PIERCE COUNTY LIBRARY SYSTEM: E-BOOK PRESENTATION

Lisa Bitney, Reading & Materials Director

Mary Getchell, Marketing & Community Relations Director
Demand for E-Books Checkouts

- Year
  - 2008: 2,311
  - 2009: 2,311
  - 2010: 23,110
  - 2011: 231,100
  - 2012 YTD: 2,311,100

Downloads
Demand for E-Books

Year | 2008 | 2009 | 2010 | 2011 | 2012 YTD
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2008 | 2,311 | 8,756 | 150,000 | 100,000 | 250,000 | 300,000 | 350,000

Downloads
Demand for E-Books

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Staff Support
Communications Contemplation

- Research
  - Seek · Read · Listen

- Evaluate
  - Change · Constant · Credibility

- Plan
  - Goals · Strategy
Communications Goals

1. Inform customers/potential customers.

2. Encourage contact with publishers: we want e-books.

Audiences

- Publishers
- Customers
- Board of Trustees
- Staff
- Friends
- Foundation Board of Directors
- General public/potential customers
- Media
Strategy

• Focus on the public
• Inform, educate, engage
• Focus on equity, access, libraries critical to bridging digital divide
• Use variety of tactics
• Gain attention, be provocative
Key Messages

1. Publishers not selling e-books to libraries, including Pierce County Library System, that’s giving residents a raw deal.

2. Customers demanding e-books and publishers are locking them out.

3. Major book publishers blackballing libraries completely or holding them hostage with inflated prices and strict restrictions.
Tactics and Activities

Talking points for staff with encouragement to engage customers

Online:

- Web ad
- Web page with email message for public to publishers
- Listserv message
Tactics and Activities

In libraries:
- Huge poster
- Postcards for customers to publishers
- Whiteboards

Mass media:
- Guest editorial
- News release, interviews

Social media:
- Facebook
- Twitter
Evaluation

✓ Number of postcards picked up.
✓ Number of email cc’s.
✓ Running of guest editorial.
✓ Number of news stories.
✓ Public informed.

Publishers sell to libraries at fair-market and trade prices.