



# The CHARLESTON REPORT

*Business Insights into the Library Market*

SEPTEMBER / OCTOBER 2004

VOLUME 9, NO. 2

## Libraries on the Move

The Corporation for Public Broadcasting (CPB) and the Institute of Museum and Library Services (IMLS) have jointly announced the *Partnership for a Nation of Learners*, a multi-year, \$3 million initiative. The goal is to provide resources to bring together libraries, public broadcasters, and museums to leverage community assets and create new pathways to learning, discovery, and exploration. The initiative will offer competitive grants to support existing collaborations and to create new ones. Grant application guidelines and more information about the initiative are available at <http://www.cpb.org/partners/>.

The Champaign, Illinois, City Council has approved a plan to fund a new 121,140 square foot main library for the city which will more than triple the existing facility. The estimated cost of the project is \$29.4 million, funded through increases in local taxes, sales taxes, and a special telecommunications tax on telephones. The new taxes will take effect in January 2005. Construction is expected to begin in June 2005. Private fund-raising is also underway. *Library Hotline*, August 16, 2004.

Mississippi State University's Mitchell Memorial Library is the newest participant in the "Ask A Librarian" virtual reference service hosted by the Association of Southeastern Research Libraries (ASERL). Launched in February 2004, "Ask A Librarian" is the first service of its kind offered by a group of research libraries to serve users across a region of the United States. Patrons can access the service through the Websites of participating libraries or via [www.ask-a-librarian.org](http://www.ask-a-librarian.org). Other libraries participating in the service are the College of William & Mary, Virginia, Florida State University, Georgia State University, University of Alabama, University of Central Florida, University of Kentucky, University of Memphis, Tennessee, University of Mississippi, University of Louisville, Kentucky, University of Miami, Florida, University of North Carolina at Charlotte, Virginia Commonwealth University, and Wake Forest University, North Carolina. For more information, logon to [www.aserl.org](http://www.aserl.org).

Harvard University has received \$5 million from two alumni to support the University Library's Open Collection Program. Begun in 2002, the Program aims to provide free access through digitization to research materials from libraries across the Harvard system. The first subject-based resource is "Women Working, 1870-1930," focusing on women's roles in the U.S. economy. When finished, the collection will contain more than 2,200 books and pamphlets, 1,000 photographs, and 10,000 manuscripts. For more information logon to <http://ocp.hul.harvard.edu/ww>.

## Short Takes

The AAUP (Association of American University Presses) has released its annual compilation of "University Press Books Selected for Public and Secondary School Libraries." Roughly 500 books are listed in the 2004 edition, a joint project of AAUP, the American Association of School Librarians (AASL), and the Public Library Association (PLA). The list is distributed free of charge to more than 13,000 U.S. librarians. For more information, or to view the list in full, logon to [www.aaupnet.org/librarybooks](http://www.aaupnet.org/librarybooks).

Reviews for both books and multimedia are regarded as still essential, according to participants at a panel discussion hosted at ALA's Annual Meeting by the Reference and User Services Association's Collection Development and Evaluation Section. One speaker, the Collection Development Coordinator at Phoenix Public Library, noted that she relies on reviews for 98% of fiction purchases and requested more reviews of e-books, as well as Spanish language films, both feature and nonfiction. *American Libraries*, August 2004.

CrossRef now has 29 publishers participating in its Search pilot that includes over 3.4 million scholarly research articles. The pilot, in collaboration with Google, allows users to search the full text of scholarly journal articles, conference proceedings, monographs, and other resources, and is available to all users, free of charge, on the Websites of participating publishers. The service encompasses current journal issues as well as back files. The full-text content from the publishers is also referenced by the main Google.com index in its more general searches. For more information and a list of participating publishers, logon to [www.crossref.org/01company/pr/press092104.html](http://www.crossref.org/01company/pr/press092104.html).

A coalition of public interest groups has formed the Alliance for Taxpayer Access (ATA). The group seeks to urge the National Institutes of Health (NIH) as well as the U.S. Congress to ensure that peer-reviewed articles resulting from taxpayer-funded research at NIH become fully accessible and available on line and at no extra cost to the American public. The group is an informal coalition of libraries, patient and health policy advocates, and other stakeholders. Among the members are the American Association of Law Libraries, the American Library Association, the Medical Library Association, and many other individual libraries and campuses. Details and FAQs on the Alliance may be found at <http://www.taxpayeraccess.org>.

## Don't Miss This!

Derk Haank, Springer Verlag CEO, is featured in a lengthy interview from *Information Today* available in full-text online. Among many topics, he discusses Springer's recent decisions regarding Open Access. Mr. Haank will be a featured speaker at this year's Charleston Conference—don't miss his session! <http://www.infotoday.com/it/sep04/poynder.shtml>

## Google Announces Google Print for Books—Free to All Publishers

In one of the most dramatic announcements at the Frankfurt Book Fair in October 2004, Google announced an expansion of Google Print aimed directly at making books more available to more readers worldwide. At no cost to publishers, Google has extended the offer to digitize any and all books contributed by any and all book publishers.

According to literature distributed at a press conference in Frankfurt, publishers can “Just sign up for Google Print and send us your books. We’ll scan them and add them to our index for free.”

The invitation has been extended to both large publishers and small press alike. Users who find the books using a typical Google search will see a results page with some content excerpted from books that matched the search. The search term that led the user to the book will be highlighted on that page. Users will be able to conduct more searches within the book, but Google assures publishers that content will be protected since users will only be able to view a limited portion of the book.

A “Buy this Book” set of links will appear on each Google Print content page. The links will connect to Amazon.com, BarnesandNoble.com, Booksense.com (the American Booksellers Association’s program linking to the inventories of independent bookstores in America), Froogle (Google’s shopping-for-anything service), as well as to publishers that sell direct.

The scanning of print books and addition to Google’s search index will cost publishers nothing. Google will retain ownership of the scanned version of the texts. A representative indicated that the company has no plans at present to share the digitized copies with publishers or any Google partners or affiliates. Publishers and Google users can find more information on the program at <http://print.google.com>; publishers can sign up online at <http://print.google.com/publisher>.

For a thorough description of the new service, don’t miss Barbara Quint’s NewsBreak on this topic at <http://www.infotoday.com/newsbreaks/nb041006-1.shtml>.

*The Charleston Report, Business Insights into the Library Market* is published six times a year by The Charleston Co., 618 South Monroe Way, Denver, CO 80209. Subscription price per year is \$155 (U.S.) and \$170 (outside the U.S.). FAX: 303-282-9743.

*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 Rebecca T. Lenzini, <[rlenzini@charlestonco.com](mailto:rlenzini@charlestonco.com)>, Editorial Offices, 618 South Monroe Way, Denver, CO 80209. 303-282-9706, FAX 303-282-9743. (c) Copyright 2004, The Charleston Co. All rights reserved. ISSN 1091-1863.

Editor: Rebecca T. Lenzini

Editorial Board: Katina Strauch, Linda F. Crismond

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

## By the Numbers...

**\$350...**the price of a review from Kirkus Discoveries (a new online publication) for a just-released book from any publisher, offered as part of an advertising service from Kirkus. *New York Times*, October 5, 2004.

**27% to 94%...**the range of average prices increase from twelve scholarly publishers over the period 2000-2004, according to a recent survey by LISU, a research organization based at Loughborough University in the UK. Oxford University Press (OUP) Press Release, October 7, 2004.

**\$250,000...**the value of the roughly 1,200 cell phones donated by Nextel Communications to New York City public schools following the Republication National Convention in New York. *New York Times*, September 3, 2004 (registration required) <http://www.nytimes.com/2004/09/03/myregion/03phone.html>.

**35-50%...**the percentage of U.S. physicians currently using PDAs. Among U.S. medical students, the number rises to 80%. Carol Tenopir, “Searching on the Run,” in *Library Journal*, October 1, 2004.

**2.1 million...**the number of people who pay for music subscription services vs. 8.5 million who have paid to download a single music file. Bear in mind, however, that 23.4 million individuals downloaded files freely from services like Kazaa, just in the month of July 2004. Jupiter Research, quoted in the *New York Times*, September 27, 2004.

### Top 5 “Most-Accessed” Articles from *The Charleston Advisor* Website

1. Steve McKinzie (Dickinson College) “Virtual Reference: Overrated, Inflated, and Not Even Real”
2. Chuck Hamaker (Atkins Library, UNC-Charlotte) “The New Elsevier’s Surprising Service Problems”
3. George S. Machovec (*The Charleston Advisor*) “TCA Best and Worst Product Awards”
4. Margaret Landesman (Marriott Library, University of Utah) “Price Increases Are Not the Problem”
5. Edana M. Cichanowicz (Suffolk Cooperative Library System) “Sunday Night Live! — An Experiment in Real Time Reference Chat — on a Shoestring Budget”

Based on *TCA* online statistics, [www.charlestonco.com](http://www.charlestonco.com). Product reviews excluded from results.

## Open Access Conference in Italy

The Conference of Rectors of Italian Universities (CRUI), Academic Libraries Committee, announces the workshop: “Gli atenei italiani per l’Open Access: verso l’accesso aperto alla letteratura di ricerca (Italian Universities for Open Access: Towards Open Access to Scholarly Literature).” The workshop will be held on November 4-5, 2004, and is hosted by the University of Messina, Italy. This is the first institutional event in Italy about Open Access promotion.

More information is available (in Italian) at the conference site: <http://www.aepic.it/conf/index.php?cf=1>.

## Library of Congress Names Winners for Digitization Program

The U.S. Library of Congress has awarded more than \$14.9 million to eight institutions and their partners to identify, collect, and preserve digital materials as part of the National Digital Information Infrastructure and Preservation Program (NDIIPP). The awards will be matched dollar-for-dollar by the winning institutions in the form of cash, in-kind, or other resources.

A sample of the winning lead institutions and their partner institutions offers a fascinating view of the “new world of cooperation” in the digital age.

- Lead institution:** University of California, Office of the President (California Digital Library).  
**Partners:** University of North Texas and New York University.  
**Subject:** Government archives.  
**Amount of award:** \$2,712,117.
- Lead institution:** University of California at Santa Barbara.  
**Partner:** Stanford University.  
**Subject:** A National Geospatial Federated Digital Repository.  
**Amount of award:** \$2,937,742.

- Lead institution:** Educational Broadcasting Corporation (EBC) (Thirteen/WNET New York).  
**Partners:** WGBH Educational Foundation, Boston, Mass.; Public Broadcasting Service (PBS), Alexandria, Va.; New York University (NYU), N.Y.  
**Subject:** Public television programs produced in digital formats.  
**Amount of award:** \$2,846,625.

- Lead institution:** University of Illinois at Urbana-Champaign Library, Graduate School of Library and Information Science and National Center for Supercomputing Applications.  
**Partners:** OCLC Online Computer Library Center, Tufts University Perseus Project, Michigan State University Library, and an alliance of state library agencies from Arizona, Connecticut, Illinois, North Carolina and Wisconsin.  
**Subject:** To develop criteria for determining which digital materials to capture and preserve.  
**Amount of award:** \$2,753,451.

**Partners:** OCLC Online Computer Library Center, Tufts University Perseus Project, Michigan State University Library, and an alliance of state library agencies from Arizona, Connecticut, Illinois, North Carolina and Wisconsin.

**Subject:** To develop criteria for determining which digital materials to capture and preserve.

**Amount of award:** \$2,753,451.

For more information and a complete list of the awards, logon to [www.loc.gov](http://www.loc.gov).

## In the News

“LIBRARIAN: Twenty years ago, library science was seen as a musty, dead-end profession. No longer. Today’s librarians act as detectives, helping patrons to navigate the Internet, remote databases, CD-ROMS, and, of course, books and periodicals to find the information they need. These days librarians work not just in public libraries but also in colleges, corporations, and museums, so you could be helping a child learn more about llamas or working at a corporation on competitive intelligence. The government is predicting that a large number of retirements in the next decade will produce more openings. Education: One to two-year master’s degree in library science; employers prefer people with degrees from one of the 56 schools credited (sic) by the American Library Association ([www.ala.org](http://www.ala.org)). Median salary: \$43,090.”

“Your brilliant (second) career,” *Consumer Reports Money Advisor* (September 2004, Vol. 1, Issue 8, pp. 10-11). Of note, other brilliant second careers listed include blackjack dealer, chef, technical writer, and ebay vendor.

## TCR Quote

**“Q: If you were in a budget crunch...which databases would be on your hit list?”**

**“A: We would be looking for products that contained significant overlap with other products and would look to protect full-text content over simple index tools.”**

Stephen Bosch, Materials Budgets, Procurement and Licensing Librarian, Univ. of Arizona Libraries. Quoted in *Against the Grain*, September 2004.

## Mark Your Calendars!

We hope to see many of our **TCR** readers soon at the Charleston Conference! Meanwhile, be sure to mark your calendars for next year.

Preconferences and Vendor Showcase — November 2, 2005  
 Main Conference — November 3-5, 2005

## Calling All Kids!!

*Students who read, write better;  
 students who write, read more.*

The Rhode Island Center for the Book has invited Rhode Island readers in grades 4 through 12 to enter “Letters About Literature, 2005.” The Center for the Book in the Library of Congress, in partnership with Target Stores, are the hosts for this national reading-writing contest. To enter, readers write a personal letter to an author, explaining how his or her work changed their view of the world or themselves. Young readers can select authors from any genre—fiction or nonfiction, contemporary, or classic.

The deadline for the letters to be submitted is set for December 4th, 2004. Judges from the Rhode Island Center for the Book will select the top essayists in the state on each of the three competition levels: Level I for children in grades 4 through 6; Level II for grades 7 and 8, and Level III, grades 9 - 12. State winners advance to national competition and receive cash prizes plus a \$50 Target gift card. Six national winners will each receive an expenses-paid trip to the nation’s capital to read their letters during the National Book Festival in the fall of 2005. In addition, they will receive a \$500 Target gift card redeemable at any Target Store or [target.com](http://target.com).

To obtain the required entry coupon and read the 2004 winning letters, visit the Rhode Island Center for the Book Website at <http://www.ribook.org>.

## Fourth Annual *Charleston Advisor* Best and Worst Awards

For the fourth year, *The Charleston Advisor* is sponsoring its “Readers’ Choice Awards,” a series of awards for the best and worst electronic services and databases for libraries. The awards are not necessarily limited to products covered by *TCA*, but *TCA* reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. The selections were made by members of the *TCA* editorial board in a conference call in September 2004.

Awards are given in ten standard categories; special one-time awards are periodically given.

### Five Star Award for an Individual (*special award*)

**Herbert Van de Sompel** — for his pioneering work in developing the OpenURL linking concepts.

### Five Star Award for an Initiative (*special award*)

**National Institutes of Health (NIH) Open Access** — an initiative for requiring that all research funded through the agency must be made available through Open Access after six months.

### Best New Product

**ARTstor** — a product that will allow libraries, art departments, and others to avoid digitizing the same images over and over.

### Best New End-User Product

**OCLC Open WorldCat Pilot** — for making key WorldCat entries available through major search engines such as Google and Yahoo Search.

### Most Improved Product

**Amazon (Inside the Book)** — a new feature that allows Amazon users to search and look inside of books before making a purchase.

### Best Interface

**Oxford Reference Online** — for their excellent and powerful search interface including features such as pattern searching to find variant spellings, synonyms, and fuzzy matching.

### Best Content

**Yahoo Search (Content Acquisitions Program)** — for their aggressive approach to deep Web searching and giving Google a run for their money.

### Best Pricing

**Project Euclid** — for its varied, thoughtful, and reasonable pricing schemes that are designed to meet the needs of different constituencies.

### Best Contract Options

**Naxos Music Library** — for their willingness and flexibility to work with subscribers on tailoring a contract for an institution’s needs.

### Best Customer Support

**Cambridge Scientific Abstracts (CSA)** — for their excellent and consistent customer support.

**American Psychological Association (APA)** — for the change in policy allowing interlibrary loan (ILL) of journal articles from their titles.

### Best Effort

**Public Library of Science (PloS)** — for their new high quality Open Access journals.

### Vaporware/Lemon Award

**ERIC** — for the new ERIC online service managed by the Institute of Education Sciences (IES) and its fumbled efforts to revitalize this key database in education in areas such as substantial delays in indexing new articles and having fields that are not searchable in the public interface.

Logon to <http://charlestonco.com/features.cfm?id=165&type=me> to view this article online.

## Top Ten U.S. Large Public Libraries

The latest Hennen HAPLR ratings of U.S. public libraries have been released. Hennen is director of the Waukesha County (Wisconsin) Federated Library Systems. This is the sixth edition of HAPLR library ratings and is based on data filed by libraries in 2003 concerning their activities in 2002.

1. Cuyahoga County Public Library (Ohio)
2. Multnomah County Library (Oregon)
3. Denver Public Library (Colorado)
4. Columbus Metropolitan Library (Ohio)
5. Baltimore County Public Library (Maryland)
6. Indianapolis-Marion County Public Library (Indiana)
7. Salt Lake County Library System (Utah)
8. Hennepin County Library (Minnesota)
9. Montgomery County Public Library (Maryland)
10. Fairfax County Public Library (Virginia)

*American Libraries*, October 2004. For more information logon to [www.haplr-index.com](http://www.haplr-index.com).

## Top Five College Libraries

As ranked by students’ assessments of library facilities.

1. Brigham Young University (Utah)
2. Princeton University
3. Whitman College (Washington)
4. Harvard College
5. University of Chicago

Source: *The Princeton Review*. <http://www.princetonreview.com/college/research/rankings/rankingDetails.asp?categoryID=2&topicID=12>.

## Coming in Future Issues

- Hot Topics from the Charleston Conference
- The Open Access Debate: Report from the Charleston Advisor Preconference
- Tips for Book Vendors
- Hot Topics from the Frankfurt Book Fair