

A Quarterly Newsletter of Bright Ideas  
for the Technical Services Division

# TechKNOW



Volume 6, Issue 1 — January, 2000

## Acquiring DVDs

*Marihelen Hatcher, Manager, Order Division, Columbus Metropolitan Library*

As the price of DVD players has dropped in the last year, many Ohio libraries have begun to add DVDs to their collections, or are planning to add them in the next year. Throughout this year the Technical Services Division will be running a series of articles on the acquisition, cataloging, and processing of DVDs. This first article focuses on acquiring DVDs.

While this is a new format for libraries, selecting and ordering DVDs is similar to selecting and ordering videos. The same vendors a library uses to order videos can also be used for DVDs.

When ordering DVDs, no special information is needed. As with any order, all the vendor requires is the basic bibliographic information and the format. Once the vendor receives the order, turnaround time is no more than a couple of weeks for items that are in stock.

Vendors are offering DVDs the same way they offer videos; the initial order of a new release is based on box office figures and pre-book sales. According to one vendor, ninety-five percent of new entertainment movies are being released in both formats. In addition, studios are also releasing classics, Academy Award winners, and special interest titles (e.g., wrestling, concerts, and television mini-series) in the DVD

format. Vendors are maintaining an inventory of all subject areas, so selection is varied. Recently, children's titles have also begun being released in DVD. In fact, Disney Studios is releasing nine classic titles on DVD in the next few months (and then putting them on moratorium for ten years!).

To assist with selection, vendors have catalogs or selection lists of available DVD titles that they would be glad to send out—just ask. Using these tools to select titles will also increase fulfillment rates, because the library will know that the vendor stocks the title.

Currently the price of DVDs is significantly lower than the price for the same title in video, because the studios are using the lower prices to build market share for DVDs. As an example, the movie *Notting Hill* was released earlier this month in both formats. The video is selling for \$76.99 while the DVD is priced at \$23.99. Once the market share for DVDs has improved (and this is expected to happen in the next couple of years) then the price of DVDs and videos will be the same.

Vendors offer slightly lower discounts on DVD orders than they do on video, because the discount that the vendors receive is less than they receive for DVDs. However, according to one vendor I spoke with, a library spending a significant amount of money (for a start-up collection for example) may be able to negotiate a higher discount.

DVDs are also available on various web sites, often for a lower price than that offered by a vendor. In these cases, the web company is selling the DVD title below cost (and obviously losing money) to entice consumers to purchase DVD titles and other items from the web site.

If your library is planning on adding DVDs to the collection in the near future, the selection and ordering part of it should be a simple process, no more complicated than ordering videos.

**FYI**

*TechKnow is published by the Technical Services Division of Ohio Library Council and is received by individual members of the Division. For more information, or to submit articles, please contact Margaret Maurer at Kent State University Libraries and Media Services (330) 672-3022 x57; at home (330) 628-0313; or via the Internet at [mmaurer@lms.kent.edu](mailto:mmaurer@lms.kent.edu).*

## Savvy Technical Services Librarians Run for Office

Here's a tip for Technical Services staff state-wide: Run for an office on your local OLC Chapter Action Council. These folks determine the content of OLC's local continuing education opportunities for Technical Services librarians. The more we represent our interests in these groups the more likely it will be that a full day of Technical Services programs will be available at each chapter conference.

OLC organizes the state into six geographic regions called chapters. Each chapter has a 6 to 8 member action council that consists of council members, coordinators, and a secretary. Terms for these offices vary but generally last two years.

To find out which chapter your library is a member of just check the OLC web page at <http://www.olg.org>. Each chapter also has a page at the site listing current officers. The officer to contact in most instances is the outgoing coordinator. Usually they will be happy to provide more information, especially if you're interested in running for an office. It's simple, but oh so savvy!

## OLC Announces Technical Services Division Web Forum

OLC has introduced a new service to its members—web forums. OLC's web forums are spots on the Internet designated for discussion about particular topics. Technical services librarians can post questions at our forum, provide answers or comments, follow topics, and make announcements related to technical services work. Members of the action council will post Technical Services Division meeting minutes to the forum as well as other information.

The Technical Services Division web forum is accessed via OLC's web page at <http://www.olg.org>. Look on the left side of the page for "Web Forums" and click on it. Once there scroll down through the list of divisions until you reach "Technical Services" and click on it. You'll be presented with a list of topics that you can follow through and reply to, as well as a way to post a new question.

Check it out—we think you'll like what you'll see!

## Advertising Ourselves in Library-land

*The time has come for technical services staff to advertise our contributions to our colleagues and patrons, so they can learn how they benefit from the work we do. It's very easy for people to forget we are here, working dependably in the back. It's easy for them to forget that what we do adds value to our library materials. In this issue we have printed a list of typical tasks we do every day. Why don't you cut out this list, copy it, and send it to someone who works outside your department? Post it where others can see it. Mail it to a colleague. Let's get the word out!*

## Coordinator's Corner

*Hi!*

I'm the new coordinator of the Technical Services Division of OLC. I've been the Cataloger and the Assistant Manager of the Technical Services/Automation Department at the Toledo-Lucas County Public Library for the past eleven years. Prior to that, I was a reference librarian at one of the system's branches.

As most of you know, the Technical Services Division's mission is to gather information on the various aspects of technical services departments (acquisitions, cataloging, processing, conservation, and preservation) and to share that information with administrators and technical services staff. We do that by sponsoring workshops at Chapter and Annual Conferences and other workshops outside of these venues. We encourage staff to attend these continuing education opportunities, but realize that this is not always an easy thing to do.

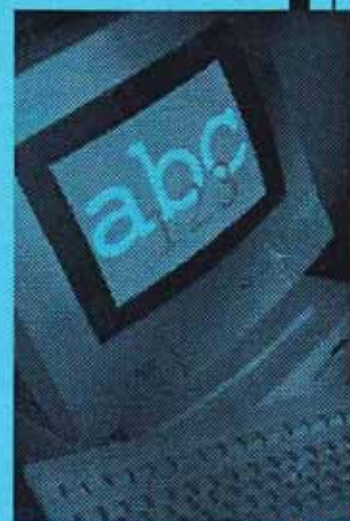
To help technical services staffs continue to grow professionally between conferences, we are introducing a web forum on the OLC WWW page (<http://www.olg.org>). We have also instituted a technical services discussion list, hosted by Kent State University ([tslibrarians@listserv.kent.edu](mailto:tslibrarians@listserv.kent.edu)). All of these resources can be used to brainstorm, to ask questions, and to share information and tips. We also encourage members to share *TechKNOW* with colleagues and administrators.

We would like your thoughts on the kinds of programs you would like to see offered at the Chapter and Annual Conferences and want to know if any of you would like to do a program, or know someone who might be willing to. Your ideas can be sent to us via the web forum at the OLC site or via the *tslibrarians* discussion list. I'm looking forward to a productive year working with the Technical Services Division and to hearing your ideas.

*Jeanne Poole*

# What Does Technical Services Do?

- We create new bibliographic records, or enhance existing ones, so that staff and patrons can access the best possible source to answer their questions.
- Some of us preserve, repair, or restore items that are irreplaceable.
- We open boxes of new materials and supplies almost every day.
- We build the access points used to find library materials. To do this we get to solve complicated puzzles all day long: What exactly is this about? How will my patrons use it? How will my reference staff use it?
- We do all kinds of wonderfully geeky things involving FTP files and Z39.50. We use these tools to share work with other catalogers around the world.
- We go shopping nearly every day to purchase books—and we often negotiate the contracts with the vendors.
- We decide how automation systems access data because we design the indexing. Sometimes we get to design the databases.
- We process the materials that staff and patrons are eagerly waiting for.
- Sometimes we play with puppets, toys, and lift-the-flap books; listen to music, audiobooks, and audiocassettes; or watch video footage on-the-job.
- We have a major hand in OPAC displays because we're the only ones who know where the data comes from.
- We decide where materials will be kept. Is the item fiction or nonfiction? Does it belong in the adult collection or the children's room? Does it need a call number?
- We design and administer standing order and approval plans to help build library collections.
- Currently we're re-inventing ourselves using metadata (Dublin core and Corc) and Core records.
- We are administrators and supervisors, often of fairly large units.
- We are also para-professionals and clerical people, working together to benefit our libraries and their patrons.
- We serve the public every day in a nearly secret way.
- Technical services is the heart of the library.





## TechKNOW

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## LC's New Voyager System Changes National Resource

Late this summer the Library of Congress (LC) implemented a new online catalog, shifting from their LOCIS mainframe system to Endeavor's Voyager, a client server based library system. The move will further streamline LC's operations, and provide unified access to LC's resources for the first time. To take a look at the new system point your browser to <http://catalog.loc.gov>. Access is available via all the usual points, including author, title, subject and several types of keyword access.

Some of the access methods appear complicated, at least initially; for example, to retrieve items by LCCN search via the Online Catalog's "Guided Keyword" or "Command Keyword" search options. Select "Command Keyword" from the main search screen and type in the index code "K010" followed by the LCCN. Don't type the hyphen but do type in zeros to end up with a 6 digit number after the date in the LCCN. For example, to search for 98-8479 type K010 98008479.

LC's Online Catalog can also be browsed by DDC number. DDC numbers are not displayed on the "Brief record" display (the default display) but are viewable on the "Full record" or "MARC Tags" displays, which can be flipped to from the "Brief record" display. To browse, select a "Command Keyword" search from the main menu. Type in the index code "K082 " and then the desired DDC#, surrounded by quotation marks.

An example search would be: K082 "700.904". The DDC search does not search across subfields and therefore complete Dewey numbers may not be searched. Exact punctuation must be typed in, but a question mark "?" may be used for truncation. Remember that LC must own an item that has been cataloged with a particular DDC# in order for that number to be represented in their catalog.

The easiest way to search the catalog by ISBN or ISSN is to select a "Guided Keyword" search from the main menu and then type in the number without hyphens. This search can be truncated to search for a range of numbers.

Unfortunately one of the features no longer available via LC's Online Catalog is access to full MARC21 authority records (names and subjects). It is possible to browse the Online Catalog and access cross references and scope notes, and LC is working with Endeavor to allow access to these records, hopefully by "Release 2000". In the meantime access to subject and name authority records is still possible via LOCIS to authority records created prior to August 1999. Go to <http://lcweb.loc.gov/z3950/mumsold.html> and select "names" or "subjects" to get at these records. Unfortunately LC is only guaranteeing this access through December 1999, according to their WWW page.