Short Takes

EBSCO Publishing has announced Book Index with Reviews (BIR), a new source for 3.8 million titles including 800,000 full text searchable reviews. The product was developed by EBSCO's NoveList team in cooperation with Baker & Taylor. NoveList is a readers' advisory service and database, now in use in one of every three public libraries in the U.S. BIR was on display at the recent ALA Midwinter conference and will be shown at the upcoming PLA Conference in Seattle, Washington. For more information, logon to *www.epnet.com/public/bir.asp*.

A scientist at MIT's Media Lab has produced the single largest physically published book, according to the Guinness World Record. The work, "Bhutan: A Visual Odyssey Across the Kingdom," is a 133-pound object, measuring 5 feet by 7 feet. It is 112 pages long and includes large, digital images of the country of Bhutan. The author is charging $10,000 for copies of the book, which are then donated to a charity that builds schools in Cambodia and Bhutan. Two dozen orders have been received to date. *Associated Press*, December 15, 2003.

Project Muse now counts 1,025 database package subscribers in its cumulative statistics for 2003. 61% of subscribers are large academics (defined as serving more than 2,000 FTE), 18% are small academics, and 14% are community or junior colleges. The service now includes 257 participating journals from 40 publishers. The majority of subscribers (82%) are U.S. based. *Muse News*, Winter 2003-2004.

CrossRef has registered the 10 millionth DOI in its directory service, from the Japanese Society for Hygiene. The service recently decided to drop DOI retrieval fees in 2004, a move which is expected to result in increasing use of the DOI links. At present, 265 publishers, 218 libraries and 36 vendors are participants in the independent membership association. *CrossRef Press Release*, January 19, 2004.

Libraries on the Move

The New Jersey State Library and Rutgers University are partnering to create the New Jersey Digital Highway (NJDH) thanks to a $460,000 Institute of Museum and Library Services (IMLS) grant. Monies will be used to create a Website containing digitized historical and cultural heritage materials, featuring state and local history collections. Other partners in the grant include the New Jersey Archives and Historical Society. For more information, logon to *www.njdigitalhighway.org*.

New York City's "Buy a Book for Brooklyn" campaign has brought in $300,000, well ahead of the goal for the fund raising campaign. And, in more good news, thanks to efforts to seek emergency support, Queens Borough Public Library and the Brooklyn Public Library have received an anonymous donation of $1 million. *Library Journal Late Bulletins*, February 1, 2004.

In cooperation with AASL (The American Association of School Libraries), the 3M Company has announced that it will provide $1.5 million worth of library security products to 100 school libraries across the U.S. Donations will vary based upon the needs of winning media centers; schools must meet eligibility requirements to receive an award. More information and application forms are available at *www.ala.org/aasl/*. Deadline for applications is March 1. Winners will be announced in early April.

Twenty-seven librarians were honored in the 3rd *New York Times* Librarian Awards ceremony, which was held December 16, 2003. Roughly 2,000 librarians from 46 states were nominated by readers of the *Times*, which gave each winner a gift of $2,500. The newspaper has had a "terrific response" to the award each year and says the nominations prove "…the enormous impact librarians have on library patrons." *American Libraries*, February 2004.

Waldorf College, Forest City, Iowa, has received a $4.5 million gift from the John and Luise Hanson Foundation to fund the construction of a new 28,500 square foot library. The new facility is designed to house at least 70,000 volumes. *Library Journal*, December 2003.

The National Endowment for the Humanities (NEH) has awarded $579,518 to the Southeastern Library Network, Inc. (SOLINET) to support its regional Preservation Field Services Program. The grant funds a two-year project to provide education, information, publications, and consultations to libraries and archives in order to strengthen programs in preservation to protect and preserve important collections for future generations. *Solinet Press Release*, February 9, 2004.

Mark Your Calendars

Don't miss this year's 24th Annual Charleston Conference, Preconferences and Vendor Showcase. Here's the schedule.

November 3, 2004 — Preconferences and Vendor Showcase
November 4-6, 2004 — Main Conference

Vendor Showcase sign-up kits will be mailed to all previous exhibitors in April. If you are new to Charleston and interested in exhibiting, be sure to email us at <rlenzini@charlestonco.com>.

New this year: Charleston Advisor Product Development Forums! Watch for information and announcements coming this spring.

NASIG Establishes Permanent Archive

A permanent North American Serials Interest Group (NASIG) archive has been established at the University of Illinois, in a formal agreement reached between the two organizations. According to the agreement, the following commitments will be honored:

- NASIG materials will be made available for scholarly use and public examination at the University of Illinois Archives.
- The materials will be described in the University of Illinois Archives database and a supplementary finding aid will be developed. Links will be made to this material on the U of I Website as well as pointers to the archives from the NASIG Website.
- Requests for copyright permission to reproduce materials in the collection will be approved on a case by case basis by the NASIG Executive Board.

NASIG will be celebrating its 20th anniversary this year at its upcoming annual conference in Milwaukee, Wisconsin, from June 17-20, 2004. An important note to *TCR* readers: this year's conference and all lodging will be the first to be held in a hotel environment, rather than a college campus. More details and signups are available at *www.NASIG.org*.

Don't Miss This!

The Charleston Advisor's January 2004 issue focused on "Open Access" and issues in scholarly publishing. Three not-to-be-missed editorials appeared in the issue:

- "Where Are the Industry, the Profession, and the Art Headed?" by John Cox of John Cox Associates.
- "Price Increases Are Not the Problem," by Margaret Landesman, Head of Collection Development for the Marriott Library at the University of Utah.
- "Open Access and the STM Publishing Crisis: A Medical Librarian's View," by Elizabeth D'Antonio-Gan of the Denison Memorial Library, University of Colorado Health Sciences Center.

All three editorials are available free in full-text at *www.charlestonco.com*. Also included in the issue is a product review of BioMed Central by D'Antonio-Gan.

By the Numbers

37 million…Latinos live in the U.S., according to recent census figures. New reports indicate that this number has already grown by 10% in the last year and a half, since the figures were gathered. *Criticas*, November/December 2003.

500…additional "We the People" Bookshelf grants will be awarded to school and public libraries by ALA's Public Programs Office and the National Endowment for the Humanities. The grant presents sets of 15 books for young readers addressing the theme of courage. The first 500 grants will be presented in March; the second 500 in May of 2004. *www.ala.org/wethepeople/*

85%…of Internet search-engine users examine only the first page of results, according to a 2002 study by Google. *New York Times*, February 5, 2003.

70,000…Amazon gift certificates were ordered worldwide on December 24, 2003 for delivery via e-mail in time for Christmas. Amazon posted sales of 2.1 million units, or 24 items per second, on its single busiest business day during the holiday season. *Amazon.com Press Release*, December 26, 2003.

20%…of ALA's members are "Directors or Deans" according to a profile of membership as of August 2002. Department Heads, Supervisors and Assistant or Associate Directors represent another 43% of individual members. *American Libraries*, December 2003.

40 terabytes…of data are added to the Internet Archive every month, according to a recent quote from Brewster Kahle, founder of the effort. *St. Petersburg Times*, December 1, 2003.

10…U.S. states foresee budget problems in 2004, compared to 31 reported the past year, according to a poll conducted last November by the National Conference of State Legislatures (NCSL). The ten states are: Alaska, Connecticut, Indiana, Iowa, Kentucky, Michcigan, Mississippi, Missouri, Nebraska and Rhode Island. *Library Journal*, January 2004.

2003 Public vs. Private Salaries

Job Title	Public	Private
Accountant	$44.973	$46,106
Architect	$51,442	$46,875
Biologist	$42,849	$55,656
Chemist	$36,291	$68,080
Civil Engineer	$48,656	$61,576
Economist	$45,421	$68,243
Geologist	$40,262	$65,220
Librarian	$36,741	$43,605
Social Worker	$38,103	$26,628

Median salaries for 2003, based on the American Federation of Teachers Public Employees Compensation Survey for that year. Published in "Staying Competitive on Pay," Governing (*governing.com*), October 2003.

Did You Know?

"One 2002 estimate suggests that Google search engines handle more questions in a day and a half than all the libraries in the U.S. provide in a year." Barbara Quint, as quoted from *Information Today* in OCLC's "Environmental Scan: Pattern Recognition." *http://www.oclc.org/membership/escan/default.htm*

ALA Hot Topics

ALA's Midwinter meeting in San Diego, January 9-12, 2004, was beautiful but relatively uneventful. Attendance was down from a year ago in Philadelphia with total registration of 10,788, off from 13,664 in 2003. Members in attendance numbered 7,944, vs. 10,254 in 2003. There were 2,844 exhibitors, vs. 3,410 in 2003. Many vendors reported very slow traffic on the floor. Still, hot topics emerged from the meeting.

Federated Searching — Federated searching allows patrons to search across a multitude of sources to locate information on a particular issue or topic. Seen by many reference librarians as a possible alternative to "Google," more and more competitors are emerging in the marketplace to deliver this service.

RFID — **Radio Frequency Identification Devices** may be the wave of the future. RFID smart labels allow the identification of items without keying in the information by hand. For more information, visit RFID Journals, frequently asked questions. *http://www.rfidjournal.com/*

Are there any more monographs? — Everything is a serial these days. Monographs, once static until the next edition was published, if at all, are becoming serial-like as more and more go online and require yearly funding to be kept in the library's online collections.

Open Access — Librarians and end users see the possibility of open access as an alternative to pressure on fixed or decreasing budgets. Though many publishers are skeptical, experimentation continues.

Journal of record — The advantage of online is the opportunity to update continually. This also creates problems for recognizing or delineating the item of record. When do we know that we have the final copy worthy of preservation? Will there be final copies in the electronic environment?

Customized online packages — Conservatively, libraries are spending 20% of their materials budgets on online content and database products. Many of these packages contain titles that overlap with other products. None are identical and all offer different titles and variations. However, with the plethora of online products available, libraries are recognizing that they cannot afford to continue to duplicate resources in order to get one aspect of a specific package. Customization options will be increasingly necessary.

Institutional repositories — This area of rapid development is still under considerable discussion, particularly in the academic research libraries.

Two specific topics were also under wide discussion:

1) **OCLC's Membership 2003 Environmental Scan: Pattern Recognition**. This report, just out, was produced from OCLC's worldwide membership. Divided into social, economic, technology, research and learning, and library "landscapes," the report also includes an introduction and future frameworks sections. It explores current and future trends in libraries and allied organizations and includes much vital information about the "information landscape." One of countless provocative quotes: "The current generation of scientists is much more familiar with **PubMed** and **Google** than the contents of their library shelves." *http://www.oclc.org/membership/escan/default.htm*

2) **Elsevier's pricing of ScienceDirect**. The Ivy League is rebelling and so are smaller schools throughout the U.S. and internationally. The insistence on bundled pricing by the Anglo-Dutch publisher **Reed Elsevier** has angered libraries, like Cornell and Harvard, and Germany's University of Oldenburg, which are insisting on more reasonable and unbundled subscriptions. Many are demanding far fewer Elsevier journals on the basis of online use. Print use was impossible to judge, but the statistics exist to measure online use.

See: "Reed Elsevier Feels Resistance to Web Pricing," by Charles Goldsmith, *The Wall Street Journal Online*, January 19, 2004. *http://online.wsh.com/article*

Overheard at the conference — "The concept of the current periodicals room is gone."

Bush Requests $32 Million Budget Increase for IMLS

In his 2005 budget, President Bush has proposed $262,240,000 for the Institute of Museum and Library Services (IMLS), a 14% increase. The organization received strong support from former librarian and First Lady Laura Bush. The budget request includes $220,490,000 for library programs and $41,750,000 for museum programs. The total requested is level to the FY 2004 appropriation for IMLS which included over $30 million in congressionally-directed grants. Among its efforts, the IMLS will use the funds to:

- Increase support for State Library Administrative Agencies including supporting homework centers, early reading programs, expanded digital resources, technology training, and more.
- Increase the capacity of museums to sustain cultural heritage, enhance civic engagement, and provide opportunities for lifelong learning.
- Expand, create, and preserve educational and cultural content in digital form.
- Enhance learning through new digital tools and optimal practices for delivering services.
- Strengthen learning through new models for library and museum programs.
- Build sustainable partnerships among museums, libraries, communities, and schools.
- Recruit and educate a new generation of librarians, and expand programs for faculty and curriculum development to educate 21st century librarians.
- Update and expand the skills of museum professionals to support their role in the 21st century workforce.

For more information on these initiatives, logon to *http://www.imls.gov/whatsnew/current/020504a.pdf* or *http://www.imls.gov/whatsnew/current/020504.htm*.

TCR Quotes

"The traditional circulation desk won't be around much longer," says the head of technology at the Darien Library in Connecticut. *Library Journal Buyer's Guide*, December 2003.

(Ed Note: The statement refers to anticipated widespread use of RFID technology. See our ALA Hot Topics Report above for more info on RFID.)

Seven Libraries Win Public Relations Award

The winners of this year's John Cotton Dana Library Public Relations Awards have been announced. The awards, given each year since 1946, are jointly sponsored by H.W. Wilson and the Library Administration and Management Association (LAMA), a division of the American Library Association.

- Halifax Public Libraries (Dartmouth, Nova Scotia) for "Summer Reading Quest"…featuring seven fantasy characters in an interactive adventure and Website to attract readers.
- The Orange County Public Library (Santa Ana, California) for "Egyptology Lecture Series"… developed from a partnership with the American Research Center in Egypt.
- The Edmon Law Library, Oklahoma State University (Stillwater, Oklahoma) for "That was Then, This is Now"…a celebration marking 50 years of successes and challenges.
- The Dr. Martin Luther King, Jr. Library (San Jose, California) for its groundbreaking joint use library…a partnership between San Jose State University and the city's public library.
- The Pioneer Library System (Norman, Oklahoma) for "The Red Dirt Book Festival"…celebrating the Oklahoma literary experience.
- The Las Vegas-Clark County Library District (Las Vegas, Nevada) for "Reading Las Vegas, Books: A Sure Bet!"…which borrowed casino imagery to promote the library's adult reading program.
- Barrington Area Library (Barrington, Illinois) for "Simple Living,"…a series of lifestyle programs aimed at helping citizens pare down and stay focused in challenging economic times.

Winning entries will be on display at the John Cotton Dana Library Public Relations Award booth in the exhibit area of the 2004 ALA Annual Conference in June, in Orlando, Florida.

Top MetaSearch Engines

1. MuseSearch
2. (tie) ENCompass
   (tie) MetaLib
3. WebFeat
4. MetaFind

Based on a survey of product capabilities and features, reported in "A Comparative Review of Common User Interface Software Products for Libraries," a report commissioned by the National Library of New Zealand, published June 2003. To read the full report, go to *http://www.natlib.govt.nz/en/whatsnew/4 initiatives.html#review*.

Serial Failure: Case Study in Article Access

Seven librarians from the University of Rochester, led by Associate Dean, Stanley Wilder, have collaborated on a new article which illustrates the importance of article retrieval in the current academic environment. At the present time, the authors maintain, the average student cannot locate something as simple as a newspaper article using library-provided searching tools.

The University has been working on this challenge and measuring results since 1997 when databases were listed under a "Database" button and a "One Stop" button proved somewhat successful. In 2001, the library introduced linking software (SFX, in this case). In 2002 and 2003, staff redesigned the library Website several times to simplify messaging and searching for its students. The newest design features a "Find Articles" button in the most prominent position on the home page.

The "Find Articles" system leads to a metasearch box, an A-Z database pick list, as well as subject groupings for article databases. Links to full text require fewer clicks in the new system. Still, the library reports that many students failed when the new system was subjected to usability testing. In the words of the article authors, from a serial failure rate of nearly 100% in 1997, the library can now claim limited success—and has moved from a negative, unsuccessful experience to a positive, unsuccessful one!

What to do next? Wilder and his colleagues recommend that the academy work together to make "serial failure" and its elimination a high priority using enhanced metasearch tools and linking software invisibility, among other tactics. They also would like to see a "Super Index" based on the OAI (Open Access Initiative) model, using Google-like power and simplicity.

*(Ed Note: The full article appears in the most recent issue of **The Charleston Advisor**, v.5, no.3, January 2004, and is available in full-text, without charge, at **www.charlestonco.com**.)*

TCR Correction

The Charleston Report regrets that it inadvertently misquoted the Association of Learned and Professional Society Publishers in our last issue (v.8, no.3) concerning the organization's support of Open Access publishing models. Following is a corrected statement from Sally Morris, Chief Executive of ALPSP: "We do not support OA models uncritically, though it is true that maximising access to research literature is what learned societies are all about; if you read our statement, you will see that we sound a note of caution, and call for collection of hard data in order to establish what does work. We would not dream of advocating one model rather than other in the absence of sound evidence!" To read the complete statement, logon to the ALPSP Website at *www.alpsp.org*.

Coming in Future Issues

— Hot Topics from the 6th Fiesole Collection Development Retreat
— Breaking Up the "Big Deals"
— New Developments in Europe
— Eliminating Plagiarism in Scholarly Works