By The Numbers

# Seventy-six percent of public libraries currently have children's materials in languages other than English, and 64% have adult materials in languages other than English. Multicultural materials are available for children in 89% of public libraries and for young adults in 84% of public libraries. Public Libraries, March/April 1997, pg. 104.

# The State of Illinois will provide grants to 769 school districts across the state in the next year totaling nearly $11.3 million for school library services. The school must have a library and will be guaranteed a minimum of $100 per school or 75 cents per pupil. The funding can be used to buy books, computer software, access to online information services, telecommunications services, or CD-ROM technology. From the office of the Illinois State Librarian.

# The estimated mean spending on journals by academic libraries fell from $256,383 in 1995 to $238,479 in 1996. They maintained an average of 3,452 journal subscriptions per full time student. Primary Research.

# Alaska ranks the highest in public library usage with 76% of all households using the public library in 1996. Other states which ranked over 70% were, from the highest ranking: Utah, Washington, Maryland, Wyoming, Colorado, Minnesota, and Ohio. The national average was 65%. National Center for Educational Statistics.

continued on page two

Brochures That Get Read

Given the number of books and databases that vie for the attention of acquisitions and reference librarians, it is important to make a good first impression. Often the first notice a librarian gets of a new reference source or database is a flyer or brochure touting the product's unique qualities. A well-designed brochure stands out in the crowd.

Naturally, a good brochure should be eye catching, and the use of color is important. A good brochure should immediately identify the item, with the title up front. The title should clearly identify what type of source it is and what it is about. Publishers generally have a lot they want to say about their new titles, but leave some white space. It is easier on the eye and saves time. Librarians have already been conditioned to seek Web pages, and, if they want more complete information, chances are they will visit your site (just remember to include your URL).

Content counts, so highlight unique features like "comprehensive" coverage, known scholarly contributors, bibliographies, search engines, inclusive dates, etc. If possible, use brief quotes from reviewers or scholars not associated with the product. Of course, ordering information like ISBN and price are a must. It is a good idea to provide a clearly-presented order form, although some librarians will use their own internal ordering system.

continued on page two

Marketing to Libraries Meeting

If you have not already done so, reserve Wednesday afternoon, November 5, 1997 for a conference sponsored by the Charleston Group on "How Libraries Buy: Selling Materials to Libraries." It will be held in Charleston, SC, and is a preconference to the annual Charleston Conference on Issues in Book and Serial Acquisitions. There will be at least 400 librarians and publishers at the main conference representing most major academic libraries, many public and special libraries, the majority of library wholesalers, and many large and small publishers. It is your chance to do some original market research! If you have not received information, you may call 1-803-953-5822.

Academic Library Purchasing Power

According to the most recent Association for Research Libraries (ARL) Statistics, 1995-96, ARL libraries more than doubled expenditures for serials from 1986 to 1996 while they purchased 7% fewer serials. Libraries shifted away from monographs to maintain serials lists, reducing the number of monographs purchased by 21% in the decade. At the same time, the unit price for monographs rose 63%. Since 1986, the average annual serials unit price increased by 9.5%; the average annual monograph unit price increased by 5%. The conclusion is that ARL libraries are spending more, but not keeping up with serials and monograph costs. Julia C. Blixtrud in the ARL newsletter, February, 1997.
Buyers Talk

"With the information we have about our 1997 [serials] costs, we anticipate canceling for 1998. For the first time, we will be looking at titles in print which we have available by electronic subscription or in full text products such as the Expanded Academic Index. Even with budget increases that are above the inflation rate, we are unable to keep up with rising journal costs."


Librarians know that no single distribution format will serve all their patrons' information needs. "Companies seeking libraries as customers must offer a variety of formats for their databases, including CD-ROM, commercial online, Internet/WWW, in-transit, and locally loaded." Carol Tenopor & Jeff Barry, "The Data Dealers," Library Journal, May 15, 1997, pg. 28.

We need vendors who will aggregate electronic periodicals from many publishers and negotiate the licenses in our behalf. Anthony W. Ferguson, Columbia University Libraries.

I would be grateful for an agency to manage licensing paperwork for the growing number of electronic journals. Patricia J. Erwin, Mayo Medical Library, Rochester, NY.

A vendor is needed to supply the cataloging with Spanish language book materials. Barbara Valle, Head of Collection Development, El Paso Public Library.

Librarians would welcome a service, not unlike book jobbers or serial vendors, that would provide a library with access to a catalog of authoritative, evaluated, and reliable Web resources. This "Web jobber" would integrate selection, cataloging, and maintenance. Gerry McKiernan, Curator, CyberStacks, Iowa State University.

I am hopeful of the day when my library can subscribe to say 25,000 articles from Elsevier (or other publishers) for X dollars regardless of which journal they come from. In this scenario, each article my library sends out on interlibrary loan (ILL) will count toward one of the 25,000 articles the library has purchased. Sending the article may well cost less than the current ILL cost of pulling the journal from the shelf, photocopying it, and mailing it. Paul M. Gherman, University Librarian, Vanderbilt University.

Brochures That Get Read, continued from page one

Make the effort to find out who in the library should be sent the brochure, or, at the very least, target it to the specific department responsible for selection (usually the collection development librarian). As Linda Lewis said in an upcoming Against the Grain interview, "A dozen copies of the same ad sent to every possible department and person only results in the decision of whether the paper can be recycled or must be tossed."

Tom Gilson, College of Charleston

ALA Hot Topics

Over 23,201 people attended the June 1997 American Library Association annual conference. Although it was not a record conference in terms of attendance, there were 2,000 more librarians registered than the year before in New York, while the number of vendor personnel was 1,600 less. Here are some hot topics.

- Insourcing is in, with many libraries starting to see the value of providing their specialized services for a fee.
- Outsourcing continues to be a hot topic. The Hawaii State Library contract with Baker and Taylor to outsource selection, cataloging, and processing of library materials seemed doomed. The Riverside County Public Library, CA, became the first public library to outsource its entire operation—Library Systems & Services (LSSI).
- Multiple database searching will allow libraries, patrons, and end users to search more than one database with the same search. Access to information is through many levels, methods and dimensions.
- Internet use dominated conversations. Three hot topics were the installation of filtering software, the Supreme Court strike down of the Communications Decency Act, and the Gates Library Foundation and Oracle multi-million dollar donations for equipment and software to public and school libraries.
- Made-to-order textbooks continue to make a huge impact on the market, creating a need for a model to facilitate the gaining of permissions from publishers.
- In libraries which can afford online access, CD-ROM is an anathema, but for libraries that do not have this access, CD-ROM is still a networking alternative. Circulating CD-ROM collections in public libraries are increasingly popular.

By The Numbers, continued from page one

- During the first quarter of 1997, audio publications have increased in sales by 23%. One of the larger publishers, Books on Tape, reported that when it was founded in 1990, libraries constituted 10% of their business; in 1997, libraries are in excess of 35%. Audio Publishers Association.
How One Vendor Handles Approval Titles

Each year approval vendors cover 40,000 to 50,000 new titles. At Blackwells, approval titles are ordered from approximately 2,000 publishers, imprints, and distributors. What follows is a description of how one vendor decides to cover titles, and how new publishers can get added to their core list.

Both in the US and in the UK, Blackwells regularly receives prepublication information from those publishers on their Core List of Approval Publishers. This information is normally found in catalogs, advanced information sheets, electronic communications, or other promotional material. Buyers monitor publishers’ output to make sure that titles which don’t make it into catalogues are covered. Once information is received, buyers select those titles deemed “suitable” for approval coverage. In general, Blackwells covers all new titles from their publisher list except workbooks, programmed texts, juveniles, mass market paperback titles, and those titles determined to be “too popular” for academic libraries.

Once selected, titles are “profiled.” In this process, author, title, series (if applicable), subjects, and a set of book descriptors are determined for each new title. When all of a publisher’s suitable titles have been profiled, they are matched against the database of library profiles. This process produces a purchase order which reflects the number of matches between book and library profiles. A computer determines the number to order, but the input is all based on the knowledge and considerable experience of the buyers. The number of books ordered per title can be modified by the buyer if, for example, it is decided to bring in extra copies in anticipation of sales from announcement slips. At this point, the purchase order is sent to the publisher.

Blackwell’s Core List of Approval Publishers is made up of university presses, scholarly presses, trade publishing houses, scientific/technical/medical publishers, and many small presses and associations. Publishers are added regularly based on requests from customers, contacts with publishers, and Blackwell’s own research. When attempting to add a publisher, the publisher’s output is the main consideration—is it suitable for academic approval plans? Then, we look at the terms of sale—are the books returnable? The publisher’s ability to provide reliable, advanced new title information is important. If the books are suitable for approval plans, vendors are always willing to work with publishers in order to increase coverage. With flexibility and imagination, Blackwells can often work out an arrangement that increases a publisher’s book sales and provides libraries with titles essential to their collections.

Matt Nauman, Blackwells

Attract Librarians to Your Convention Booth

Why do librarians stop by your booth? Have you been at a conference where it seems that everyone just walks by, and yet the fellow two booths down always has visitors? Here are some tips from librarians about why they are attracted to a particular booth.

Public Library Service Ratings

A library user survey conducted by the Santa Maria Public Library, CA, between November 26, 1996 and January 4, 1997 asked the question “Which services are most important to you?” The top ten responses are as follows. “More books” is the clear winner.

<table>
<thead>
<tr>
<th>Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. More new books</td>
<td>4,336</td>
</tr>
<tr>
<td>2. More library open hours</td>
<td>3,972</td>
</tr>
<tr>
<td>3. More reference materials</td>
<td>3,200</td>
</tr>
<tr>
<td>4. More children’s books</td>
<td>2,780</td>
</tr>
<tr>
<td>5. More staff help</td>
<td>2,738</td>
</tr>
<tr>
<td>6. More videos</td>
<td>2,696</td>
</tr>
<tr>
<td>7. More new books on tape</td>
<td>2,683</td>
</tr>
<tr>
<td>8. More electronic data resources</td>
<td>2,605</td>
</tr>
<tr>
<td>9. More children’s programs</td>
<td>2,416</td>
</tr>
<tr>
<td>10. More compact discs</td>
<td>2,352</td>
</tr>
</tbody>
</table>

First, they may be responding to a personal invitation in advance of the visit to the booth. This came from a flyer in the mail before the conference or by a call from a sales representative. If the librarian will agree to a specific time for a meeting, you already have part of the commitment you are seeking to sell the product. Chances are they will have done some homework about their library’s need, and the face-to-face meeting will enable you to establish a personal rapport and greater credibility. You want them to leave with more information than they had before they came.

Secondly, the librarian decided before the exhibits to look you up. They are a customer who has a problem, wants to expand their business relationship, or simply wants to say hi. They may be doing price comparisons or looking at the competition for a particular service or product. The key to success in this visit is to have the appropriate personnel in the booth who are knowledgeable about the products. Make sure that all staff are able to demonstrate your products.

The third kind of visit is the serendipitous one where the librarian comes down the aisle and is attracted to your booth. A give-away may get them to linger such as bags, posters, or something to eat. The booth signage and layout should make it very clear the business you are in and how you can help them with their need. Once you have their attention, capitalize...continued on page four
Short Takes

Americans make 3.5 billion visits to school, public, and college libraries each year—about three times the attendance at movie theaters. American Library Association.

The Energy Department's annual budget for subscriptions exceeds $13 million, almost triple the Pentagon's subscription budget. Government Accounting Office.

Consumer spending on media, including books, broadcast and cable TV, music and online services is expected to grow at an annual compound rate of about 7% through 2001. Veronis, Suhler & Assoc. NY.

Three in four parents of 2-to-8 year-olds say they spend more time reading to their children than their parents read to them. American Demographics, March 1997, pg. 42.

Hillary Rodham Clinton is calling for every community to come together, using its local library in partnership with health care providers, to "prescribe reading" to young children and ensure that every child under age five is read to regularly by the year 2000.

Seventy-four percent of a survey of academic librarians said they use commercial document delivery services to fill interlibrary loans. Two-thirds reported that ILL statistics are a contributing factor in their collection purchasing decisions. Against the Grain, February 1997, pg. 16.

The Library of Congress in March 1997 ended 95 years of selling duplicates of its 3- by 5-inch catalog cards. After a peak year in 1968 of selling 76.76 million cards, sales had fallen off to .57 million in 1996.

Interesting Library Resources


The sampler summarizes a survey of community colleges about administration of copyright policies and procedures and contains sample documents from various institutions.

The Texas State Library and Archives Commission adopted in May, 1997 new guidelines for school libraries including materials, program management, and integration of resources into the school curriculum.

http://www.tsl.state.tx.us


http://www.ala.org/parentspage/greatsites.

Most Requested Titles

The Pikes Peak Public Library in Colorado Springs, CO, serves almost one half million people in a very diversified community. As of May, 1997, the following were their most requested titles, with the ratio of reserves to number of copies held by the library:

<table>
<thead>
<tr>
<th>Title</th>
<th># Reserves</th>
<th># Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Partner by John Grisham</td>
<td>341</td>
<td>140</td>
</tr>
<tr>
<td>Pretend You Don’t See Her by Mary Higgins Clark</td>
<td>271</td>
<td>81</td>
</tr>
<tr>
<td>Angela’s Ashes by Frank McCourt</td>
<td>188</td>
<td>56</td>
</tr>
<tr>
<td>The Ranch by Danielle Steel</td>
<td>170</td>
<td>40</td>
</tr>
<tr>
<td>Hornet’s Nest by Patricia Daniels Cornwell</td>
<td>147</td>
<td>94</td>
</tr>
<tr>
<td>Evening Class by Maeve Binchy</td>
<td>132</td>
<td>48</td>
</tr>
<tr>
<td>Chromosome 6 by Robin Cook</td>
<td>124</td>
<td>32</td>
</tr>
<tr>
<td>Total Control by David Baldacci</td>
<td>105</td>
<td>34</td>
</tr>
<tr>
<td>Silent Witness by Richard North Patterson</td>
<td>86</td>
<td>34</td>
</tr>
<tr>
<td>Personal History by Katharine Graham</td>
<td>81</td>
<td>32</td>
</tr>
</tbody>
</table>

Trends

Through client/server technology and Web-based products, the library is positioned as a one-stop seamless gateway to information resources. The integrated library system has moved far beyond the online catalog. Library Journal, April 1, 1997, pg. 47.

A group of universities in California are building their own information highway, which will exchange data from libraries and laboratories 100 times faster than the Internet. The virtual university will expand resources available to students and save money by sharing research journals and other library materials. The schools, which include the state college and university systems, Stanford, USC, and CIT, are members of the Consortium for Education Network Initiatives and are funded by a $3.8 million National Science Foundation Grant.

Business reference services are growing rapidly in public libraries because of several trends. Major corporations are relocating from cities to suburban and rural areas and are not always creating special libraries. Also, telecommuting and home-based business are growing because of commuting stress, downsizing of businesses, and early retirements. Third, powerful personal computers and growing volume of trade on the Internet are increasing the demand for library services. Public Libraries, March/April 1997, pg. 87.

Attract Librarians, continued from page three

on the opportunity by getting them to talk about their interest and buying capability. Since they are standing, so should you. Never let someone hang around your booth long without asking them how you can help them. It is much better to mail them the information they seek rather than have them take away a brochure which may end up left behind in the hotel room. Further, you then have the name and address of an active lead which can be qualified for a range of products or services.