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Adventures in Librarianship -- Reality

Ned Kraft
U.S. Department of State, kraftno@state.gov

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So what picture emerges from all these data—and what are the implications for the publishers and librarians?

First, it's clear that corporate America still relies primarily on original documents and photocopies for the majority of its information; therefore, as stated above, publishers still have time to develop the tools and strategies to protect their intellectual property from unauthorized and uncompensated digital use.

Second, Internet use for data acquisition continues to climb, albeit at a slower rate than in earlier years. We don't know how much Internet/Intranet use is growing now until we obtain and analyze the results from a subsequent survey, sometime in mid-2003. But it's clear that digital content is far more convenient to access, store and distribute and, therefore, will continue to grow at the expense of print media.

Third, the Internet has increased the demand for content from all sources, digital and non-digital, a trend that will certainly continue.

Fourth, the volume of online content purchases appears to be growing at a healthy clip; but, like the apparent hood in overall Internet usage, we'll have to wait until the next survey results are in before we can assess this definitively.

Adventures in Librarianship — Reality
by Ned Kraft (Ralph J. Bunche Library, U.S. Department of State)
kraftno@state.gov

Cable Television's most iconoclastic station, the ATG Network, is planning to bombard its summer audience this year with reality shows that are sure to please.

In June, prepare yourself for "Sweat Shop." ATG cameramen spent two months in the highly dysfunctional and very amusing Technical Services office of Mortify College's Bantering Library. Have there ever been catalogers so cantankerous? Has there ever been an acquisitions office so paranoid? I doubt it. Throw in a handful of territorial preservation technicians and a foul-mouthed, grumpy systems administrator and you've got yourself the makings of a hit show! Where did they find these people?

Keep an eye out for "Lib Cribs" in August, when ATG will take you inside the homes of famous librarians. You'll love the two-bedroom bungalow that Dr. Samuel Prudent, dean of Darkmound University's Fraught Memorial Library, calls home. Its slate-tiled entrance hall and blackened stone fireplace are warm and inviting. Dr. Prudent himself will guide you through his plans to install indoor plumbing next year. Missy Soon, from New York's PL 480 will show off her half-bedroom pied-a-terre with its magnificent view of room 603 in the Hotel Metro. And you won't want to miss the improvised cardboard and sheetrock abode designed and built by Malachi Esposito of Underlying Library fame. Its setting, under the Interstate 57 bridge, is certainly unique and probably illegal.

"Book 'Em" will follow the adventures of Chicago Public Library's famous Library Police squad. Ride along as they use handwriting analysis to expose a dangerous margin-writing scheme. Visit their DNA lab as Sergeant Pifer tries to unravel the mystery of the missing Newsweek issue. Watch Detective Dolores Hunt confront an indignant patron who refuses to put current newspapers back where he found them. The dedicated men and women of Chicago's Library Police leave no stone unturned!

"Survival Ex Libris" takes six academic librarians from Yale and dumps them in a small town public library somewhere in Idaho. Their challenge? To organize and conduct a book sale for the locals without condescension. To hold a Friends of the Library meeting without using bibliographic jargon. To wield the collection without throwing away all the romance novels (which proves hills and difficult for our Yalies). Who will be voted out of the library first? After reviewing the first show, my vote goes for Robert, the didactic engineering reference librarian who can't abide cooperative assignments. But I'll hedge my bet with the lovely Arianna, whose Ph.D. in physics doesn't seem to lessen her frustration with shelf list cards and the Dewey Decimal system.

ATG is promoting this summer season lineup as a new approach in niche-market programming. CEO Katina Strauch told her executive staff that "this daring and innovative schedule will surely boost ATG beyond Fox and Warner...or you'll all be looking for new jobs come September."