DCWG: E-book Media & Communications Toolkit

PLA WEBINAR
E-BOOK ACTION: INFORM AND INSPIRE

DECEMBER 18, 2012

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Digital Content & Libraries Working Group

- Presidential taskforce with broad representation across ALA membership, including PLA
- 2012 activities have included outreach to publishers and others in the e-reading ecosystem, media outreach, and communications to members
- DWCG has several subgroups, including two focused on communications – external and internal to the library field
DCWG publisher relations

DCWG Co-Chair Bob Wolven, Past ALA President Molly Raphael and ALA Director Keith Michael Fiels at Random House, Jan. 2012


www.ala.org/ebooktoolkit
The subgroup on media and external outreach includes several PLA members, as well as AASL and ACRL representatives.

Work products include talking points, media statements with ALA leadership and the new e-book media and communications toolkit.

www.ala.org/ebooktoolkit
Toolkit Goals

- Share messaging and materials generated over the past year
- Extend the reach and power of the library message
- Raise awareness of the vibrant roles libraries play in the digital age
- Raise awareness of the challenges libraries face in working with some of the nation’s largest publishers
Toolkit Elements

- General information on working media
- FAQ to be updated regularly
- Specific templates for press releases, op-eds and PSAs
- Examples of news stories and op-eds from local libraries for context
- Infographics and data resources

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Overall Media Tips

- Have a plan! Goals/objectives; target audience; key messages...

- Consider the news cycle.

- Consider the media tools – pitch letter; press release; op-ed; PSA.

- Take advantage of pitching tips from the ALA Public Information Office

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Key Messages

- Libraries provide free access to all to support a literate nation.
- Libraries help readers find authors, and authors find readers.
- Library lending promotes literacy, creativity, and innovation—all critical for being competitive in the global knowledge economy.
- Libraries cannot lend what they cannot obtain. ALA and others continue to call on these publishers to make their e-books available to all—which includes libraries – and at fair prices and terms.
News Hooks

- Public awareness
  - Launching new e-book titles or services
  - Milestones in e-book circulation
  - Top 10 lists – Most circulated? Hidden gems?
- Restrictions and challenges
  - Share price comparisons for consumers/libraries
  - Reply to breaking news in publishing industry
- New services
  - NaNoWriMo
  - Authors Fair

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Preview of coming attractions

- Ongoing updates and additions
- Social media outreach
- Author engagement
- Community outreach

WHAT ELSE? What would be helpful to you now and going forward in 2013?

Please share your stories and successes with us!

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