

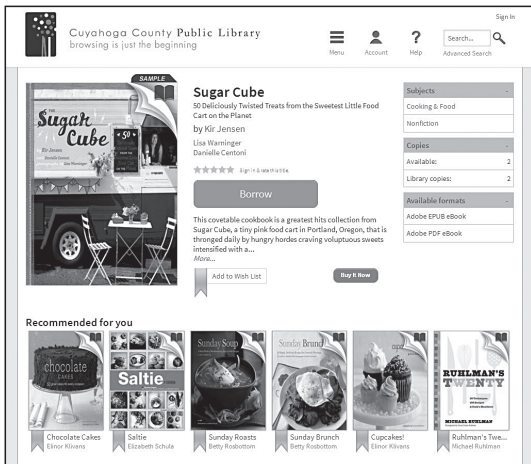
## OverDrive, 3M Debut Ebook Developments

The Cuyahoga County Public Library (CCPL), OH; Pioneer Library System (PLS), OK; Hennepin County Library (HCL), MN; and Mid-Continent Public Library (MCPL), MO, were among several library systems that broke single-day ebook and

ies that have been testing OverDrive's next-generation websites, which include CCPL, PLS, HCL, and MCPL.

In separate news, 3M last month achieved a milestone in its goal to make ebook searching a seamless experience. Patrons of the Baltimore County Public Library (BCPL) can now browse their library's physical and digital collections together and discover, check out, or place holds on ebooks without navigating away from the library's fully integrated catalog. The new system is the product of months of collaboration among the 3M Cloud Library Ebook Lending Service, BCPL, and Polaris Library Systems, the library's integrated library system (ILS) provider.

The resulting application programming interface (API) suite will be available to all interested libraries that use both the 3M Cloud Library and Polaris as part of Polaris's latest ILS upgrade. Tom Mercer, 3M digital business development leader, said he expects about 25 library systems to begin rolling out these fully integrated catalogs early next year. 3M has also said that this API suite has the ability to meld with other ILS platforms.



audiobook-lending records this past Christmas, according to OverDrive. Much of the traffic was driven by the popularity of tablets and ereaders as gifts during the 2012 holiday season; the most dramatic growth occurred among users of iPad, Kindle Fire, and Android devices.

The holiday spike in usage was most prominent among the 22 librar-

## Interview

### Randall Sullivan

The author of *Untouchable*, the recent tome about Michael Jackson, attempts to get to the heart of the mysteries of the multitalented performer's life.



### Do you think *Untouchable* can restore Jackson's reputation?

I hope so. He was a profoundly damaged person who struggled to transcend his injured

psyche. So much of what was portrayed as freakishness during his lifetime I came to understand as being rooted in hopes of recovery and reinvention.

### The one question many readers have is, was Jackson a pedophile?

That question was at the center of the book for me. I know I've angered some fans by failing to state that I'm absolutely certain Michael never had sexual contact with a child. Hearing from the family of the best-known accuser planted some seeds of doubt. But after examining the evidence, I felt it was so overwhelmingly in Michael's favor that he was entitled to the benefit of the doubt.

### Was it hard to resist defending him?

I didn't feel the need to defend Michael so much as to inspire empathy. [See the entire interview at [ow.ly/g6MWC](http://ow.ly/g6MWC).]

## INSIDE

- Dallas PL Names Director ..... 2
- Patrons Access Library via Mobile..... 2
- Redding Library Must Allow Leaflets ..2
- Ebook, ILS Firms Meet ReadersFirst...3
- Surprise Bequest for NYPL ..... 4



## Library of the Year

All libraries are good, some are great. LJ is looking for role-model libraries to vie for the honor of being the 2013 *Library Journal*/Gale Cengage Library of the Year.

Learn more and submit your nominations at [lj.libraryjournal.com/awards/library-of-the-year-nomination-guidelines-2](http://lj.libraryjournal.com/awards/library-of-the-year-nomination-guidelines-2)

Postmark deadline: April 6, 2013

## Dallas Library Names Permanent Director

Mary Jo Giudice is now director of the Dallas Public Library (DPL), as of December 26, 2012.

Giudice has worked for DPL in a variety of capacities since 2004, most recently as interim assistant director for programming and communications. She received her MLIS from the University of South Carolina and a BS from the University of Florida.

She takes on a system that has weathered a series of financial challenges in the past few years but has, one hopes, turned the corner: the library's budget has been cut 46 percent since 2008, but this year it saw a slight increase, with \$1 million added to the materials budget. In spite of the cuts, DPL has also added new branches over the past few years: today DPL circulates over eight million items a year via a central location and 28 branches.

After interim director Corinne Hill accepted the directorship at Chattanooga Public Library rather than taking the permanent position at DPL, the library named a second interim director who was not a librarian. At the same time, the city named Giudice to the post of interim assistant director for programming and communications, citing the need "to develop a strong team of executives prepared for succession" within DPL. Giudice had previously served as administrator for children and teen services.

## Pew: More Patrons Access Library Sites via Mobile

Thirteen percent of people aged 16 and older in the United States have used a mobile device to visit a library website or otherwise access library services, according to a national survey by the Pew Research Center's Internet & American Life Project. This percentage has more than doubled since 2009. People most likely to have connected to a library website using a mobile device include parents of young children (19 percent), women (16 percent), and college graduates (21 percent).

## Court: Redding Library Must Allow Leafleting

The Third District Court of Appeal held that California's City of Redding—and its library's—policy of limiting leafleting to a "free speech area" on the plaza outside the library violates the First Amendment.

The court concluded that the exterior of the library is a traditional public forum, not just a limited public forum as the city contended, and thus free speech rights should receive the greatest degree of protection.

Because library patrons can say no and continue to enter or exit the library, Justice Elena J. Duarte, writing for the court, held that they're not a captive audience. She also held that the city's ban on leafleting that solicits funds was not narrowly tailored

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## *Is Your Library Engaged with the Community?*

The LibraryAware Community Award recognizes a library that makes its community mindful of what the library can do for it—and delivers on that promise. It will highlight the outcomes of work by libraries that result in better communities and an increased understanding of how libraries contribute to a community's well-being. The winning library will receive \$10,000; second place, \$7,500; and third, \$5,000. Visit [lj.libraryjournal.com/awards/libraryaware-community-award](http://lj.libraryjournal.com/awards/libraryaware-community-award) for submission guidelines; the deadline has been extended to **February 1, 2013**.

enough, because it banned asking for funds in the future, not just immediately or on-site. Likewise, Duarte held that the rule against “offensively coarse utterance, gesture, or display, or...abusive language toward another person” was unconstitutional, as is the prior registration requirement.

However, the appeals court sided with the city in the case of leafletting in the parking lot, finding that the trial court had failed to consider the safety issue that the city said was its primary rationale. Duarte also stated that certain provisions in the preliminary injunctions, intended to prevent the city from enforcing the leaflet ban by other means, were overly broad.

Pending the results of a case management conference on January 7, Rick Duvernay, attorney for the city of Redding, told *Hotline* that the city council will decide at its meeting on January 15 whether to petition for a review by the California Supreme Court.

## Ebook, ILS Vendors To Meet with ReadersFirst

The top distributors of ebooks to public libraries along with some of their counterparts among integrated library system (ILS) vendors are going to sit down with leading librarians from the United States and Canada to discuss how the technology and business model for electronic lending should develop. The January 28 gathering at the Seattle Public Library (SPL) will coincide with the Midwinter Meeting of the American Library Association, although it is not an official part of the conference.

OverDrive, 3M, EBSCO, Baker & Taylor (B&T), Library Ideas, Ingram, Scholastic, Recorded Books, Sirsi-Dynix, and Polaris are among those that have responded to a roundtable invitation from the leadership group of the ReadersFirst Initiative—a coalition of librarians formed in June 2012

that now numbers more than 220 library systems worldwide.

Among the library representatives who will take part are Christopher Platt (New York Public Library),

Rivkah Sass (Sacramento Public Library, CA), Michael Colford (Boston Public Library), Peggy Murphy (Los Angeles Public Library), Jim Loter (SPL), Tom Galante (Queens Library,

## Browser Pushes Amazon Searchers to Their Library

Avid readers who have made New Year’s resolutions to visit their local library more often might be interested in the free Library Extension for Google Chrome. It lets users know whether specific books, ebooks, audiobooks, and music CDs are available at their local library while they browse for those titles at Amazon.com.

Created by Seattle-based software developer Andrew Abrahamowicz, Library Extension is easy to set up and unobtrusive. Users navigate to [www.libraryextension.com](http://www.libraryextension.com) using the Google Chrome browser, click the “Install Library Extension” link, select their state, and add their local library or libraries using a drop-down menu.



Amazon’s print book URLs typically begin “amazon.com/gp/product/ISBN.” Similar to bookmarklet programs such as LibraryLookup, this extension works best when it can capture that ISBN number and use it to check a title’s availability in the OPACs of libraries the user has selected. The extension returns the results in a sidebar above Amazon’s “Add to Cart” button. From there, “Reserve your copy” or “Add yourself to the waitlist” buttons send users directly to the appropriate section of their library’s website.

“The accuracy of the result may depend on the individual library and what catalog they’re using,” Abrahamowicz said. “If a library doesn’t have [direct ISBN lookup] capability, or if it happens to not find the ISBN [on the Amazon site], it will try to do a title match as best as it can.”

If a title is unavailable, the program will also offer suggestions for other titles, or, in the case of audiobooks, suggest that the user try searching for the title in a different format. Unfortunately, like most reader-recommendation searches that rely on keywords, this feature is not always effective. For example, a recent search for *This Is How You Lose Her*, the 2012 short story collection by Junot Díaz, revealed that the Queens Library had five of 65 copies available. However, the extension noted that the New York Public Library’s copies were all checked out and suggested that the user might be interested in books on dieting, or *How To Lose the Civil War*, a nonfiction title about military mistakes.

While searches in the print books section of Amazon’s website reliably pulled results for library print books and ebooks, no results were returned during several recent searches for ebooks in Amazon’s Kindle store. There, ebook titles are organized by ASIN, or Amazon Standard Identification Numbers. Abrahamowicz said that recent changes in the layout of the Kindle store could be causing problems with title lookup in that area of Amazon’s site, and he is planning to check the program and possibly implement an update. The Library Extension site includes a support link by which he encourages users to send feedback, including comments, suggestions, bug reports, or requests, to add support for additional libraries.

The **Public Library of Cincinnati and Hamilton County** has received a \$111,000 check from Duke Energy as a rebate for reducing energy costs at the main library. The facility studied usage data and performed on-site assessments to identify efficiencies, replaced lights, and updated the boiler plant as part of the utility's SmartBuilding Advantage program.



The **Pommonok Branch, Queens Library, Flushing, NY**, was recently the site of a *Project Runway* event (runner-up designer Katelyn Dougherty, pictured above), complete with 15 teams of teen designers and models. The Weinstein Company, producer of the television reality show, endorsed the event with donated prizes and supplies. Local businesses put up clothing, fabric, embellishments, and stylists, and L'Oréal-Paris offered beauty products. The winners received gift certificates and tickets to the *Project Runway* season finale to be held in Manhattan this spring during Fashion Week.

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NY), Jennifer Stirling (Ottawa Public Library, Ont.), Julianne Hancock (Salt Lake City Public Library), and Jamie LaRue (Douglas County Libraries, CO).

The participants will focus their discussion around a draft document ("content access requirements") released last month by ReadersFirst that outlines the technical requirements the group believes distributors should meet in order to repair the fractured state of library e-lending, including integrating ebook lending

The **Metropolitan New York Library Council (METRO)** has awarded three digitization grants totaling \$38,000. The **College of New Rochelle** and **Manhattanville College, Purchase**, will collaborate to digitize collections dealing with social action and political advocacy movements of Catholic college students during the mid-20th century. The **Frick Art Reference Library** will digitize auction catalogs documenting interior decoration trends in New York City.

**Seattle Public Library** now offers Sunday hours (1–5 p.m.) at 15 more locations, thanks to voter approval of a seven-year, \$122 million levy approved last August by 62 percent of voters. The branches will also offer prize drawings and crafts events plus refreshments on selected dates and locations through May.

The **Library of Congress** is accepting applications from college students for **Junior Fellows** summer internships; the deadline is January 25, 2013. Stipends and program participation are part of the program, which lasts from May 28 to August 2. Details are available at [www.loc.gov/hr/jrfellows](http://www.loc.gov/hr/jrfellows).

**Hartford Public Library, CT**, will be able to continue Homework Clubs for K-8 students at three locations thanks to a \$5000 gift from the **Fisher Foundation**. The clubs are staffed by local teens hired by the Teen Leader Initiative, the library's youth development employment program.

with catalogs and discovery layers. The document also addresses terms and conditions for application programming interfaces.

The new document from ReadersFirst builds on the overarching principles it announced in June and is similar to the Canadian Urban Libraries Council (CULC) Request for Information (RFI) issued this past summer to vendors for its public library ebook lending initiative.

To date, the only integration that

begins to approach what ReadersFirst is looking for is the one developed last year between Polaris and 3M. However, a new integration between SirsiDynix and B&T also appears to be moving in the direction of ReadersFirst principles. SirsiDynix is planning to launch its eResource Central in 2013. B&T and SirsiDynix also announced that B&T's Axis 360 digital media platform is linked with eResource Central.

## NYPL Receives Large Surprise Bequest

Mary McConnell Bailey lived a quiet life, according to the *New York Post*. Widowed since World War II and childless, Bailey resided in "a modest apartment on the East Side," volunteered at a hospital and schools, and regularly visited the New York Public Library's (NYPL) 58th Street Branch. She had been supporting the library, in her inconspicuous way, since the 1970s, giving a total of about \$300,000 over her lifetime.

"She enjoyed giving and was thoughtful about where the money went, especially to the summer reading program," John M. Bacon, NYPL's director of planned giving, told *Hotline*.

Bailey was a member of NYPL's recognition society, composed of about 1000 people who planned to leave the library a bequest from their estate. When Bailey passed away in 2011 at the age of 88, the library knew it would receive some further remembrance, but nothing on the scale of what it finally got. The library recently received a check for \$10 million. It was a "fortune nobody dreamed she had," the *Post* said.

The only stipulation to the bequest is that half of the funds go to NYPL's nearly 90 branches. Bacon told *Hotline* that the rest of the funds, otherwise unrestricted, would probably be spent for operations. "It

gives the program staff added flexibility to do more and to keep up service when our public funding is under threat, which it has been ever since I got here," Bacon said.

## Pearson Buys Stake In NOOK Media

Pearson PLC, the parent company of Penguin Group and Pearson Education, among other publishing concerns, made an \$89.5 million cash investment in Barnes & Noble's (B&N) NOOK Media, to "facilitate improved discovery of available digital content and services, as well as seamless access." The move will give Pearson a five percent stake in NOOK Media, with the option to purchase an additional five percent contingent upon meeting certain conditions. NOOK and Pearson will also enter into a commercial agreement for the distribution of Pearson digital content.

Following this transaction, B&N maintains a 78.2 percent stake in NOOK Media, while Microsoft owns 16.8 percent of the company, following its \$300 million investment in the business in spring 2012.

## AudioGO Acquires Blackstone Audio

The AudioGO Group completed its acquisition of Blackstone Audio from founders Craig and Michelle Black, effective December 27, 2012, adding Blackstone's 5,000-title catalog to its existing 10,000 audiobook offerings, some 4,000 of which are available to libraries. Craig Black was appointed to the group's Board of Directors, and he and Michelle Black will remain as consultants. Financial terms of the deal were not disclosed.

Josh Stanton will continue as president of Blackstone Audio and will also serve as CEO of the com-

**William Adamcyk** is the new Director, Milton Public Library, MA. He previously was Circulation Manager and Reader's Advisor, Thomas Crane Public Library, Quincy, MA.

**Katie Bray** has joined Bellingham Public Library, WA, as Public Services Librarian. She was Public Support Services Manager and Co-acting Director, Carbon County Library System, Rawlins, WY.

**Andy Ingraham Dwyer** has joined the State Library of Ohio as Infrastructure Specialist 2, Information Systems and Technology Group. He previously ran a computer consulting services business.

**Jo Ann Greenberg**, City Librarian, Escondido Public Library, CA, has retired after 34 years of service.

**Mindy Hackner**, Children's Librarian, David and Joyce Milne Public Library, Williamstown, MA, since 1998, has joined Dalton Free Public Library, MA, as Director.

**Maura Marx** (a 2006 *Library Journal* Mover & Shaker) has been appointed Deputy Director, Office of Library Services, Institute of Museum and Library Services, effective May 2013. She currently is Director, Digital Public

Library of America Secretariat, Berkman Center, Harvard University.

Atlas Systems, creator of the ILLiad interlibrary loan management system, has announced management changes and corresponding promotions. **Stephanie Spires** assumes the newly created role of Chief Service Officer; she most recently was Director of Training and Library Solutions Manager. **Kathy Poston** will lead Information Technology Services, a new department dedicated to Atlas's customer relationship management service; she previously was Network and Systems Administrator.

Chicago Public Library (CPL) has named four new senior team members. **Michelle Frisque** was Head of Information Systems at Northwestern University's Galter Health Sciences Library before being named CPL's Director of Library Technology. **Katie Ludwig** is Assistant Commissioner for Administration and Finance; she has worked at Chicago's Department of Housing and Economic Development since 2004. **Patrick Molloy** is Director of Government and Public Affairs; he was Director of Infrastructure for Chicago's 39th Ward. **Andrea Sáenz** is First Deputy Commissioner; she was Chief of Staff, Chicago Public Schools.

## In Memoriam

**Leonard Stoffel**, founding Director, Suburban Library System, IL, from 1967 to 1985, died December 31 at the age of 92. After retirement, he and fellow librarian Robert Rohlf served as library reorganization and building consultants. He was named Illinois Librarian of the Year in the early 1970s.

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bined North American Operations, which will be based on Blackstone's home turf of Ashland, OR.

Mike Bowen, CEO of AudioGO, will serve as CEO of the combined group, based in Bath, England. Michael Kuhn will remain nonexecutive chair of the group. Mike Desrosiers was appointed CFO of North American Operations; Heather Johnson will

remain CFO of Blackstone Audio.

The acquisition was supported by Alcuin Capital, which also backed the group of private investors who bought AudioGO, formerly BBC Audiobooks, in 2010. This isn't the first expansion for AudioGO since that acquisition: according to *School Library Journal*, AudioGO merged with Audio Bookshelf in 2011.



On November 13, 2012 the **Stanaker Neighborhood Library** (pictured), Houston, TX, part of the Houston Public Library, reopened following a major renovation. Founded in 1950 and opened anew in 1985, the 9,265 square foot branch now features red and orange aluminum exterior panels and a fresh entry canopy with new pavers and a purple ceiling that will lead patrons toward the remodeled entryway. Along with a refreshed landscape, including a butterfly garden and native plantings, the library now includes dedicated spaces for children, teens, and adults. There is also a meeting room, a gaming space, a larger computer area, and an adult living room. Striving for energy efficiency, the \$3.2 million project, designed by English + Associates Architects Inc., features updated mechanical systems, a cool roof, additional insulation, and new lighting. Funding came from a Community Development Block Grant and Public Library Consolidated Construction Fund support.

Colorado's **Anythink Wright Farms** branch, named one of *Library Journal's* New Landmark Libraries in 2011, will have added to its cachet with the January 13 construction of **The Studio**, a digital learning lab for teens, with a focus on "digital media and collaboration/creativity in digital production."

The space is funded through a \$100,000 grant from the Institute of Museum and Library Services and the John D. & Catherine T. MacArthur Foundation. As one of only a dozen initial grant recipients, The Studio will be looked upon as a model for learning lab efforts. The three- to five-week reconfiguration will make use of existing space to house state-of-the-art video equipment, a green screen, and a recording studio.

From January 7–21, the **Lawrence Public Library**, KS, originally founded as a subscription library in 1854, will move to temporary quarters in expectation of its mammoth renovation and expansion project (see *Hotline*, August 20, 2012). The final piece of the construction puzzle was put in place late last year when city commissioners approved library director Brad Allen's suggestion that the library take up temporary residence at a former Borders location during the project. The relocation will keep the larger effort on schedule and within its \$19 million budget.

Send information on groundbreakings and ongoing and completed building projects to [blfox@mediasourceinc.com](mailto:blfox@mediasourceinc.com)

## USC Launches Master's in Library Management

The University of Southern California (USC), Los Angeles, will now offer an online master's degree for management in library and information science (MMLIS), developed by the USC Libraries in partnership with the USC

Marshall School of Business (MSB). Despite the inclusion of management in the title, it's not intended just for aspiring leaders: "It is the basic qualification for professional librarians," Ken Haycock, USC director of graduate programs in library and information management, told *Hotline*.

The MMLIS is "one of the first pro-

grams in librarianship in the United States to be affiliated with a major business school," USC said in a statement. The MLIS at St. Catherine University in St. Paul recently moved into its School of Business and Leadership but wasn't originally developed there.

The MMLIS will differ from library degrees already offered by other institutions by including a required course in communication for leaders and a two-credit course in research and professional applications required each semester, in which students will investigate critical, current professional problems identified by the advisory board, in teams and with faculty.

Haycock, the program's director, is a research professor of management and organization at MSB and previously developed and directed the online master's in library and information science at California's San José State University.


The program will launch in May. USC plans to apply for American Library Association accreditation in the fall (something it can't do until the program is fully operational and has students enrolled).

Unlike many predominantly online programs, there is no requirement that new students travel to the campus for orientation or other seminar work. There is a required online orientation; conference-based face-to-face sessions are optional. However, each course has some synchronous requirements so that students and faculty will be able to interact in real-time. It will be offered initially on a cohort model, in which a group of students move through all classes and phases of the program together. Students can complete the 40 required units in two years, at a cost of \$1,473 per unit. Financial aid and part-time schedules are available. Right now, the degree is entirely coursework, but "a thesis option is anticipated," Haycock said.

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## Request for Proposals

**Request for Proposals for a Community Survey:** The **Batavia Public Library District** ("Library") seeks proposals from experienced market research service-providers to design, conduct, and analyze a statistically significant survey among the adult population (18+ years old) of the Library. The community survey is an element of the Library's strategic planning process. Copies of the Library's "Request For Proposals for a Community Survey" may be obtained from George H. Scheetz, Director, Batavia Public Library, 10 S. Batavia Ave., Batavia, IL 60510-2793; (630) 879-1393 x 350; [gscheetz@bataviapubliclibrary.org](mailto:gscheetz@bataviapubliclibrary.org). Proposals will be received until 2:00 p.m. Local Time on Friday, 25 January 2013.



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## Building a LibraryAware Community: Reaching E-Book Readers



January is an ideal time to expand your outreach to e-book readers. With the holiday season over, many people in your community will be learning to use their new e-readers, computers or tablets. Chances are they don't even know your library loans e-books.

According to a report released by the Pew Institute last month, *Reading Habits in Different Communities*, 63% of people surveyed said they didn't know libraries loan e-books. The report also indicated people would welcome help using their e-readers.

Consider offering help for choosing and using e-readers, downloading free books from the library and finding enjoyable books. Depending on your resources, you could offer workshops, create book lists or provide links to online training information. If budgets and staffing are an issue, consider partnering with a local organization to host the workshops, train a few volunteers to provide one-on-one sessions or feature an instructional YouTube video on your computers.

You'll want to promote your services through multiple channels—online, print, email and social media. Since you are responding to a need that is impacting everyone in your community, it'll be important to get the word out through your local media and community partners as well.

Here are three things to keep in mind when you promote e-reader services:

- **Build a targeted email list**  
We suggest you create an opt-in list on your website as well as provide sign-up lists at any programs and at the circulation desk. Keep people posted about classes, outreach opportunities and new e-books.
- **Cross promote your services and resources**  
If you're helping someone use an e-reader, let them know the e-book titles your library offers. Don't worry if you don't have a huge selection of e-books. People who read e-books still like print, so promote everything you have, including audiobooks!
- **Look for mutually beneficial partnerships**  
Go beyond the traditional partnerships with community organizations. Your free workshops would be of great value to stores that sell e-readers; why not ask to set up an outreach area at the store? Consider going to local coffee shops, airports or any place people might be using their e-readers.

Nancy Dowd is product lead for LibraryAware, a new marketing service from Novelist, a division of EBSCO Publishing, and co-author of the book, *Bite-Sized Marketing, Realistic Solutions for Overworked Librarians*. Find more information about LibraryAware at [www.libraryaware.com](http://www.libraryaware.com).



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