

Hachette To Sell Frontlist Ebook Titles to Libraries

Following two years of discussions and pilot tests with the New York Public Library (NYPL) and others, Hachette Book Group is once again selling its frontlist ebook titles to libraries, as of May 8. Hachette had discontinued the sale of new ebooks to libraries in July 2010, although the publisher continued to offer digital audiobooks, as well as a selection of backlist ebook titles published prior to April 2010.

Hachette's entire catalog of 5,000 ebooks will now be available through OverDrive, Baker & Taylor's Axis 360 platform, and the 3M Cloud Library, under a pricing and licensing model similar to the one employed by Random House. New titles will be made available to libraries immediately upon publication, and Hachette will charge libraries three times the retail hardcover price for new releases. One year after publication, the purchase price will drop to one and a half times the cost of retail, according to Hachette's announcement. These ebooks are then "owned" by the purchasing library. Licenses do not expire, and titles can be checked out an unlimited number of times under a one book, one user model.

Hachette's announcement states that its library ebook pricing model will be reviewed annually, with input from stakeholders including the American Library Association (ALA). ALA president Maureen Sullivan today expressed hope that an ongoing dialog may lead to more favorable pricing for libraries in the future.

"We welcome Hachette Book Group's assertion that it will continue to review its library pricing going forward," Sullivan said in a statement. "ALA and its members believe that there must be business models with lower price points for which publishers can still make a reasonable profit.... With open minds and open communications channels, I believe libraries, publishers and authors will continue to find solutions to bring more content and greater balance to the reading ecosystem."

Philadelphia May Cut Its School Librarians

Philadelphia schoolchildren are facing an education without librarians—as well as nurses, counselors, athletic coaches, summer school, and school secretaries—because of a \$304 million budget shortfall for the 2013–14 school year.

"I've always been told there's not enough money," said Carol Heinsdorf, the former president of the Association of Philadelphia School Librarians and currently employed as a certified school librarian in the School District of Philadelphia (SDP). "And now we're being told there's not enough money. So what's changed? I will say certified school librarians have not been a pri-

Interview

Melissa Zymboly Depper

Melissa Zymboly Depper, children's and family services librarian at the Arapahoe Library District, Centennial, CO, and a 2013 *Library Journal* Mover & Shaker, shares her inspirations and passion for the profession.



Did you have programming goals in mind when you started at your library?

Not too long after I came to the district in 2003, I

went to my supervisor and said that I really wanted to offer some programs for parents in addition to our story times and programs for kids. We are still committed to this idea, and now I can't imagine our library without parent and caregiver programming.

What is next for you and why?

I'm working on translating some of our face-to-face story time training to online modules. We're going to be offering our first tech programs for preschoolers and their families later this year. Also, I have a new project that [will likely be] announced later this year with the advocacy group Colorado Libraries for Early Literacy (CLEL), which I helped to found. It is about picture books and early literacy.

What's on your career wish list?

Create art, music, and STEM programs for preschoolers. Speak about early literacy to community groups. Present at ALA and PLA. Write a book about story time. Hold a Flannel Friday Storytime Conference. Help CLEL provide free webinars and training materials. Reprint board books as big books for baby and toddler story times.

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ority of people in position of authority affiliated with the SDP.”

To date, there are just 43 certified school librarians in more than 250 schools, said Heinsdorf. And SDP is looking at potentially cutting these positions, along with a reported 3,000 more, to try to balance the 2013–14 budget. Repeated calls to SDP were not returned over the course of a week, and a request to speak with Lori Shorr, Mayor Michael A. Nutter’s chief education officer, was declined via email.

But the Philadelphia Federation of Teachers (PFT) said that the district is trying to get cuts equal to \$133 million from the union through salary reductions, increases to health insur-

ance, longer workdays and reduced prep times, according to George Jackson, PFT’s communications director.

With the union’s contract set to expire on August 31, the PFT has started negotiating with the district—even before Supt. William R. Hite Jr. presented the possible budget in mid-April. Still, the funds the district hopes to reap from the union are only part of what’s needed, with SDP asking the state for an additional \$120 million and the city for another \$60 million, with hearings held before the city council in early May.

“We’re talking about money just to maintain a status quo that’s underserving our students,” said Jackson. “Most of our schools don’t have full-time libraries [now]. We’re already talking to our kids to make them more accountable and to get everything out of them. To not have a school librarian is a huge detriment.”

Brett Schaeffer, communications director at the Education Law Center, a legal advocacy and nonprofit educational group in Philadelphia, testified April 30 before the city council. “There’s clear evidence of students’ achievement due to full-time accredited school librarians,” Schaeffer said. “The idea that they just go to zero school librarians is just not acceptable.”

ALA Dues Hike Passes; Young Wins Presidency

Courtney Young, head librarian at Penn State Greater Allegheny, was elected as American Library Association (ALA) president for 2014–15. According to an ALA press re-

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Eastern Pennsylvania—May 23
Tennessee—May 30
Missouri—June 5

Register for LJ’s Day of Dialog

On Wednesday, May 29, come to this annual, pre-BookExpo America event that brings together librarians, publishers, vendors, and authors for a discussion of upcoming books and the latest trends in the world of libraries and publishing.

Visit lj.libraryjournal.com/dayofdialog/ for more details and to sign up!

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Use Summer Reading to Create Lifelong Library Users



Summer reading season is almost upon us. This is a great opportunity to start building your email list of parents to take you through the next school year.

Why email lists? The latest Pew report identified a clear pattern that confirms what most of us in the library field already knew: a large percentage of people start using the library when they bring their children or

grandchildren and they stop when those children are old enough to be on their own.

To put it simply, **that's crazy.**

We are missing two huge opportunities. Libraries need to be developing relationships with parents to help them effectively support their children's educational success from birth through college. We also need to be converting parents into library users for their own needs.

How do we create post-storytime relationships? I suggest that you consider creating opt-in mailing lists according to grade level so you can communicate with parents as their children move from grade to grade.

Keep in mind that you also want to be encouraging parents to utilize the library for their reading selections as well. Accomplish that by cross-promoting your collections, outstanding programs, book clubs, and other opportunities for adults.

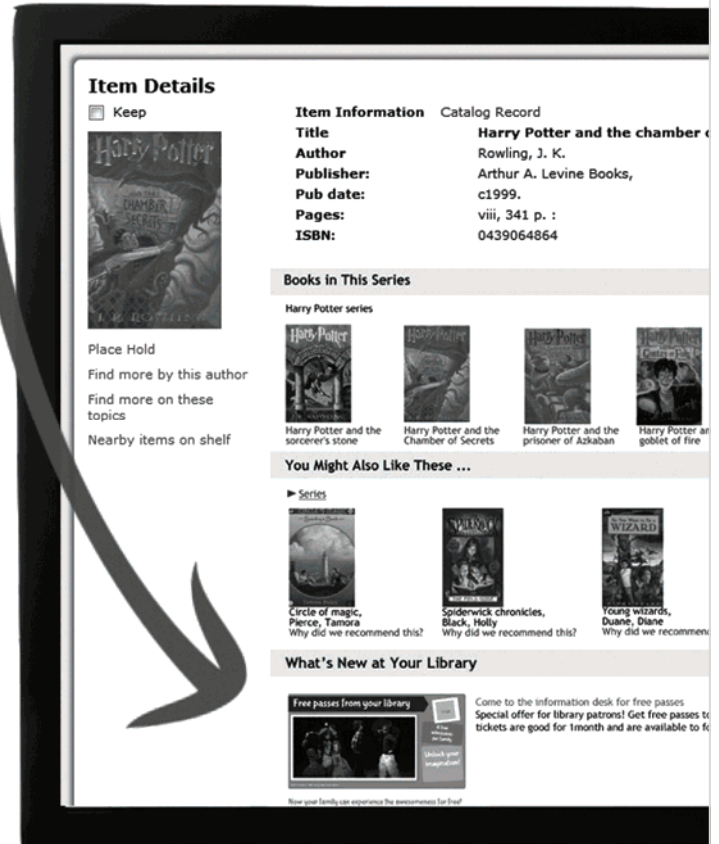
The best time to start building your communication network with parents is during summer reading. Here are 5 things you may want to try:

1. Ask parents for the best way to keep in touch with them. Keep it simple; ask personally or use feedback forms.
2. Start building email lists of parents and encourage them to join you on social media platforms.
3. Strengthen advocacy efforts — remind parents to thank elected officials for supporting the library at every gathering you host.
4. Survey kids about their toughest subjects so you can develop programming, book displays, and reading recommendations during the school year.
5. Surveying parents about the toughest aspect of helping kids succeed will help you develop fiction and nonfiction reading selections.

—Nancy

Nancy Dowd is product lead for LibraryAware and co-author of the book, *Bite-Sized Marketing, Realistic Solutions for Overworked Librarians*. More information about LibraryAware at www.libraryaware.com.

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lease, “Young received 5,391 votes, while [challenger Barbara] Immroth received 5,029 votes.”

Mario M. Gonzalez, executive director of the Passaic Public Library, NJ, won the treasurer position.

Meanwhile, a measure to allow ALA to increase dues in line with the Consumer Price Index (CPI) without

explicit member approval also passed, 7,832 votes to 2,969.

According to numbers shared with ALA councilors, there were 51,811 eligible voters, of which 11,083 returned ballots—a turnout rate of 21.39 percent, down slightly from the 2012 election.

In addition, the new president-elect of the American Association of School

Librarians (AASL) is Terri Kirk, librarian, Reidland High School, Paducah, KY. The new vice president and president-elect of the Association for Library Service to Children (ALSC) is Ellen M. Riordan, chief of planning, programs and partnerships, Enoch Pratt Free Library, Baltimore. The new president-elect of the Young Adult Library Services Association (YALSA) is Chris Shoemaker, young adult programming specialist, New York Public Library.

OverDrive, Sourcebooks Ebook Experiment

OverDrive and Sourcebooks are preparing to launch an innovative and ambitious pilot program whose goal is to demonstrate clearly the impact library ebook lending has on book sales and author recognition.

OverDrive invited about 35,000 librarians worldwide to opt in to a plan that will run from May 15 through June 1 and allow all participating libraries to feature simultaneously on their OverDrive homepage, at no cost, a single title from Illinois-based publisher Sourcebooks.

The book, *Four Corners of the Sky* by Michael Malone, will be accessible simultaneously to all participating libraries’ patrons worldwide during the two-week pilot, which is called “Big Library Read.”

“We want to demonstrate once and for all the enormous influence of the library demographic and that when libraries put an ebook in their catalog, it serves a valuable role in increasing exposure and engagement with an author’s work,” said Steve Potash, OverDrive’s CEO.

During the 18-day program, data associated with the title is going to be closely tracked.

Sourcebooks, which has worldwide rights to the book, will chronicle the impact on sales not only for this particular title but also the effect on

Morrow Launches Digital-First Mystery Line

Ebook original mysteries continue to gain traction with publishers (see Kristi Chadwick’s Genre Spotlight feature “Following Digital Clues,” *LJ* 4/15/13) as HarperCollins’s William Morrow imprint announced the launch this October of Witness Impulse, a new digital original mystery, suspense, and thriller line.

Over 100 titles have already been acquired, and the initial release of ten titles this fall include James Hayman’s *Darkness First*, Stephen Booth’s *Black Dog*, Rory Clements’s *Prince*, Judi Culbertson’s *An Illustrated Death*, Emlyn Reese’s *Hunted*, Frances Fyfield’s *Blind Date*, and Howard Linsky’s *The Drop*.

“Our starting lineup gives an indication of the editorial scope of the imprint,” said Morrow executive editor Dan Mallory, who heads the new initiative. “It’s an exciting collection of brand-new content, international best sellers not previously available in the United States, and newly digitized backlist classics. It runs the gamut from police procedurals to literary suspense, historical mysteries to action thrillers.” Among the classics Witness will release are digital versions of Agatha Christie’s short stories, including all the Hercule Poirot short stories as digital singles, which will eventually be combined in a single omnibus edition with a foreword by Charles Todd.

The new imprint extends HarperCollins’s successful Avon Impulse and HarperVoyager Impulse ebook publishing platforms, and Danielle Bartlett, associate director of publicity, noted the possibility of Witness titles going into print. “To date, more than 60 percent of Impulse titles have a print format, with thousands of printed copies sold for each of those books.”

As digital publishing expands, will the traditional literary awards follow suit? This year none of the nominees for mystery’s most prestigious prizes, the Edgar Awards, were digital originals. Time will tell if the Mystery Writers of America, which sponsors the Edgars, will join the digital bandwagon, but the International Thriller Writers organization is already ahead of the game: its 2013 Thriller Awards include an ebook original category. The five nominees are Jon Land’s *Pandora’s Temple* (Open Road E-iginal), CJ Lyons’s *Blind Faith* (Minotaur Books), Alexandra Sokoloff’s *Huntress Moon* (Alexandra Sokoloff), Allen Wyler’s *Dead End Deal* (Astor + Blue Editions), and Allen Wyler’s *Dead Wrong* (Astor + Blue Editions).

Leave it to the romance writers to trump them all: “Notable among the Romance Writers of America (RWA) 2012 RITA Awards for best books of 2011 are two digital publications: Caroline Linden’s novella *I Love the Earl*, an Avon Impulse title, and most impressive is Fiona Lowe’s *Boomerang Bride*, from Carina: Harlequin, in the very prestigious category of Contemporary Single Title Romance,” was the post on *Library Journal’s* website following the RWA 2012 annual conference.



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Michael Cairns was appointed Chief Operations Officer for Publishing Technology's Executive Team. He was previously a Managing Partner at Information Media Partners.

Librarian of Congress James H. Billington has named **Steven J. Dick** Baruch S. Blumberg NASA/Library of Congress (LC) Chair in Astrobiology in LC's John W. Kluge Center. He will be in residence for one year, starting in November, to study the historical impact of astrobiology.

Berndt Dugall was elected to the OCLC Board of Trustees. He is a Chief Librarian at Johann Wolfgang Goethe University, Frankfurt, Germany.

Luis F. Flores received a Certified Facility Manager Credential from the International Facility Management Association. He is currently the Assistant Director of Facilities and Management Planning for the Jacksonville Public Library, FL, and its 20 branches.

Karen Jaffe was named Head of the Library of Congress Young Readers Center. She was previously Manager of Education Projects for MacNeil/Lehrer Productions.

South Florida State College presented **Susan Livingston** with a Librarian Emerita certificate to honor her retirement. She had been a Librarian at the college for 12 years.

Robert Paustian was named Project Manager for Archival Processing for Backstage

Library Works. He has been with the company since 2009, overseeing projects in preserving microfilm.

Cuyahoga County Public Library, Parma, OH, appointed **Patricia A. Shlonsky** for a seven-year term to its Board of Trustees. She is a partner with Ulmer & Berne LLP, serving on its Management Committee and as the Chair of the Employee Benefits Group and the Tax Practice Group.

LYRASIS appointed four new members to its Board of Trustees to serve three-year terms: **Alberta Comer**, Dean of Library Services, Indiana State University, Terre Haute; **Elizabeth Gail McClenney**, Deputy Director of Atlanta University Center Robert W. Woodruff Library; **David Singleton**, Director of Libraries for Charlotte Mecklenburg Library, NC; and **Julie Walker**, Deputy State Librarian for Georgia Public Library Service, Atlanta.

North Carolina State University, Raleigh, made the following appointments: **Brian Bouterse**, Academic Technology Librarian; **Bret Davidson**, Digital Technologies Development Librarian; **Leia Droll**, Director of Friends of the Library; **Kim Duckett**, Associate Head for Digital Technologies and Learning; **Jason Jeffries**, Coordinator of the North Carolina Literary Festival; **Mohan Ramaswamy**, Associate Head for Research and Graduate Services; and **Gwyneth Thayer**, Associate Head and Curator, Special Collections Research Center.

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the other seven books that Malone has published with Sourcebooks. The Amazon rankings also will be monitored.

"Steve and I have over the years talked about a lot of different collaborations between Sourcebooks and OverDrive, always focused on expanding the reach of authors," said Dominique Raccah, the CEO of Sourcebooks. "When Steve called with this idea a few months ago, I was delighted to apply the 'discovery' conversation that publishers, authors, and re-

tailers are engaged in to libraries."

"It has always been an assumed 'given' that library support helped drive author success, both short- and long-term. Seeing if we can provide data around that assumption is fascinating," Raccah said.

In addition to this halo effect on sales, OverDrive will provide libraries a free MARC record; will track how many patrons sampled the book, how many checked it out, how many pages were read; and will invite patrons to follow

Malone on Facebook and Twitter in order to see how the pilot impacts the author's social media presence.

"This pilot is of value because it moves the conversation toward what we might accomplish together if we partnered at a deeper level," Raccah said.

OverDrive and Sourcebooks will present early results at BookExpo America (BEA), which runs May 29–June 1 in New York City, and Malone will be there as well. *Hotline* will be reviewing the data following the program.

OverDrive is also providing posters and other materials to help promote the event.

Pew Study: Why Parents Love Libraries

The vast majority of parents with children younger than 18 feel libraries are very important for their kids, leading to higher-than-average use of a wide range of library services, a new national report from the Pew Research Center shows. According to "Parents, Children, Libraries, and Reading," 94 percent of parents feel libraries are important for their children, with 79 percent describing libraries as "very important." This is especially true of parents of young children (those under six), some 84 percent of whom describe libraries as "very important."

Of these parents, 84 percent said a major reason they want their children to have access to libraries is that libraries help inculcate their children's love of reading and books, while 81 percent said libraries provide their children with information and resources not available at home, and 71 percent said libraries are a safe place for children. Almost every parent (97 percent of those surveyed) said it is important for libraries to offer programs and classes for children and teens.

"From the minute we started talking to library patrons in this research, it was apparent that parents are a spe-

cial cohort because of their affection for libraries, their deep sense that libraries matter to their children, and their own use of libraries,” said Lee Rainie, director of the Pew Internet Project. “They do more and they are eager for more library services of every kind—ranging from traditional stuff like books in stacks and comfortable reading spaces to high-tech kiosks and more ebooks and mobile apps that would allow them to access library materials while they are on the go.”

The report also found that the ties between parents and libraries start with the importance parents attach to the role of reading in their children’s lives. Half of parents of children under age 12 read to their child every day and another 26 percent do so a few times a week, while 58 percent of parents with children under age six read daily with them and 26 percent read multiple times a week with their children.

III’s New CEO Calls for Greater Collaboration

The 21st conference of the Innovative Interfaces Users Group (IUG), held April 24–26 in San Francisco, was the first for CEO Kim Massana, who took over last August, following the company’s March 2012 purchase by private equity firms Huntsman Gay Global Capital and JMI Equity and the departure of longtime executives such as Neil Block and Jerry Kline.

Before an audience of about 1,000 library professionals, Massana sent a clear message that the culture of Innovative Interfaces Inc. (III) is shifting toward greater accountability and client focus.

“Historically, Innovative was a much more closed system. We had not been good in dealing with third parties and partnerships, and we wanted to change that significantly,” Massana said. “Going forward, we want to be the technology partner of libraries, and if you want to be a technology

partner in this day and age you can’t be a closed box.... You will see a significant number of announcements over the next few months on partnerships; our API rollout is a big part of that.”

Among some of the more talked-about items were:

- The rollout, later this year, of the first wave of RESTful application

programming interfaces (APIs) for Sierra, the company’s library services platform

- A new collaboration with OverDrive, which will allow for the checkout of ebooks from within Millennium or Sierra without jumping to the OverDrive interface
- The June rollout of Decision Cen-

Branching Out



On April 30, the Richland Library, Columbia, SC (*Library Journal* 2001 Library of the Year), opened its larger, newly renovated Eastover branch (pictured). Now encompassing 5,200 square feet, the \$1.6 million branch is twice the size of its 1985 2,400 square foot predecessor; the library was originally founded in 1930 in mostly storefront environments. Supported through a USDA Rural Development grant through the American Recovery and Investment Act, with matching funds from Richland County, the refreshed Eastover facility now features a state-of-the-art children’s area, with participation from EdVenture Children’s Museum; a meeting room; a tutor space; and more computers, along with expanded hours and services. The library is targeting Leadership in Energy and Environmental Design (LEED) Silver certification.

Serving a population of more than 5,400, Richland Library Eastover welcomed 38,000 visitors in 2012 and circulated 46,000 items.

It’s a go for the renovation of the **Barrington Area Public Library**, IL, with a ten-month time line, according to the *Daily Herald*. The bulk of the \$8.7 million cost will go toward interior upgrades to the 1978 39,750 square foot structure. The library expects to stay in operation during the four-phase interior remodel, which will include an improved space layout and updates to accommodate technological advances in library services and patron needs. One exterior alteration will be the relocation of the glass-fronted stair tower from the middle of the building closer to the front wall. Two tax-increase referenda were rejected by voters in 2004 and 2008, leaving the project now supported through existing library funds. As Executive Director Detlev Pansch told the *Herald*, “Trustees took a fresh look at what would be required to improve the library in ways that were both affordable and long-lasting.”

The **Middlebury Public Library**, CT, addition and renovation project that began earlier this year will increase the size of the 16,300 square foot facility built in 1971. The plans include a new walkway and a covered entrance canopy, a fireplace, a coffee bar, a reading area for adults, a dedicated teen space, and individual study areas for children and adults. To aid in the funding, residents have been asked to participate in a “Buy-a-Brick” campaign, whereby engraved 4" x 8" pavers would cost \$100; 8" x 8" bricks would be sold for \$175.

Send information on groundbreaking and ongoing and completed building projects to blfox@mediasourceinc.com

Photo courtesy of Richland Library.

The **C.V. Starr East Asian Library** of Columbia University, New York, received a three-year grant from the **Henry Luce Foundation**. The money will be used to support a Tibetan studies librarian position.

The **Texas Library Association** held its annual conference April 24–27 at the Fort Worth Convention Center. The association's sixth annual Lifetime Achievement Award was presented to Gleniece A. Robinson, Director of the Fort Worth Library, TX.

The **European School of Osteopathy Library**, Kent, England, switched to **Soutron Global**, a cloud-based library management services provider. The library's collection holds over 7,500 texts, peer-reviewed journals, and links to other osteopathic and health libraries.

The **Mailman School of Public Health** at Columbia University, New York, adopted an

open access policy, becoming the first school at the university to do so. Under the decision, faculty and other researchers must post their papers to online repositories.

The **Association of Research Libraries (ARL)**, together with the **Public Library of Science (PLOS)**, **Wellcome Trust**, and **Google**, launched the Accelerating Science Award Program to build awareness and encourage the use of open access scientific research through recognizing innovators in the field. Nominations will be open until June 15; the winners will be announced during Open Access Week in October.

First Lady Michelle Obama presented **Waukegan Public Library**, IL, with the 2013 **National Medal for Museum and Library Service**. Charmaine Harris, library board president, was among the library's representatives to accept the award during a ceremony at the White House.

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ter, the company's new data-driven collection management tool

- A wave of hiring backed by the new investors, which has already increased the staff by 20 so far this year and will add another 40 by the end of 2013 (mostly in development and support)
- The creation of five "library relations managers" who serve as customer advocates at III
- The complete integration of SkyRiver Technology Solutions into III, along with the termination of SkyRiver's suit against OCLC.

Massana said that the company's new backers are investing a lot of money in the company, and he sees an opportunity to gain market share in places like China, Africa, the Middle East, and elsewhere. The company recently opened an office in Dublin, Ireland, which will help the

company's business in Europe, he said.

Massana said increasing the company's metabolism depends in part on being more focused on such comments from customers, which even went so far at the conference as having a bulletin board where attendees could post comments and III officials would respond.

Fredrick McKissack, Half of Writing Team, Dies

Fredrick L. McKissack, who with his wife, Patricia, wrote more than 100 books for children capturing the American black experience, died on April 28 from heart failure. He was 73. The McKissacks' collaboration led to numerous awards, including the Coretta Scott King (CSK) Award and the Jane Addams Children's Book Award.

In these times when nonfiction literature plays such an important role in meeting the Common Core State Standards, the McKissacks' books

play an important role, librarians told *Hotline*.

"McKissacks' titles inspire further inquiries by their breadth, depth, and accuracy," said Lisa Von Drasek, curator of the Children's Literature Research Collections at the University of Minnesota and a *Library Journal* 2007 Mover & Shaker. "As librarians, we often speak of the serendipity of interest, the stumbling across a book, then being captured by the story. I am certain that I had no prior knowledge or interest in a history of African American whalers between 1730 and 1880, yet the McKissacks were able to weave the threads of abolition, seafaring, economics, and sociology into a riveting history."

The McKissacks' book *A Long Hard Journey: The Story of the Pullman Porter* (Walker, 1989) won both the CSK and Jane Addams awards; it was also named an American Library Association Notable Book and recognized on the New York Public Library "Books for the Teen Age" list. The couple won a second CSK Award in 1995 for *Christmas in the Big House* (Scholastic).

In 1999, Fred went solo with *Black Hoops: The History of African Americans in Basketball* (Scholastic).

Born on August 12, 1939, in Nashville, he served in the U.S. Marine Corps and later attended Tennessee State University, where his romance with Patricia Carwell blossomed. The couple married in December 1964. They moved to St. Louis after Fred accepted a job as a civil engineer and resided in the area until his death. In 1982, he sold his contracting business and became a full-time writer with his wife, who survives him.

He is also survived by three sons—Fredrick McKissack Jr. of Fort Wayne, IN; Robert McKissack of St. Louis; and John McKissack of Memphis—and five grandchildren. Donations in memory of McKissack can be made to the National Kidney Foundation and the United Negro College Fund.



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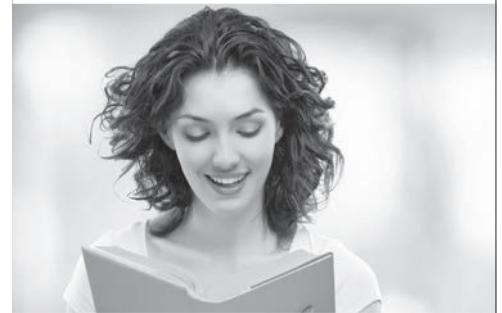
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