nearly every library in New Zealand and the management of over 10 million database records,” he said. For further information, contact Kristen Collins at <kristen.collins@natlib.govt.nz>.

Following nearly two years of careful analysis, the Harvard University Libraries have selected Data Research Associates, Inc. (DRA) (Nasdaq:DRAI) to supply the software for the next generation of HOLLIS (Harvard Online Library Information System). Sidney Verba (Director of the University Library) and Nancy Cline (Roy E. Larsen Librarian of Harvard College) believe that DRA offers “the best combination of company strength, forward-looking technology, and the promise of successful long-term evolution.” The contract is expected to be valued at more than $1 million for software and services and should be signed on October 1 of this year. This should allow Harvard to proceed with a phased implementation involving installation of OPAC and circulation control on July 1, 1999, and the remainder of I-Taos on July 1, 2000.

And speaking of DRA, DRA and WLN have announced that they have established a private data exchange point, or “peering,” on the Internet for the purpose of building a “library intranet” — a libraries-only electronic network that speeds electronic traffic among libraries and their information resources and suppliers by minimizing the distance between them. The peering is achieved using a dedicated frame-relay connection. Rather than routing randomly across the Internet, with potentially many intermediate points, or “hops,” in between, this new peering arrangement means that DRA Net user libraries will be a single hop away from WLN libraries and databases, and vice versa. For further information, contact Joe Bonwich at <joe@dra.com>.

Dawson Holdings PLC has announced the company’s admission to the “Official List of the London Stock Exchange.” The Ordinary Shares are classified within the “Support Services” sector. Before moving to the London Stock Exchange Official List, Dawson was listed on the Alternative Investment Market (AIM), where the company’s market capitalization grew from £25 million to over £100 million in less than four years.

During ALA Annual in DC, I had the honor of going to the Gale Research luncheon for the Learning Resource Center (LRC) where John Berendt (Midnight in the Garden of Good and Evil) spoke eloquently and captivatingly. Dedria Bryfonski, CEO of Gale Research, was also captivating. She is a woman who has really and truly worked her way up to an awesome position! The Learning Resource Center was incredible, meshing together information continued on page 16.

<http://www.against-the-grain.com>

And speaking of the Gale Research luncheon with John Berendt, it was there that I saw and even sat with Clara-Mae Chittum, once of MIT and now married and traveling in Ecuador where she is working as a, guess what, librarian. Anyway, Clara-Mae was fun to be with as always and has quite some tales to tell.

Yankee Rights Management and Electric Press have signed a letter of intent to integrate Yankee’s Copyright Direct™ system and Electric Press’ publishing solution—Publiotech™. The Publiotech-Copyright Direct combination represents a significant stride forward for publishing and managing content online. Publiotech offers publishers the ability to place their books and other publications on the Web for browsing, purchasing, and remote printing on demand. Copyright Direct is an Internet-based copyright management and commerce service that links digital content directly to online rights and permissions services. For more information, contact Glen Secor, President of Yankee Book Peddler at gsecor@ybp.com. And, don’t forget that Yankee Rights Management was profiled in JTG, June 1998, p.36.

Drawn from presessional libraries from government entities such as the White House, CIA, the State Department and others, a large selection of previously classified government documents can now be accessed over the Internet. Says Primary Source Media, publisher, “This product is not limited by specific thematic or subject selection, or predefined search fields. We are going full speed ahead will fulltext, full image, full searchable and full affordability.” For further information, www.psmmedia.com/dhrs.htm.

Got such a nice letter from Debbie Wilcox (New Hampshire College) it brought tears to my eyes. Really. She said that she will not be able to attend the Charleston Conference this year, but will be thinking of everyone and looking forward to reading about it. She and her husband are planning a trip to the Southwest in late October, plus they are in Ireland this month. Sounds like great fun, Debbie. Have fun for us and keep in touch, okay?

Just got word that the Association of American Publishers Professional/Scholarly Publishing Division’s 1999 Annual Conference will be February 8-10 in Washington, DC, and is titled “Inventing Our Future.”

The librarian and information professional communities continue to react to the new DialUnit pricing system initiated by the Dialog Corporation in June. On July 31, to assist Dialog’s many users in understanding and coping with the changes, advance previews of two articles from the September issue of Searcher magazine went up on the Website of Information Today, Inc., the publisher — www.infotoday.com. “Dialog’s DialUnits: A Price Increase in Sheep’s Clothing” offers an analysis of tests conducted before and after the new pricing implementation, as well as tests under alternative telecommunications. Mary Ellen Bates, long-time searcher in Dialog and other online services, offers specific and focused tips on how to hold down costs, while warning of commands that run up the DialUnits. “Dialog Alternatives: A Power Searcher’s Checklist” offers a complete checklist of where every database offered by Dialog appears on other supermarket online services, including some owned or gatewayed by Dialog (“Dialog Via Other Channels”).

The incredible Birdie MacLennan has built and updates an excellent Web page regarding, among other things, journal titles which have electronic versions. URL: http://www.uvm.edu/~bmaclen/index.html.

This info is off the lawlib listserv. Law Library Collection Development Policies: Policy Documents and Resources: a Project of the AALL TS-SIS Acquisitions Committee, compiled by the awesomely energetic Rob Richards (University of Colorado) is available at http://www.colorado.edu/Law/lawlib/ts/all/policies.htm. This resource provides links and bibliographic citations to collection development policies for many types of law libraries, including private, prison, government agency, public, and academic libraries, in the U.S., Canada and the UK. It also offers links and citations to model policies, collection development standards, guides to creating collection development policies, and bibliographies on collection development. In addition, it lists links and citations to collection development policies for special material types, such as electronic resources and government documents, and for some non-law libraries.

This from serialist and Charles Bailey, Jr. (Assistant Dean for Systems, University Libraries, University of Houston, Houston, TX 77204-2091. E-mail: cbailey@uh.edu). Version 2.0 of the Scholarly Electronic Publishing Bibliography is now available. This selective bibliography presents over 800 articles, books, electronic documents, and other sources that are useful in understanding scholarly electronic publishing efforts on the Internet and other networks. HTML: <URL:http://info.lib.uh.edu/sepb/sepb.html> Acrobat: <URL:http://info.lib.uh.edu/sepb/sepb.pdf> Word: <URL:http://info.lib.uh.edu/sepb/sepb.doc>.

The NESLI License (6th draft) is now available online at http://www.nesli.ac.uk. NESLI is the National Electronic Site Licensing Initiative in the UK, a JISC funded program to deliver a national electronic journal service to the UK higher education market.

The National Writers Union (UAW Local 1981) outlined its strong opposition to a major nationwide uniform commercial code at a special briefing on July 26th in Cleveland at the annual conference of the National Conference of Commissioners of Uniform State Laws (NCCUSL). The NWU has joined with various consumer groups representing millions of people throughout the country in opposing the adoption of the so-called Article 2B of the Uniform Commercial Code. Article 2B which will cover all transaction in information. Says Jonathan Tasini (president, NWU): “We oppose 2B because writers have been swept up in a process gone awry. If 2B is enacted, writers will soon be facing the 273-page body of code that challenges even what—trained lawyers to understand what it means. Spare us, let us be governed by current Copyright law and contract law and leave the 2B code to those who can afford the lead time it takes to understand it and have the power to take advantage of it.” For complete information on the NWU’s position on UCC2B, visit www.nwu.org/nwu.

The TAFT Group has created four awards designed to recognize and encourage the development of nonprofit fund-raising resource centers. The awards program was launched August 5 at the Association of Professional Researchers for Advancement (APRA) conference in San Antonio. Each award recipient will receive $2,500 in TAFT print and/or electronic products. Two awards will be given to libraries or not-for-profit organizations seeking to enhance their existing fund-raising resource centers. Two additional awards will go to libraries or not-for-profit organizations or development services preparing to launch new fund-raising resource centers. Applications will be accepted through November 30, 1998. Guidelines are available by contacting Cheryl McDonald at cheryl.mcdonald@gale.com.

There are a ton of more rumors, but you’ll have to wait ‘til November. See you then!