

Missouri Protects Digital Checkouts

Missouri library patrons can now rest assured that the record of their checkout of digital materials will remain private.

The Missouri State Legislature and Gov. Jay Nixon approved a bill that aims to update the state's existing privacy laws to include records for materials including ebooks, electronic documents, streaming video, music, and downloadable audiobooks. The law will go into effect on August 28.

Though the privacy of patrons' library records has traditionally been sacrosanct, many states' privacy laws have been slow to address records for digital media.

Thanks in part to the lobbying efforts of librarians across the state, Governor Nixon signed HB 1085, the Missouri House of Representatives bill expanding the purview of privacy laws concerning library records to include digital items from third-party vendors.

Missouri "already had very strong protection of library records, but our main concern was that the digital age be taken into account, that digital records be included in [data privacy legislation]," said Jim Schmidt, legislative

committee chair of the Missouri Library Association (MLA). Consumer protection was MLA's main talking point when taking the issue to state representatives, Schmidt added.

"In order for users to access these services, vendors must authenticate them as [our library] cardholders; this gives the vendors access to our user database," said Pam Klipsch, director of Missouri's Jefferson County Library.

At Klipsch's request, Missouri representative John McCaherty of Jefferson and St. Louis counties sponsored the bill "to insure that any personally identifiable information about [users] and any information about the resources they accessed remained equally protected and confidential on the vendor side as on the library side of that transaction," she said.

The bill requires third-party vendors to tell libraries and individual patrons if the vendor's data servers experience a security breach, Klipsch explained. It also empowers patrons to take library record privacy matters into their own hands, allowing them to request that the third-party vendors be investigated if the patron feels their data has been compromised. Librarians across the state will meet with third-party ven-

Interview

Paige Rawl

College student Paige Rawl was born with HIV and discovered her status when she was



in middle school. Though she took the realization in stride, her fellow students did not. But Rawl was able to turn tragedy to triumph, as she relates in her aptly named memoir, *Positive*, which

releases this month from HarperCollins.

What was it like when you first realized you had HIV?

I thought that HIV was like any other disease. I thought it was just like asthma, which I also have. When I was growing up, all of the doctor's appointments and medication seemed just like a normal thing.

What advice would you give to adults working with kids facing bullying?

They should know that it took a lot of courage for the victim to come to them. And I believe that the adults should not tell students to hide something about themselves to avoid bullying.

What's next for you?

I'll be getting my degree in molecular biology to become an HIV/AIDS medical researcher. I want to be in a lab and work toward new treatments and possibly a cure.

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Is Yours the Best Small Library in America?



Cosponsored by the Bill & Melinda Gates Foundation, the Best Small Library in America award honors the U.S. public library that most profoundly demonstrates outstanding service to populations of 25,000 or less. The winning institution will receive a \$20,000 cash award; two finalists win \$10,000.

See <http://ow.ly/zZi8u> for entry details.

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dors to discuss the law's implementation before it goes into effect in late August.

Vendors Weigh in on Future of Ebooks

Shortly after Simon & Schuster's (S. & S.) June 26 announcement that it had concluded a 15-month pilot test and would make its entire ebook catalog available to all U.S. libraries, Macmillan on July 29 announced that it will make all frontlist ebook titles available to U.S. libraries as well. These moves mark a milestone in terms of the availability of popular ebooks, as Macmillan and S. & S. became the final two of the Big Five publishers to allow U.S. libraries to license and loan all titles in their ebook collections, joining the merged Penguin Random House, Hachette, and HarperCollins. Nonetheless, several industry executives promised to maintain an ongoing dialog with publishers, addressing continuing concerns regarding issues such as ebook pricing and licensing terms.

During the headiest days of ebook growth in 2010 and 2011, several major publishers expressed misgivings about library ebook lending. If library users could conveniently download titles for free, those patrons would have no reason to buy ebooks or print books, the publishers argued. Several studies and, later, pilot tests helped ease these concerns. Now, those pub-

lishers are once again seeing libraries as an ally in their marketing efforts, rather than a threat to sales.

"I think that publishers are, on the digital side, now looking at libraries as a necessary partner in how they market and introduce writers—especially new writers—to the world," Michael Bills, Baker & Taylor's (B&T) director of sales, digital products, told *Hotline*. Publishers have begun to understand that once a library facilitates the discovery of a new author or series, a patron more often than not will become a buyer of that material, he added.



OverDrive CEO Steve Potash agreed, noting that the pilot tests conducted by these major publishers had helped prove that ebook lending can play an important role in discovery without compromising retail sales.

"Historically, I had to use anecdotal arguments about exposure," Potash told *Hotline*. "What's great about how things have evolved is that the sales numbers are in. In ad-

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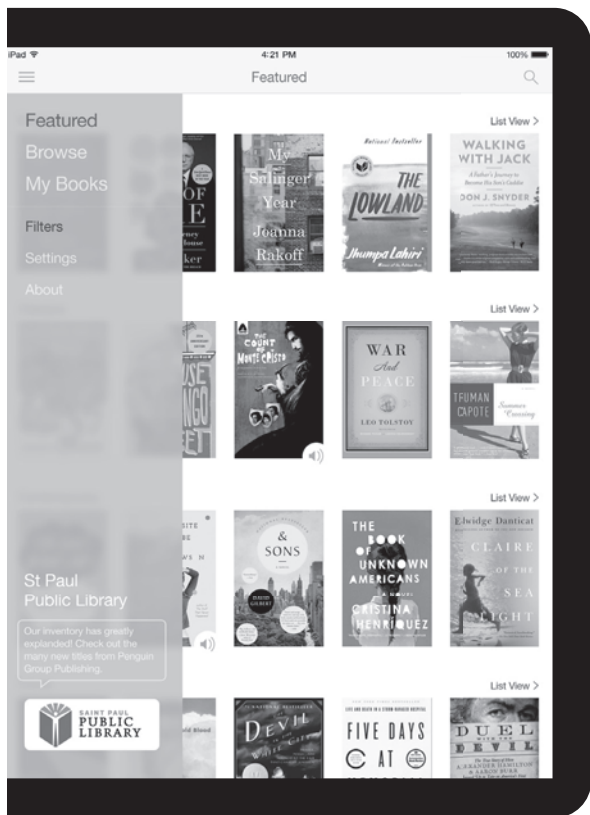
The Annual Architectural Issue

Library Journal's annual Year in Architecture roundup is in the November 15 issue. The 2014 compilation covers library building projects (public and academic; new builds, remodels, additions) completed from July 1, 2013 to June 30, 2014.

Check at ow.ly/zZjZA for specifics on the online submission process.

For more information, contact Bette-Lee Fox at 646-380-0717; blfox@mediasourceinc.com

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dition to the revenue that publishers and authors are enjoying from the library market, they're not seeing their fears materialize. People who are discovering and borrowing ebooks from the library are, in many cases, buyers. And it's not eroding retail sales, either for print or ebooks."

Yet for libraries, the situation remains far from ideal. Unlike physical materials such as print books, CDs, and DVDs, ebooks are not protected by the first sale doctrine. A publisher that chooses to license titles to libraries can set any terms it wants, which has resulted in a proliferation of new pricing and lending models for ebooks. Macmillan, for example, now offers its titles under a one-user, one-ebook model, with licenses expiring after two years or 52 loans. Penguin and Random House have maintained separate licensing terms since their merger. S. & S., like Penguin, does not impose loan caps, but its one-user, one-ebook licenses expire after one year. HarperCollins has a 26-loan cap with no expiration date.

Only Random House and Hachette offer nonexpiring, uncapped licenses to libraries, and both publishers charge libraries a 300 percent markup over retail on new ebooks.

3M Cloud Library marketing manager Tom Mercer said that he does not expect publishers to settle on a single model anytime soon. However, on a positive note, he said that librarians are getting better at weighing the pros and cons of these different plans and adjusting their purchases accordingly.

"All of the Big Five have different licensing models, and that does incent different [buying] behaviors," Mercer said. "But I think the library buyer is getting savvy and figuring out how to get really great circulation out of their digital investment."

Maintaining a collection while juggling all of these terms can be difficult, said Rochelle Logan, associate director of support services for Colorado's Douglas County Library (DCL).

"It's really wearing on my staff to have to keep track of all of these different models," Logan said. With large

collections, there is a constant flow of unrelated titles reaching loan caps or expiration dates, she explained. "You get reports: Do you want to re-purchase? It's just a real bear on the ground floor to keep it going."

For this reason, Logan believes that the library-owned, library-managed ebook model pioneered by DCL and adopted by several other systems, including California's Califa Library Group, will continue to grow, even as the availability of licensed ebooks improves.

"Our model is great on a number of levels," she told *Hotline*. "It doesn't replace [OverDrive, 3M Cloud Library, or Axis 360], obviously, but it is still much easier to maintain, because once you have an ebook on your Adobe Content Server, you have it. It doesn't expire."

With all of the Big Five now active in the library channel, and with the Douglas County Model emerging as a viable option for many systems, library purchasing habits will, in turn, begin to shape how publishers approach the market,

"I think we'll see more experimentation with business models," B&T's Bills said. "Publishers will refine those models with market feedback to find what works best."

OverDrive's Potash was also optimistic. "Each of these steps forward is part of an evolution where, I believe, public libraries are going to be on par—in terms of appreciation from authors and publishers—with the retail channel," Potash said. "They're going to realize that this is not only producing revenue and exposing their products to new buyers but that they're getting tremendous extra benefits in discovery."

Amazon Reveals Sticking Points with Hachette

On Amazon's Kindle forum dated July 29, the online retail behemoth

People

Shaun Briley was appointed Head Librarian at San Diego Public Library's La Jolla Branch. He was previously Manager at the Paradise Hill Branch.

Michele Gorman was named Deputy Director of Customer Experience at Houston Public Library. A 2003 *Library Journal* Mover & Shaker, she was previously Associate Director of Lifelong Learning at the Charlotte Mecklenburg Library, NC.

Tom Leonard announced his retirement as Librarian at the University of California, Berkeley, effective June 2015. He has been in the position for 15 years.

Kathy Logan retired as a Children's Librarian at the Public Library of Enid and Garfield

County, OK. She has been with the library for 20 years.

Kara Riley was named Reference Librarian at Delray Beach Public Library, FL. She was previously Outreach and Customer Development Librarian at the Braille and Talking Books Library, Daytona Beach, FL.

Jake Speer resigned as Director of the Waukee Public Library (WPL), IA, after accepting a job as Director of the Indiana State Library, Indianapolis. He held the position at WPL for nine months.

Victoria Strickland-Cordial was appointed Director of the Chesapeake Public Library System, VA. She had been its Acting Director since August 2013.

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revealed details of the sticking points in its negotiations with the Hachette Book Group that are contributing to the two companies' very public battle over profit share and ebook pricing. According to the forum post, Amazon is fighting for lower ebook prices and a 30 percent profit share.

In the argument for why lower ebook prices are better for everyone, overall, Amazon states that most ebooks prices are unreasonably priced at \$14.99 and \$19.99 and that the market price of \$9.99 actually benefits not only the customer in the short term but also the publisher and the author, because consumers buy enough books at the lower price point to more than make up for the loss of revenue.

The online retailer went on to say, "Amazon also believes that 35% of revenues should go to authors, 35% to publishers, and 30% to Amazon."

Historically, "Royalties for ebooks are generally 25 percent at traditional publishing houses," according to the Amazon Books Team, who referenced Hachette (along with other major publishers) being involved in an ebook price-fixing suit with Apple that was recently settled.

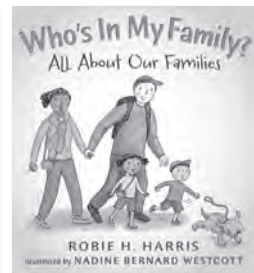
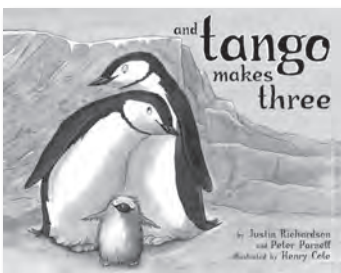
Following the July 29 post, books publisher and journalist Michael Cader posted on his site, *Publisher's Lunch*, a subscription-based publishing industry news publication, a response in which he pointed out that Amazon did not acknowledge its other motivations.

"What are the other key objectives, Amazon?" read Cader's post, "Why do your conversations with people in the trade talk about looking for your fair share of the 'business efficiencies' produced by a rising ebook market and your investments, while your public words are only about pricing objectives?"

Cader's post went on to talk about how the data regarding lowering

"Gay Penguin" Book To Remain in Singapore Libraries

It was two zigzag weeks for the National Library Board in Singapore (NLB), which was the focus of international media furor since the NLB, a government agency that oversees 26 state libraries, announced that all copies of the children's books *And Tango Makes Three* (S. & S., 2005), *The White Swan Express: A Story About Adoption* (Clarion, 2002), and *Who's in My Family? All About Our Families* (Candlewick, 2012) have not only been banned from the state's collections but would be pulped owing to the books' themes of homosexuality, which, the NLB said, conflict with the government's idea of conventional family values.



"The prevailing norms, which the overwhelming majority of Singaporeans accept, support teaching children about conventional families but not about alternative, nontraditional families, which is what the books in question are about," said Yacob Ibrahim, Singapore's information minister, according to the July 12 *Guardian*.

The move spawned vocal protest both within Singapore and internationally. Following the ban, three judges from this year's Singapore Literature Prize—author Romen Rose, Yale professor Robin Hemely, and head of the Intercultural Institute T. Sasitharan—resigned and issued a joint statement saying they could not serve on the panel given the close relationship between the NLB and the National Book Development Council, which issues the biennial literature prize along with Singapore's National Arts Council.

Religious freedom is written into Singapore's constitution, and freedom of speech is as well—with restrictions. Singapore is a surveillance state. Barbara Jones, director of the American Library Association's (ALA) Office for Intellectual Freedom, was in Singapore a year ago for an International Federation of Library Associations and Institutions' (IFLA) Free Access to Information and Free Expression conference, where she became aware of a different take on librarianship and library culture. "The government has exercised a lot more control over...conformity," Jones said. "The government has a very strong control over the Internet." Jones added that a conversation about the book ban at all in Singapore is a form of progress.

She said that Singapore's largest newspaper, *The Straits Times*, contacted ALA following the ban—and the international community's response—in order to ask ALA about its due process when a book is challenged. Jones pointed the newspaper to ALA's "Intellectual Freedom Manual," which handles book challenges.

Ultimately, the outcry prompted a reevaluation and compromise. While copies of *Who's in My Family?* had already been pulped, *Tango* and *White Swan* were not. The books have been placed back in the libraries but in the adult section.

According to NBC News, Minister Ibrahim said, "I have...asked the NLB to review the process by which they deal with such books."

ebook pricing and its relation to higher sales was not backed up by sharing this data with publishers, and the publicly shared data from the post lacked a variety of price points to compare, such as the sales of ebooks at \$11.99 and \$12.99. (The Kindle forum post offers data for ebooks \$9.99 and \$14.99.) The post also points out that given that ebook sales are “only part of the revenue for a new release book,” lowering the cost of ebooks may impact print sales.

Hachette has yet to release a press statement and has remained mum during this battle, with some of its star authors, like Malcolm Gladwell and James Patterson, going to bat for the publisher. And despite reports of flagging ebook sales for some Hachette authors on Amazon, *Forbes* reported on July 25 that Amazon online sales jumped 23 percent compared to Q2 from 2013 (although its overall shares dropped 11 percent).

We Need Diverse Books Incorporates

On July 29, the We Need Diverse Books (WNDB) Tumblr blog reported that the viral campaign and hashtag has filed “for incorporation as a non-profit organization in the state of Pennsylvania.”

One of the reasons for incorporating, said Lamar Giles, the vice president of communications, is to “give us the legitimacy and standing we need to move forward with our mission.”

The same post also announced the newly incorporated nonprofit’s advisory board members in the form of familiar YA and children’s authors Grace Lin, Jacqueline Woodson, Matt de la Peña, Cynthia Leitich Smith, and Cindy Pon.

“Each of these members has a history of advocating for diverse books and is a pioneer in the field of children’s literature,” said Ellen Oh, pres-

ident of WNDB. “They will not only increase our visibility as an organization but light the way going forward.”

“The We Need Diverse Books movement is so necessary and relevant, especially as the demographic shifts in this country,” said board member de la Peña. “But it’s important that people know this isn’t an ‘instead of’ campaign, it’s ‘also.’ Books featuring diverse characters, written by diverse authors, are worthy, too, and it’s time we had a seat at the table.”

With many projects in the works, including a Diversity Festival planned for 2016 and a grant program to support diverse authors, bring diversity into the classroom through collaborations with First Book and the National Education Association, and develop a “diversity toolkit” for librarians and booksellers, the momentum for We Need Diverse Books is gaining real traction and, it seems, potential for long-term change in the publishing industry.

News in Brief

EBSCO Information Services has partnered with **Hachette Book Group** to make the latter’s titles available through the EBSCO ebooks platform. There are now more than 600,000 ebooks accessible through the service.

Peoria Public Library’s Lincoln Branch, IL, was placed on the National Register of Historic Places. The branch was financed by philanthropist Andrew Carnegie.

Encore Technology Group completed a data migration project for the **CLEVNET** library consortium, Ohio, funded by the **Cleveland Public Library**. Encore CloudArchive was integrated into the consortium; its 2,652 email accounts were moved to Office 365.

The **University of Houston** received the 2014 Diversity Award for its **Recovering the**

U.S. Hispanic Literary Heritage project from the **Society of American Archivists** (SAA). The award was presented at SAA’s annual meeting in Washington, DC.

The **Wayne Library Alliance**, PA, and **Pike County Public Library**, PA, have partnered to share mutually their catalogs. The union gives patrons access to more than 150,000 titles.

Santiago Canyon College, Orange, CA, has named its library after **Lorenzo Ramirez**, the plaintiff in the 1940s case that ended segregation in California schools. The college district board vote was unanimous.

The **State Library of Kansas** added **Scholastic’s BookFlix** to the library’s statewide ebook collection. The online program includes video storybooks and related nonfiction ebooks for students up to the third grade.

East Hampton Addition Opens After Struggle

The new children’s addition of New York’s East Hampton Library had its official opening on June 21 after several contentious years fraught with zoning deposes, heated exchanges among village officials, and a lawsuit that went to the New York State Supreme Court.

The addition adds 6,800 square feet to the existing library, of which 4,000 square feet is dedicated for youth services. The interior of the new children’s space, designed by Lee H. Skolnick Architecture + Design Partnership, has a whimsical vibe that draws upon the nautical heritage of the surrounding seaside community with its tall, blinking lighthouses, a large windmill with shelves and seating, and a boat-shaped librarian’s reference desk. The entire addi-

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tion, designed by Robert A.M. Stern Architects (RAMSA), features space for an extra 10,000 children's books, new computers and technology, ample seating, and dedicated areas for toddlers and teens.

Almost the entire \$6.5 million cost of the remodel was funded with private funds including a \$1 million donation from actor Alec Baldwin for the creation of the state-of-the-art Baldwin Family Lecture Room on the lower level to provide space for community programs, meetings, film screenings, readings, lectures, and book events. This donation was on top of a \$375,000 that Baldwin's foundation provided at the outset of the project. In addition to the \$5.8 million in private donations, the library received \$417,000 in New York State grants; \$250,000 remains outstanding.

"We fought for many years to build this amazing educational space for the children of our historic East Hampton Community," library executive director Dennis Fabiszak told *Hotline*. "We have been overwhelmed by the heartfelt emotional reaction each of the members of our community have expressed when they see their new library for the first time."

Conceived in 2001, the official plans for the addition were presented to the zoning board in 2003. Through the years, the zoning board thwarted plans for the building to go forward, arguing that the addition would increase traffic at a busy intersection and take away from the town's greenery. Instead, the board suggested building a satellite library in the heavily Hispanic hamlet of Springs.

In 2009, the zoning board requested an environmental impact statement, which the library claimed it was exempt from as an educational institution. This led to a lawsuit brought by the zoning board that was settled by the New York State Supreme Court in May 2011. The court found in favor



Liberty University, Lynchburg, VA, recently completed a massive building project, totaling \$500 million campuswide. The five-story, 200,000 square foot library (pictured) is the cornerstone of the rehabilitation, now encompassing programming for campus food service and other academically focused spaces, light-filled reading rooms, group study areas, a media commons, and an ASRS storage system. The state-of-the-art enterprise was designed by VMDO Architects of Charlottesville, VA.

The new **Whitehall Branch** of Columbus Metropolitan Library (CML), OH, hosted its "topping out" ceremony on July 28, when the final steel beam was set in place by Turner Construction Company. The 20,000 square foot facility, which nearly triples the space of the existing library, broke ground in September 2013 and has an expected completion date of early 2015.

The **Marlene and Nathan Addlestone Library** at the College of Charleston, SC, has

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of the library, stating that the zoning board's position was "arbitrary, capricious, and irrational as it is unsupported by the record," and directed the village to issue necessary construction permits. The lawsuit cost

the library a total of almost \$500,000.

The past difficulties were not evident at the June 21 ribbon cutting, however, which was attended by 1,000 members the community, state and local officials, and benefactor Baldwin.

been undergoing renovations since school ended this past spring. The three-story, 145,000 square foot structure will soon house more individual and group study areas, a Starbucks coffee shop, 200 additional reader seats, 100 power outlets, the collection on the second floor, and the newly established South Carolina Historical Society's rare materials holdings, according to *Moultrie News*.

The **Dick Smith Library** at Tarleton State University, Stephenville, TX, reopened on June 9 with a focus on technology. The facility has more than 100 computers for student use and six collaboration tables, per the *Empire Tribune*. The \$1.9 million project also features a writing center, a tutoring service, and the Center for Instructional Innovation. A \$1.1 million gift from Sodexo Dining Services helped to make the effort possible.

Clarification: The Branching Out story about the new children's addition to the **East Hampton Library**, NY (*Hotline* 7/28/14), neglected to identify Lee H. Skolnick Architecture + Design Partnership as the interior design firm responsible for the space pictured; Robert A.M. Stern is the architect for the entire addition. According to the Skolnick company, "This interpretive, thematic work is a specialty of our firm as we have been designing children's museums for 30 years and most recently children's library interiors." *Hotline* apologizes for the omission.

Photo courtesy of VMDO Architects

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