Short Takes

The postal service delivered a record 182.7 billion pieces of mail last year. That amounted to 687 items for each woman, man, and child in the country. And, 91% of first class mail was delivered on time, up from 86% a year earlier. According to Postmaster General Marvin Runyon, their goal is to achieve 92% on-time delivery this year and 95% by 2000.

According to Peter Drucker, "Thirty years from now the big university campuses will be relics. Universities won't survive. It's as large a change as when we first got the printed book. Totally uncontrollable expenditures, without any visible improvement in either the content or the quality of education, means that the system is rapidly becoming untenable. Already, we are beginning to deliver more lectures and classes off campus via satellite or two-way video at a fraction of the cost. The college won't survive as a residential institution." Forbes, March 10, 1997, pg. 127.

The Trends...

✔ In academic libraries, CD-ROM purchases are dropping by 7% while online spending is rising by the same rate. Primary Research, NY.

✔ Here's what one professor predicted at a recent meeting on licensing electronic resources. All articles will be available on the Internet for free. One will pay only for downloading, not subscribing to print journals, and downloading will become the preferred mode of acquiring information. In an electronic environment, copyright may be replaced by contract law. Vincent Resh, Professor of Environmental Science, Policy, and Management, University of California, Berkeley.

✔ Popularity of Internet access in public libraries is straining their ability to provide service. At the Carnegie Library of Pittsburgh, their 800+ terminals are attracting large groups of teenagers all day, every day in branch libraries which is causing senior patrons to complain. At the Saint Louis Public Library, computer utilization is close to 100% for all hours open. Queens Borough puts a 20-minute time limit on their computers and Fresno County, CA, allows 30 minutes.

Buying Takes Longer When You're Selling Short

Publishers are troubled that librarians are not rushing to embrace the electronic future with open checkbooks. Librarians are troubled that publishers are charging even more for this future while still producing the paper product. End users want something for nothing. In the melee, a troublesome trend is emerging.

Primary and secondary publishers are showcasing products that are not ready yet. Of course, the marketplace itself is changing, and there's a new electronic product every minute. Sure, your product will change...and change...and change. Still, meeting after meeting is being held in libraries to discuss products that are simply on the drawing board. The Web product is not out yet, and the library doesn't want to see the CD-ROM product. The search engine is under development. Only a test database is available.

continued on page four

Buyers Talk

This library acquired over 3,000 more books in the fiscal year ending June 30, 1996 than it did in the previous year. This wasn't because Collection Development just decided to go after books. More books were published. Heather Miller, SUNY, Albany, in Against the Grain, February, 1997, pg. 21.

We can't replace print journals yet because only a fraction of scholarly material is available electronically. What is available varies in quality, accessibility, and price. In addition, an electronic "equivalent" of a print title may be less complete than print, excluding articles for which the author maintained copyright, and excluding letters-to-the-editor and other material. Carol Tenopir, Professor at the School of Library and Information Science, University of Tennessee, Library Journal, February 1, 1997, pg. 38.

In a recent survey of academic librarians, 16 of 21 identified "where indexed" as a critical or very important factor in selecting and retaining serial publications. The importance of indexing rises as the budget belt tightens. Steve Black, Reference, Serials, and Instruction Librarian, College of Saint Rose, Albany, NY.
President’s Budget
For Libraries

President Clinton’s FY 98 budget, which was released to Congress on February 6, 1997, includes major funding for libraries and education. Library fund administration has been shifted from the Department of Education to a newly created Institute of Museum and Library Services. Diane Frankel, director of the Institute, said, “Museums and libraries are community anchors for learning throughout one’s lifetime. In addition, beyond their local communities, museum and library resources are a vital source of content for the Internet.”

The budget will fund the Library Services and Technology Act for the first time at $136 million. The Act streamlines Federal library services programs to allow libraries to adapt new technologies to identify, preserve, and share library and information resources across institutional, local, and state boundaries. It funds extension of libraries’ services to those requiring special materials and an extra effort to get to the library. It expands the eligibility beyond public libraries to all types of libraries.

The America Reads program promoted by President Clinton as a campaign to make every child a reader is proposed at $260 million. The budget also includes a major increase in school technology funding. Other allocations of interest are the NEA and NEH, both at $136 million, the Technology Literacy Challenge Fund at $425 million and the Reading Is Fundamental at $36 million.

Best Books For Libraries

There are a number of publications and sources which list the best books for libraries. The January 1997 issue of Choice magazine features the Outstanding Academic Books of 1996. Titles are selected based on excellence in scholarship, relevance and originality in serving the needs of undergraduate scholars.

Bill Ott, editor and publisher of Booklist magazine, calls their Top of the List titles, “anything but conventional.” Their eight winning titles were chosen as the best of 1996 in literature and video for adults and young people and are included in a special combined January 1 and 15, 1997 issue of Booklist.

ALA’s Guide to Best Reading, 1997, is scheduled for April, 1997 release. It includes Notable Children’s Books, the Mildred L. Batchelder Award Books, Notable Books, Booklist Editors’ Choice and Top of the List, Best Books for Young Adults, Popular Paperbacks for Young Adults, Quick Picks for Young Adults, Top Ten Best Books, and more. Tips are given to encourage reading for all ages and to manage book discussion groups. (800-545-2433 x7, $40)

ALA Midwinter Meeting
Hot Topics

Attendance at the ALA Midwinter meeting in Washington DC through Monday, February 17, 1977 was 14,069, up from 10,779 the year before in San Antonio. All of the increase, however, came from exhibit only passes and exhibitors. The number of paid registrations, primarily librarians, dropped from 5,933 in 1996 to 5,864 in 1997. Here are the hot issues which were discussed:

- Outsourcing is no longer being debated—it is becoming the norm. A minimum requirement for materials vendors is to provide a catalog record.
- Libraries are moving staff from technical services, primarily because of outsourcing, to reference services, technical support, and training.
- Selection of online resources remains dispersed in libraries—not yet centered in collection development or acquisitions. Vendors and publishers will need to be aware of reference department staffs’ role.
- Internet filters in public libraries was a major topic. The Public Library Association took the position that libraries should avoid using Internet filters, but that it is a local decision, like collection development.
- The Department of Justice suit against Baker & Taylor contended that the company has miscategorized trade books on its invoices to keep public and academic libraries and other agencies from getting big discounts. The defrauded amount claimed was up to $200 million. Librarians’ early reactions were to spot check invoices and prepare reports for their finance department and directors. Over 70% of B & T’s customers are libraries.
- The biggest message of all: “It’s CHAOS out there!” referring to the many technological, organizational, and service changes happening in libraries.

The Charleston Report, Business Insights into the Library Market is published six times a year by the Charleston Group, 164 Market St., Suite 213, Charleston, SC 29401. Subscription price per year is $155 (U.S.) and $170 (outside the U.S.). FAX: 803-723-0266. PHONE: 803-727-6151.
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 Linda F. Crismond, editor, 303 Mariner Dr., Tarpon Springs, FL 34689. 813-937-2974, FAX 813-937-1370, Crismond@aol.com. (c) Copyright, the Charleston Group, 1996. All rights reserved. ISSN 1091-1863.

Editor: Linda F. Crismond
Editorial Board: Katina Strauch, Rebecca T. Lenzini
Chief Financial Officer: A. Bruce Strauch
Publisher: The Charleston Group
Mathead Design: Jack Thames
 Consortia—The New Buying Power—Part II

Library consortia are emerging as major players in the electronic marketplace. The mission of most library consortia today should include:

☐ reducing costs and offering new products and services which may not be possible individually.
☐ forging alliances with other organizations that offer information products and services.
☐ sharing ideas and strategies for managing changing conditions in the library environment.
☐ sponsoring research which seeks solutions to a wide range of information management problems.
☐ offering automated and conventional systems or cooperative arrangements to enhance access to information resources.

The following examples are given to illustrate the power of consortia purchasing:

$ Encyclopedia Britannica Online offers its Web-based encyclopedia to academic sites based on FTE headcount. The larger the number of concurrent users, the lower the cost per user. Their pricing starts at around $1 per FTE for under 2,500 FTE and drops to $0.50 per FTE when numbers exceed 100,000 FTE (higher discounts are possible with even larger volume). Clearly, this type of pricing algorithm favors a group buy.

$ Information Access Company has been known to discount their databases from 40% to as much as 70% off their retail single institution pricing based on having a consortium with enough sites.

$ Academic Press has offered Web-based access to their electronic journals (over 170) only to consortia.

Their pricing algorithm takes a snapshot of the total print subscriptions to their titles within a consortium, and they then add 10% for electronic access. In AP’s model, all libraries in the consortium will then get access to all of the AP titles in electronic form, even if they do not get the print version.

$ Many consortia are doing group purchasing of databases through vendors such as Ovid or SilverPlatter. In this model, the libraries share the cost of the server, search engine licensing (if applicable), disk space, and system administration. Why load large files like Medline over and over again when it can be regionally loaded once on behalf of many. Also, depending on the publisher, many database licensing fees can be lowered through a group purchase. Many libraries prefer the regional loading rather than going to a national or international server in order to minimize network congestion on the Internet.

$ Dialog@CARL is a project in which CARL Corporation is offering a suite of over 300 Dialog databases through the Web based on a concurrent user pricing algorithm. Pricing for the first concurrent user starts at $12,500 but drops by as much as $4,000 per concurrent user when multiple simultaneous user sessions are purchased.

The above represent only a small sampling of discounts available through large scale purchasing. Libraries are leveraging their buying power in an ever increasing way. George Machovec, technical coordinator, Colorado Alliance of Research Libraries, and managing editor, Online Libraries and Microcomputers (for information call 602-996-2283).

Book Challenges

In 1996, some 664 challenges to books in public libraries, schools, and school libraries were reported to the Office for Intellectual Freedom of the American Library Association. For each challenge reported, there may be as many as four or five unreported, according to Judith Krug, director of the office.

The “most challenged” titles in 1996 were the popular Goosebumps series of books for children by R. L. Stine. The complaints from parents and others were that the books are too frightening for young people. More than two-thirds of challenges to material occurred in schools, usually to library materials.

The other “most challenged” titles were:

The Adventures of Huckleberry Finn, by Mark Twain, for its use of language, particularly pertaining to race.

It's Perfectly Normal, a sex education book by Robie Harris, for being too explicit, especially for children.

The Chocolate War, by Robert Cormier, for language some consider offensive and for sexual content and violence.

I Know Why the Caged Bird Sings, by Maya Angelou, for explicit portrayal of sexual abuse.

Catcher in the Rye, by J. D. Salinger, for offensive language and sexual content.

Bridge to Terabithia, by Katherine Paterson, for language, especially profanity, and references to witchcraft.

Forever, by Judy Blume, for sexual content.

My Brother Sam Is Dead, by James Lincoln Collier and Christopher Collier, for offensive language and violence.
By The Numbers

# The Public Library Association is the fastest growing division of the American Library Association. As of January 1997, it had grown by 11.2% at 8,528 individual members, up from 7,672 in January 1996.
# According to a recent survey, 76% of Des Moines citizens visited a branch of the Public Library of Des Moines in the past year. Children motivate parents to visit the library. Heavy library users are middle-aged, well-educated, professional, and earn more than $40,000. When city residents think of the library, the image that comes to their mind is "a neighborhood institution with helpful people who oversee a collection of books of reasonable quality."
# The Special Libraries Association, Washington, DC, represents 15,000 members in more than 60 countries. Special librarians are information resource experts who collect, analyze, evaluate, package, and disseminate information to facilitate accurate decision-making.
# Americans check out an average of six books a year and spend an average of $18.73 a year in taxes for public libraries.
# Attendance at the new Main Library in San Francisco has gone from 3,000 a day in the old building to 13,000 daily.

Buying Takes Longer, continued from page one

This new trend of selling products short, i.e. before they are ready, is frustrating and wastes time. Do the producers of these products hope to get a market reaction which will help to develop the product? Do they want help in shaping the future product? If these demonstration meetings are intended to be a dialog with the customer, please say so. The librarian will be happier with you and with your products. More sales will come from truthfulness than obfuscation.

Future Issues Will Feature

- What's hot from the Association of College and Research Libraries conference.
- Who's archiving electronic serials?
- How books get into an approval plan.
- Public libraries' most requested titles.

Oprah Book Club Donations

Ingram Library Services will donate two percent of sales from libraries under a new standing order plan to the American Library Association. The Oprah Book Club Standing Order Program will help libraries meet the demand for books featured on Oprah's show. Titles will be sent the quantities specified as soon as they are announced and are available from the publisher.

The publishers of both the January (Anchor/ Doubleday's The Book of Ruth by Jane Hamilton) and the February selection (Pocket Books' She's Come Undone by Wally Lamb) have donated 10,000 copies to the ALA. They were distributed to 1,100 public and school libraries.

The Oprah Winfrey show has indicated the club will continue through fall with a new selection each month.

Interesting Library Resources

Index Morganagus is a freetext and field searchable, fulltext index of 34 library-related electronic serials. It was nominated by Heather Miller, Head of Acquisitions, SUNY Albany, as the best electronic service for 1996. http://sunsite.berkeley.edu/~emorgan/morganagus/.

ARL has a no-fee electronic service that provides updates on Association activities, member news, project updates and other reports of interest to those in the library and education communities. To Subscribe, send a message to <listproc@cn.org>. The text of your message should read: "subscribe arl-announce [your name]."

Licensing Electronic Resources: Strategic and Practical Considerations for Signing Electronic Information Delivery Agreements is available from ARL for $10 (202-296-2296 or pubs@cn.org). It is designed to assist librarians in negotiating license agreements. It provides a checklist of the educational, library, and fair uses permitted under copyright law and new conditions that may be introduced by the terms of a license.

Short Takes, continued from page one

Public libraries are being challenged in balancing "traditional" book collections with new electronic media. Recent press at the San Francisco Public Library on eliminating the card catalog and "weeding" the collection of older, worn-out, out-of-date, and no longer of interest titles has raised questions to many urban public library directors.

Executives holding the title chief information officer with the responsibility for technology stay in the job just 2.9 years on average, less than half the 6.2-year tenure for chief financial officer. CIO Magazine.