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If Rumors Were Horses

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The Importance of Intellectual Property Licensing in 21st Century Libraries

by Bryan M. Carson, J.D., M.I.L.S.,† (Associate Professor/Coordinator of Reference & Instructional Services, Western Kentucky University Libraries, Author, “The Law of Libraries and Archives” (Scarecrow Press), Ed.D Student, Higher Ed. Leadership & Policy, Vanderbilt University, 1906 College Heights Blvd. #11067, Bowling Green, Kentucky 42101-1067; Phone: 270-745-5007; Fax: 270-745-2275) <bryan.carson@wku.edu>

Licensing and intellectual property are increasingly important. Gone are the days when licensing was for lawyers, when trademark and copyright were for specialists, and intellectual property was far away from our lives. Today’s generation of librarians spend large chunks of time working on issues related to intellectual property and licenses. It affects our daily work life, from copyright clearance for reserves to database license agreements, and from streaming audio to trademarks. Libraries are not only users of intellectual property but also creators, and it is not unheard of for a librarian to start the day as a database licensee and finish it as a database producer.

This special issue of Against the Grain deals with licensing from the perspective of libraries. In “Licensing in an Electronic World: A Word of Advice,” Kara Phillips writes a letter to her younger self, based on the bestselling book What I Know Now: Letters to My Younger Self. Kara discusses how the role of librarians as users of intellectual property has changed over time. She explains licensing concepts that librarians need to know and points out things that she wished she knew at the start of her career.

If Rumors Were Horses

Several big news items this month.

Haworth Press, Inc., will be acquired by Taylor & Francis. According to Haworth’s Publisher & Editor-in-Chief, Bill Cohen: “Discussions with Taylor & Francis began modestly with Christoph Cheshire, in relation to possible book distribution in the UK and Europe. …Before long, we were talking about ‘Why not include the journals?’ and then the synergies became apparent. Exciting and productive meetings with Roger Horton, Chief Executive, and Kevin Bradley, President, of Taylor & Francis, ensued. … One factor, in our view, that was in order to grow, Haworth needed a consistently creative Internet platform that could compete successfully with other platforms of major houses. Informaworld at Taylor & Francis was most attractive in this sense. It is a resplendent hosting service, interweaving core journals along with eBooks, abstract databases, and reference works of historic importance. The stability of a prodigious international publishing house also adds an important dimension in regard to digital permanency. For Haworth Press authors and journal editors, the opportunities for increased access to libraries through consortia deals and stronger journal packages foreshadow increased impact, usage, and both subscription and intellectual growth. This is a magnificent development for them.”

Haworth Press was one of the first publishers to utilize in-house print-on-demand technology for books and journals. While Haworth works primarily with academic/professional membership associations and institutions, only one of its 194 journals is society owned. See our interview, this issue, p.40.

In the article “Streaming Audio and Licensing: What Libraries Need to Know,” Scott DeLeve points out some of the benefits and pitfalls of the new online multimedia world. He explains how rules intended to apply to online broadcasting can also apply to podcasting and streaming audio. Scott discusses the Sound Recording Act and its descendant, the Digital Performance Rights in Sound Recordings Act of 1995 (DPRSA), which were originally continued on page 16
The beginning of the academic school year is always fun! New colleagues, new assignments, new students, everything is new, new, new. But I guess we are all getting used to “new” these days.

My exciting “new” news is that my son, Raymond, and his wife, Lindsay, visited us in Charleston and I saw for myself that she is going to have my very first and “new” grand baby! How exciting! January is when the big event is supposed to occur so I am packing my bags.

In the meantime, we have pulled together another fascinating issue of ATG. This issue is a great one, as always. Bryan Carson is our guest editor and along with Kara Phillips, Scott DeLeve, and Jane Larrington he has provided us with five articles on The Importance of Intellectual Property Licensing in 21st Century Libraries.

We have interviews with Bill Cohen (Haworth Press), James Gray (Ingram Digital Group), David McKnight, (Van Pelt Library), and Faye Abrams (Ontario Council of University Libraries). John Cox and Melissa Aho are the subjects for our people profiles this month.

We’ve also included our 2006 Against the Grain Annual Survey Results and there is a special essay by Sylvia McAfhee called “What Do We Learn At Library Conferences?” Sandy Thatcher has brought us up to speed on the ACLS Report on “Our Cultural Commonwealth.” And believe it or not, in this issue, we have finished the reports from the 2006 Charleston Conference (proceedings from Greenwood are forthcoming). Have you registered for the 2007 Charleston Conference? Visit the official Conference Website at www.katina.info/conference.

Papa Abel continues his fascinating account of the Richard Abel Company and John Cox discusses academic and corporate culture and tribalism. Still more when Tom Leonhardt discusses his school books and Bob Nardini enters into the world of cataloging.

And there’s much more. You’ll learn a lot of “new” things. And see you in Charleston in November!

Love, Yr. Ed.

Letters to the Editor:

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3356, 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:

What’s up with the Charleston Conference registration confirmation software? I never received a confirmation. HELP! — Anonymous Charleston Conference registrant(s)

Editor’s Note: Dear anonymous, Have you ever heard of credit card security? Well, we had to change the service provider for our registration page to make sure that we were compliant so as not to have identity theft. Sometimes the confirmation notification works and sometimes it doesn’t. Believe me, we are trying to figure it out and all suggestions are appreciated. BUT, if you get a confirmation number you are registered. In the meantime, the communication lines are open and we apologize! Send questions to <senvkor@cofc.edu> or to <kstrauch@comcast.net>. Thanks! — Yr. Ed.

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The incomparable Rick Anderson <rick.anderson@utah.edu> has changed jobs! Effective August 16, Rick is Associate Director for Scholarly Resources & Collections at the Marriott Library, University of Utah. This means he’s working with awesome Joyce Ogburn <joyce.ogburn@library.utah.edu> and Margaret Landesman <margaret.landesman@library.utah.edu> and all those great people in Utah!! Congratulations, Rick!

And speaking of Joyce, she is looking for a Director of the University of Utah Press who reports to the University Librarian (Joyce!). What a great job! The University of Utah is seeking a strong leader for the University Press who can expand the reach of the Press by offering a traditional monographs publishing program combined with digital products that complement or supplement print publications. The successful candidate will be expected to explore new kinds of publishing and pursue scholarly communication models; seek strategic partnerships in publishing ventures; experiment and explore new ideas involving e-commerce; be active in the management and leadership of the Press and its partner, the Marriott Library; and lead the staff in adapting to the changing publishing environment. The director will form close alliances with researchers and authors, in addition to relevant campus relationships. The director will participate in development events and cultivation activities. Reporting to the University Librarian, the Director of the University of Utah Press serves as a member of the Marriott Library’s senior management team and manages all aspects of the Press’ publication programs. The Director supervises four full-time and four part-time staff, including an acquisitions editor, managing editor, production manager, business manager, and marketing manager as well as three external series editors. The Press publishes continued on page 10
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approximately 30 books a year with emphasis in anthropology, archaeology, Middle East studies, Western U.S. history, and Utah history. Other strong subject areas include linguistics, Native American studies, Mormon studies, literature and poetry, the natural environment, and outdoor recreation. The active backlist is approximately 350 titles, with annual net sales around $750k. Active series include, Foundations of Archaeological Inquiry, Anthropology of Pacific North America, University of Utah Anthropological Papers, the Agha Shahid Ali Prize in Poetry, and the Utah Series in Turkish and Islamic Studies. Distribution and fulfillment operations are through the Chicago Distribution Center. Wow! Sounds exciting! And challenging! www.uafupress.com/Careers/

And speaking of Margaret Landesman <margaret.landesman@utah.edu>, she is traveling with her husband Bruce in Europe and just wrote from Krakow! She was enthralled by the Jagiellonian University Library and wanted to do an interview but that didn’t happen… yet! Anyway, curious, I went to… Wikipedia (sorry all you naysayers out there) and learned that in “1491 Copernicus enrolled at the Krakow Academy http://en.wikipedia.org/wiki/Jagiellonian_University (now Jagiellonian University), where he probably first encountered astronomy with the professor Albert Brudzewski http://en.wikipedia.org/wiki/Albert_Brudzewski. This science soon fascinated him, and he began compiling a large library of books on the subject. Copernicus’ library was later carried off as war booty by the Swedes, during “The Deluge” http://en.wikipedia.org/wiki/The_Deluge_%28Polish_history%29 and is now housed in the Uppsala University Library http://en.wikipedia.org/wiki/Uppsala_University_Library." Gosh! What you don’t learn out there on the Web! en.wikipedia.org/wiki/Jagiellonian_University

We interrupt this rumorscast for an important announcement — Cris Ferguson’s <cris.ferguson@furman.edu> and husband John Larkin’s baby is here! He came 12 days early. Yes, it’s a HE! They were expecting a little girl but — surprise! Cullen Fredric Larkin was born at 1:01 pm on Tuesday, August 28th and weighed 7 lbs, 8 oz. Cullen is a Gaelic name that means handsome and, appropriately, Cullen has plenty of beautiful blond hair. We will be excited to see Cullen (and his adoring parents) in Charleston in November!

And an exciting announcement from the Addlestone Library at the College of Charleston! The Special Collections department has acquired a 1502 Aldine first edition of Herodotus’ Histories. Considered by many to be the first great prose writer of western civilization history, Herodotus documented the origins of the Greco-Persian wars, which took place in 490 and 480-79 BC. This Aldine edition is the first printing of Herodotus in the original Greek and one of only 25 in existence. Being of Greek extraction myself, I was fascinated to see it “in person” and to try to read some of it! Hoo-ha!

www.cofc.edu/~library/friendsofthelibrary

Royal Swets & Zeitlinger’s current group of shareholders have agreed to sell 100% of the shares in the company for an undisclosed amount to the Dutch-based investment firm Gilde with participation from Swets’ executive management. After several consecutive years of very strong performance, and seeing the company well positioned for long term growth, the current shareholders of Royal Swets & Zeitlinger decided earlier this year to sell their equity holdings. “We are immensely impressed with how Arie Jongejan, Swets’ CEO, and his team turned the company around to its current state of robust financial health”, said Roelof Prins of NPM Capital, one of Swets’ major institutional shareholders. Boudewijn Molenaar is the Managing Director of Gilde Buy Out Partners. As we all know, Swets builds on more than 100 years of experience and has more than twenty offices around the world. Gilde Buy Out Partners has funds under management in excess of EUR 1.0 billion. It is a mid-market buy-out investor with a geographical focus on the Benelux, Germany, France, and Switzerland. They have offices in Utrecht, Paris and Zurich.

www.gildepartners.com
www.swets.com/

Speaking of Swets — MyiLibrary Ltd and Swets are partnering to enable customers to access eBooks and electronic journals from one point of access. MyiLibrary provides access to more than 70,000 eBooks. Swets-Wise Subscriptions provides services for the management and procurement of journals. The first offering of combined services between MyiLibrary and Swets is expected to launch in September of this year. (that’s now!) MyiLibrary Ltd. is an Ingram Digital Group company.

www.myilibrary.com
www.ingramdigital.com
www.swets.com

Paul J. Crecca, Executive Vice President and Chief Financial Officer, will be assuming the role of Interim-Chief Executive Officer and Interim-President of Haight’s Cross Communications, Inc. (HCC). Mr. Crecca had

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2008 Charleston Conference — 28th Annual Issues in Book and Serial Acquisition

Call For Papers, Ideas, Conference Themes, Panels, Debates, Diatribes, Speakers, Poster Sessions, Preconferences, etc. ...

Wednesday, November 5, 2008 — Preconferences and Vendor Showcase
Thursday-Saturday, November 6-8, 2008 — Main Conference
Francis Marion Hotel & Embassy Suites Historic District, Charleston, SC

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The Charleston Conference prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We’ll probably love it... The Conference Directors for the 2008 Charleston Conference include — Beth Bernhardt, Principal Director (UNC-Greensboro) <beth.bernhardt@unbc.edu>, Glenda Alvin <galvin@iun.edu>, Cris Ferguson (Furman University) <cris.ferguson@furman.edu>, David Goodman <dgoodman@princeton.edu>, Chuck Hamaker <chahamake@email.uncc.edu>, Heidi Hoerman <hoerman@sc.edu>, Ramune Kubilius (Northwestern Health Sciences Library) <r-kubilius@northwestern.edu>, Heather Miller (SUNY-Albany) <hmiller@uamail.albany.edu>, Jack Montgomery (Western Kentucky University) <jack.montgomery@wku.edu>, Audrey Powers (UFS Tampa Library) <powers@lib.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkins (Consultant) <anthony.watkinson@btopenworld.com>, Katina Strauch (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference.

Send ideas by July 31, 2008, to any of the Conference Directors listed above. Or to: Katina Strauch, MSC 98, The Citadel, Charleston, SC 29409 843-723-3536 (voice) 843-805-7918 (fax) 843-509-2848 (cell) <kstrauch@comcast.net> http://www.katina.info/conference

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We are so sorry to learn of the death of Peter Banks in July. I remember Peter at the conference several years ago giving an impassioned talk regarding open access. Be sure and read Greg Tananbaum’s tribute to Peter, this issue, p. 8.

Symyx Technologies, Inc. (Nasdaq: SMMX) has entered into a definitive agreement to acquire certain content and software products of MDL Information Systems for $123 million in cash (subject to a working capital adjustment) from Elsevier Inc. Symyx, based in Santa Clara, CA, provides electronic lab notebook (ELN), automation and scientific decision-support software, automated lab systems (workflows) and collaborative research services. MDL, based in San Ramon, CA, provides technical R&D software solutions to more than 1,000 life sciences companies. MDL’s integrated informatics and content solutions for discovery chemistry and biology include its ISIS and Isentris platforms, and such industry standards as MDL Draw, MDL Direct, Available Chemicals Directory (ACD) and DiscoveryGate. With this solution set, Symyx will be able to accelerate its customers’ move toward paperless labs by integrating content, collaborative desktops, automation and information management for users, workgroups and the enterprise. The transaction is expected to close during the fourth quarter of 2007 and is subject to customary closing conditions and documentation, including clearance under applicable antitrust laws. Thomas Weisel Partners LLC acted as exclusive financial advisor to Symyx and provided a fairness opinion to the Symyx Board of Directors.

www.license/Archives/0708/msg00047.html

All of us think frequently of JOHN SECOR. What is he doing? What happened to him? Well, I have a semi-clue. I heard from his son, Glen secor@lawandinfo.com who wants to catch up with the industry. Glen says he is a voice from the past and is hoping to re-engage, probably in some consulting capacity. He wants back issues of ATG. Well, guess what? I have them. Send me your orders! <kstrauch@comcast.net>

Speaking of old friends, I picked up my cell phone the other day and who should be on the line but PHIL MAY! Remember the amazing Phil from Mumford Library Services in Jacksonville, Florida? Anyway, Phil was coming to Charleston to see us at the Addlestone Library, of course, but also to donate a letter John Bennett (1865-1956) had written to the wife of Lancelot Harris (a professor of Languages at the College of Charleston many years ago) and a relative of Phil’s. How exciting to see Phil who is doing very well!

More old friend news! Heard from Alix Vance <avance@cqpress.com> who has resigned her position at EBL to become the new Director of Library Reference Publishing and CQ Researcher Division at CQ. Alix says she will be at the Charleston Conference. An announcement from EBL regarding her replacement is forthcoming. For any EBL inquiries, contact Kari Paulson <kari.paulson@eblib.com> or Alison Morin, <alison.morin@eblib.com>. Congratulations, Alix, and see you soon!

www.cqpress.com www.eblib.com

There was a fantastically thorough write up of the Ninth Fiesole Collection Development Retreat in Hong Kong April 13-14, 2007 in
ACCESS. The Report was by Ruth A. Pagell, the University Librarian, Li Ka Shing Library, Singapore Management University. The Fiesole Retreats were begun at the behest of the wonderful Mario Casalini (now deceased) and continued by Casalini Libri’s Michele and Barbara Casalini. They are sponsored by The Charleston Advisor and Against the Grain. The Ninth Retreat was co-sponsored by the University of Hong Kong and had as its theme “The Quest for Information: Open or Closed, Democratic or Controlled — Perspectives from the Scholarly Community.” Speakers included Tony Ferguson (University of Hong Kong), Lorcán Dempsey (OCLC), Colin Day (University of Hong Kong Press), Colin Storey (Chinese University of Hong Kong), Carol Tenopir (University of Tennessee), Liz Chapman (University College London), Michael Keller (Stanford University), and Ward Shaw (investor). All of the papers are loaded on the Casalini Website as are those of all nine Retreats. Visit http://digital.casalini.it/retreat/index.htm

Next year’s 10th Fiesole Collection Development Retreat will be back in Fiesole, Italy on March 28-29, 2008. http://www.aardvarknet.info/access/number61/cover.cfm
http://digital.casalini.it/retreat/index.htm
http://library.smu.edu.sg

Speaking of Asia, OCLC has opened an office in Beijing with a grand-opening celebration July 20 with more than 150 leaders from libraries and other institutions in China attending. OCLC colleagues from Japan, Korea, Taiwan, and Thailand also were in attendance. The OCLC office is located in Zhong Guan Cun, the academic center of Beijing often called the Silicon Valley of China. Qiu Dongjiang, OCLC Chief Representative, is joined by three other OCLC staff members in the Beijing office. OCLC’s relationship with libraries in the People’s Republic of China began in 1986, when OCLC introduced its CJK system for cataloging Chinese, Japanese and Korean materials. An OCLC Service Center was established at Tsinghua University in 1996. OCLC has also been selected as the host site for the 4th China-U.S. Library Conference on October 23-25 in Dublin, Ohio. Last held at Shanghai Library in 2005, this prestigious scholarly conference will bring together leaders from libraries, museums, and archives in China and the United States for three days of presentations and meetings regarding cooperation among their institutions in China and the United States. www.oclc.org

More about OCLC. Here are some executive staff promotions. Rick Schwieterman has been promoted to Executive Vice President and Chief Financial Officer. Mr. Schwieterman joined OCLC in 1992 as Vice President, Finance and Treasurer. He was named Chief Financial Officer in 1994 and has been responsible for a variety of important financial, organizational and governance initiatives during his time at OCLC. Chip Nilges has been promoted to Vice President, Business Development. Mr. Nilges adds the NetLibrary management responsibilities to his current role overseeing business development. He joined OCLC in 1994 and has held several key roles including leadership of FirstSearch, new products and WorldCat content. Mr. Nilges was named Vice President, New Product Planning in July 2005. Bruce Crocco has been promoted to Vice President, Library Services for the Americas. In this position, he will oversee sales and library services in the United States and Canada. Mr. Crocco joined OCLC in 2002 and most recently served as Executive Director for Market Programs and Development. As a participant in OCLC’s succession management program, Mr. Crocco accepted the assignment to lead the migration and integration of RLG products and services with OCLC’s when the two organizations were combined. In this role, Mr. Crocco has managed the staff in Mountain View, California, in addition to continuing his current management responsibilities in Library Services. OCLC is operating during a time of unprecedented change,” said Jay Jordan, OCLC President and CEO, in announcing the staff promotions.”

Did you know that Ree Sherer had an accident over the summer? He fell off of a step ladder and had to be in a brace most of the summer. But he tells me that he just got the brace off though he still has to be inactive for six more weeks to get completely healed. Then the fun of rehab begins. I figure by the time of the conference we can wrestle and compare recoveries!

ProQuest and The Berkeley Electronic Press (“bepress”) have reached an agreement for bepress to purchase ownership of Digital Commons, the hosted institutional repository. Bepress will be adding sales and marketing staff and augmenting its existing customer support and services in addition to the hosting and technology services that it has always provided Digital Commons customers. Bepress Chairman is Aaron Edlin. ProQuest continues to believe that institutional repositories play an important role in the mission of academic libraries. In the future, it plans to offer tools that enhance or are complementary to institutional repositories. Founded by academics in 1999, The Berkeley Electronic Press (“bepress”) is both a publisher of peer-reviewed electronic journals and a software developer, having created a variety of tools to facilitate open access publication. Bepress’s core mission is to promote efficient Scholarly Communication. The bepress Institutional Repository platform currently powers the eScholarship Repository of the University of California system as well as over 50 schools using Digital Commons. www.bepress.com
www.proquest.com
www.csa.com

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Silverback Books, Inc. has selected IPS (Ingram Publisher Services, Inc.) for exclusive distribution support effective August 27, 2007. IPS provides publishers with distribution support, and sales and marketing services as well. Silverback Books publishes books featuring a youthful, lively approach to food, cooking, lifestyle, and wellness topics. Silverback Books offers a custom publishing service to interested clients. Silverback Books began as a niche publisher and self-distributor of cookbooks in 2000. In July of 2006, Silverback acquired Fitway Publishing, with titles in the following categories: Architecture and Design, Biographies, and Passions. Silverback Books is a privately owned company and is based in San Francisco, California, with a backlist of more than 200 titles. www.ingrambook.com

Just heard from Caroline Jenkins <cjenkins@mail.colgate.edu> that Colgate University is dedicating the school’s brand-new, state-of-the-art library with a series of lectures, tours, and other activities on campus Oct. 5. The Case Library and Geyer Center for Information Technology, as it is called, features a 24-hour study area, audio and video recording studios, a multimedia production suite, classrooms and meeting spaces, additional entraneways, expanded public computing, the high-tech library automated storage and retrieval (LASR) system, and Colgate’s complete library collections and services, among other things. It also, for the first time, houses the library and ITS teams together under one roof.

www.colgate.edu

The fantastic Herman A. Pabbruwe (CEO) sends word that Brill’s revenue grew during the first six months by 5% and reached €11 million. Increases in Costs of Goods Sold and Costs for selling and distribution were off-set by a decrease in other operating expenses. As a result EBITDA increased by 7% from a year ago. A favorable development of the tax burden resulted in an increase in profit by 22%. The number of (certificates of) shares grew by 2.5% as a result of stock dividend. Fully diluted EPS grew by 19% to €0.42. Cash flow showed a favorable trend as working capital increased only modestly. During the first half of this year no major investments have been made. In July Brill closed on the acquisition of publishing assets from Koninklijke Van Gorcum BV and a swap of journals was negotiated with Sage UK early in the second half of the year. Brill maintains its outlook as published earlier this year; provided that no unexpected circumstances develop, revenue will continue to increase. Brill maintains its earlier outlook of a 10% increase of profit for the year. This outlook is in line with Brill’s strategic goals. Founded in 1683 in Leiden, the Netherlands, Brill is an international academic publisher in the fields of Ancient Near East and Egypt; Middle East and Islamic Studies; Asian Studies (incl. Hotei imprint); Classical Studies; Medieval and Early Modern Studies; Biblical and Religious Studies; Social Sciences; Biology; Science (VSP imprint); Human Rights and Public International Law (Nijhoff imprint). With offices in Leiden and Boston (MA), Brill publishes more than 100 journals and around 600 new books and reference works each year.

www.brill.nl

Silverback Books, Inc.

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adopted for broadcasting. Scott also explains how the Digital Millennium Copyright Act (DMCA) has been applied to the world of online broadcast media.

Jane M. Larrington tackles the DMCA in her article “Impact of the Digital Millennium Copyright Act on Libraries and Library Users.” She discusses digital material, digital rights management, and the anti-circumvention provisions of the DMCA in the context of Fair Use. She works on copyright exceptions, and section 110 education exceptions. Jane also provides an overview of the Commission on New Technological Uses of Copyrighted Works (CONTU) guidelines.

And finally, I have a word to say about electronic reserves, copyright law, and licensing. Libraries and publishers are currently at loggerheads over the issue of e-reserves, with the American Library Association saying the practice is legal and the Association of American Publishers maintaining that copyright law is being violated. I’ll explain the legal background of academic library reserves, explain the ill-fated Conference on Fair Use (CONU) guidelines, and discuss the role that licensing agreements can play in alleviating this dispute.

There is no doubt that the world has changed, and that our new online information brings unique challenges. However, there are also unique opportunities available in our new digital world. Knowledge of copyright and licensing will help librarians understand and control these changes and to shape them to meet the needs of our libraries and our users.

Copyright Clearance Center (CCC)’s Rightsphere, the rights advisory and management service, has been named a Trend-Setting Product of the Year by KMWorld magazine. The award, announced in the September issue, recognizes innovative products that have had the most impact on the knowledge management industry over the past year. Introduced in 2006, Rightsphere’s rights repository enables knowledge managers to organize and manage all of their company’s content usage rights in a single location. A growing list of corporations, including Novartis, Astra Zeneca, Boeing and Eli Lilly, have purchased and implemented Rightsphere across their organizations. KMWorld covers Content, Document and Knowledge Management and informs more than 50,000 subscribers about the components and processes and subsequent success stories that together offer solutions for improving business performance.

Well, word is that Emerald Group Publishing is expanding and has just recruited four new members of staff for the Americas team as Customer Marketing Executives to support their Regional Business Managers across the USA. David Birkshaw will be supporting Anne-Marie Freeman in Canada and the Western States, Nazish Saleem will be working with Sue Holley in the Mid-Western States, Mark Palfreeman is working with Richard Burkitt, covering the East Coast of America, and Emma Williams will be working with Louise Walsh and Andrew Allan in Latin America and the Caribbean. And word is that ALL of them will be on the SpiritLine Boat Cruise in Charleston on Friday, November 9. Gosh! The cruise is filling up fast! Make your reservations!

And, speaking of Charleston, hotels are filling up and registrations are flying in. Have you sent yours in yet? The full (tentative) program is loaded at www.katina.info/conference

The Institute of Museum and Library Services (IMLS) has made an award of $499,702 to The Wolfsonian–Florida International University to plan and co-host the 2008 and 2009 WebWise Conferences on Libraries and Museums in the Digital World. The Florida Center for Library Automation (FCLA), which serves Florida’s institutions of higher education, is also a partner. Each year the WebWise Conference brings together approximately 350 representatives of museums, libraries, archives, information and systems science, and other fields interested in the future of high-quality online content for inquiry and education. The annual conference

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Endnotes
1. Bryan M. Carson, Coordinator of Reference & Instructional Services at Western Kentucky University. He earned his B.A. in Economics from Adrian College, J.D. from the University of Toledo, M.I.L.S. from University of Michigan, and is currently working on an Ed.D. in Higher Education Leadership & Policy at Vanderbilt University’s Peabody College of Education. Bryan is the author of The Law of Libraries & Archives (Searcraw Press, 2007), and writes the “Legally Speaking” columns for Against the Grain. His email address is <bryan.carson@WKU.EDU>

Op Ed — Little Red Herrings

A Hard Rain’s A-Gonna Fall

by Mark Y. Herring (Dean of Library Services, Dacus Library, Winthrop University) <herringmg@winthrop.edu>

The June issue of the Chronicle of Higher Education showcased as its cover story the blaring headlines, “Should the Internet Be Scrapped?” Did this surprise anyone? If it did, you must not have been paying attention. Over the last decade, the Internet, the Web — yes, yes, I know the terms are technically not synonymous but have become so in usage — has become increasingly useless as a scholarly tool. The CHE story discussed the obvious problems: spam, viruses, unreliable connections, not to mention unreliable information, disinformation and even misinformation.

Later in the summer, CHE had a shorter piece on ex-ALA president Michael Gorman’s exorcism of the Web. Side-by-side with his jeremiads were others who disagreed. Sadly, many who did were those in our profession. If all of this was not enough, the July issue of College and Research Libraries has a piece by Karen Hovde titled, “You Can’t Get There from Here: Student Citations in an Ephemerinal Electronic Environment.” Essentially Hovde writes about linkrot, that ever maddening disease of the Web that makes anything important written as if on water. The longevity of open Web articles is about 36 months. Good luck finding it if you’re in a hurry. In many ways, the Web has become what Johnson once said our minds were: vast uncataloged libraries. Google notwithstanding, finding something important on the Web beyond ready reference items is not an easy task even for the experienced Web user.

None of these problems is new. All are really ones that have exacerbated over time until the Web has now become a clutter of fiction, hoaxes, porn (don’t get me on that soapbox!), stupid jokes, now stupid video clips, narcissisms run amok, and the occasional reliable fact, if it isn’t in Wikipedia! And while I’m on the subject of Wikipedia, may I point out that a programmer at the University of California, Santa Cruz has now colored-coded Wikipedia so users will know when it’s nearly half right? Are we all now so much sold to the Baal of Bytes, Bits and Bill that it’s come to this? Can you imagine an encyclopedia making it through numerous editions with color-coding? Now, imagine buying it after the first notice that it was error-filled. But it’s on the Web so we all bow accordingly. One wag wrote early of the “howling wastes of the Internet.” He was only half right. It’s now a cesspool.

But the library profession, I am sad to report, is on the vanguard of defend- ers and it would appear that the American Library Association has become little more than a shill for Google. If left up to ALA, it would declare libraries obsolete and sell itself to Google, or rather slatternly give itself to Google. The pandering now borders on the vulgar.

But a hard rain’s a-gonna fall. Just the same way that our modern South Sea Bubble burst when the dotcoms went belly up, I predict that something similar will happen with the Web. I don’t want it to, mind you, but the sheer weight of the imbecilities make it a near-certainty. And when it does fall, there will be tears a-plenty, especially for the — what is it now — the G-147 libraries that have so far sold out to Google?

The oddity is that we have happily become a spectator society, happy to see the world with our eyes, not with our minds, as Shakespeare had it. Some years ago a group of very clever women put up a site called “Get Real” in which they urged porn-obsessed men to date a real woman rather than digital, virtual ones. It didn’t work — three out of five men are now porn addicted and the site is gone (that 36 month thing, you know). But I raise it as illustrative of our world today. We all want to look but not think, reflect, interpret, analyze and synthesize.

New studies indicate that rising genera-
tions of students are more allergic than ever to the printed world and yet we still live in a near-exclusive printed world. The Web may have ushered in the single largest generation of illiterates ever.

So what do we do? I wish I knew. Administrators want everything electronic to reduce costs (when no such thing occurs). Students are happy with Wikipedia and FaceBook instead of the tens of thousands we spend on aggregate databases. Professors assign fewer and fewer reading assignments because too many end up reflecting badly on their evaluations. Meanwhile our privacy is invaded, our selves stolen, and our time held hostage with another Viagra ad.

It’s a brave new world of course, but a hard rain’s a-gonna fall.

Endnotes
1. Normally I’m not one to do this, but my Fool’s Gold: Why the Internet Is No Substitute for a Library (McFarland, August 2007) chronicles all this and more. Dacus, the library where I work, also has a nifty ALA-size poster suitable for framing for only $10 (includes shipping & handling if mailed within the continental US. All poster proceeds go the library’s staff development fund).

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shares new research and innovations in digital technology with technical experts and thought leaders from the library, archives, and museum fields in order to enhance technology transfer among cultural heritage institutions nationwide and to promote institutional collabora-
tion. It also provides grant recipients the opportunity to showcase exemplary projects and to demonstrate the impact of federal funding on the development and improvement of library and museum services. The conference has been co-hosted in previous years by the University of Missouri at Columbia, Johns Hopkins University, the University of Illinois at Chicago, OCLC, Inc., and the J. Paul Getty Trust, in collaboration with IMLS. The 2008 WebWise Con-
ference will be held in Miami Beach, Florida, with tentative dates of March 5-7. The conference theme is “WebWise 2.0: The Power of Community.” Online registration for all events will be available through the IMLS Web site in fall 2007. The Institute of Museum and Library Services is the primary

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**Interview — James Gray**
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**ATG:** What percentage of eBooks compared to print books are being purchased at this time according to Coutts and Ingram's databases? And are academic libraries in the US buying eBooks at the same level that public libraries are buying them? And of the percentage (above), what percentage are in 'packages' rather than individual titles?

**JG:** Currently eBooks make up quite a small proportion of overall book sales, but it is growing rapidly. The driver for that growth is how fast publishers can make available their front-list content. For one major publisher, eBook sales in 2003 were only 1% of total book revenue, but had risen to 6% by 2006. With the vast majority of journals now online, academic users are increasingly aware of digital media and are creating their own level of demand and expectation for eBooks. Today's most forward-thinking publishers — Taylor & Francis, Springer and Oxford University Press are examples — are publishing simultaneously in 'p' and 'e' to allow libraries the choice of formats to suit their needs. As we go through this transition stage an increasing number of publishers will see significantly greater take-up of eBooks.

Academic libraries are buying eBooks more heavily than public libraries (where audiobooks are more in demand). Academic libraries often like to build opening collections by taking advantage of package offers and we anticipate that more and more of them will see the benefit to their patrons of buying publisher packages on the MyiLibrary aggregated platform and then continuing to buy eBooks title-by-title through their existing approval and new title programs. The opportunity is there, the question is, how quickly will libraries embrace it?

**ATG:** Currently, our library gives access to particular book titles via the online public access catalogue. We also give access by subject-oriented Webpages. The first access point, the OPAC, depends on the availability of the MARC record which is downloaded into the OPAC. As I understand it, MyiLibrary presents itself as a database and not as a group of MARC records that can be downloaded into the OPAC individually. Is this correct?

**JG:** MyiLibrary can be searched either through the library OPAC or directly. We make available MARC records for individual titles and for the titles within packages or collections, and many libraries load these into their existing catalogs. The records can all be upgraded to individual library specifications. In addition, we can offer expanded MARC records to include interactive Table of Contents and in some case chapter abstracts. We understand the importance of metadata in aiding the discovery of content. So while MyiLibrary is a full text database, it is also a metadata database in MARC format accessible through the OPAC.

It should be noted, however, that traditional MARC records are a poor form of discovery for eBook content and as much aggregation as possible at the full text level definitely makes searching for what you want an easier, more effective experience.

**ATG:** Is eBook purchasing going to catch on? And will a single proprietary database really succeed?

**JG:** Yes, most definitely. A number of major academic libraries such as Stanford and Toronto have purchased large eBook collections and are now working to integrate ongoing eBook acquisition into their day-to-day workflows. There is no longer any doubt about the adoption of eBooks, it is just a question of whether this will happen rapidly or very rapidly! Now it is simply about format choice — hardback, paperback, eBook, or a combination of both print and 'e.'

There is huge value to the institution and to library patrons in moving to a single aggregated platform as the availability and the demand for e-products grow. As libraries acquire more monographic content in electronic format, buying direct from publishers means they could be looking at upwards of 50 individual access platforms — with all that entails for managing the interface, different access and licensing models and managing links. Ingram as a whole has commercial relationships with around eighteen thousand publishers and we are working hard to aggregate as much of their relevant eBook content as possible. It has to be the answer.

It is not about a 'single proprietary database.' MyiLibrary is simply a repository of content, and it uses no proprietary reading software, only common applications such as Adobe Acrobat and all content is accessible through a standard Web browser.

In addition allowing libraries the option of taking a locally hosted version of the platform gives them great choice in terms of archiving purchased content and management and archiving of local content.

Value for libraries in this market is a combination of the most cost-efficient methodology, purchasing power, extensive publisher relationships and the single vendor interface to integrate eBook acquisition into normal workflows.

**ATG:** What does the future hold for this industry?

**JG:** We have to recognize how quickly things are changing, and how irreversible the changes will be. In the academic community we have a generation of students who have grown up in the online world and with the expectation of instant access to the information they want. Not only will native digital learners — the ones born to it — create demand, they will become increasingly impatient with traditional delivery models — with going somewhere to find and wait for a piece of information, a book. That move away from the physical book, plus the ever-increasing costs of investment in physical stock, in library storage, stock losses and security, will all help shape the digital future.

Libraries will move to hosting local digital content on an integrated platform, and we will see a move to more consolidation of multiple platforms. We will also see significant changes to publisher revenue streams as the publisher digital asset base grows. I would also expect to see more effective linking of the major search engines such as Google and Microsoft Live Search, and a secure infrastructure for e-textbooks. We are certainly involved in all these areas!

**ATG:** Please tell us about yourself. Family? Training? Education? Hobbies?

**JG:** Before I joined the business, prior to 1992, I worked for a time in IT sales and finance. Living on the south coast of England I love sailing, and my wife and I have taken to spending weekends on the water with our German Shepherd, Kierra. With a good book and a bottle of wine, it’s amazing how quickly a couple of days can pass by!

**ATG:** And what do you like to read?

**JG:** Anything and everything — so long as it’s well-written! I’m currently trying out a few of the latest eBook reader devices, and that has certainly been an interesting glimpse into the (near) future. Ø

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**Rumors**
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source of federal support for the nation’s 122,000 libraries and 17,500 museums. The Wolfsonian-FIU, located in Miami Beach, is a museum, library, and research center that uses its collection of approximately 120,000 objects to illustrate the persuasive power of art and design. For over one decade now, the Wolfsonian has been a division of Florida International University.

[www.imls.gov](http://www.imls.gov)
[www.wolfsonian.org](http://www.wolfsonian.org)

Ebrary is currently seeking beta testers for the new Java-based Reader, which will replace the current proprietary plug-in. They are especially looking for testers for the Linux and Macintosh platforms.

[site.ebrary.com/lib/newsletter/Top?docID=10179747&ppg=3 www.responsetrack.net/lnk/ebrazy8001577134A0FF2E3]

The [Association of Research Libraries (ARL)](http://www.arl.org) is inviting nominations and applications for the position of Executive Director. Reporting to the Board of Directors, the Executive Director serves as ARL’s chief executive and is responsible for the effective administration of all ARL operations and programs. The ARL [Executive Director Search Committee](http://www.arl.org) has retained [Auerbach Associates, Inc.](http://www.auerbach.com), to assist with this search. Applicants should provide continued on page 44
ATG: Hello. We have just learned that the U. of Pennsylvania plans to begin digitizing hundreds of one-of-a-kind books from its collections. Can you tell us how many books you are planning to digitize?

DM: At the present time Penn is going to focus on its legacy collection of digital facsimiles which runs to about 350 rare titles. We will also be working on one periodical, The Occident. Thereafter we will use Olive as part of future digital library collection production. The total number of volumes is difficult to assess.

ATG: Will you sell copies of these books on Amazon or Barnes and Noble or will you make them freely available?

DM: Library content will be available, generally for free, we intend to make them accessible from the Library’s Website. This does not preclude other third party arrangements for sale on Amazon or print-on-demand options.

ATG: When will these items be available? Is there a Website? And when will it be live?

DM: We have just acquired the software (August 2007), we expect it to take about four months to “get to know” the system and integrate the software into our larger digitization plans for the Library. We expect to go live in the first quarter of 2008.

ATG: Did you get a grant for this project? Is it an ongoing project or a pilot?

DM: We used grant money to assist us in purchasing the software. Source: Mr. Bernard Goldstein. We will use a variety of sources of funding for ongoing production of texts including grants, endowments and private gifts.

ATG: How will the digitization be carried out? We understand that you will be using Olive software. Tell us more.

DM: Very briefly, the great appeal of Olive software is that it automates the generation of XML encoded printed works. These works can range from Newspapers (in our case historic newspapers), journals, printed books, technical reports, theses, etc. The work flow is select items for scanning, scan (in house) prepare images for ingestion into the Olive XML Distiller and publish to the Web. We are transforming the native Olive XML into METS (Mime Encoding Transmission Standard) files which is the benchmark for digital objects in the academic digital library realm. METS is a widely recognized standard and endorsed and supported by the Library of Congress.

ATG: Will you use student help or professionals?

DM: We have a mixed model for staffing: work study students will be trained to use the software and professional staff will manage scripts and the technical environment.

ATG: Would you comment on how this might fit in with digitization efforts by other large ARL libraries? Also how this might fit in with Google’s various projects?

DM: By acquiring Olive we will be able to produce fully compliant XML versions of our library content. I believe that this gives an advantage over the Google Project in three distinct ways: it will facilitate more granular searching. XML is recognized as an excellent candidate for long term preservation, and it will enable us to output our texts in a variety of formats from pdf, print-on-demand, ability to download handheld devices etc. Although we will not be able to compete with Google and their ARL partners in terms of quantity, I think we’ll be able to offer quality.

ATG: Are you inputting information on OCLC for the items that you are scanning?

DM: Yes cataloging records for our digital facsimiles will be uploaded to OCLC.

ATG: Are there plans for an online “ware-house” if you will of materials like these that have been digitized? It would be wonderful to have them all in one place.

DM: Again yes, we are building a comprehensive data repository that will include all of Penn’s digital objects: texts, manuscripts, images, sound files, etc.

ATG: What advice would you give libraries that are contemplating this kind of endeavor in the future?

DM: Creating digital library programs in house is an expensive proposition. To build a robust system you need imaging resources, technical staff, programmers, system and Web designers. If you have the resources in hand or possibly you are capable of sharing resources in a collaborative environment then you might consider acquiring Olive. If you manage a large print collection that you would like to digitize then I believe Olive should be considered as the software of choice, there are few other products like it. Once the mystery of hand character recognition is solved this will be a boon to special collection libraries like Penn’s which has thousands of handwritten documents. In my life time maybe.

ATG: And, finally, tell us about yourself. How did you become interested in this project? What is your training? And what do you do for fun?

DM: I am an Academic librarian and have worked in the field of rare books and digitization for ten years. I have a Master of Arts degree. For fun I am an avid book collector. There’s still nothing like a book! 📚

FOR MORE INFORMATION CONTACT:
David McKnight, Director
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Email: <dmcknight@pobox.upenn.edu>
Website: <http://dewey.library.upenn.edu/sceti>

Rumors

a cover letter, a résumé or curriculum vitae, and names and contact information for three references. All nominations, applications, and inquiries should be sent, in confidence, to Kit J. Nichols, Senior Consultant <sara@auerbach-assc.com> (Electronic submissions are preferred.)

www.arl.org

And speaking of the 2007 Charleston Conference, we will have a presentation which will describe how the US Army General Library Program supports American soldiers in Iraq and around the world. The program will be delivered primarily by Karen Murphy, the librarian who selects the books provided by the Army and other services for our soldiers. My son, Raymond, is an avid reader (he knows where every book is in our house and we have thousands!) and he certainly visited the library many times when he was stationed in Iraq so I’ll look forward to seeing this presentation. AND — related — during SLA’s Annual Conference in Denver, a group of professionals who work tirelessly to be sure that the men and women serving to protect

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What Do We Learn at Library Conferences?

by Sylvia McAphee (Serials Librarian, University of Alabama at Birmingham/Lister Hill Library of the Health Sciences, LHL 240A-1700 University Blvd., 1530 3rd Avenue South, Birmingham, AL 35294-0013; Phone: 205-934-2299; Fax: 205-934-3545) <smcaphee@uab.edu>

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Column Editor’s Note: Attending library conferences offers many benefits, including introductions to new products and technologies, information on best practices, and opportunities to exchange information with individuals from other institutions. — AF

To a new librarian, learning is monumental. Going to a library conference presents learning possibilities that are endless. There are chances to hear about new and emerging technologies as well as best practices from other libraries. There are chances to network with new acquaintances and to reconnect with old friends from library school. Let’s examine each of these benefits more closely in an attempt to understand how much we can learn by attending and participating in library conferences.

Emerging technologies are all around us. It seems like everywhere we go we are surrounded by all of the new gadgets that are available. In libraries, as we move increasingly from print to electronic resources, it is imperative to keep abreast of these up-and-coming, innovative ways of doing our work. At conferences, vendors have their best and most promising products on full display in the exhibits area. Although you may have read the blurb via email or seen a snail-mail flyer, nothing beats actually test-driving a new database or taking a new software package for a spin. Many times, conferences are the only venues to see new products. Without going to conferences, you’ll have to wait for the company Website to offer a demo version, or arrange a Web demonstration at your library. A conference can be a great opportunity for librarians to meet with a vendor and examine a new product or service.

It is also a good idea to set up a time to get together with your vendor representative at the conference. Invite other librarians from your library so that everyone can take advantage of the opportunity to meet the vendor and see the new products and services available. This can be an excellent learning experience and gives everyone a chance to ask questions.

If you want a reference from another library before buying a new product, arrange to talk to a representative from that library while at the conference. This is a pleasant and informal way to find out if the product is indeed what your library needs and if it will meet your expectations. Often times, facial expressions can tell a great deal about both the product and the company. Emails and Web-exs simply do not present this level of detail. Exploring the options at the exhibitors’ section of a conference is truly a treat and sheds light on library technology trends.

Learning about best practices goes hand in hand with examining new technologies. It is reassuring to go to a conference and find out that you manage some aspect of your day-to-day job in the way that most others do. Many times you’ll find that others have had the same problems with certain vendors or with particular titles that you have experienced. The tactical and strategy sessions at NASIG, for example, offer a wealth of serials-related information. The pre-conferences and workshops are valuable hands-on learning opportunities that should not be overlooked. It is always interesting to find out what people are working on, and they are usually more than happy to share their knowledge and wisdom. This type of learning is pivotal both to new librarians and to librarians at later stages of their careers. The topics and presentations are well planned and give an excellent view of current trends and where the profession is headed. The visionary sessions give a “heads-up” to the future of serials within the next five to ten years. This type of program planning makes attendees feel that they are well prepared for whatever tomorrow may bring. It also gives them ideas of where they may want to go with their own careers in the years to come.

Without attending conferences, librarians can learn about trends and best practices by reading the literature. Conference attendance offers opportunities for direct interaction with people who are knowledgeable in the field and who can give excellent insight on the best ways to perform job responsibilities effectively and efficiently. The camaraderie and daily interactions at conference sessions often lead to additional networking opportunities.

The opportunity to network with peers is valuable in any field, including librarianship. Conference attendance makes it possible to meet people who can help you make the best of your career. The person from another library that you meet at a conference could be a future co-worker or supervisor. You want to be sure to put your best foot forward in any social gathering so that you can make a good and lasting impression. Other attendees can also shed light on “tricks of the trade” and “do’s and don’ts” of librarianship. It is always good to make friends and build relationships wherever you go, and it is especially rewarding when fellow conference attendees become life-long friends. It is always fascinating to see the diverse and electrifying personalities that are often drawn into librarianship, and going to lunch or dinner with new people can be a fun and relaxing way to wind down from the fast-paced conference days.

If the conference is held in a town you have never visited before, fellow conference attendees can give tips on where to go and what to do while there. Large conferences, like MLA or ALA, offer the chance to have informal meetings with former library school classmates during the conference. This is an excellent opportunity to reconnect with people you may not have seen since graduation, and to catch up on mutual learning and experiences. This type of interaction can help in the future, when looking for new job opportunities. A casual conversation may lead to a future job opportunity. This type of knowledge and experience is priceless as you move through your career. Library conferences really are a time for personal as well as professional growth.

In summary, the learning that results from going to a library conference is in many ways immeasurable if you look at the value and depth of the skills and learning opportunities offered. The topics covered at the meetings are varied, and right on target with the types of real life situations you will encounter day-to-day. Attending conference sessions provides preparation for almost every type of work situation. Connections made at a library conference can have a lasting impact. Much can be learned from building on the real-life examples that library conferences provide through various sessions and programs. In the end, you’ll get out of the conference as much as you put in to it. If you take the initiative and grab all the opportunities that conferences present, the possibilities are endless!
During the meeting Meghan will need to call on her facilitation skills to keep the group moving through the agenda, while also allowing for everyone to have reasonable input and response time. If there seems to be a heated discussion over any particular subject Meghan can suggest that a deeper discussion needs to happen when there is more time, and that she will include in the minutes that this needs to happen, and then, firmly move on to the next topic. Keeping your wristwatch on the table in front of you, or sitting directly across from a clock can be a good way to keep an eye on the time. Good meeting facilitation skills will help those uncertain of Meghan as a leader gain respect for her abilities. If she keeps the meeting productive and on-going, they will more than likely not heckle her or impede the meeting’s progress.

Meghan will want to end the meeting on-time, or better yet, a bit early if at all possible. Last steps are to review any action items, making it clear who is responsible for follow-up, and then by thanking everyone for their input and help in making the meeting go so smoothly.

After the meeting, Meghan will want to get with the minute-taker, and agree upon a deadline for when the minutes will be complete, preferably before Lila’s return. If needs be, Meghan may want to offer to take the person to lunch, or do them a favor, in return for timely turn-around on the minutes. As well, Meghan will want to write a follow-up email just to Lila, letting her know how the meeting went, alerting her to any areas for concern, and reporting on any action items that Lila will need to know about on her return.

Whew! Now, finally, Meghan needs to congratulate herself on a job well done. If she follows our advice, she will most likely be hitting the closest ice cream parlor and having a banana split to celebrate her successful first meeting!
Building Better Mousetraps

What does this title awake in your mind? Do you think about mice catching devices, or can you go a little “out of the box” to think about general procedures, organizational schemes, and things that will make your life in the library environment easier? Sometimes I fill my lunch times with thoughts of changes in procedures that will simplify our lives, or concerns about poorly functioning routines, or a collection that isn’t working well for our patrons. Where are the ideas? Where is the knowledge? Where is the energy to complete the projects? All of these answers come from our minds and all the little files that stay closed until we have a need for that specific information. Sometimes the key is hard to find and other times it appears at the end of a rainbow in a jar full of solutions and compromises. Do you dare dip into that jar to remove a key and insert in your files? What will you be unleashing? It isn’t a Pandora’s Box, but it is always interesting. Care to dip a little in the churlish waters with me?

Preservation! Just a word, or do you have some ideas? We had to deal with this on a personal level as mold was found on the second and third floors. Instead of panicking, we shared and compared information we knew, acquired information we didn’t have and eventually, the presentation to the university resulted in the hiring of an experienced team to eradicate the mold, the re-evaluation of the air handling systems, and plans to change the whole environment, hopefully guaranteeing suppression of the mold forever.

Another preservation problem! Microfilm on acetate producing a vinegar smell calls for action. We are not only testing the film and will be sending it to be re-duped, but we are establishing information on our item records that will give the preservation information for each reel. In subsequent years, we can run access reports based on type of film (acetate, polyester, etc.), year of production, or acidity scores (0-3). Never been done?

I don’t know if it has, but it is new here! Throwing down a book in anger doesn’t get us space on the shelves in periodicals, but it relieves some stress. Scanning the shelves, we found that all of our issues were residing in four inch wide boxes, and many had only a few issues (far from filling the box). I had one of our engineering students design a conversion from the four inch into two inch wide boxes. He replaced over 200 of the four inch boxes and gained us space in the stacks so that we could continue to shelf new materials. We did the same thing in our compact storage section, but replacing some 300 boxes. Wow, we really have some room now! The shifting will go easier.

How is the humidity level in your collections? Our microfilm archives are not far from the front doors, which could lower the shelf life of the film. We bought a bucket of anti-moisture packets (300) and have placed two in each shelving unit, reducing the levels and increasing the shelf life. Wow! Thirty-eight cents per packet times two is much cheaper than replacing the microfilm from early deterioration.

Having trouble finding a time for your group to meet during the work day? Our Serials Collection Development Team now meets online in email, a user friendly board, and through routed packets of decisions for new serials. It works, cuts down the meeting times and the impossible scheduling in a small library. We have been able to make more decisions in a year than the former groups have done in two years.

There are always possibilities! Dream a little. Scheme a little. Think a little. Anything can come to light or be solved? What is your problem? Is it something to think about? 😊

Rumors

Heard from the awesome Diane Kerr (don’t you just love her Scottish accent?) <diane.kerr@dawsonbooks.co.uk> that Dawson Books has launched its new eBook platform Dawsonera. Integrating with Dawson’s existing book catalog used by all Dawson customers, libraries now have a procurement process offering one point of purchase for printed book and eBook orders. No fewer than 30,000 eBooks are available for individual purchase.

enquiries@dawsonera.com

Picked this up from the incredibly interesting LiSnews. http://lisnews.org/article.php?sid=07/08/14/115242 — The National Library of New Zealand is running a campaign at the LIANZA Conference in 2007 to see predictions of the what the Library will be like in 2017. Check it out. Pretty interesting. You know, we should do something like that in Charleston in 2007!

What else? Bringing you up-to-date. Did you know that the always upbeat Forrest Link is now with Blackwell’s Book Service? We will see him in Charleston in November to get the “poop.”

Also, the delightful Jim Morrison from...
problems with a company. In such cases we would not want to commit ourselves for a long term. Negotiating is time-consuming, and many people have to be consulted. If I conclude a one year license that takes six months to negotiate, it is not efficient. Multi-year deals allow us to set caps on cost increases. This ensures a revenue stream for the vendor and reduces their overhead as well as ours. It is a win-win situation.

**ATG: So we’re setting the parameters of negotiation to advance our members’ interests?**

**FA:** Yes. As we look at a product, we consider local load and plan for it, especially for journal literature. However some products don’t lend themselves to this. Where full text local loading hasn’t been available, metadata that allows us to link to the vendor’s sites is an alternative. We always work toward the goal of local loading and don’t give up once the license is signed. The loading issue comes up at every renewal. We feel that the compelling argument is that local loading would result in more satisfied customers. There would be greater use, to the benefit of both the publisher and the institution. We have been successful in negotiating local loading with various publishers, but not always on the first round.

**ATG:** Tom Sanville has said, “The hardest thing is to decide what not to do, or what not to do anymore.” What do you think we should not be doing anymore?

**FA:** Many of these “not doing” decisions would occur at the institution level. We have

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**Rumors**

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NAPC is retiring December 31! I can’t believe it. All of my favorite sales people are retiring! Yes, it’s true. You will remember Jim from Bell & Howell, UMI, ProQuest and now NAPC. Well, after a long career, Jim is going on to the green pastures of his farm in Concord, NC. No doubt his wife and his twin grandbabies will fill his time! Keep in touch, Jim!

In between working mightily on the Charleston Conference, the guest editor Beth Bernhardt and her husband Chris and their daughter Anna took a great trip this summer to cool Nova Scotia hiking, canoeing, kayaking, etc., while many of us were sweltering from the heat. It sounds delightful!

And remember Pam Rebecca Cowart? She and Sheila Bair guest edited the February 2007 issue of *ATG* on Metadata for Digitization Projects which was so popular! Well, Pam is the new Director of Library Advancement at the University of South Carolina in Columbia. Congratulations, Pam!

It’s always fun to see employees “grow up” and get professional library jobs! That’s

why I was thrilled to hear from Dan Hanlon <dhanlon@apa.org>, once a student at the College of Charleston and an assistant in the Collection Development Department! Well! Dan graduated in 2004 and went to library school. He is now an Associate Librarian for the American Psychological Association and will be in Charleston at the Conference. Like, WOW and way cool!!

Another worker who has made good — Todd Rid worked for us as an Intern when he was a library school student at the University of South Carolina. Well, Todd is now at Coker College in Hartsville, SC and is working with implementing Innovative Interfaces and ERM at Coker.

So sorry to be missing the 75th Anniversary Grand Finale at the University of North Carolina at Chapel Hill School of Information and Library Science. Dr. Vartan Gregorian (President, Carnegie Foundation of New York) will be presenting “In Praise of Reading.” The finale is scheduled for Monday, September 17, 2007, which coincides with the date the school first began teaching classes in 1931. Coincidentally, the Carnegie Corporation provided SILS with its first grant continued on page 84
The Library Administrator: A Composite Portrait

by Matthew J. Brucoli (President, Brucoli Clark Layman; Phone: 803-771-4642; Fax: 803-799-6953)

Column Editor’s Note: I have contemplated no individual’s portrait here. This character sketch is assembled from a representative sampling of the bad librarians I have fought against. There were good ones, too. — George Terry, John Cook Wyllie, Hyman Kritzer — but they were outnumbered. Bad librarians drive out good ones.

These anadversions are directed at the unqualified administrators. I have admiration for the troops in the trenches; but, as in war, the generals are butchers and bunglers. — MJB

He has been known to admit that “Books don’t interest me.” He resents and fears them because they remind him of his exclusion from the company of the educated. He chose his occupation — the word “profession” doesn’t apply — in a flash of insight or self-recognition when he realized that he would be unable to earn a doctorate in a serious degree program and couldn’t become a teacher or scholar because he had nothing to teach or research. Nonetheless, he liked being attached to a college or university library: not for the intellectual atmosphere, but because it provides a safe haven for academic also-rans. Nobody flunks out of library school. There is no shortage of library jobs. There is no publish-or-perish pressure. Indeed, there is no pressure at all. The requirements for success have nothing to do with education or even intelligence.

He entered Library School — er, School of Information Science — knowing nothing about books as books or their contents. He was not expected to learn anything about literature or history or any of the sciences. Nobody tried to teach him about bookmanship. His classmates who wanted to be music or art librarians already knew about these fields, having learned what they knew on their own. Yet despite his limitations, our boy was ambitious for high position. He wanted to be an administrator — which requires no knowledge. Accordingly, he secured his first library job, one that was removed from handling books — which frightened him because they represented potential exposure of his ignorance. When he was shown a Faulkner collection worth millions, all he could think to say was “Nice boxes.” When he was told that this collection acquired by his predecessor was valuable and important, he proceeded to claim credit for it. When he was asked his opinion about acquiring an author collection, he played it safe by asking whether the author had received the Nobel Prize.

As he crawled up the organizational ladder he consistently opposed book expenditures, which pleased and impressed the President, the Provost, the Vice-Provosts, the Associate Provosts, and the Assistant Provosts — who regarded him as prudent and who shared his indifference towards books. All notable careers require luck — especially in the case of the unqualified. He makes the move from Acting Dean to Dean of Libraries when an alumnus shows up with a big check for a new library. Now Central Administration regards him as a successful fund-raiser. His record of stinging combined with the accidental benefaction renders him trustworthy to the brass. He proceeds to build on his reputation as a fund-raiser by hiring a staff of fund-raisers who never raise the equivalent of their salaries. Nonetheless, he offends donors of collections with his unconcealable incomprehension of their generosity.

He builds a record of noteworthy achievements. He replaces the reference-book section with a coffee shop. He cancels subscriptions to scholarly journals. He places a moratorium on new subscriptions. He de-accessions libraries when an alum shows up with a big check for a new library. Now Central Administration

The best-qualified library directors are often good second-rate scholars. First-rate scholars don’t want to abandon research. But the well-trained second-raters understand what research and scholarship require and try to serve these needs. “The third-raters hire fourth-raters.”

A losing coach is fired; but a losing library administrator’s job is safe.

Rumors of $100,000 to enable the school to operate for three years and to make permanent its conditional accreditation from the American Library Association. sils.unc.edu/news/releases/2007/02_grandfinale.html

Talk about coincidences! I sent an email to Ted Arnold <arnoldte@bellsouth.net> the other day. Remember Ted? He used to be a sales rep for Blackwell Book Services. Well, he is now retired and having fun as Chair of the county Democrats and starting a county Board of Elections and Registrations. He says he’s ready to stop these responsibilities, though, and do more traveling. Ted says he was in Charleston the other day and he didn’t stop by the library! Boo hiss!

Did you know that Richard Cox (UNC-Greensboro) got married last year in Charleston before the Conference? And he is coming back this year!

Thomson Scientific has recently released the results of a survey analyzing citation patterns in the field of geology. In the July/August issue of Science Watch, data from 224 journals and more than 150,000 papers published during the last decade were analyzed to rank institutions, authors and journals based on total citations. The U.S. Geological Survey garnered more than 23,000 citations over the past 10 years, while NASA amassed more than 20,000 citations, making them the first and second most-cited, respectively. The University of Colorado ranked third with more than 15,000 total citations. The University of Washington also makes a strong showing, ranking sixth. Check this out. Very interesting and informative.

www.thomson.com
www.scientific.thomson.com/

Lots of discussion about Elsevier’s launch of OncologySTAT, a free portal for integrated professional cancer information and clinical resources. The site will provide clinicians with one-stop access to chemotherapy regimens, professional drug and interactions databases, and current articles from over 100 Elsevier cancer-related journals including The Lancet Oncology, Lung Cancer, The Breast, Cancer Letters and Seminars in Radiation Oncology, among others. The site is aimed at more than 1 million US oncologists, hematologists, oncology nurses, and all other healthcare professionals involved in the treatment, care, and diagnosis of patients with cancer. OncologySTAT is advertiser-supported and the first online community of its kind launched by a scholarly publisher. Oncology is the second largest and fastest growing therapy class in the world. Cancer professionals are challenged by the multitude of information sources available, and by the frequency in which new information is published. The site operates independently from any particular professional society or sponsor. However, the site offers multiple
they have systematically analyzed what students use most and plan to include these components. [http://www.lib.mq.edu.au/about/newlibrary2010/news.html#vision](http://www.lib.mq.edu.au/about/newlibrary2010/news.html#vision)

- There is clearly no single right way of doing everything and innovations abound if you look far enough. In addition to comfortable leisure furniture, we saw chess tables with chess pieces at the University of Western Australia. They said they seldom had to replace chessmen. Reminiscent of separate libraries for graduate and undergraduate libraries we saw separate LC’s. In more than one place we saw the use of roving staff members who would wear different colored shirts to make patrons aware of their functions. At two facilities there were child care/nursing mothers’ rooms — for the latter there was a request for a computer. The amount might vary but wireless, power outlets, and data outlets were ubiquitous. Money-wise, at least one institution had implemented a special improved teaching and learning fee to pay for these LC and teaching innovations while others obtained additional income by renting space to the many banking, hair care, convenience store, travel agency, and food outlets, etc., we saw.

While there were exceptions here and there, the trip to these LC’s and libraries with LC-like components told me that this is generally pervasive phenomena in this region of the world. The most obvious exception was the result of a faculty with very traditional ideas of what a library should be like. The library director at this university decided not to fight it but rather to simply introduce these sorts of innovations gradually as the opportunities presented themselves. Now the problem for the University of Hong Kong is deciding which of all the things we saw to adapt, to make our own, and to what to include in our “one-stop” learning shop.

Marketing and promotional opportunities, including targeted advertising and sponsorship of specific site sections or content types. The OncologySTAT advisory board includes 10 of the most influential names in oncology, including four past-presidents of the American Society of Clinical Oncology (ASCO).

- Lars Meyer, Preservation Officer, Emory University Libraries, has been appointed Visiting Program Officer by the Association of Research Libraries (ARL) to assess the state of preservation programs in ARL libraries. ARL recruited Meyer to conduct the investigation in response to one of the recommendations from the Future of Preservation in ARL Libraries Workshop Planning Task Force. Over the next several months, he will be gathering quantitative and qualitative information on preservation activities in ARL libraries, working with ARL’s Office of Scholarly Communication and the Statistics and Measurement program. His time on the project has been underwritten by Emory University Libraries. While at Emory, Meyer has established a preservation program for sound recordings and moving images, participated in digital preservation efforts, and is currently developing a new program, the Digital Curation Center.

Meyer earned an MLIS at the University of Texas at Austin (1995) and a BA in anthropology and German from the University of California, Davis (1990). He may be contacted at <lmeyer2@emory.edu>.

The Triangle Research Libraries Network (TRLN) has announced the participants in the inaugural TRLN Management Academy: The Business of Libraries. This program prepares current and potential mid-level managers in academic libraries to operate with entrepreneurial and business acumen in the management of financial and human resources. The participant group includes representation from nine states within the U.S. as well as Canada and the Virgin Islands, two historically black universities and an array of library experiences and professional interests. In keeping with the intent of the program, half of the participants are from TRLN Libraries. There have been thirty-three participants. For more information see [www.trln.org/events/academy2007.htm](http://www.trln.org/events/academy2007.htm).

Run into Sheila Mangum (Head, Acquisitions, U. of North Florida) <smangum@unf.edu> in Washington at ALA. She retired at the end of February and is looking forward to travel and relaxation! Congratulations on a great career, Sheila!

And, speaking of Florida, Pam Cenzer <pam.cenzer@gmail.com> and her sidekick, Susan Campbell <scampbl@ycp.edu> , are coming to Charleston in a few weeks to visit! They are the mentors for the Charleston Conferences and they are coming to scope out the place (and celebrate their birthdays … shhh). Have you signed up for the Conference yet? Time’s a-wastin!

See y’all in November!