

Macmillan Announces Library Lending Pilot

Publisher Macmillan will launch a pilot program selling ebooks to public libraries, CEO John Sargent announced on January 24. The pilot, which will debut in the first quarter of 2013, involves more than 1200 backlist titles from the Minotaur imprint, which handles mysteries and crime fiction. That's "all but a handful of Minotaur's available ebook backlist titles," Allison Lazarus, president of Macmillan's sales division, told *Hotline*. All the titles will have the same digital list price.

Macmillan will distribute the books under the agency model and work with multiple distributors, including OverDrive, Axis 360, and the 3M Cloud Library. Michael Lovett, public relations and social media specialist at OverDrive, told *Hotline* the titles will cost \$25 each. (For comparison purposes, consumer versions of some of the best-selling titles in the program for the Kindle and NOOK go for \$7.99-\$11.99.) Once purchased by a library, each title will be available for two years, or 52 circulations, whichever comes first.

Minotaur publisher Andrew Martin said in a statement, "Libraries have al-

ways been great supporters of the Minotaur publishing program and a critical mainstay of the category. I am delighted that our books will be the entry of Macmillan into library e-lending."

The model Macmillan chose is a hybrid, in some ways similar to HarperCollins's 26-loan cap (though twice as generous) and in others similar to Penguin's pilot, with its one-year expiration (though again, twice as long). Random House remains the only one of the Big Six publishers to sell ebooks that don't expire to libraries, albeit at substantially higher prices than the same books are sold to consumers; it remains to be seen how the pending Random House/Penguin merger (see *Hotline*, 11/5/12) will impact this policy.

As with HarperCollins, despite the circulation limit, libraries can't simply circulate the book to 52 patrons simultaneously and then buy another one. "The program is one user at a time, so they would have to buy multiple copies for more than one simultaneous borrower," Lazarus said.

Macmillan's project has been coming for a while. In September 2012, the publisher confirmed that a pilot was in the works, though the company wasn't yet ready to divulge the details. And in December 2012, Sargent narrowed the

Interview

Lisa Graff on Epic Cake Baking & Magical Realism

Book editor-turned-author Lisa Graff's sixth middle school novel, *A Tangle of Knots* (Philomel, Feb. 2013), incorporates an unusual feature: cake recipes. *Hotline* spoke with Graff about this unique idea.

Why include recipes in a book for middle schoolers?

I've always loved books that included recipes, or sprinkled asides that take you out of the action of the story for just a moment. In my book, Cady is constantly thinking about the other characters in terms of what cakes they are, so I thought it might be nice for readers to see that, too.



Which recipe is your favorite?

I tried out and adapted about 30 recipes to land on the nine final recipes. My favorite is probably the garlic cake because it was entirely my own creation. I wanted to include a recipe that sounded disgusting but actually tasted quite delicious. There were a couple of months where I was averaging two cakes a week! Embarking on an epic cake-baking experiment is a good way to make friends.

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Library of the Year

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Postmark deadline: April 6, 2013

timing to early 2013 and said it would encompass a “limited part” of Macmillan’s list, both of which are consistent with this announcement.

In 2011, Macmillan president Brian Napack said the company had “spent a long time looking for a business model” for putting Macmillan ebooks in libraries, and as late as February 2012, even after meeting with American Library Association leadership, was still expressing concerns that “customers who have typically been book buyers do not migrate their purchasing into borrowing as accessibility to our books becomes frictionless.” Those concerns appear to have been alleviated. After the announcement, CEO Sargent said, “We do not expect it will heavily impact our retail sales over time.”

However, any expansion or continuation of the program depends on how the pilot performs. “We will look at the results throughout the duration of the pilot,” said Lazarus, “and will make assessments along the way as to whether to expand the title selection and whether to continue the program as launched beyond the two-year term.” Among the decisions not yet made, according to Lazarus, is whether, if any expansion is indicated, Macmillan will add backlist titles from other imprints, frontlist titles from Minotaur, or both.

***In Our Mothers’ House* Restored to Utah Shelves**

Patricia Polacco’s *In Our Mothers’ House* (Philomel, 2009), an acclaimed picture book about a family with two mothers, is finally back on K–6 school library shelves in Utah’s Davis School District, more than eight months after a committee pulled the book and restricted its access, the *Salt Lake Tribune* reported.

The reversal comes in response to a lawsuit filed by the American Civil

Liberties Union (ACLU) in November on behalf of a parent in the district.

According to the *Tribune*, the decision to restrict the book’s access was met with feedback from parents in the district as well as groups nationwide, many of whom protested the decision and others who praised it, saying the book was not appropriate for young children and promoted homosexuality.

ProQuest Acquires EBL, Will Merge with Ebrary

ProQuest on January 18 signed a definitive agreement to acquire Ebook Library (EBL). The companies plan to merge the EBL platform with ebrary, which ProQuest acquired in January 2011. The transaction is expected to be completed by April, according to a letter sent by Kari Paulson, president of EBL.

In a statement to the press, ProQuest CEO Kurt Sanford said that the company viewed EBL’s business models and acquisition tools as complementary to ebrary’s core platform technology, subscription service, and content selection. Eventually, the combined platform will be connected to all ProQuest products and services, such as its Summon discovery solution.

Paulson will join ProQuest to lead the merger and, ultimately, manage the combined ebook business unit, reporting to Kevin Sayar, co-founder of ebrary and now senior vice president of ProQuest Workflow Solutions.

Founded in Australia in 2004, EBL has helped pioneer a range of new lending models, such as short-term loans, chapter-level purchases for reserve circulation or coursepacks, and demand-driven acquisition.

EBL “introduced the patron-driven acquisition (PDA) model first and developed some great acquisition tools

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VP, Group Publisher Ian Singer

Editor-in-Chief Michael Kelley

Editor Meredith Schwartz

Contributing Editors

Mahnaz Dar, Shelley Diaz,
Matthew Enis, Bette-Lee Fox,
Josh Hadro, Karyn Peterson

Art Production Josephine Marc-Anthony

Creative Director Mark Tuchman

TO CONTACT HOTLINE:

Editorial

Phone: (646) 380-0700

Fax: (646) 380-0756/0757

E-mail: LJHotline@mediasourceinc.com

160 Varick Street, 11th floor

New York, NY 10013

Advertising

Roy Futterman or your LJ rep

Phone: (646) 380-0718

rfutterman@mediasourceinc.com

Classified

Howard Katz, Classified Manager

Phone: (646) 380-0730

Production

JoAnn Powell, Production Manager

Phone: (646) 380-0741

Subscriptions

Phone: 800-588-1030

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around that. ebrary has been playing catch up on those,” Sayar said. “They’ve been thinking about these things a lot longer, and talking to customers about them a lot longer, and it shows in terms of their creativeness.”

Meanwhile, the integration efforts of ebrary and ProQuest will benefit EBL, Sayar said. “More ProQuest users are going to have an integrated experience across multiple product lines.”

Although both companies have global customer bases, EBL’s strength in Australia, Europe, the UK, and New Zealand also complements ebrary’s clout in North America, Sayar said.

With the acquisition just announced, Sayar said that current customers of both systems should expect few changes in the near term and that ProQuest currently has no plans to discontinue products or services from either platform.

“This is a growth play, obviously,” Sayar said. “We’re thrilled to be able to combine the advantages of both businesses into a single solution, so we really don’t have any intention to drop anything.”

It will also take time for the merged entity to transition publishers to new contracts. “They are two distinct companies right now with different agreements with publishers,” Sayar said, “so it will take time before you see an integrated catalog where you have 100 percent of the content—the master list of titles from both companies—available under as many of the business models that both companies provide. That will be what we will be working on over the next year.”

TX Study Shows \$2.4B in Public Library Benefits

The Texas State Library and Archives Commission released a study that found that in 2011 alone, the

Librarians Sound Off: Lack of Latino Kid-Lit Awareness

Librarians who serve children in predominantly Latino communities were shocked this past December to read a *New York Times* article claiming that there is a dearth of Latino characters in books written for young readers. In fact, they told *Hotline*, there is a wealth of resources currently available. “When I first started as a librarian 27 years ago, there was very little out there,” said Tim Wadham, director, City of Puyallup Public Library, WA. “Now, there’s an explosion of very talented authors, writing in English, Spanish, and bilingually.”

The problem is a lack of visibility, according to Lucia Gonzalez, Pura Belpré Honoree for her bilingual *The Bossy Gallito* (Scholastic, 1994) and current chair of the American Library Association (ALA) affiliate REFORMA’s Children’s Roundtable. Award-winning titles “unfortunately... just don’t get into the mainstream market. Instead of being displayed with the ‘regular’ books, they’re set apart,” Gonzalez said.



Spanish-language collection from a recent Tim Wadham SLJ bimonthly Libro por libro column.

The Pura Belpré Award, cosponsored by REFORMA and ALA’s Association for Library Service to Children (ALSC), honors Latino(a) writers and illustrators who affirm and celebrate the Latino cultural experience in outstanding works for youth. Oralia Garza de Cortes, cofounder of the Award and past president of REFORMA, told *Hotline* that today “we have the award and better books, but no one knows about them. That’s why we created the *Celebracion* event at ALA annual, where the winning titles are presented.”

Jaime Naidoo, past chair of the Pura Belpré award and organizer of the biennial National Latino Children’s Literature Conference, told *Hotline*, “A mom came up to me after [an El día de los niños/El día de los libros (Children’s Day/Book Day)] program in a public library,” he said. “Her daughter never pays attention during story hour but was transfixed because the author looked just like her.”

Sujei Lugo, a former media specialist at an elementary school at the University of Puerto Rico, noted that for many kids titles from Latin America offer an alternative history not taught in schools, or are relegated to specific holidays or heritage months.

Andrew Jackson, director of the Langston Hughes branch of the Queens Library, NY, feels it’s just as important to expose non-Latino children to such books. “All children have to expand their worldview, especially those kids who’ve only ever seen negative and/or inaccurate portrayals of Latinos or African Americans,” he explained.

Despite the large selection now available, there has been a slight decline in the number of children’s books published for Latinos recently, according to the University of Wisconsin’s Cooperative Children’s Book center. To combat that, Elizabeth Burns, New Jersey youth services librarian, told *Hotline*, “When we talk to publishers at conferences or via social media...we have to let them know that these books are popular with our students. ‘If you publish them, we will buy.’” And within ALA, librarians of any background should strive to become active in the many ethnic library associations, REFORMA past president and 2007 *Library Journal* Mover & Shaker Loida Garcia-Febo said. “This is a complex issue and we must continue to bring it to the table, not only among ourselves but also [with] everyone in our community.”

Credo, an information skills provider, has expanded its Literati platform. Literati School and Literati Student Athlete will focus on helping students in academic and public library settings. Additionally, Literati will include financial aid information for college students. Credo has joined with **Reference Service Plus** to pull from its resources and incorporate them into the Literati platform.

A new program was launched at the **San Francisco Public Library** to help patrons measure their energy usage. What's Your Watt, sponsored by **Wells Fargo** and **Pacific Gas and Electric Company**, provides home electric metering devices to be checked out from all branches.

Starting with the 2014 annual collection, e-Duke Books from **Duke University Press** will be available on **HighWire Press's** Open Platform to give users a mobile-friendly reading experience and access to cited content that is also hosted by HighWire.

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economic benefit from Texas public libraries totaled \$2.407 billion. Collectively, the libraries cost less than \$0.545 billion, for a return on investment (ROI) of \$4.42 for each \$1 spent.

The study, which was prepared by the Bureau of Business Research at the University of Texas at Austin, draws on two quantitative analyses: one of Texas public libraries as business and organizational entities and the other of services rendered. The business analysis found that libraries produced \$1.043 billion in local economic activity. Notably, this analysis alone indicates that Texas libraries bring in twice as much as they cost. However, the companion service analysis examined the circulation of materials, access to computers and the Internet, programs, and other services

Atlas Systems' Aeon software has been merged with **OCLC's** CONTENTdm Digital Collection Management Software. The integration allows users to submit requests to view original pieces or order reproductions of articles found on CONTENTdm through Aeon and its management of special collections. Additionally, OCLC has agreed to include more ebook metadata from several publishers in its WorldCat online database.

SkyRiver was added to the **Library of Congress** Program for Cooperative Cataloging's Bibliographic Record Program (BIBCO). Records can now be upgraded to the BIBCO criteria through SkyRiver's cataloging client.

Copyright Clearance Center (CCC), a nonprofit that provides licensing and content solutions, has partnered with the nonprofit **Amigos Library Services** network. Amigos members will receive easier access to CCC, including its Get It Now solution, which provides content from journals to which the libraries do not subscribe.

and produced an additional estimated total value of \$1.364 billion.

In addition to the statewide results, the report includes case studies of 14 individual libraries, ranging from one that serves a population of 3,807 to one that serves 1,757,728. Case profiles of services and collaborations were also included.

Among the more unusual services provided were an exhibit of African hunting artifacts, a puppet loft, a "Cowboys and Computers" class targeting local farmworkers, hosting the development of the popular Words with Friends iPhone app, and the town of Southlake's innovative Virtual Branch program.

Though the study itself only measured 2011, "There is no reason to think that the ROI figure of \$4.42 will decline appreciably," said James

Jarrett, the study's principal investigator. "If anything, the figure might increase."

That increase would come from better measurements of some services already provided, such as the use of materials at the library that are not checked out, from estimating the monetary value of the benefits of library training programs, and from including new services, such as hosting tutoring by private individuals.

San Antonio Wins \$50K for News Know-How

The American Library Association's (ALA) News Know-How initiative has selected the teen services department of the San Antonio Public Library to receive more than \$50,000 to train and support kids in grades ten to 12 in learning how to distinguish fact from opinion, check news and information sources, and discern the difference between propaganda and news, the library announced this week.

"This project highlights that the library is not just about access to information but the place in the community where teenagers can become savvy consumers of news and information in all its formats," said Library Director Ramiro S. Salazar.

Over the summer, participating teens in San Antonio will work with librarians, journalists, and news ethicists to learn and to create materials that will be shared online. The initiative is funded by the Open Society Foundations and administered by ALA's Office of Intellectual Freedom.

Training for the youngsters will be led by the News Literacy Project Inc. The library has also partnered with Nowcast SA to serve as the initiative's local news media/journalism component.

Recruitment of interested teens will begin in the spring.

UK Wholesaler Buys U.S., European Library Supplier

Smiths News PLC's wholly owned book business Bertram Books has acquired Netherlands-based academic library supplier Erasmus Antiquariaat en Boekhandel. While Erasmus does business mainly in Northern Europe, it also provides Smiths with an entry into the U.S. market.

Smiths bought the company from Tschennett Beheer for 1.5 million euro in cash (nearly \$2 million) via a subsidiary, Dawson Books. Erasmus had 15 million euro in 2012 revenues.

Mark Cashmore, Smiths CEO, said in a statement, "We are delighted to have completed another strategic bolt-on acquisition, which is an excellent addition to our books business. Erasmus extends our Northern European academic business and accelerates our expansion plans."

This isn't the first such acquisition for Smiths, which bought another academic library supplier, Houtschild, in 2011 for 0.7 million euro, also via its Dawson subsidiary.

K-State Partners with Eisenhower Library

Kansas State University, Manhattan, has partnered with the Eisenhower Presidential Library to create student internships, scholarly conferences, public lectures, exhibits, and joint classroom curriculum. The Eisenhower library will share its text and audiovisual archives and artifacts collections with the university, supporting its programs in history, education, community development, military science, and leadership studies. It collaboration will benefit the presidential library by bringing more visitors to the collection and giving the library and museum access to the university's resources.

The agreement was signed January 22 by U.S. Archivist David S. Ferrie-



The renovation and addition project at the 1973 **Claire T. Carney Library** (pictured) at the University of Massachusetts Dartmouth, North Dartmouth, has been completed after nearly three years of construction. The 160,000 square foot Brutalist concrete building achieved a "dynamic transformation," including a 25,000 square foot addition, at a cost of \$45 million. Designed by designLAB and Austin Architects, with construction management from Consigli Construction Co., the library is now the technology, collaborative learning, and social center of the campus. Among the features of the "new" Carney are a modern entryway; total accessibility, including a reconfigured site approach; state-of-the-art computer networks and access; updated mechanical systems; and remodeled study areas that emphasize collaborative learning.

A four-story 1899 building that served as part of the Ohio School for the Deaf is part of a 2.24-acre parcel under contract for purchase by the **Columbus Metropolitan Library (CML)** for \$2,160,000. The property between the Deaf School Park and the Main Library would make the library landlocked, allowing for "numerous options," said CML CEO Patrick Losinski. The contract must first be approved by the library's Board of Trustees (which was to have met on January 30), and the Columbus City Council would need to alter current restrictions that limit the land to residential use. Renderings featuring the library with a glass east wall forming a plaza overlooking the park were inspired by the New York Public Library Central Library's adjacency to Bryant Park. Said Losinski, "This is only a concept to help jump-start the process."

Photo by Peter Vanderwerker.

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ro and Kansas State University president Kirk Schulz at the university's Hale Library. (The presidential library, along with 12 others, is run by the Presidential Libraries System, which is administered by the National Archives and Records Administration.) The new agreement builds on previ-

ous cooperative efforts between the institutions: in 2001, the presidential library signed an agreement with Kansas State's Institute for Military History and 20th Century Studies.

Though Eisenhower himself was not a Kansas State alumnus, he had ties to the university beyond proxim-

ity: his brother Milton was not only a Kansas State graduate, he served as president of the university from 1943 to 1950.

Caldecott Honoree Frasconi, 93, Dies

Antonio Frasconi (pictured), the award-winning children's book creator and illustrator best known for his woodcuts, died on January 8 at the age of 93.

Throughout his career, Frasconi wrote and illustrated numerous children's books, many of which were critically recognized. The American Library Association awarded its Caldecott Honor to his bilingual picture book *The House That Jack Built/La Maison que Jacques a Batie* (Harcourt, 1958) and a Notable Book Award to his bilingual *The Snow and*

the Sun/La Nieve y el Sol (Harcourt, 1961). *The Snow and the Sun* also won a Horn Book Fanfare Award.

Frasconi's other notable works for children include illustrations for Gabriela Mistral's *Crickets and Frogs: A Fable in Spanish and English* (Atheneum, 1972), which the American Institute of Graphic Arts presented in its Children's Book Show from 1973 to 1974, and Mistral's *The Elephant and His Secret* (Atheneum, 1974), which was chosen as a Child Study Association's Children's Book of the Year.

In 2005, relying once more on his trademark woodcuts, he illustrated

a new edition of Langston Hughes's poem in the picture book *Let America Be America Again* (Braziller, 2005). *School Library Journal* described his portrayal of the poem's characters as "powerful," with "especially moving faces" and "expressions that are at once individual and universal."



Born in 1919 in Buenos Aires, Argentina, Frasconi was raised in Uruguay but moved to the United States in 1945 after World War II. At age 12, he worked as a printmaker's apprentice and eventually went on to study at the Art Students' League in New York. He briefly worked as a guard at the Santa Barbara Museum of Art, where he later presented his first solo art show.

Originally inspired by the woodcuts of Paul Gauguin, Frasconi's own distinguished art career spanned over 50 years. He illustrated more than 100 books, including works by Pablo Neruda and Jorge Luis Borges, and his artwork has appeared in the New York's Metropolitan Museum of Art and Museum of Modern Art, the Library of Congress, the Brooklyn Museum of Art, and in exhibitions worldwide.

Frasconi's major acclaimed work, to illustrate Mario Benedetti's 1984 poem *The Disappeared*, depicts the torture, incarceration, and deaths of citizens in Uruguay during the country's military dictatorship. The dramatic series of woodcuts took him ten years to complete.

People

The Gerald R. Ford Presidential Library at the University of Michigan (UM), Grand Rapids, has hired **Michael Barera** as Wikipedia in Residence. With a master's degree from the UM School of Information, Barera will enhance the university's presence on the web's free encyclopedia.

Jimmy Bass has been named Director of Libraries for the Coweta County Public Library System (CCPLS), Newnan, GA. He previously held the position of Manager for the A. Mitchell Powell Jr. Branch of CCPLS.

Louise Berry announced her retirement as Director of the Darien Library, CT, effective February 28, 2014. She has been with the library for 34 years. **Alan Kirk Gray**, currently the Chief Administrative Officer, will take over the position.

Neil Block was made the Vice President of Strategic Growth for Polaris Library Systems. He comes to Polaris from Innovative Interfaces Inc., where he was President.

The 2013 Association of College and Research Libraries' (ACRL) Academic/Research Librarian of the Year award was presented to **Patricia Iannuzzi**, Dean of University Libraries at the University of Nevada, Las Vegas.

The University of Central Florida Libraries has appointed **Barbara Tierney** as Head of Research and Information Services. She previously held the same title at the J. Murrey Atkins Library at the University of North Carolina, Charlotte.


The Jacksonville Public Library (JPL), FL, promoted four of its staff to regional manager positions: **Marshelle Berry**, Webb-Wesconnett Regional Library; **Jane Harris**, West Regional Branch; **Bob Silkett**, Pablo Creek Regional Branch; and **Michael T. Sullivan**, Southeast Regional Branch. JPL also named **Lynn Jacobson** Bibliographic Systems and Access Manager and **Pat Morrison** Manager for the Urban Center Libraries.

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Congress Cuts LSTA: Obama To Approve
President Obama is expected to sign the 2013 billion budget bill for FY13 that Congress passed in December 2011, with reduced appropriations for the Library Services and Technology Act (LSTA) and the Government Printing Office (GPO), whose top administrator, the public printer, will soon be out of a job.

LSTA funding stands at \$185 million, a 2.3 percent cut from the \$189 million received in FY11. Susan Hildreth, director of the Institute of Museum and Library Services (IMLS), which administers LSTA, said she was pleased Congress recognized the need for federal support of museums and libraries. "Ideally, there would be a higher level of funding, but fiscal constraint is currently a fact of life at the federal level," Hildreth said.

Under LSTA, Grants in States was appropriated at \$156.6 million (down from \$160 million); Native American Library Services was funded at \$3.8 million (down from \$3.9 million); National Leadership for Libraries was funded at \$11.9 million (down from \$12.2 million); and the Laura Bush 21st Century Libraries received \$12.5 million (down from \$12.8 million).

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