A Public Librarian
Ranks Review Sources

In a preconference in Charleston on Library Marketing sponsored by The Charleston Group, Rodger Smith, collection development librarian at the Charleston County Library, stressed the importance of reviews in the selection process for his public library. For fiction, reviews are very important. *Kirkus* proves to be the most useful to them, followed by *Booklist* and *Library Journal*.

The most review-driven selection process is for children's materials and *School Library Journal* is Charleston County's best source. *Booklist* comes out on top for new nonfiction. The library is using Amazon.com for subject searches. All electronic titles are selected within the context of the library technology plan and represent 10% of materials expenditures.

Rodger added that the library is going back to the concept of staff providing reader's advisory service through a central service desk. One of his favorite tools is *NovelList*, a readers' advisory resource for fiction which links like titles and allows users to profile their reading interests.

The UnCover Company in the News

In October 1997, five authors filed suit against The UnCover Company alleging copyright infringement based in part on UnCover's practice of making royalty payments directly to publishers. The Uncover Company is a provider of document delivery services to libraries and individual researchers and has consistently been an industry leader in the responsible treatment of the copyrights of authors and publishers. The academic community depends on UnCover and other document delivery services for the dissemination of research and other scholarly works.

In early October, 1998, Judge Fern Smith of the US District Court of the Northern District of California, issued an order granting plaintiffs' motion for partial summary judgment on the single issue of the interpretation of publishers' rights pursuant to section 201(c) of the Copyright Act. The Court's ruling provides that a publisher's copyright in a collective work (a work that contains several individual contributory works) does not include the right to make partial reproductions of elements within the collective work.

Accordingly, the Court's ruling limits the ability of publishers to reproduce or distribute an individual work as it appears in the larger collective work, altering long-standing industry practices. As a result, it is expected that publishers will demand that authors expressly transfer all copyrights before any work is published.

The ruling further restricts the dissemination of scholarly works by requiring that document delivery services obtain permission from both publisher and author before delivery of a work or research article. UnCover intends to appeal this ruling in order to maintain the availability of research and scholarly works to libraries and individual researchers. The commencement of the trial is expected in late 1999.
A Charleston Report Survey—Evaluating Electronic Products

A rump session on November 7, 1998, in conjunction with the Charleston Conference drew over 60 librarians to talk about how they purchased electronic products.

The decision to select an electronic product is generally made by a consensus of a group of eight to 10 individuals, representing reference, acquisitions, systems, collection development, and consortia coordinators. Often the group may develop a priority list for review at a higher level. Products added to the “wish” list are most frequently suggested by faculty or subject selectors.

In answer to the question, “Is there a price cut-off at which point decisions can simply be made by one person (i.e., the head of collection development)?” answers differed. At the College of Charleston, for example, a product deemed worthwhile and priced under $150, can simply be ordered by a librarian. However, even a free product must be evaluated for its worth.

The most popular request from faculty is reported as “journals to their desk.” “They LOVE having their favorite journals this way.” “Cancel the print” was a common theme. Some examples of publications in this category are “anything from IEEE or ACM.”

Most often libraries determine the value and quality of electronic products through a free trial period of at least 30-60 days. Hands-on evaluation, combined with checklists of features and benefits (from the publisher or locally-developed), is the method most commonly used. A product “sponsor” usually coordinates the trial; often the sponsor is a subject bibliographer. However, it is a problem to get any user (faculty, student, etc.) to try a product in a set period of time. Therefore, the library often will make a one-year commitment to the product. Actual evaluation will occur at renewal, based on usage statistics and feedback gathered over the 12 month period.

Cost is important, but, of note, even free products are not considered free because of the investment in time and energy to make the product available and advertising its existence.

A big problem with electronic products is that their renewal period does not coincide with library budgets and budget planning cycles. Library renewal decisions are usually between March and June of each year. Usage statistics must be available prior to that period. Librarians say that many publishers seem unaware of these library cycles.

Who Selects Books? A New Approach

The University of Maryland at College Park Library has eliminated the Reference Department and assembled three subject teams, clustered by disciplines. Former reference librarians and bibliographers are now called respectively Instruction Librarians and Collection Management Librarians. The team members are obligated to serve a minimum of eight hours at the Service Plus Information Desk, but otherwise are to focus on the mission of developing the information component of the curriculum with faculty.

According to library dean Charles Lowry, this “somewhat radical organizational shift” is intended to break down the obstacles to good information services created by reference departmentalization and to allow subject librarians and bibliographers to have more time to devote to the major disciplines they cover.

Collection Management Librarians’ responsibilities include preparing collection analyses for distribution of fiscal resources, strengthening of areas in the collection that are weak, teaching information retrieval, and developing the collection.

Marketing “Short Takes” from the Charleston Conference

“In 20 days, I received 567 publishers’ catalogs. But, I opened and looked at every one of them.” Karen Schmidt, Director of Collections and Assessment, University of Illinois at Urbana-Champaign.

“I spend 20% of my materials budget on reference materials and prefer the publications of ‘recognizable’ publishers. I like to see the publisher’s representative once a year.” Rodger Smith, Collection Development Librarian, Charleston County Library.

“The success of an online full text book requires a style that mimics print, has a highly readable screen, allows the ability to check between pages, and is portable.” Mary Summerfield, director, Online Book Project, Columbia University.

“Random House is slowly but surely doing away with its printed catalogs in favor of having all information available on the Web.” Maria Padilla, Library Sales Manager, Random House Inc.

“We use a variety of tools to select print and electronic materials including reviews from Choice, Library Journal, Booklist, Publishers Weekly, New York Times, and some subject journals. Also, we look at local newspapers, publishers’ Web sites, and vendor selection tools. Recommendations from faculty are very important.” Cynthia Steinhoff, systems & collection development, Anne Arundel Community College, MD.

“Ads are important in ‘announcement’ issues and in issues covering a particular subject.” From several attendees.

“The National Academy of Sciences has all 1,300 of its titles on the Web (www.nap.edu) in full text. The goal is to further the public’s knowledge of science. The availability of these texts is not hurting the sale of print copies.” Karen Kreiger, marketing director, National Academy Press.
Publishers’ Marketing Strategies

Audrey Melkin, director of library and educational marketing at Henry Holt & Co., Inc., uses a multifaceted marketing strategy to reach librarians. At the recent Library Marketing conference, she outlined the following techniques:

- Mailings to 2,000 public libraries, based on size of budget.
- Advertising, especially in special issues which feature subjects. Although this may not result in a direct sale, it has the subliminal effect of making librarians aware of the title. She uses quotes from reviews to attract attention.
- Web site title information plus promotions, author appearances, and conference schedules.
- Conference exhibits featuring promotional advance copies. Authors’ autographing sessions attract librarians and give feedback to authors.

Dick Gottlieb, President of Grey House Publishing, a publisher of directories and reference books in business, health, and educational fields, says it is very hard to reach the appropriate decision maker, and, therefore, he is always looking for a better list for direct mailing. He emphasized the following:

- Get reviews. It is hard for small publishers to get attention, especially since only one in five books are reviewed.
- Send catalogs. Research says that 60% of the catalogs are read. However, that means that 40% are not read.
- Ads. They are expensive and, in his opinion, moderately effective.
- Shows. They are not effective for small, scholarly publishers, he believes.
- Direct mail. He feels publishers must have direct contact either with the library selector or the faculty.
- Free trials. He sends copies with a return shipping tag and feels it is effective. A number of librarians reacted that they do not like to receive unsolicited copies since these create extra work.

Short Takes

The Tacoma Public Library became the first library member of Amazon.com’s Associates Program, allowing library users to access Amazon’s Web site and to make purchases from library computers. Library Administrator’s Digest, November, 1998.

The cable TV industry is developing plans to provide the nation’s public libraries with free high-speed connections to the Internet, with the goal to wire all 14,000 public libraries. National Cable Television Association.

The average PC owner has about 48 programs installed on his computer, but uses only 6.3 a month. More business productivity packages are used, 2.5 per month, than entertainment programs, 1.1 a month. Media Metrix, Inc. survey of 10,000 households.

A study in October, 1998 showed that discounted pricing is now the number one attraction for online shoppers. Pricing has overtaken payment security as the critical factor in persuading people to purchase something online. Jupiter Communications.

One-third of all college and university classes are tapping into Internet resources as part of the syllabus, compared to 24.8% last year, and just 15.3% in 1996. However, less than a fourth of the institutions have developed policies addressing the ownership of intellectual property on institutional Web sites. 1998 Campus Computing Survey, Casey Green, Claremont Graduate School.

By The Numbers

% Ninety percent of academic libraries participate in at least one consortium. When asked whether consortia membership will influence the purchase of a database, more than 50% said “yes” in 1998 (up from 30% in 1997). This figure will jump to 75-80% in 1999. UMI survey.

% Within the past fiscal year, public libraries spent 13% of their materials budget on AV materials. Further, most public librarians reported their AV budgets have grown by 71% over the last five years. Library Journal survey, September 1998.

% The latest Association of Research Libraries (ARL) statistics for 1996/97 show that while ARL libraries more than doubled expenditures for serials from 1986 to 1997, they purchased 6% fewer serial subscriptions. Since 1986, the annual average increase for the serial unit cost has been 9.4% and the average monograph unit cost has been 4.5%, both higher than the general inflation trends in North America during the same period. ARL Newsletter, August, 1998.

% In the Los Angeles Unified School District, 68.3% of middle schools have insufficient library books. Further, 28 of 35 elementary schools surveyed said, although they had a functional library, 27 had inadequate library supplies. American Libraries, November 1998, pg. 24.

% Sixty percent of orders sent to Dawson’s Book Division from UK libraries are arriving via EDI. Diane Kerr, Director of Book Operations, Dawsons.

% About 20% of new titles that were entered into the Academic Book Center database in 1997 were not purchased by even one customer (less than 20% for university press titles and more than 20% for trade titles). Celia Scher Wagner, Against The Grain, November, 1998, pg. 73.

A Charleston Report Survey—Evaluating Electronic Products

continued from page 2

An overwhelming issue appears to be in the training and marketing of new products. Librarians are finding it increasingly difficult to get users’ attention for the vast array of electronic products which the library is now providing. Whereas publishers provided training support for CD-ROMs, the majority of librarians believe that little support is provided for Web products, probably due to the theory that these products are easy to access and are user friendly. The burden, therefore, is shifting back to library staff who find that they must visit each department on a campus, or even individual end users, to introduce new electronic products.
Kids Pick the Best of the Web

Cyberkids have spoken! Kids in grades 1-12 were asked to nominate their favorite Web sites for fun and learning as part of the “Kids Pick the Best of the Web” project sponsored by ALA’s American Association of School Librarians and KidsConnect, an online question-answer service for students. More than 800 children submitted their favorite sites. The top 10 based on the number of “votes” are:

2. Disney, www.disney.com
8. ESPN-Sportszone, www.ESPN.com

An Academic Librarian’s Marketing Recommendations

Bonnie MacEwan, Assistant Dean for Collections at Pennsylvania State University, has several suggestions for publishers. She would like the publishers to do research to find out about the library, its strengths, and its staff. It is possible to access Penn State’s catalog online through their Web pages. Staff specialties and phone numbers are also available there. The selection manual is printed fully giving detailed procedures that the library uses.

When a publisher’s representative visits the library, MacEwan urges that they know their product, be informed about the library, and be punctual. Further, know the culture and budget cycle. Penn State’s budget begins in July but selections do not start until September. Large research purchases are normally made at the end of the fiscal year, from March through June, and this is the time when the library would like to hear about special promotions and discounts.

The changes MacEwan sees for the future include subject specialists relying more on online resource not only to look for price and availability but also to place orders. They will expect the item to come shelf-ready, meaning cataloged and processed to their specifications. They will look for vendors’ help in identifying key resources and in filling in gaps in the collection. Information will be purchased in smaller packages or in parts.

Future Issues Will Include:
— Combined Book Exhibit
— “Handselling” in libraries
— Pricing for electronic products
— How to get your book reviewed

Mailing Lists, Part II

Market Data Retrieval (MDR), a division of The Dun & Bradstreet Corporation, was founded in 1969 and supplies information about the education market, including libraries. MDR provides mailing lists, database marketing services, state-by-state school directories, and statistical reports and analyses about the education market.

Public Library Information

<table>
<thead>
<tr>
<th>Total Public Libraries</th>
<th>16,372</th>
<th>Librarians by name</th>
<th>44,278</th>
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<tbody>
<tr>
<td>Main Public Libraries</td>
<td>8,883</td>
<td>Librarians by name</td>
<td>28,447</td>
</tr>
<tr>
<td>Branch Libraries</td>
<td>6,882</td>
<td>Librarians by name</td>
<td>13,455</td>
</tr>
</tbody>
</table>

Sorts available: names and position titles (such as acquisitions, book/materials selection, reference, etc.) Subsorts include main, branch, book budget, or librarians identified as direct mail buyers.

Other Sorts: total budget, collection size, population served, special collections, lifestyles for neighborhood, household income, etc.

School Library Information

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<tr>
<th>Districts</th>
<th>14,551</th>
<th>District Admins.</th>
<th>153,802</th>
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<tbody>
<tr>
<td>Elementary Schools</td>
<td>64,724</td>
<td>Libr. &amp; Media Spec.</td>
<td>54,718</td>
</tr>
<tr>
<td>Middle/ Jr High Schools</td>
<td>13,293</td>
<td>Libr. &amp; Media Spec.</td>
<td>14,390</td>
</tr>
<tr>
<td>Senior High Schools</td>
<td>17,556</td>
<td>Libr. &amp; Media Spec.</td>
<td>19,346</td>
</tr>
</tbody>
</table>

Sorts Available: by buildings with subsorts of enrollment, per student expenditures, instructional media expenditures, etc.

Other sorts: personnel by name and title, technology sorts (by computer, computer location, network, Internet access, etc.)

College/Special Library Information

<table>
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<th>Total “Senior College”</th>
<th>3,326</th>
<th>Librarians by name</th>
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<tr>
<td>Total “Junior College”</td>
<td>1,446</td>
<td>Librarians by name</td>
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<tr>
<td>Total College Law</td>
<td>192</td>
<td>Librarians by name</td>
<td>1,223</td>
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<tr>
<td>Total College Medical</td>
<td>157</td>
<td>Librarians by name</td>
<td>864</td>
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<tr>
<td>Total Corporate Law</td>
<td>2,515</td>
<td>Librarians by name</td>
<td>2,476</td>
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<tr>
<td>Total Corporate Medical</td>
<td>2,349</td>
<td>Librarians by name</td>
<td>2,315</td>
</tr>
</tbody>
</table>

Sorts Available: by title, function, collection development specialty, etc.

Costs

The lowest cost is $50/1000 names plus $8/1000 for sorts. Multiple formats including labels, telemarketing cards, data of diskette, etc. are available.

For more information about MDR, call or write to:

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www.schooldata.com

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