The CHARLESTON REPORT
Business Insights into the Library Market

ALA Round-Up
. . . with thanks to Dan Tonkery
(See more on page 4.)

No recent ALA meeting would be complete without endless discussions on eBooks and eReading. Public libraries are still getting the short end of the stick when trying to provide their patrons with access to new fiction titles from the big six publishers. ALA's Working Group on Digital Content reported that talks with the big six houses were ongoing. Getting an agreement by committee is almost a complete waste of time. Not sure why our profession believes that librarians working in a committee structure are effective negotiators. There are professional negotiators that do this for a living and they should be handling the process.

One of the sessions creating significant buzz was the Pew Internet and American Life Project report on libraries and eBooks hosted by Lee Rainie who provided a welcome insight into how Americans use digital material. Not too surprising was the fact that libraries continue to be a vital part in the digital age. However over 62% of the respondents said that they did not even know that libraries offered eBooks. Rainie promised that Pew would conduct further study on the evolving role of libraries in the coming months. *http://libraries. pewinternet.org/2012/06/22/libraries-patrons-and-e-books/*

Farewell to a Friend and Colleague

In the end the meeting was a good mixture of technology, traditional publishing, way too many sessions but a chance to meet up with good friends. On a sad note, it was also the last meeting for a past President of ALA and my former boss and University Librarian at UCLA, Russell Shank. Russell retired many years ago but continued to attend ALA each year. He was a great boss and touched the lives of many librarians. He died shortly after this year's meeting after suffering an accident on his way into the conference center and will be greatly missed. *http://articles.latimes.com/2012/jul/14/local/la-me-russell-shank-20120714*

2012 Charleston Conference Preview
. . . with thanks to Leah Hinds, Assistant Director, Charleston Conference

XXXII Charleston Conference, November 7-10, 2012, Historic Downtown Charleston, South Carolina

We look forward to seeing *TCR* readers and many others in beautiful Charleston, SC, this November for another fabulous Charleston Conference: Issues in Book and Serial Acquisition. Our theme this year is "Accentuate the Positive!" Visit the Conference Website at *http://www.katina.info/conference/registration.php* to register online today! Our Early bird deadline is September 14th.

We have a great line-up of Preconferences (*http://www.katina.info/conference/ preconferences.php*) that will be held on Wednesday, November 7, along with the 13th Annual Charleston Vendor Showcase. The main conference will run from Thursday through Saturday, November 8-10, and will feature the following plenary speakers:

- Anurag Acharya, Founder and lead engineer of Google Scholar
- Douglas Armato, Director, University of Minnesota Press
- Peter Binfield, Co-Founder and Publisher, PeerJ
- Peter Brantley, Director, Bookserver Project, The Internet Archive
- Mark Coker, President, Smashwords
- J. Bradley (Brad) Creed, Provost and Executive Vice President, Samford University
- Mitchell Davis, Founder and CBO, BiblioLabs
- Kirsten Eschenfelder, Professor, School of Library and Information Studies, University of Wisconsin-Madison
- Jose-Marie Griffiths, Vice President for Academic Affairs, Bryant University
- Timo Hannay, Managing Director, Digital Science
- Karen Hanson, Senior Vice President for Academic Affairs & Provost, University of Minnesota
- Marjorie Hlava, President and Chairperson, Access Innovations
- Elisabeth Leonard, Market Research Analyst, Online Products Team, SAGE Publications
- Alison Muddit, Director, University of California Press
- James O'Donnell, Provost and University Professor, Georgetown University
- Leila W. Salisbury, Director, University Press of Mississippi
- Mike Shatzkin, Founder & CEO of The Idea Logical Company
- Annette Thomas, CEO, Macmillan Ltd.
- Meg White, Executive Director, Technology Services, Rittenhouse Book Distributors Inc.
- Stanley Wilder, Associate Dean at the River Campus Libraries, University of Rochester
- Elizabeth Willingham, Founder and Chief Product Development Officer, Silverchair

For more information, visit our Website at *http://www.katina.info/conference* or contact Leah Hinds with questions: 864-353-1181 or <leah@katina.info>. See you there!

Mark Your Calendars

September 19-21, 2012 — Conference on Open Access Scholarly Publishing (COASP 2012), Atrium Room, Gerbeaud House, Budapest, Hungary. The preliminary conference program is available at *http://oaspa.org/conference/conference-program/*, and includes sessions on OA Book Publishing, Alt-Metrics, Data Publication, and Institutional Funding of OA. Registration deadline is September 1st.

October 4-7, 2012 — 2012 LITA National Forum, "New World of Data: Discover. Connect. Remix," Hyatt Regency Downtown in Columbus, Ohio. Now open for registration at *http://www.ala.org/lita/conferences/forum/2012#*.

October 22-23, 2012 — Library Directors Digital Strategy Summit, Monterey Marriott, Monterey, California. A special event at the 2012 Internet Librarian meeting, this 2-day summit is a forum for library directors, CEOs, and CIOs of academic, public, government, and special libraries to problem-solve, discuss, and network with colleagues. More details at *http://www.librarysummit.com/2012/#*.

November 7-10, 2012 — 31st Annual Charleston Conference, "Accentuate the Positive!" Early Bird registration now open through September 14th. Details at *http://www.katina.info/conference/#*.

November 20-21, 2012 — Online Information 2012, Victoria Park Plaza, London. "Multiple Platforms, Multiple Communities: Making Sense in a Big Data World." For details of how to register as a delegate, please contact Lukas Hall via <Lukas.Hall@incisivemedia.com>.

December 6-7, 2012 — Asia Digital Publishing Summit & Awards 2012 (ADPSA 2012), Beijing, China. "Turning the Page of Asia Digital Publishing." Details available at *http://www.cdmc.org.cn/adpsa2012/*.

TCR Quotes

"At the BMJ, we had an experiment for several years where our papers were entirely free, as another publisher said to me the 'nobody pays' business model." — Stella Dutton, Chief Executive Officer, BMJ Publishing Group Limited. Posted to lib-license, August 3, 2012.

By the Numbers

11,090... The number of signatures collected by *ebooksforlibraries.com*, an online petition site developed by the Topeka and Shawnee County (Kansas) Public Library dedicated to increasing the number of eBooks which publishers will allow libraries to lend to their library users. To learn more or to sign the petition, logon to *ebooksforlibraries.com*.

42%... Of eBook readers in the U.S. are reading on a PC / laptop, roughly equal to the 41% using a dedicated e-reader. Another 29% are using a cell phone while 23% report using a tablet. Readers use more than one device, resulting in a total well over 100% in a new infographic compiled from multiple sources. Many more details are available at *http://www.the-digital-reader.com/2012/08/09/infographic/#.UCUAiqN0kgBIt*.

28,135... The number of peer-reviewed journals now active, according to a lengthy debate and discussion between Steven Harnad, Sally Morris and Yvette Diven of Serials Solutions. Of note, 4,365 (13%) of the 28,135 are Open Access journals. *Lib-license discussion posted August 3 and 4, 2012.*

Don't Miss This!

The 15th Fiesole Collection Development Retreat will be held in Singapore, August 13-15, 2013, at the historic Ft. Canning Hotel (*http://www.hfcsingapore.com/#*). The Retreat has been scheduled to allow participants to also attend IFLA's 79th General Conference and Assembly which will be held in Singapore from August 17-23, 2013. Program Planning is now underway. Watch for more information coming your way soon!

Short Takes

Longtime Charleston Conference supporter Eric Hellman has announced a set-back for his new service, *Unglue.it*. Amazon Payments informed Hellman that they will no longer process pledge payments for *Unglue.it*, forcing a temporary suspension of active ungluing campaigns. According to its Website, "The *Unglue.it* Website supports crowdfunding campaigns to raise money for specific, already-published books. When a campaign reaches the goal set by the rights holders, *Unglue.it* pays them to 'unglue' their work. Supporters get a digital edition with a Creative Commons license as specified during the campaign. These licenses make the edition free and legal for everyone to read, copy, and redistribute, worldwide. Everybody benefits." According to a Senior Account Manager at Amazon, Amazon has decided against "boarding fresh crowdfunding accounts at this time." Amazon had been providing payment services for *Unglue.it*, as it does for the popular crowdfunding site Kickstarter. For more information, logon to *http://blog.unglue.it/2012/08/09/open-thread-amazon-forces-unglue-it-to-suspend-crowdfunding-for-creative-commons-ebooks/#*.

TCR Op Ed: Where Is SLA's Annual Conference Heading?

. . . Reported by Rick Burke, Executive Director, SCELC, <rburke@scelc.org>

As a director of a library consortium that does a high volume of licensing of e-resources, I have been attending SLA (Special Libraries Association) conferences for several years. Being constantly in the hunt for new and interesting vendors and products, historically we have found the Info-Expo exhibits at SLA to be distinctively different from your usual ALA or ACRL exhibits. Also, while our consortium, SCELC (Statewide California Electronic Library Consortium), is primarily academic, we have a vital and active group of non-academic specialized research institutions that have regularly attended SLA and find it useful.

When the **The Charleston Report** asked me to provide a "report" on my perceptions of SLA, I noted that I am limited to principally assessing the exhibits, as I do not attend sessions at SLA. Thus, to round out this brief report, I have solicited input from a couple of librarians from SCELC who attended, as well as requesting feedback from some vendors who exhibited at SLA.

In attending SLA conferences the past several years a common refrain was that SLA was in decline from its heyday. Attendance was reduced and, more importantly, as a result of the "Great Recession," the number of corporate libraries has significantly decreased. As a core audience for SLA, the loss of these libraries has undoubtedly hurt SLA attendance.

Prior to the economic collapse, it was essential for many vendors to exhibit at SLA as it was a significant revenue generator for their business. The exhibits were always substantial and bustling. The 2009 100th anniversary conference no doubt buffered SLA from some of the effects of the 2008 crash. But, since then SLA conferences seem smaller, and fewer vendors seem to be exhibiting. For the purposes of seeking out new products to offer to our consortium, the 2012 Chicago conference exhibits seemed surprisingly lacking. In past years I could build a full calendar of meetings and the usual receptions, but this year it seemed as if the SLA Info-Expo was missing its past pizzazz.

SLA still puts on the best exhibits of any library conference, with food and drink abounding at different times. Vendors told me the exhibitors' lounge is consistently the best of any library conference. But, despite SLA maintaining a higher standard, it seems evident that fewer vendors are attending, and there were clearly fewer new and different vendors as compared to past SLA conferences. In addition, with the 2013 conference in San Diego, it seems likely that the exhibits might be even smaller, as often happens when a conference convenes on the West Coast. In 2014 SLA is headed to Vancouver, British Columbia, which poses even more challenges for attracting exhibitors to SLA. So, the SLA Info-Expo might be severely challenged for the next couple of years.

As someone who does not attend sessions, I solicited input from some SCELC librarians who were full attendees of SLA. One librarian's overall reaction was that some sessions were quite good, including the keynote and a session on the global economy. She felt that other sessions, such as one featuring past and present SLA officers talking about "reinventing yourself" were less worthwhile. In general, this librarian felt that attending SLA every few years would be good enough for her purposes.

Another librarian responded that another outstanding session was Patent Researching 101, and that her overall impression was that most of the sessions had better presenters and content than past SLA conferences. She echoed complaints about the conference venue being so spread out, but that is the nature of any meeting held at the McCormick Place convention center in Chicago. She also felt the overall mood at SLA was more optimistic than she had expected, given all the usual "doom and gloom discussions about libraries and librarians' futures."

In speaking with some vendors who exhibited this year (July 15-18, 2012), the general impression was that the exhibits continue to contract compared to the old days of SLA. However, the good news was that attendance was up 20% as compared to the 2011 SLA conference. Given the contraction in the world of special libraries, the uptick in attendance must be an encouraging sign for the SLA. It also seems that there is greater attendance from the academic library sector – perhaps as the corporate library sector shrinks; academic library interest in SLA might be increasing. And, of course, the government sector continues to play an important role at SLA.

Overall, the vendors I spoke with all said they would be returning to exhibit again next year in San Diego, although they indicated that generally they felt like the exhibit traffic was somewhat diminished. However, as one vendor put it, "no matter what the numbers, SLA is the only economical way to reach out to the corporate librarian," no matter the attendance fluctuations. So, SLA marches (or stumbles) on… but, given the changes brought about by the economy, perhaps this is the best we can expect. This reporter hopes that the cutting edge companies developing new library products continue to be attracted to SLA, as such products are less likely to be found at most other library meetings.

The Inside Scoop on ALA's 2012 Conference in Anaheim, California

. . . Reported by Dan Tonkery, President and CEO, Content Strategies, www.contentstrategies.com

Some 14,746 librarians made the pilgrimage to this California wasteland for the annual American Library Association meeting. Along with another 5,400 exhibitors, we all shared the bland, sterile, overcrowded area with Mickey Mouse and his followers. ALA Anaheim was on a par with last year's poor attendance turnout in New Orleans. Exhibitors I talked to were not very happy with having had to schlepp all the way to Anaheim for the opportunity to experience slow booth traffic.

What Is ALA Thinking? It seems that ALA relies on its own organizational politics while deciding conference locations rather than considering what is best for its membership and exhibitors. For an organization that is living on deficit spending and having to take money from reserves to balance the budget, one has to question the strategy of choosing venues like Anaheim or Orlando which are poor locations for both librarians and vendors. Add in the poor economy, competition from PLA and other meetings and it is no wonder that the conference is down over $800,000 in revenue this year. Perhaps next year there will be some growth in attendance as the summer meeting returns to Chicago.

What Was Hot? Hot topics I heard over and over included what happened to the **OCLC appointment** of Jack Blount, the former Dynix executive, its President and CEO, who was hired, announced, and then dismissed. OCLC insiders were very tight lipped about the entire matter and according to my sources (who spoke off the record) each Board member had to sign a non-disclosure agreement. No one would confirm how much Jack was paid to disappear, or what the issues were.

Much of ALA has stayed the same over the years. The publishers were there in full force and there was an opportunity to have a book autographed by your favorite author. Even in this day of rapid eBook growth, there is still a **love affair with the printed book** and librarians stood in long lines for an opportunity to get a book autographed.

Vendors were there pushing the latest and greatest solutions for libraries. **Discovery services** are still very popular services that libraries are purchasing. The three most popular systems- Summon from ProQuest, EDS from EBSCO Publishing, and Ex Libris's Primo Version 4, were all on display at the various vendor booths.

Google was there talking about the company's "indoor maps" project. The Google project will enable a library to include floor plans of selected structures allowing users to navigate via their smartphone. For my money the best new API that I saw was from **StackMap, LLC**. A little California company that has built an app that maps each of the library items to the exact location in the stacks. For research and large public libraries this little gem could be a big hit for users. The app loads into the OPAC and displays an icon that opens up and shows where in the stacks the title is shelved. Stanford University has the application installed. *www.stackmap.com*

For more complete coverage on the **new vendor products** I refer you to Marshall Breeding's article in American Libraries. He provides a good coverage of a number of small vendors who have built new services for the library marketplace. *http://americanlibrariesmagazine.org/features/07162012/vendors-showcase-their-wares-anaheim*