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## And They Were There: Reports of Meetings

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# And They Were There

## Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico) <sbordeia@unm.edu> and **Julia Gelfand** (UC, Irvine)

*ATG encourages reports on meetings. Please contact Sever Bordeianu if you are interested in reporting on a meeting or in suggesting a meeting for review by ATG! —KS*

### Multimedia Now: A Critique For Publishers — Wednesday, March 29, 1995

Report by **Lynda Meyer**  
(Net Technologies)

A huge ballroom filled with publishers, bookstore managers and multimedia content developers gathered to yet another conference on multimedia. This one, sponsored by *Publishers Weekly* and *SIMBA Information*, promised to answer the most vexing question: is anyone making money in this business, and if so, where? how? And the most contentious question posed was that regarding rights.

#### Publisher Perspective:

**Jonathan Newcomb**, President and CEO of **Simon & Schuster** kicked off the day putting things in perspective. Three years ago, the market didn't exist; today, it's an \$11 billion industry and expected to triple in size by 1998. CD-ROM sales are expected to grow more than 35% annually. However, with somewhere between 5,000-10,000 titles in the marketplace, not everything is moving, and there's a lot of excess product — so expect a shakeout in the industry. Newcomb believes there is money to be made, but most of the spoils will go to big players with deep pockets. He sees publishers at a crossroads, and believes some will make the mistake of sitting on the fence. Multimedia means that publishers will have to make a serious change in their approach. Newcomb advised (and admonished) publishers on several fronts. Developing multimedia is more than patching content from books — he advises publishers start multimedia content development from scratch. And the market is developing — fast: 1994 is the first year that sales for PCs and related software eclipsed that of televisions. Today, there is a 15 million multimedia PC (MPC) install base, and by 1998, that number is expected to top 40 million. But, only 2 CD-ROMs were sold per MPC last year. Why? Well, the market is moving from its early technophile phase to “typical users” — and

“typical users” expect more quality and content from multimedia product. The slick presentations that accompanied his talk made me want to go out and buy product. Publishers should focus more on content quality and value; Newcomb sees CDs being priced the same as hardcover books in the future.

The other major change publishers need to adjust to is that they have to move from being publishing centered to being user oriented. Organizationally, he suggests having product development be decentralized rather than having a centralized editorial group. One formula for success is building on existing franchises. In S&S's case (and their affiliation with **Viacom**), the phenomenally successful **Star Trek** can be leveraged into this market in products such as the **Star Trek Technical Manual**. S&S is most successful in the education market where they are closest to their customers, and he expects that market to grow at 15% annually. In education, there's a price tolerance higher than that of the average consumer, and today one-third of higher education textbooks come with a diskette or CD-ROM. Another lucrative market is corporate training: by 1998 he predicts this will be more than a \$10 billion market. Other signs of growth include the Internet and online services. Today (or at the time of the conference) there were an estimated 30,000 World Wide Web sites, and that number is doubling every 53 days.

What does the future hold? more interactivity with 2 way video and TV coming, and continuing issues with copyright protection. But most ironically, he does not believe this new media will eclipse the bound book.

#### Bookseller's Perspective:

Some booksellers see themselves as effective means to expanding the market for multimedia titles, if certain marketing issues can be addressed. **Richard Goldman** of the **Mystery Lovers Bookshop** in Pittsburgh observed customers of this product line are demanding a lot; about half the people who come in his store don't have a PC at home, and half of those say they plan to get one soon. Of those that do have PCs already, half have CD-ROM players, the other half don't. Many of his customers don't go to computer stores after the initial hardware is purchased — there's no need to go back. With so much bundled software,



they have no idea what they want, and therefore want to be shown things with advice and recommendations on the part of their merchant. From Goldman's perspective, marketing support is lacking for him to cover this ground with his customers: marketing reps know little about the new media, and software publishers don't traditionally talk to bookstores. Goldman made a plea for software demos, sell sheets, catalogs, etc. to entice their customers ... you can't sell a box, but that's often all you have. And another panelist made the point that boxes have to be more marketing oriented, because that's often the only view of the product the consumer has.

A novel approach to marketing is being done by **Andrew Gold** and **Anne Jowett-Gold**, co-owners of **DiscovRead** — a multimedia store in Larchmont, NY. They have to spend a lot of time educating their consumers, and have to offer discounted pricing to stay competitive with the big retailers (eg., WalMart). It's not uncommon for them to discount product 25-40% off suggested retail. Like **Mystery Lovers Bookshop**, they have PC stations on their selling floor to demo software.

The distributors have had to alter their approach as well. **Pacific Pipeline** and **Ingram Book Company**, represented by **Bill Preston** and **Chris Anderson**, respectively, presented similar perspectives on the market. Bookstores need a lot of selection

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assistance, which attempts to ensure that the software titles offer quality, are suitable to the target audience, and are value-priced. With more than 5,000 titles available, the competition for shelf space is keen. Some distributors also provide clients with literature such as **Multimedia News**. But the biggest barrier they see to increasing sales is training the store staff. They recommend scheduled seminars, but often owners don't make the investment. Another marketing issue is who the consumer is ... it's often the youngster in the family who will spend time on the demo in the store, but it is the parent who makes the purchase. They also saw the public library market as fertile ground for initial inventories and ongoing titles. What can publishers do to support them more? Publish more content-oriented titles, promote bookstores in their consumer advertising, allow for longer payment terms, don't expect large buy-ins, and to have patience ... this is a slow build market. What's selling today? Reference, children, entertainment, science, arts & music, and study aids.

**Non-Book Outlets' Perspective:**

This category includes software stores, computer superstores, consumer electronic stores, office superstores, discount clubs,

and mass marketers (WalMart, Kmart, and Target). Special software and Computer Superstores lead the pack with over \$1 billion in sales each, while the remainder have less than \$250 million in sales each. In 1994, 40% of all titles sold were CD-ROMs, 60% were on diskette. 1995 should see those percentages reversed. Prices are becoming more competitive. But the need for shelf space is keen. The PC-cline/Apple division has historically demanded separate inventory for each platform, but hybrid disks are coming, where software for both are included on one unit. Packaging was again mentioned as a critical element ... simply, the package should tell the consumer why to buy it, the format of the contents. Also, they advise this information be put on the spine of the package so it can be readily browsed when shelved. They are having a hard time reviewing what's coming through the transom ... sometimes they get more than 200 samples of software weekly. They find that sales reps still influence customer's buying decisions the most, and that sales reps recommend titles based on their familiarity with the publisher, product training, and are more likely to recommend a product they know firsthand.

**The Developer's Perspective:**

Mike Braun, President & CEO of Kaleida Labs delivered a visually thrilling

presentation of tools being developed to improve content and reduce the high cost of development. Most tools in use today are new and rudimentary in this early stage of the industry. Developers are limited in their creative range by their technology; the industry looks more like a craft than an industry right now; the "out of box" experience by consumers is often a disappointing one with difficult installations; there's a variety of hardware with differing capabilities creating a fractionalized market. which aggravates the shelf-space problem for distributors. But multimedia will follow the trend towards greater productivity as its technology evolves. **Kaleida Labs** was established by **Apple Computer** and **IBM** to address the critical needs of new media developers — and they've delivered the **Kaleida Platform**, which is a device independent, dynamic, and object-oriented software foundation. Kaleida has created the first programming language designed for multimedia technology, called **ScriptX**. They also have improved efficiencies by adopting object-oriented techniques into their platform, and made the objects capable of running on disparate media platforms such as MACs, PCs, and TVs.

Braun sees multimedia models developing towards dynamic interaction, where the future will create a dynamic composition of

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the environment. Samples of Kaleida Labs' product can be downloaded (if you have sufficient memory on your computer to run them) from <http://www.kaleida.com>.

### Publishers' Perspective on 1995: Where Do We Go From Here?

**Randi Benton**, President, **Random House New Media**; **Peter Mollman**, Director, Intellectual Property Development, **Microsoft**; **John Sargent**, President, **Dorling Kindersley Publishing**; and **Peter Yunich**, President, **Simon & Schuster Interactive** gazed into their crystal balls of what this coming year would bring and what problems they would be reckoning with. Randi Benton focused on product quality and marketing. She noted 1994 was a shift in the profile of computer users; more were sold to the mass market and the PC is beginning to be a "home appliance." Technical support is key, and there are too many low titles (i.e., low quality titles) in the market. Of the reported 11,000 CD-ROMs on the market, only 200 have been profitable. They agree we lack a book store model for CD-ROM sales, and that publishers need to think more about old-fashioned marketing and publicity for their efforts, such as an "author tour" for CD-ROMs, coupons, and building brand awareness. Budgets and schedules still spin out of control, and browsability needs to be addressed, the way radio sells albums and trailers lure folks in to see films. **Peter Mollman** joined **Microsoft's** Consumer Division 3 years ago, and at that time strategy was the key issue: "Will the dogs like the dog food?" was their key concern. **Microsoft** has succeeded with many of their titles, and a brand name development for products like their **Microsoft Home** line. But several companies have not made money in this industry. The key issues for **Microsoft** today are bundling and online. Online is the hot ticket today, but making money at it is a different issue.

A "gender gap" has existed between product and consumer, with few titles being geared for the female market, but that is being addressed as publishers depart from

the traditional shoot-em-up gaming mentality to broader title content.

John Sargent addressed the "box" issue again ... consumers can't browse a box, and he predicts consumer brands will emerge as being more important. Peter Yunich advises publishers to think like merchants, and that mass distribution does not necessitate discount pricing, and to remember international distribution.

### Rights Issues

It was publisher vs. artist in this session. And although the session was titled "Resolving Rights Issues, Here And Now," resolution was nowhere in sight. Publishers predictably argued for their rights. **Alberto Vitale**, Chairman, **Random House**, distinguished 2 types: electronic display rights and multimedia rights. In his view, electronic display rights are the inalienable product of the publisher. The publisher has some multimedia rights and if a developer uses a large enough portion of a book so as to interfere with the sales of the book, he believes a royalty should be paid to the publisher. And agents, predictably, believe the author keeps the rights. **Robert Gottlieb**, Executive Vice President, **William Morris** was adamant about this. All were concerned about the role the Internet would play. **Alan Kaufman**, Senior Vice President & General Counsel, **Penguin USA** believes publishers were the only ones with the infrastructure to handle works professionally downplaying the capability and quality of independent publishing efforts. Vitale predicted and supported experimentation in the next 2-4 years. Gottlieb saw the Internet as one of the greatest marketing tools ever invented, citing the ability of an author to put a couple of chapters online to get people interested in their content. **F. Robert Stein**, Attorney, **Pryor, Cashman, Sherman and Flynn** saw the Internet as a real opening for independent publishing. Nothing was resolved regarding rights issues, but did anyone really expect that?

### Summary and Conclusions

Conference sponsors concluded the day with the following highlights:

Web sites are growing at the rate of 40/day; online updates to web pages are now possible; publishers should develop their abilities in HTML, SGML, Pagemaker, and Quark; by mid 1995, it will be difficult to buy a PC that is not multimedia capable; niche and educational markets will

be the most successful; lots of direct mail and catalog services will emerge to support the industry.

*Reported by Lynda J. Meyer, President, Net Technologies Inc., a full service Internet consulting and services company based in New York City. Ms. Meyer can be reached via e-mail: <lmeyer@nette.com> or 212-889-2015.*

**Third Annual Conference  
Society for the History of Authorship,  
Reading, and Publishing (SHARP)  
University of Edinburgh  
July 14-17, 1995**

**Report by Marvin Leavy  
(Collection Development Coordinator,  
Western Kentucky University Library)**

Edinburgh's stately Old College was a fitting site for the **Third Annual Conference of SHARP**; Edinburgh is rich in publishing and literary traditions. It was a hospitable site, too, as registrants were welcomed the first evening by the city's Lord Provost and City Council. The conference was hosted by the University's Department of English Literature, and the United States, Canada, and the United Kingdom were the most prominently represented among the 171 registrants.

It was a busy two-and-one-half days as 34 paper sessions were sandwiched between two plenary sessions. Five sessions ran concurrently in each time slot, compelling some difficult choices. A literary tour, a whiskey-tasting and a conference dinner rounded out a full schedule of activities.

**Elizabeth Eisenstein**, Professor Emerita of History at the University of Michigan, gave the keynote address, "Proclaiming the End of the Book," in which she reminded the assembled that "the book has been closed" on books before, notably in the nineteenth century when they survived a strong challenge from journalism. Print culture may be currently beleaguered, but the author of *The Printing Press as an Agent of Change* believes that declarations of the book's demise are premature. Eisenstein's paper stimulated a lively response.

Historians and literary scholars delivered the bulk of the 100 papers presented. Only a sample of paper topics can be reported here to suggest the variety of subjects addressed. Changing perspectives on the relative effects of "text" and "image" upon readers, the effects of CD-ROM technology upon electronic book publishing and copyright tangles in the international book

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trade were topics of contemporary concern. Most of the papers, however, had an historical focus with sessions on publishing in Scotland, historical examples of reviewing and editorial practices shaping the content of texts, early printing ventures, the early histories of publishing houses (e.g., **Macmillan** and **Blackwoods**), the publication history of specific genres such as textbooks, art, music, and science books and of popular favorites (such as *Anne of Green Gables*). One session focused upon academic programs on book history as taught at the **University of London**, the New York Consortium, the University of South Carolina, and at Pennsylvania State University.

Only one session dwelled upon library history. **Thomas Walker**, University of Wisconsin-Milwaukee, reported on **Adalbert Blumenschein's** exhaustive mid-eighteenth-century survey of libraries in Europe, one remarkably sophisticated in its methods. **Priscilla Older**, Mansfield State University, shed light on the largely unsuccessful attempts to create public school libraries in New York State from 1830 to 1860, and the onset of publishing efforts to sell sets of materials tailored to this market. **Wayne Wiegand**, University of Wisconsin, reported on a comprehensive project to analyze the dominant cultural landscape of small-town Midwest America, 1890-1956, as revealed in historical documents (including accession lists) for five Carnegie libraries in the Upper Midwest, including Sauk Center, Minnesota, the home of **Sinclair Lewis**.

**Ian Donaldson**, King's College, Cambridge, spoke at the Sunday dinner meeting on "The Destruction of the Book" for which address our appetites were whetted by a whiskey-tasting (in Scotland, that means Scotch!).

The closing plenary session was held in the elegant **Playfair Library** of Old College. The architecture of this room, with its magnificent barrel-vaulted ceiling, was truly breathtaking. The session featured progress reports from a panel of General Editors of national "History of the Book" publishing projects for Britain (**Ian Willison**, British Library) and the United States (**John Hench**, American Antiquarian Society) — each a multi-volume, chronologically arranged set planned by **Cambridge University Press** — as well as projects for Scotland (**Jonquil Bevan**) and Australia (**Wallace Kirsop**, Monash University). Publication timetables for all of these projects are tentative. Lastly, **Peter Hoare** distributed a prospectus for *A History of Libraries in Britain and Ireland*, another **Cambridge University Press**

project. This three-volume work will describe the development of libraries in the British Isles and their roles in the social and intellectual history thereof; its publication date, too, is uncertain. A plea for cross-indexing of the various sets of book histories was made from the floor.

The conference closed with a sumptuous buffet luncheon in the **Playfair Library** and a business meeting. Members gave unanimous consent to a \$20 per year increase in dues (to \$35 per year) designed to defray the expense of launching an annual volume of juried articles to be issued to each member. **SHARP's** President, **Jonathan Rose**, announced that the 1996 Meeting of **SHARP** will be held at the **American Antiquarian Society** in Worcester, Massachusetts, from July 18-21, 1996.

**SHARP** has almost 750 members. Those interested in any aspect of the history of print culture regardless of place or period are encouraged to consider joining **SHARP** or to sample its wares by sending a message to [listserv@IUBVM.UCS.INDIANA.EDU](mailto:listserv@IUBVM.UCS.INDIANA.EDU) and subscribing to **SHARP-L** under your name. Subscribers are welcomed with a good description of the purposes of the Society and its "rules of the road." **Patrick Leary** does a good job of moderating this list.

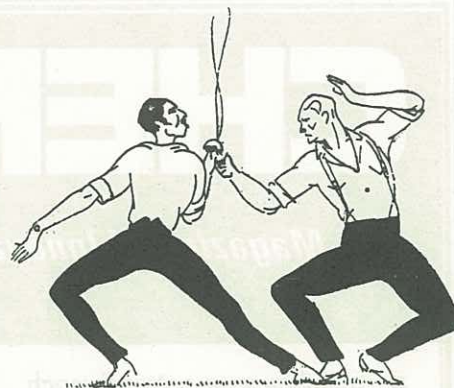
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**Seminar on the Acquisition  
of Latin American Library Materials  
(SALALM) Annual Conference**  
Athens, GA, April 29-May 3, 1995

Report by **Claire-Lise Benaud**  
(University of New Mexico)

The Seminar on the Acquisition of Latin American Library Materials (**SALALM**) recently held its 40th annual conference in scenic Athens, Georgia. The conference was hosted by the **University of Georgia Libraries** and its Office of International Development. **SALALM's** conference, which meets in late spring every year, brings together book dealers specializing in Latin American materials and academic librarians who share in the acquisition and collection development activities of Latin American materials. The theme for this year's was "Latin America in the World Economy: Research Trends in Globalization and Regionalism," and the program offerings reflected this orientation. The meeting's main focus was on past and present economic conditions of the region, with special emphasis on the recent moves toward economic integration. Exhibits and committee meetings also appeared prominently in the conference schedule.

The majority of sessions were devoted to the economies of Latin American coun-



tries. Panels discussed regional developments (the economics of publishing, the economic impact of land reform in the Andes, the development of eco-tourism in Central America, current development issues in Latin America, reports on the Cuban economy) and described information sources available to investors and researchers (*Wall Street Critique of Latin American Economic Data*). On the Cuban panel, speakers reporting on the current Cuban economic situation reminded the audience that Castro has been in power for nearly 40 years and that despite the collapse of the Soviet Union, Cuba has continued to follow the socialist line. One panelist presented information from a newly-formed, independent group, established in 1994 in Cuba, the **Asociacion Nacional de Economistas Independientes de Cuba**, whose goal it is to disseminate information about the Cuban economic situation to the rest of the world. Another panelist gave an overview of the Cuban economic situation and noted that today Cuba may well go through its worst economic crisis ever. Another speaker compared sources of information on the Cuban economy from 1993 to the present and reviewed newsletters, the format of choice for information about the Cuban economy. In the "Wall Street Critique of Latin American Economic Data" panel, staff from large US investment firms provided data and insights on Latin American economies. The economic data put out by Latin American central banks' bulletins is fairly complete and released in a timely manner for most Latin American countries.

Additional panels explored national cooperation (report on the **ARL Latin Americanist Research Resources Pilot Project**), new developments in the acquisition of Latin American library materials (electronically provided vendor records) and Latin American economics on the Internet. Speakers noted that Latin America and the Caribbean are the fastest growing Internet regions. One of the speakers reviewed seven economic resources freely available on the Internet. Further discussions focused on how the Internet can break down the hierarchies that have dominated all aspects of life in Latin America for so long. Internet access democratizes information, giving groups

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such as human rights advocates, labor groups, and environmentalists a powerful platform to transmit data and news.

Other panels focused on electronic reference sources for Latin American economic sources. Salalmistas had a chance to view demonstrations of PAIS and EconLit, the National Trade Data Bank, the University of New Mexico's Latin American Data Base (LADB) and InfoSouth, Lexis/Nexis, and the LANIC Internet. LADB publishes several weekly news digests on the Latin American region. These are sent directly to electronic subscribers and form a database containing all current and back issues. The LANIC Internet, a browser at the University of Texas at Austin, is a user centered server, charging no fees, which provides gateways to five Latin American countries. It facilitates use and diffusion of the resources available on the Internet. A postconference training session on the Internet was held on the University of Georgia campus. Two different sessions for different levels of users were offered.

SALALM's attendees had the opportunity to visit the University of Georgia's Peabody Awards Archives. All enjoyed the screening of a compilation of excerpts from newscasts showing the evolving relations between the United States and Cuba as well as informing the US public about life and politics in Cuba during those years. The newscasts were aired in 1959, six months after the overthrow of dictator Fulgencio Batista by Fidel Castro in 1961, in 1977 during the Carter administration when Cuban and American diplomats were exchanged, opening a door for the renewal of relations, and finally in 1985. As usual, librarians had a chance to cut deals with Latin American and Spanish book dealers, to work on national cooperation programs, and simply to exchange views and information with colleagues at other US and Latin American libraries.

**New England Collection Management  
and Development Institute**  
Sponsored by ALCTS Collection  
Management and Development Section

"Changing Currents in Collection  
Management and Development" —  
Wellesley College, Wellesley, MA  
July 26-29, 1995

Report by Marilyn McSweeney  
(Head, Serials and Acquisitions Services,  
MIT Libraries)

The New England CMDI provided an

opportunity for concentration on the broad spectrum of issues in collection development through a mix of plenary sessions, small focus groups, as well as informal opportunities (usually involving food!) for discussing collections issues, renewing acquaintances, making new ones, or just trading tips on keeping cool in the hot, steamy weather. Speakers made liberal use of water metaphors to describe the status of collection development — changing currents, shape of the river, turbulent waters, flycasting, sharing a raft, running rapids, casting nets, and even, navigating the Bermuda Triangle. These metaphors were woven around the edges of the real substance of the CMDI — the presentation of ideas and shared experiences by speakers and participants to stimulate thought and action.

The tone was set by the keynote speaker, Merrily Taylor (Brown University). Using analogies drawn from Mark Twain's writings on training to become a river boat pilot (learn the "shape" of the river ... follow the shape in your mind, not just the one before your eyes ... the shape of the river is always changing ...) she outlined the challenges for today's collection managers, such as the tension between maintaining libraries' traditional strengths while moving forward to meet immediate and future user needs. She characterized collection managers as pilots on a vast, changing river of information.

Several of Taylor's points were echoed by other speakers in their talks:

- \*\* Remember libraries' essential mission.
- \*\* Necessity of continual analysis — is the library working? are users getting what they need?
- \*\* Ask users what they need — don't internalize what you think they need.
- \*\* Take risks, learn from computer professionals — don't aim for flawless service — try something to "see if it flies."
- \*\* Our staff are in a permanent learning curve.
- \*\* We can't just respond to change. We must think through its implications for the future of libraries.

In "Turbulent Waters: Scholarly Communication and Publication Issues," Ann Schaffner (Brandeis University) discussed trends in research and communication, highlighting differences between formal published communication with which libraries are familiar (structured, archival, peer recognition, stable, fee and copyright system) and the growing informal communication of research results enabled by the Internet (faster, more democratic, oral, unstructured, not archival). Documents themselves are also evolving; new genres such as FAQs, home pages, threads, and flames are emerging at a time when the scholarly monograph and A & I services are becoming endangered. As author lists become common, there

is a need for new concepts of authorship, copyright, and ownership. Schaffner traced the evolution of one information resource, using the example of the online physics preprints database.

Collections librarians must ask themselves new questions: it is no longer whether to collect, preserve, or catalog? but should we access, point to, collect, reformat, refresh, web-ize, or catalog? Schaffner cautioned us that while we focus on those questions, we also need to recognize that librarians' traditional professional values of preservation of knowledge, freedom of information, and equity of access may not always be shared by other information providers.

Eugene Wiemers (Bates College) presented scenarios about the library users of the future — what they might expect to find in the library, how they would make use of information resources, and what their document delivery needs might be. He urged us to look beyond the current system, to listen to users, to continue partnering in the scholarly process, and to learn new ways, teaching these techniques to users. Our future will be more expensive, and we'll need new models for funding.

In a session entitled "Flycasting in Cyberspace: Document Delivery and Beyond," we heard first about the "beyond" from David Ferriero (MIT) who painted a vivid description of library users with desktop access to information and library staff who dazzle users with their skills. Ferriero's assumptions underlying this view of our future are significant, but provide direction for our efforts today if we hope to achieve even part of this vision. The five areas that he detailed as requirements for the future:

- \*\* Technology, with adequate technical support, will be in place for storage and retrieval.
- \*\* Costs will require rational pricing, shared by all parties, with everyone characterized as a "have."
- \*\* Copyright will include fair use, and be technology neutral (we were reminded of current challenges to sections 107 and 108 of today's copyright law).
- \*\* Users will need comfort with technology, core competencies, collaborative relationships, options for access, and empowerment.
- \*\* Staff will be change agents, assuming a leadership role in collaboration, focusing on the customer to better understand user behaviors.

Technology, the cornerstone to our future, won't just happen. It will require the proper infrastructure and integration into all aspects of the library.

Sally Linden (Wellesley College) discussed the importance of user perceptions

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— not simply giving good service to one's users, but the necessity of persuading users that the best service is being provided. In a 1993 survey on ILL and customer satisfaction by the **University of Oklahoma**, the five criteria that equaled satisfied customers were means of notification (telephone preferred), convenience, correct item, timely receipt, and perception of good service.

As an illustration, Linden described a pilot project at **Wellesley's Science Library** which offered an expedited document delivery service to science faculty in lieu of placing five new subscriptions and back run orders that would have totaled \$7271. The library committed to filling 80% of requests for articles within three work days. The results were successful from both the faculty and the library points of view. All requests were filled within 3 days using either **CARL Uncover** or a local consortium supplier for a fraction of what it would have cost to purchase the subscriptions. Monitoring the number of requests (six for four of five titles) indicated that buying these titles would not have been the best use of their collections budget. At this time Wellesley's plan is to move this process into their regular Interlibrary Services (ILS) operation, and of course, continue to monitor the level of requests as an indication of whether the library should buy any of these titles in the future.

**Florence Doksansky** (Brown University) spoke about current trends in ILS: very high expectations from users, proliferation of fees (ILL transactions, commercial document delivery, copyright, national dues), a variety of organizational reporting lines (reference, circulation, acquisitions), growing need for technical support, and libraries' reluctance to pass costs along to users. It is not obvious how to pay these costs at a time when academic users are pinched by high tuition costs, fewer grants, and college and university administrators are looking for easy solutions. A pitfall to avoid is allowing administrators to think that "just in time" access is a substitute for all collections.

Collection development librarians were urged to take a more active role in ILS and document delivery within their own organizations.

\*\* Find out: what are the policies? who are the suppliers? what consortial agreements exist?

\*\* Influence document delivery choices.

\*\* Promote the library's cost effectiveness.

\*\* Are decisions about collections serving the library's mission?

\*\* What meaningful measures are there for ILL?

\*\* ILS operations, typically staffed heavily

by students, may need more organizational clout to gain support.

\*\* Be sensitive to our ILS colleagues — they are often overworked and underappreciated.

**Jutta Reed-Scott** (Association of Research Libraries) and **Hannah Stevens** (Boston Library Consortium) brought us two perspectives in "Sharing the Raft: Cooperative Collection Development". Stevens focused on the **Boston Library Consortium (BLC)**, a local/regional organization of academic and research libraries, and its recent efforts in cooperative collection develop-

ment. A **Cooperative Collection Committee** has developed models to divide responsibility among several libraries in a way that will satisfy local needs as well as serve consortium users. To date, four subject agreements are in effect — two for monograph coverage (Asian business and economics, Latin American women's studies) and two for journals (chemistry and neuroscience).

In her remarks, Reed-Scott referred to electronic resource sharing as a "lifeboat" in the current crisis of collection development. We are in a time of transition for

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## YOUR NATION'S COURTS, 1996

• ***Want's Federal-State Court Directory, 1996.*** The nation's most widely-used court reference source, now in its 21st year, relied on by librarians, paralegals, executives, students, and all those with an interest in the U.S. court system and how it operates. Includes: complete addresses of all federal judges and clerks of court; federal and state court organization charts; how to access court documents; alternative dispute resolution sources; trends in federal court litigation; and a glossary of terms. *An excellent reference and educational source.* **\$35.00.** (ISBN: 0-942008-77-4).

• ***Directory of State Court Clerks & County Courthouses, 1996.*** Complements *Want's Federal-State Court Directory*. *Directory of State Court Clerks* includes complete addresses for State court clerks, from each State's supreme court to county courthouse level. Also includes State-by-State listing of deed recording and probate offices and offices of vital statistics and how to order records. **\$65.00.** (ISBN: 0-942008-78-2).

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resource sharing, moving beyond institutionally-dependent, print-based collections to the age of electronically interconnected networks, document delivery to end users, and new partnerships. To meet the rising expectations and needs of our users (who want items, not citations), some of the larger libraries need to take a leadership role in developing new ways of guaranteeing continued full text access to materials that are important, but are beginning to fall outside the core of what many libraries are currently able to purchase. Reed-Scott described the ambitious AAU/ARL project which grew out of the "AAU Task Force on Acquisition and Distribution of Foreign Language and Area Studies Materials" (April 1994). There are three demonstration projects for titles from Latin America, Germany, and Japan. The current work of planning, testing, and implementation phases will help develop the ways to address the significant technical and intellectual property issues. The long term goal of a seamless web of global access will only be reached in small steps, eventually changing the culture for users, faculty, and librarians.

The final plenary session, "Running the Rapids and Avoiding Snags: Developing the Electronic Library", was presented by Sam Demas (Cornell University). In his talk about the role of collection development in the selection of electronic resources Demas emphasized the need to mainstream the selection of these materials, adopting a collaborative approach. He does not advocate having separate staff selecting electronic materials as a unique category. Ultimately, all selectors need to be involved; they already have the subject expertise, they just need to develop the technical. Demas also urged libraries to budget for content (electronic resources), not just for the technical infrastructure. There must be content to deliver on the infrastructure.

Demas described the organizational model in Cornell's Mann Library to facilitate a mainstream approach. They have developed job descriptions for genre specialists, categories of information genres, selection considerations in addition to the traditional ones (e.g. format choice as added value, hardware/software/telecommunications requirements, and service implications), and types of access needed by users. New titles or products are brought for consideration to a selection review board who assess organizational impact, share expertise from different functional perspectives, and coordinate implementation. When this group eventually disbands, it will be an indication that they feel electronic resource

selection and evaluation is completely mainstreamed.

Interspersed with the plenaries were the concurrent Issues Sessions which provided each participant a choice of four of eight smaller, focused lecture/discussions on specific topics: collection development policies, preservation of current and future formats, collection assessment and evaluation, communication and liaison with users, budget and allocation, weeding and storage, selection issues, and changing organizational patterns. These sessions offered the chance to learn the basics of a topic, discuss methodologies or concrete examples, and raise questions from our own experiences. (Some of the best ideas I gleaned at the CMDI came from these sessions. For more detailed information about these, another summary article will appear in *Library Acquisitions: Practice and Theory*.)

At the close of the program, a panel of speakers offered their ideas about the future and engaged in lively dialog with other participants in "Casting a Wide Net: the Future of Collection Development." To prepare us for re-entry in the real world, Tony Ferguson (Columbia University) shared some valuable techniques for really making use of what we learned when we returned to our home institutions.

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### 10th Anniversary Conference of the North American Serials Interest Group

Report by Frances C. Wilkinson and Marilyn P. Fletcher  
U. of New Mexico General Library

The Tenth Annual North American Serials Interest Group (NASIG) Conference was held at Duke University in Durham, NC, from June 1-4, 1995. The theme of this year's conference was "Serials to the Tenth Power: Tradition, Technology, and Transformation." The tenth anniversary conference celebrated ten years of growth, from a small group of serials folks to almost 600 attendees. The opening session celebration allowed founding members the opportunity to reminisce about the early days of NASIG and how the group was formed. It all began with a trip the UK to attend the meeting of the UK Serials Group in the Spring of 1984. Following a planning meeting during a Charleston Conference that fall led to the first NASIG conference held amidst the "Gothic towers and grassy lawns" of Bryn Mawr College.

For serialists, these conferences are highly useful and informative since they are entirely devoted to both present and future serials concerns. NASIG offers Plenary Sessions where timely papers are presented,

choices of Concurrent Sessions, choices of practical Workshops, and informal discussion groups. Discussion and questions at the end of each presentation or session are encouraged. The structure of the conference promotes informal communication among librarians, vendors, and publishers. Since NASIG is held each year at a different university campus, attendees stay in the dormitories, share facilities, and eat at the student union or cafeteria, making NASIG a very affordable conference. Communication in this setting is easy and friendly. Both the feel and dress code for the conference is very casual. The conference planners go out of their way to provide participants the opportunity to get to know each other at a variety of breaks, evening mixers, and tours, affording participants the opportunity to meet with and share information with other colleagues in the field.

NASIG follows a pattern of offering three plenary sessions attended by all members featuring outstanding speakers addressing various topics. The topic for Plenary Session I was "Approaching the Precipice: Re-engineering the Structure of the Scholarly Information Universe." Many aspects of electronic information were discussed. The real or imagined demise of paper-based publication processes were considered. An update on the National Information Infrastructure and the Association of Computing Machinery's electronic publication plan was presented. Plenary Session II, "Copyright Camps: Electronic Fair Use in the Crossfire," featured a variety of compelling copyright and fair use in the electronic era concerns and issues. The papers given provided much food for thought and pointed out the interests of many players in this complex arena. Plenary Session III, "Visions for a New Decade of 21st Century Serials," included thought-provoking papers ranging from the impact of politics and the potential of technology on information access in South Africa to security and uses of the Internet. The plenaries concluded with comments on serials in the networked environment which summarized the various themes that had been discussed and offered a look into the future. These presentations were not only impressive in terms of content but also visually interesting. "Powerpoint" was frequently used, with the data and graphics going directly from the personal computer on the stage to the screen.

"Electronic Publishing: Hot Projects in Progress" was the topic of the two sets of Concurrent Sessions. Projects currently underway ranged from specific electronic journals, such as *Chicago Journal of Theoretical Computer Science*, to publisher endeavors such as Elsevier's step toward full-text electronic delivery.

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A total of twenty workshops offered a wide range of options for conference participants. The workshops are very popular and most are excellent. Some of the topics included were trading back issues on the Internet, optimizing serials access in the online catalog, change and the impact on serials staff, using the RFP process to select a serials vendor, transformation in the library bindery through increased preservation awareness, and many other outstanding choices.

The conference was memorable. Many new contacts were made and old ones renewed. The Duke University campus was lovely, resplendent with the scent of magnolias in full bloom. One of the social mixers featured a barbecue which was held in the basketball stadium at Duke with banners hanging from the rafters of the Duke players who won the 1992 NCAA finals. The next (Eleventh Annual) NASIG Conference will be held at the University of New Mexico, in Albuquerque, from June 20-23, 1996. The theme will be "Pioneering New Serials Frontiers: From Petroglyphs to Cyberserials." The authors recommend it to everyone who works with serials or just wants to know more about them!

### Innovative User Group — Third Annual Conference

Report by **Ilene Renfro**  
(Serials Cataloging, U. of New Mexico)

The Third Annual Innovative Users Group Conference (I.I.I.) was held in Oakland California's beautiful Claremont Resort, April 22-25, 1995. The Conference was large with at least 500 people attending. Those who were involved in the scheduling and organization are to be commended for a job well done.

There were a variety of sessions and activities that were repeated over several days allowing almost everyone a chance to go to the session of their choice. Some of these covered — Authority Control, Law Libraries & Innopac, Databases and Innopac, Networking on Innopac, Acquisition interphase, Circulation, Gateway & Z39.50, Creation of lists, Window Pac, Systems securities on Innopac, and other sessions for Public and Technical Services. Lunch time activities included "Birds of a Feather" mini-conferences in which users with similar concerns and experiences could gather to address these issues and exchange ideas.

The preconference started on Saturday, Apr. 25th, and was designed for new Innopac users. The program on Sunday began at 9 a.m. with a general introduction from **Linda Bills** which included "innovative" songs and kazoos. **Jerry Kline**, president of Innovative gave the opening presentation with a

humorous overview of Innovative history from the very beginning to the present day with great emphasis on their continued commitment to improved communication between I.I.I. and the client. After the opening presentation the various "Birds of a Feather" gathered at lunch.

There were several sessions dealing with Cataloging and Serial issues. The first session dealt with Catalog Enhancement in Release 9, presented by I.I.I. employee **Amy Bowman**. The discussion was compensated by the well-prepared notebook, supplied by the Conference, and the written outline of the presentation. All things considered the session was informative. There would be a new MARCTYPE in the bibliographic record; "b" for US marc, "c" for Chinese, and "u" for European records. There is also the creation of 100 sets of defaults for every record type filed alphabetically by code so that now libraries can be specific about what fields will print on the monographic spine and pocket labels. The session was filled with many questions by users about their localized problems and these questions were addressed one at a time to give validity to I.I.I.'s commitment to improved communication.

The second session was the Acquisition/Serials session with I.I.I. speaker **Deborah Lazio**. Because of many questions from the audience, Ms. Lazio was able to get through the Acquisitions half of the session, but the Serials part was left to what was outlined in the notebooks.

In the end the overall impression was that these sessions were designed to quickly list the basic Release 9 enhancements and promote extra software packages that could be purchased through Innovative.

After the final sessions on Sunday, the participants were invited to a dinner party provided by Innovative and a tour of their new facility in Emeryville, not far from Berkeley. The new offices were large with room to expand. We met with various Innovative employees and were able to connect the voice on the phone line with a face.

Monday morning the first session was OPAC Release 9, presented by **Hilary Newman** of I.I.I. The session was well organized. We covered almost all of the material presented in our notebooks. New search techniques (variations of the same word or author) were discussed. Limits will be greatly expanded with browse screens that will indicate where you are within the browse which will come in handy during a complicated search with numerous hits. In addition, notes will have a larger variable length which can display to the patron and item call numbers that build vertically instead of horizontally to help patron access. Once more the emphasis of the session was toward the added software packages that were being developed by I.I.I. for easier access to the Internet. Newman encouraged the par-

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## Profiles Encouraged:

### Heather Miller



**Family:** One husband (**Norton G. Miller** a botanist with the New York State Education Dept.), one son (**Andrew**, age almost 16, high school junior), one oafish German Shepherd,

one delightful calico cat (**Jasmine**) [the dog's name is **Fricka**] and two sheep (**Daisy** and **Baby**) who produce beautiful fleece while they mow the lawn and cut brush.

**First Job:** Worked in a college library and I've been working in libraries ever since.

**Fondest Memory:** Brief moments experiencing what the planet might have been like prior to human occupation: on the top of Mt Albert, Quebec; Mt. Washington, NH; in the outer banks of North Carolina; on the coast of Greenland.

**Favorite Pastimes:** (Most are hypothetical since I don't have TIME to actually pursue them: gardening, crafts of many sorts, painting, hiking, nature/outdoor activities.

**Hobbies:** see above. I guess number one has to be gardening.

**Recent Books Read:** *A Thousand Acres*, by **Jane Smiley**; *L is for Lawless*, by **Sue Grafton** (I've read *A - K* too); *The Man in the Ice*, by **Konrad Spindler**. I read all the **L. R. Wright** mysteries too. They feature a realistic, human librarian rather than a silly stereotype.

**Pet Peeve:** PEOPLE, ESPECIALLY THOSE WHO WORK FOR LIBRARIES OR VENDORS WHO CANNOT SPELL SUPERSEDE!!!

**Had I But World Enough And Time:** Would like to visit, document and write about places on this planet that people haven't yet destroyed.

**What I'd Like To Be Doing ... years from now:** I don't know about five years, but sometime in the future, I'd like to be doing more creative things — writing and quilting, for example.

**Biggest Surprise:** Motherhood

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ticipants to discuss their questions at length after the session was over when they could adjourn to the demo room for hands-on problem-solving. Bravo!

After lunch the session was, Cataloging on Innopac, presented by **Gail Bonath** and **Cecilia Knight** of Grinnell University in Iowa and **Verna Wheeler** from California State University at Fullerton. These presenters were Technical Services people and Innopac users. It was a good presentation of their particular libraries' experiences cataloging online on Innopac. Each library had its own reasons for cataloging online. Both collections were small, with fixed orders, LC and member input copy was required, no originals or recon. Each Library had various aims; to reduce the cost of exports and searches, to reduce the number of OCLC terminals, to do a large volume of books with reduced staff. Interaction with Innovative was steady but slow and there was some frustration, but these problems also created more cooperation and communication between departments, especially between Acquisitions and Cataloging.

The last session was the "Care and Feeding of Reference Databases" presented by **Lydia Motyka**, (I.I.I.). The major emphasis was that each library be responsible for the capability, maintenance and storage capacity of their own database. Innovative has acted as a conduit between vendor and user in the past, but is trying to have less responsibility in that area and create more active communication between library and vendor. Most of the problems that users had were related to storage in their own database and the software packages purchased from a particular vendor. Innovative felt they should not be involved in these negotiations or problems but they were more than happy to help when it came to an interface between the two systems. The overall message was "know your system, monitor it and know your vendor."

After two and a half days of sessions the conference was a success as a means of drawing together Innopac users from all over the country in an effort to learn from each other and help Innovative be a better, more responsive company. There was a real desire to improve communication between Innovative and the user. I.I.I. was reminded in every session about the frustrations with slow response. The tour of Innovative offices provided a peek at the internal mechanics of the company and the faces behind the voices. Because the Innovative Group is expanding each year the Conference is also expanding. This is not the small intimate group it was 3 years ago. Perhaps, instead of one large conference, various sessions throughout the year concentrating on a certain theme so that instruction and promotion of software could both be accomplished should be considered.

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