

Adult Magazine Collection Plan January, 2006

I. Description:

The magazine collection at ICPL is a microcosm of the library's collection. It includes fiction, non-fiction and reference. Magazines are used to entertain, educate and inform, and the interest in or need for the content of a particular magazine may change with the passage of time. For example, a *People Magazine* article about a popular movie star may be of interest only to browsers when it first appears, but may provide answers to a variety of reference questions - vital statistics, location of movies, etc. - in later years. Likewise a statistical magazine such as *Monthly Labor Review* reports current statistics in each issue that can then be used several years later in comparisons and examinations of trends over a period of time.

II. Exception and Scope:

For the purposes of this report, the term "magazine" will be limited to a description of those periodicals that are shelved in the "Reading Room". It excludes titles appearing in the serials budget that are cataloged as Reference materials, such as *Congressional Quarterly*, *Value Line*, *Facts on File*, etc., and it also excludes the collection of children's magazines and the Parent/Teacher Collection.

ICPL has a good standard magazine collection, broad in scope, with no comprehensive emphasis on any particular subject matter. The magazine collection mirrors the circulating collection and in areas of strong community interest such as cooking, gardening and home decorating the library subscribes to several titles. An exception to the comprehensive rule is our attempt to subscribe to and retain indefinitely magazines published in Iowa City.

The library receives all of its magazines in paper format. The current issue of all magazines is restricted to in-library use only. In general, the previous 12 issues of a non-reference weekly or monthly magazine title circulate while the previous four issues of a quarterly publication circulate. A small number of the past issues of magazines are added to the non-fiction collection.

The loan period for circulating periodicals is seven days and there is no limit on the number of items that can be borrowed. One of the greatest changes in this collection over the past 10 years has been in the holdings of back issues. With increased availability and ease of use of online full text subscription databases, the number of titles held for longer than five years has decreased, as have the number of magazines bound and kept in backfiles. Formerly an essential item, the library's collection of microfilm copies of magazines ceased in 2005, with the exception of *Consumer Reports*. The library does maintain a microfilm collection of Iowa City newspapers as well as the *Des Moines Register*, the *Wall Street Journal* and *The New York Times*. Online access to archives of newspapers may change our microfilm holdings in the

future.

The library subscribes to all newspapers covering Johnson County, as well as *The Gazette*, which expanded its coverage in the mid 1990's beyond Cedar Rapids and Linn County. The library also subscribes to the *Des Moines Register*, the *Quad City Times*, and the *Waterloo Courier*. The library subscribes to four major national newspapers *The New York Times*, the *Wall Street Journal*, the *Chicago Tribune* and the *Washington Post* as well as the *Christian Science Monitor* and *USA Today*. The library also subscribes to the Sunday editions of the *Omaha World Herald*, the *Minneapolis Star Tribune*, the *Los Angeles Times*, the *Denver Post* and the *St. Louis Post-Dispatch*. Recent additions to the newspaper collection are two Spanish language newspapers targeted at Eastern Iowa. The library dropped its subscriptions to several other Sunday newspapers in the past two years as the cost for same or next day mail service was too great to make the newspapers useful to our readers. The news and classifieds for the dropped papers could easily be found via the Internet or through our subscription to the online database Newsbank.

III. Audience:

This collection has a broad appeal to nearly all users of the library.

IV. Size and duplication:

ICPL currently subscribes to 474 magazines. The library receives one copy of the vast majority of subscriptions, with the exception of the few titles that are bound and several titles used for selection. There is no plan to increase the size of the collection. However, new titles are added each year as current titles are dropped, cease or suspend publication. New titles are suggested throughout the year by both the staff and the public, but added in the summer when the subscriptions of all titles are renewed for the coming year. Many of the titles in the collection are indexed and abstracts or the full texts of articles are available through the library's subscription to full text databases.

V. Maintenance:

This collection needs little of the kind of maintenance required by other print collections. If a recent issue of a title is damaged or disappears, the library will use a variety of means to acquire a replacement issue. If pages are removed from a circulating issue or a bound volume, the library will attempt to replace them through interlibrary loan. Missing articles may also be available through EbscoHost, an online periodical database. Older issues are discarded from the collection if they are not retained in paper copy for the back files.

VI. Selection:

Both the public and staff suggest new titles. One of the objectives of the 2007 – 2012

Strategic plan is to increase the popular appeal of the periodical collection. In response to that objective, a more aggressive approach will be taken to solicit suggestions.

Currently suggestions come from titles seen at newsstands, promotional materials from the publishers, review columns in library publications or other newspapers or magazines.

Titles may be added if they meet one or more of the following criteria: there is a good review in *Magazines for Libraries*; a selector in a particular area sees a need for the title; or there is heavy local interest in the topic. The library receives very few periodical titles as gifts, and as a rule gifts are not encouraged. Sometimes clubs or other interest groups contribute their national magazines on a yearly basis and they are considered for addition using usual criteria.