



The CHARLESTON REPORT

Business Insights into the Library Market

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Libraries on the Move

The U.S. Government Printing Office (GPO) has hired its first Preservation Librarian, David Walls from Yale University. The hiring follows the government's 2009 debut of the Federal Digital System (FDsys). The GPO is the "primary centralized resource for gathering, cataloging, producing, providing, authenticating, and preserving published U.S. government information in all its forms." <http://www.gpo.gov/pdfs/news-media/press/10news23.pdf>

The Getty Research Institute has been awarded a National Endowment for the Humanities grant to digitize 1930-1945 German auction catalogs which will help to determine rightful owners of artistic and cultural items taken during the Nazi regime. <http://www.librarystuff.net/2010/07/20/getty-receives-grant-money-for-digital-german-art-initiative/>

The University of Illinois library has digitized more than 23,000 books through a partnership with the Internet Archive. In addition, the library is working with Google through its ongoing agreement with the CIC (Committee on Institutional Cooperation) and digitizing more books to contribute to the anticipated over ten million volumes to be available through the Google Books Project. <http://www.dailyillini.com/news/campus/2010/07/15/library-digitizing-more-than-books>

The John F. Kennedy Presidential Library and Museum has partnered with Endeca Technologies, Inc. to provide digital access to one of the busiest presidential archives. The digital archives will launch in January 2011 on the 50th anniversary of John F. Kennedy's inauguration as the 35th President of the United States. http://www.boston.com/business/ticker/2010/07/jfk_library_arc.html

Hot Topics from ALA in Washington, D.C.

... Reported by John Riley, Busca Inc. <jdriley@comcast.net>

ALA's Annual Meeting in Washington, D.C. June 24-30 was seen as successful by most. Registration was down but not badly at 26,201, particularly considering the state of library budgets, with 19,513 attendees and 6,688 exhibitors. The comparable 2009 numbers in Chicago were 22,762 and 6,179, totaling 28,941. (See item 6 below for more.) Booth traffic was reported as steady.

Heat and humidity were scorching, but people had a good time in DC. The Folk Life Festival was taking place on the Mall. Allen Ginsberg photos at the National Gallery were popular as well as Folk Art at the Smithsonian. The Library of Congress had a number of tours. The most interesting was a presentation and tour of their forensic laboratories where they inspect books and documents for hidden information. They found where Jefferson had crossed out "subjects" and replaced it with "citizens" in the Declaration of Independence. Food and restaurants in DC are great and even the food in the convention was good: curried chicken, pulled pork, empanadas, salads.

Following is a round-up of Hot Topics discussed at the ATG breakfast:

- 1) Continued interest in Patron Driven Acquisitions (PDA) of e-books. Most of the trial projects have proven to be very popular even if they blow through their deposit accounts very quickly. Duke set aside \$25k for 20,000 e-books and saw that money get spent in one month. They were pleased with the hit rates and plan on doing more this year. Most libraries mention not having enough money to support such projects without harming the rest of the budget.
- 2) Libraries are looking to balance e-books with print on demand (POD) or purchase of print copies. E-books may drive more print purchases, especially in the humanities and social sciences.
- 3) Data linking is becoming essential with the proliferation of e-resources. Xan Arch mentioned that they are using Free Base at Stanford and have a big project this summer. <http://www.semanticfocus.com/blog/entry/title/freebase-officially-linked-data-with-release-of-rdf-service/>
- 4) iPad is making in-roads in library lending, surpassing Kindle in popularity.
- 5) Copyright continues to be a problem, especially with e-resources. E-reserves are a problem. <http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/43500-a-failure-to-communicate.html>
- 6) Attendance at conventions is way down. SLA had 1,500 librarians and 1,500 vendors. Last year in DC they had 6,000 total. ALA DC attendance was down, but the DC location helps. <http://blog.libraryjournal.com/ljinsider/2010/06/27/ala-2010-attendance-down-but-not-by-much/>
- 7) Mobile technology is growing in libraries as distance learning expands and study abroad grows.
- 8) File formats for e-data is a growing problem for NISO who reported that they are having problems trying to figure out what data needs ISBN's, etc.
- 9) Library of Congress requires all producers of e-content to provide free copies to the library. Same holds true for most publishers (they face fines if they don't comply).

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Hot Topics from ALA from page 1

10) Bob Holley noted that many faculty are now just buying their own books on Amazon, etc. They only come to the library for expensive books, skewing the collection. Bob will be hosting a webinar on used book buying and selling.

11) Libraries are very interested in e-book ILL, especially if they are going to go with PDA.

12) Lots of talk about the Espresso Book Machine, but it was conspicuous in its absence from the show floor. When I stopped by Ingram the sales people hardly knew what I was talking about.

Recommended Reading

The American Library Association has released a book entitled *No Shelf Required: E-Books in Libraries* (Ed. Sue Polanka, ISBN-13: 978-0-8389-1054-2, \$65.00) which is being regarded as a must-read for librarians and other information professionals. It introduces e-books and e-readers and outlines their brief histories; it also addresses topics such as marketing, acquisition best practices, and usage statistics. <http://www.alastore.ala.org/detail.aspx?ID=2902>

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Elaine Robbins, <robbinse1@citadel.edu>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX: 303-282-9743, (c) Copyright 2010, The Charleston Co. All rights reserved. ISSN 1091-1863.

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By the Numbers

1 million...the number that marked a milestone for digital Kindle copies sold of Stieg Larsson's Millennium Trilogy that begins with *The Girl with the Dragon Tattoo*. The Kindle debuted in 2007. <http://www.reuters.com/article/idUSTRE66Q5MC20100728>

129,864,880...the number of books Google says are in existence. According to Google software engineers, the number was arrived at using an algorithm that pulls from libraries' and other organizations' catalogs. <http://googleblog.blogspot.com/2010/08/you-can-count-number-of-books-in-world.html>

25%...the amount that mass publishing company Dorchester Publishing's sales fell in 2009, prompting the company to make the switch to an e-book/print-on-demand model of publishing. http://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/44085-dorchester-drops-mass-market-publishing-for-e-book-pod-model.html?utm_source=Publishers+Weekly's+PW+Daily&utm_campaign=1ef6b64a66-UA-15906914-1&utm_medium=email

39%...the percentage of people surveyed that believed “most or all of the information they read online is reliable”, the lowest percentage since the University of Southern California began doing the study in 2000. Read the free full report from the Center for the Digital Future at the Annenberg School for Communication and Journalism at the University of Southern California, http://www.digitalcenter.org/pages/current_report.asp?intGlobalId=19.

Who Are E-book Readers

Charlotte Abbott, Independent Publishing Professional, has broken down some important statistics for publishers, editors and librarians that were outlined in a presentation entitled “The Customer's Always Right: Who is Today's Book Consumer” from Kelly Gallagher (Bowker) as part of this year's Making Info Pay conference in NYC. Among many insights, Abbott highlights Gallagher's findings that seniors are driving the e-reader and e-book market — check out these statistics:

- of Kindle owners, people 50 or older are the biggest adopters, followed by 18-34 year olds;
- 35-49 year olds who read e-books prefer doing it on their iPhones;
- 48% still use their computers or laptops to read e-books;
- e-book sales grew 183% among seniors aged 65+ and 174% among seniors aged 55-65

To read more about Gallagher's findings and recommendations for the publishing market and to find out what Abbott calls “required reading for editors and publicists as well as booksellers, librarians, and media,” go to <http://followthereader.wordpress.com/2009/05/14/bowker-reveals-new-book-buying-realities/>.

2010 Charleston Conference Preview — Celebrating 30 Years!

... Reported by *Katina Strauch*, Conference Founder <kstrauch@comcast.net> and *Leah Hinds*, Assistant Director, Charleston Conference <leah@katina.info>

The Charleston Conference: Issues in Book and Serial Acquisition will be held November 3-6, 2010, in historic Charleston, South Carolina. 2010 is the THIRTIETH (30) year of this great conference — “focused, thought-provoking, lovely venue, right size!” The theme is ANYTHING GOES which captures the flavor of the ever-changing Internet and Web world in which publishers, vendors, librarians, consultants, end users, and similar players now find themselves. Seems like anything is definitely going!

Confirmed Plenary sessions include:

- Let Them Eat... Everything: Embracing a Patron-Driven Future – Rick Anderson (Associate Director for Scholarly Resources & Collections, University of Utah)
- The History of Books and the Digital Future – Robert Darnton (Carl H. Pforzheimer University Professor and Director of the Harvard University Library)
- Who Do We Trust? The Meaning of Brand in Scholarly Publishing and Academic Librarianship – Anthony Watkinson (Senior Lecturer, Department of Information Studies, University College London); Kent Anderson (The Journal of Bone & Joint Surgery); Dean Smith (Director, Project MUSE); Hazel Woodward (University Librarian Cranfield University UK); Allen Renear (Associate Dean for Research and Associate Professor, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign)
- Charleston Conference Observatory presentation on Social Networking for Scholars – David Nicholas (Director of the Department of Information Studies, UCL Centre for Publishing and CIBER Research Group)
- The Tower and the FreeWeb – John Dove (President, Credo Reference); Casper Grathwohl (Vice President and Online and Reference Publisher, Oxford University Press); Samuel Klein (Wikimedia Foundation, Trustee; One Laptop Per Child (OLPC), Director of Outreach); Jason B. Phillips (Librarian for Sociology, Psychology, Gender and Sexuality Studies and American Studies, New York University); Michael Sweet (CEO, Credo Reference)
- Brian Schottlaender (The Audrey Geisel University Librarian at the University of California, San Diego)

- Executives’ Roundtable – T. Scott Plutchak (Director, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham); YS Chi (Vice Chairman and Managing Director of Global Academic & Customer Relations, Elsevier); Andy Prozes (LexisNexis Global CEO)
- The Long Arm of the Law – Ann Okerson (Associate University Librarian for Collections and International Programs, Yale University); Bill Hannay (Attorney, Schiff Hardin LLP); other panel member TBD
- When Rubber Meets the Road: Rethinking Your Library Collections – Roger Schonfeld (Research Manager, Ithaka S+R); Sue Woodson (Associate Director of Digital Collection Services, Welch Medical Library, Johns Hopkins Medicine)
- John Sack (Associate Publisher and Director, HighWire Press, Stanford University Libraries and Academic Information Resources)
- “I Hear the Train A Comin’ - LIVE” session – Greg Tananbaum (CEO, Scholarnext); Joseph J. Esposito (President and Chief Executive Officer, Portable)
- Efficient and Effective Funding of Open Access “Books” – Francis Pinter (Publisher, Bloomsbury Academic)
- Jon Orwant (Engineering Manager, Google Books)

Other speakers will be added to the Website as they are confirmed. In addition, there will be over 130 concurrent sessions and lively lunches. Popular concurrent topics include: patron-driven acquisitions, surveys of end users and their wants and needs, e-book acquisition and management, archiving in the electronic environment, the role of acquisitions and collection development in the 21st century library, subscription agents and their changing roles, reviews of serials collections, collection assessment, weeding and gifts to mention just some recurring topics.

The Charleston Conference has seen the birth of many new ideas and initiatives! This year’s Charleston Conference promises to be its very best! Don’t miss it! Visit <http://www.katina.info/conference> to register.

Small Date Change for Fiesole 2011

Please mark your calendars. Due to a scheduling conflict, the 13th Fiesole Retreat has moved back one day.

New Dates: May 11-13, 2011

Location: National Library of St. Petersburg, St. Petersburg, Russia

Conference Hotel: The Grand Hotel Europe <grandhoteleurope.com>

Many thanks to our local host Irina Lynden, Deputy Director of the National Library, who has negotiated very favorable rates at the Grand Hotel Europe, one of St. Petersburg’s top hotels. Please watch for registration and hotel sign-up information coming very soon!

The Charleston Report Welcomes Elaine Robbins as our new Editor

Elaine graduated from Library School in 2007 (USC, MLIS) and joined The Citadel as a Reference and Instruction Librarian shortly thereafter. While working on her MLIS, Elaine worked in Special Collections and Interlibrary Loan at the College of Charleston Library. In her spare time, Elaine chairs the Charleston Archives, Libraries and Museum Council (CALM). Welcome, Elaine!

Ed Note: A special thank you to Laura Barfield who served as The Charleston Report’s Editor for volumes 13 and 14.

Highlights of TechTrends at ALA Annual 2010: TechSource Webinar

...Reported by Dana DeFebbo <Dana.DeFebbo@citadel.edu>

After a major technical meltdown on July 13, ALA TechSource succeeded in hosting a free rescheduled discussion of technology trends from June's ALA Annual Conference in Washington, DC. The featured speakers for the event were ALA TechSource bloggers Kate Sheehan (Open Source Implementation Coordination, Bibliomation, Inc), Tom Peters (Director, TAP Information Services) and Marshall Breeding (Director for Innovative Technologies and Research at Vanderbilt University Libraries). ALA Panelists Jason Griffey (Head of Library Information Technology at the University of Tennessee Chattanooga) and Michael Stephens (GSLIS, Dominican University) were unable to participate in the webinar but provided their original slides on the TechSource blog.

Here are some of the major trends identified by the presenters.

1. Information Technology: Not just a tool. Tom Peters started off by reminding the listeners not to forget that IT is more complex and dynamic than a simple tool which often has limited uses.

2. Innovation fatigue. Kate Sheehan brought up the idea that conference goers felt tired and pressured to be innovative in a time when they have more pressing things on their mind, specifically the economy and their job security. There is an overwhelming sense that to be innovative requires money and lots of it. Sheehan disagrees that money is necessary to be innovative. She indicated that the trend in libraries is moving towards being hyper-local, where innovation is customized to the specific environment. Libraries need to blend new and retro technology and services to best fit the needs of their individual communities.

3. The future of portable e-reading. Peters focused primarily on portable e-reading noting that Google and Apple failed to make an appearance at ALA. Peters commented that both Google and Apple are not in favor of the lending model with their e-book content while Overdrive and Blio both support lending and are both trying to become more competitive in e-book content as well as catering to special needs populations.

4. Accessible IT. Mainstream e-readers seem to forgo accessibility for style which makes them almost completely inaccessible to persons with hearing and/or sight disabilities or impairments.

5. No news, good news? Marshall Breeding reported that there were no major products introduced nor any new mergers or acquisitions that libraries need to deal with at the moment.

6. Cloud computing and software as a service (SaaS). An increasing number of libraries are moving to a more virtual model of acquiring and maintaining software through remote hosting of applications either on their own internal network or via a third party like Amazon, LibLime and Primo Central.

7. Open source ILS. This is not a new trend but one that continues to gain in popularity. Breeding reports it is presently a small portion of the market, but still a contender for many libraries.

For the complete webinar, check out the archived recording of the ALA TechSource TechTrends 2010 which can be accessed at: <http://www.alatechsource.org/blog/2010/07/archive-of-techtrends-ala-annual-2010-webinar.html>.

More E-book and E-reader News

With all of the discussion of e-readers, e-books, and iPads, predictions on the future of these devices and this industry can be all over the map. By studying trends, however, Blogger and technology expert Eric Hellman predicts that the dedicated e-reader's price will be as low as \$25 by 2014, but, the iPad's continuous improvements to its speed and functionality will cause it to remain around \$400. <http://go-to-hellman.blogspot.com/2010/04/ipad-people-heres-what-you-missed.html>

CUNY Dean and author Pamela Kirschner recently wrote a piece for *The Chronicle* wherein she copes without her iPad for a day and illustrates the many reasons why she loves the iPad. Read her article here: <http://chronicle.com/article/My-iPad-Day/65839/>.

In the same vein, six academics offer their opinions of e-readers in the article, "Do You Like Your E-Reader?"; read it here: <http://chronicle.com/article/Do-You-Like-Your-E-Reader-/65840/>.

LibraryThing Reaches Out to Publishers

LibraryThing, a free service that allows its over one million customers free online cataloging of up to 200 books, is now reaching out to publishers to create links to their page. Once the free membership level of 200 books is reached, users pay \$10 a year or \$25 for a lifetime for unlimited cataloging. Users search the Library of Congress, the five Amazon sites, and over 80 other worldwide libraries to choose books to add to their virtual library. Members can use personal tags or LOC and Dewey systems to catalog the book; a tag cloud appears on each book's page to send users to similarly-tagged or cataloged books.

Some facts about LibraryThing:

- Over 51 million books have been added by members
- Over 1 million book reviews have been written by members
- Monthly "Early Reviewer" books are added by over 340 publishers
- LibraryThing provides usage stats to publishers
- LibraryThing for Publishers is free

To learn more, logon to <http://www.librarything.com/about/publishers>.