The CHARLESTON REPORT
Business Insights into the Library Market
July/August 1999
Volume 4, No. 1

Carnegie Corporation Awards
$15 Million to Urban Libraries

Carnegie Corporation of New York announced in June that it has awarded $15 million to 25 public libraries in cities serving large culturally diverse populations. The grants mark the 100th anniversary of Andrew Carnegie’s gifts which established public libraries in New York City and more than 1,350 other communities across America.

The funds will be used over the next two years to support services to children and teens, literacy/learning programs, preservation and special collections. Almost all of the grant recipients were originally funded by Carnegie between 1899 and 1906.

The New York Public Library received the largest grant at $2 million. Brooklyn Public and Queens Borough Public Libraries each received $1 million. Other libraries receiving $500,000 are:

- Atlanta-Fulton Public Library
- Biblioteca Carnegie, San Juan, PR
- Boston Public Library
- Carnegie Library of Pittsburgh
- Chicago Public Library
- Cleveland Public Library
- District of Columbia Public Library
- Denver Public Library
- Detroit Public Library
- Enoch Pratt Free Library of Baltimore
- Free Library of Philadelphia
- Houston Public Library
- Indianapolis-Marion County Library
- Kansas City Public Library
- Los Angeles Public Library
- Miami-Dade Public Library System
- Minneapolis Public Library
- Newark Public Library
- New Orleans Public Library
- San Antonio Public Library
- San Francisco Public Library
- Seattle Public Library

According to a local press story, the Denver Public Library will use its $500,000 grant to finance a literacy program for at-risk children and to buy new materials for its book, music and video collections. Other libraries have also announced plans for the use of these funds; many will be enhancing their library collections.

First Annual Vendor Showcase in Charleston, S.C.

You won’t want to miss this opportunity!

Vendors and publishers are invited to the First Annual Charleston Advisor “Vendor Showcase” scheduled for November 3, 1999, from 12 noon through 6:00 p.m. at the Lightsey Conference Center on the College of Charleston campus—the site of the 19th Charleston Conference on Issues in Book and Serial Acquisition, scheduled for November 4-6, 1999.

The Vendor Showcase is an opportunity to demonstrate your new electronic products to an ideal audience of collection development and acquisitions specialists from academic, public, medical and special libraries across the U.S. and abroad. The Showcase runs concurrently with all Charleston Conference Preconferences, including “Evaluating, Selecting and Acquiring Electronic Resources,” and also coincides with full conference registration at the Lightsey Center. Contact us soon at 303-282-9706 or via email at rlenzini@charlestonco.com for details, since space is limited.

Ed Note: For more discussion on OPACs and electronic collections, be sure to read Chuck Hamaker’s Op Ed in the premier issue of The Charleston Advisor.
The Charleston Advisor Debuts

The publishers of *The Charleston Advisor, Critical Reviews of Web Products for Information Professionals* — devoted to providing critical, signed reviews of electronic products aimed at the information marketplace. Over fifty products will be reviewed annually and each issue will also include “in the field” reports on actual experiences with usage and selection. *The Advisor* is issued quarterly in print (July, October, January and April) and also includes an online edition which is continuously updated on the Web at www.charlestonco.com. Volume 1, number 1 is available and includes signed, rated reviews of Academic Press’ IDEAL, ABC-CLIO’s America: History and Life (Web edition), Gale Group’s Gale Business Resources, MDConsult and Northern Light.

For a sample copy, contact Rebecca Lenzini, Publisher and Editor-in-Chief, *The Charleston Advisor*, 618 S. Monroe Way, Denver, CO 80209. 303-282-9706 (voice); 303-282-9743 (fax); rlenzini@charlestonco.com.

How Libraries Use Publisher Mailings

Continuing in our series, *TCR* shares more results from an extensive survey by Karen Schmidt at the University of Illinois at Urbana-Champaign of 5,300 librarians. Responses come from both academic and public libraries.

- About 61% of librarians open all their mailings from publishers.
- About 72% of these mailings come to the librarian by name.
- 46% said that a correctly addressed mailing encourages them to read the material (35% don’t care).
- 72% share their mailings with colleagues.
- 47% will take the time to correct an incorrect address (44% will not).
- 73% do NOT want any unsolicited publisher e-mail about new products.

LITA Lists Top Technology Trends

Ten experts assembled by the Library and Information Technology Association (LITA), a division of ALA, agreed on seven technology trends, and offered the following advice to libraries and vendors/publishers alike:

1. **Customization, interactivity and customer support** are expected by Web users who are also library users. Efforts which are library-focused instead of user-focused will become more and more irrelevant.

2. **Evaluative guidance** is the most important factor librarians can bring to the electronic information field. Users are overloaded with information.

3. **The human touch** is crucial—libraries emphasize collections, resources and facts on their Web sites, but fail to identify the people who make it all work.

4. **More cooperation** is key since libraries cannot afford current levels of duplication of effort. Says the group: “Stop reinventing the wheel. Co-opt existing technologies that haven’t been used in libraries yet. Take advantage of cooperative efforts. You can’t catalog the Web by yourself.”

5. **Isolated scholars want library resources** and are finding them on the Web. Libraries need to recognize that the “farmer from Two Egg, FL is just as interested in one-of-a-kind research as is the graduate student.”

6. **Authentication and rights management** are increasingly challenging for libraries, but also more necessary than ever. Libraries must find ways to verify that the user is who he says he is, that he has the right to access resources, and that the resources themselves are authentic.

7. **Migrating away from “submerging” technologies** is as important for libraries as it is for emerging “emerging” ones. Examples given include moving from CD-ROM to the Web as a delivery mechanism for index, abstract and full-text databases.

*This report is taken from ALA NEWS.*

Buyers Talk

Consortial database licensing has saved the CICnet roughly $7 million, according to Barbara McFadden Allen, who presented the library view on pricing and consortia at this year’s annual NASIG (North American Serials Interest Group) meeting held June 10-13, 1999, on the campus of Carnegie Mellon University. CICnet licenses 65 products at a cost of $15 million. Fewer than 20% of the products are selected by all CICnet campuses. CIC is the Committee on Institutional Cooperation, an academic consortium of the Big Ten universities and the University of Chicago. For more background, check out [www.cic.uiuc.edu](http://www.cic.uiuc.edu).

Full-text electronic journals benefit small and two-year colleges dramatically, according to OhioLink’s Tom Sanville. In a presentation at ALA in June 1999 in New Orleans, Sanville reported that of Ohio campuses in that category, an average of only 15 journals are held in print, but 410 journals were used in electronic mode. The figures are based on use of Elsevier and Academic Press titles licensed by the OhioLink consortium through its EJC Project (Electronic Journals Center). For more information, see [www.ohiolink.edu](http://www.ohiolink.edu).
TCR Takes a Look At . . .

The Reference Shelf

Are you a small publisher on a tight budget? Or a large publisher trying to reach new markets? Ever wonder how to get more exposure for your publications? In our previous issue of TCR, we saw how the Internet has helped one company increase sales of used and antiquarian books. Two other companies, Combined Book Exhibit and The Reference Shelf, are in business to help publishers increase exposure at library conferences and trade shows.

The Reference Shelf is based in Concord, NH, and travels to 25 trade shows annually including all major national library conferences, the Special Library Association’s two major meetings, all five of the Medical Library Association’s regional chapter meetings, and many other state and regional conferences.

On the show floor, The Reference Shelf provides face-out displays of reference materials, allowing potential library buyers a hands-on opportunity to review print publications. Staff at The Reference Shelf believe they can increase exposure and sales to target and niche markets which the publisher may not be able to reach independently. And, for small publishers, the service saves on the costs of traveling to trade shows.

Costs for the service are based on the number of titles shown and the number of shows where each title is displayed. Publishers can pick and choose the best shows for each work. Special discounts for multi-volume titles, multiple titles and multiple shows apply. For more information, contact The Reference Shelf at 88 North Main Street, Concord, NH 03301, 603-229-0662 (voice), 603-226-9443 (fax).

Watch for TCR’s upcoming profile of Combined Book Exhibit.

By the Numbers

One hundred nineteen Web sites captured 32% of all Internet traffic, out of 120,000 Web sites examined in a recent study by Xerox Corp.’s Palo Alto, California, research facility. The top 5% of sites recorded 74% of the traffic. Yahoo was the no.1 destination. Wall Street Journal, June 28, 1999.

While 75% of parents believe in the Internet as a valuable homework aid, 76% worry about what their children may encounter and 32% already employ filtering or blocking software, according to a survey of 1,102 computer-owning parents of children ages 8-17 conducted in November and December 1998. Survey results are published in The Internet and the Family: The View from Parents, The View from the Press, released May 4, 1999, by the University of Pennsylvania’s Annenberg Public Policy Center. American Libraries, June/July 1999.

Elsevier’s 1,200 scientific publications, with sales of $1.01 billion, make up roughly 20% of Reed Elsevier’s total sales, according to a recent report in the Wall Street Journal, June 8, 1999.

Did You Know?

The New Yorker publishes roughly 60 short stories each year out of about 25,000 submissions. USA Today, June 10, 1999.

Reviewing the Reviewers for Children’s Books

“Criteria for Reviewing Children’s Books” presents findings from a recent study conducted by Margo Wilson, a children’s librarian from Ridgeland, Mississippi, and Kay Bishop, an information science professor at the University of Kentucky. The authors identified ten essential elements which should be included in reviews of children’s literature and then rated four popular review publications according to each one’s use of these elements.

Criteria included description of content, audience definition, scope, tone, style and point of view, comparison with similar works or other works by the author, appropriateness of art work to text, reviewer’s personal opinion, strength and weaknesses, uses of the work, and overall judgment of literary quality.

The results of their study rate School Library Journal highest for containing the most criteria identified as essential for a quality book review. Booklist and BCCB (the Bulletin of the Center for Children’s Books) were very closely rated. Fourth rated was The Horn Book.

The researchers noted, however, that no one single journal was “adequate to provide all the information needed by librarians to make informed selection decisions regarding children’s books.” The full study has been published in LRTS, 1999, v.43, no.1, page 3-13.
AAP/ALCTS Survey on Library Marketing

"Marketing to Libraries for the Millennium" was the theme of the all day conference within a conference held on Sunday, June 27, 1999, at ALA. The day was devoted to a preview and discussion of the results of the third landmark industry-wide survey of librarians, vendors and publishers, sponsored by a Joint Committee of the Association of American Publishers (AAP) and ALA's Association for Library Collections and Technical Services (ALCTS).

Parallel surveys were conducted in 1976 and 1986; results from the 1999 survey will be published, but are not expected until 2000. Overall, the Internet was identified as the most important development since the 1986 survey, affecting virtually every facet of publishing and library collection development, including marketing, ordering, distribution, and access. One of the largest challenges for both publishers and libraries is co-existing in both the print and electronic universes.

Other major trends included the rise of library buying consortia, consolidation in the publishing and vendor industries, the use of credit cards and direct Internet ordering, and new collaborations among libraries and online booksellers such as amazon.com or barnesandnoble.com.

Amazon was mentioned several times; one speaker noted that Amazon's end user reviews were wreaking havoc for book publishers and booksellers alike (a sample Amazon review cited by a member of the audience: "I give it 5 stars. I can't wait to read it."). However, the survey showed that traditional review media were still preferred by librarians and publishers.

One statistic repeated several times which should interest readers of TCR: over 50% of publishers responding to the survey do not have anyone on staff whose primary responsibility is marketing to libraries, although the total library market is $3.85 billion. Nora Rawlinson, Editor of Publishers Weekly and one of the panelists for the day, noted "When I say library, many publishers hear Baker & Taylor."

 Libraries on the Move

OCLC's Users Council passed a resolution to support ARL's Scholarly Publishing and Academic Resources Coalition (SPARC) and similar initiatives at its meeting held from May 16-18. The group also voted to re-establish a high priority for article-level delivery in ILL Direct, an enhancement to the current service due to be introduced during 1999's third quarter, according to OCLC representatives. Minutes of the meeting are available at www.oclc.org/oclc/uc/may99/minutes.htm. OCLC


The New Jersey State Library has awarded 554 grants totaling $5,150,872 under its Libraries 2000 Plan, which calls for providing each public library in the state with at least one Pentium computer for Internet access. Under the plan, academic libraries will also receive grants for enhancing online library systems, implementing Z39.50 and Web PAC technologies, as well as funding a state-wide database access project named VALE. C&RL News, April 1999.

Future Issues Will Include
- What to Look For at the Charleston Conference
- How Libraries Use Publisher Web Sites
- Selection Tools Used by Private Law Libraries
- A Review of the Inaugural ARL/OCLC Strategic Issues Forum