


A pair of hands is shown holding a tablet computer. The tablet screen displays a white background with black text. At the top of the screen, the status bar shows 'iPad', signal strength, '9:41 AM', and battery level. The main text on the screen is centered and reads: 'Surfing the Tide: eBook Best Practices'. Below this, in a smaller font, is 'Aurora Jacobsen', followed by 'Information Services Librarian' and 'SELCO' in a larger font.

# Surfing the Tide: eBook Best Practices

Aurora Jacobsen  
Information Services Librarian  
SELCO

A person's hands are holding a tablet computer. The screen of the tablet displays a URL in black text on a white background. The URL is centered and reads: <http://www.slideshare.net/superturbo/surfing-the-wave-12013039>. At the top of the tablet screen, the status bar shows "iPad" on the left, "9:41 AM" in the center, and a signal strength icon on the right.

<http://www.slideshare.net/superturbo/surfing-the-wave-12013039>

A person's hands are holding a tablet computer. The tablet screen displays a slide titled "Session Proposal". The slide contains two bullet points discussing library eBook circulation and barriers to access. The tablet's status bar at the top shows "iPad", signal strength, "9:41 AM", and battery level.

# Session Proposal

- In a recent implementation of Overdrive, SELCO libraries discovered widely variant circulation, even from libraries that were roughly the same size. Why were some libraries' eBook users diving right in while patrons of libraries barely dipped their toes in?
- Why were some libraries reporting significant barriers to patrons accessing titles while some seemed to flow right along with the service? What can library staff do to take advantage of the trend and encourage library users to explore library collections?

A person's hands are holding a tablet computer. The tablet screen displays a white slide with black text. At the top of the slide, the question "Do we need to discuss?" is written in a large, bold font. Below the question, there are two bullet points. The first bullet point reads "Proposed this session in November" and the second reads "Meeting demand now the priority?". The tablet's status bar at the top shows "iPad" on the left, "9:41 AM" in the center, and a battery icon on the right. The background is plain white.

# Do we need to discuss?

- Proposed this session in November
- Meeting demand now the priority?

# Demand increases

From 1/12/2011 through 2/29/2012

Date	Checkouts
1/2011	1,322
2/2011	1,672
3/2011	2,227
4/2011	2,079
5/2011	2,175
6/2011	2,425
7/2011	2,753
8/2011	2,804
9/2011	2,916
10/2011	3,360
11/2011	3,875
12/2011	4,946
1/2012	6,454
2/2012	6,732
<b>Grand Total (14 Months):</b>	<b>45,740 Checkouts</b>

A person's hands are holding a tablet computer. The tablet screen displays a slide with the following text:

# How do we meet demand?

## Publisher woes

- Availability really hurting
- *To Kill A Mockingbird*, *A Wrinkle in Time* and *Little House on the Prairie* not available legally as e-books.

# How do we meet demand?

## Overdrive Fiction Bestsellers:

1. *The Help*, Kathryn Stockett (Penguin).
2. *The Girl with the Dragon Tattoo*, Stieg Larsson (Random House).
3. *Explosive Eighteen*, Janet Evanovich (Random House).
4. *The Litigators*, John Grisham (Random House).
5. *Water for Elephants*, Sara Gruen (Algonquin).
6. *The Girl Who Kicked the Hornet's Nest*, Stieg Larsson (Random House).
7. *The Next Always*, Nora Roberts (Penguin).
8. *The Girl Who Played with Fire*, Stieg Larsson (Random House).
9. *A Game of Thrones*, George R.R. Martin (Random House).
10. *1Q84*, Haruki Murakami (Random House).

## NY Times Bestsellers

1. *The Girl with the Dragon Tattoo*, Stieg Larsson (Random House)
2. *The Help*, Kathryn Stockett (Penguin)
3. *The Litigators*, John Grisham (Random House)
4. ***Kill Alex Cross*, James Patterson (Hachette)**
5. ***11/22/63*, Stephen King (Simon & Schuster)**
6. ***The Drop*, Michael Connelly (Hachette)**
7. ***Red Mist*, Patricia Cornwell (Penguin)**
8. ***D.C. Dead*, Stuart Woods (Penguin)**
9. ***Locked On*, Tom Clancy (Penguin)**
10. *Explosive Eighteen*, Janet Evanovich (Random House)



# Shaky Future

- Amazon is the big gorilla
- Lawsuit against Apple and Publishers
- Increasingly, library thinkers ask “Is it worth it?”



A person's hands are holding a black iPad. The screen displays a white slide with the title 'Shaky Future' and a single bullet point. The iPad's status bar at the top shows 'iPad', signal strength, '9:41 AM', and battery level. The background is plain white.

# Shaky Future

- eBook Smackdown on March 10, 2012 PaidContent

iPad

9:41 AM

**BRAD COLBOW**  
Web Designer • Illustrator

[Comic Archive](#) [Illustration](#) [About](#) [Contact](#)

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## The Brads - Why DRM Doesn't Work

March 1st, 2010

### WHY DRM DOESN'T WORK

or  
HOW TO DOWNLOAD AN AUDIO BOOK FROM THE CLEVELAND PUBLIC LIBRARY

<p><b>STEP 1</b> FIND A BOOK YOU'RE INTERESTED IN</p> 	<p><b>STEP 2</b> ADD BOOK TO YOUR CART</p> 	<p><b>STEP 3</b> LOGIN AND CHECK OUT YOUR BOOK</p> 	<p><b>STEP 4</b> GET A DOWNLOAD LINK</p> 
<p><b>STEP 5</b> BOOT UP WINDOWS</p> 	<p><b>STEP 6</b> DOWNLOAD PROPRIETARY SOFTWARE</p> 	<p><b>STEP 7</b> INSTALL SOFTWARE</p> 	<p><b>STEP 8</b> GET CRYPTIC ERROR</p> 
<p><b>STEP 9</b> GOOGLE YOUR PROBLEM</p> 	<p><b>STEP 10</b> LEARN THAT YOU NEED AN UPDATED SECURITY CERTIFICATE</p> 	<p><b>STEP 11</b> OPEN WINDOWS MEDIA PLAYER</p> 	<p><b>STEP 12</b> DOWNLOAD NEW SECURITY CERTIFICATE</p> 

A person's hands are holding a tablet computer. The tablet screen displays a slide with a title and a list of companies. The title is "Will Increased Competition Help?". The list includes 3M, Blio (from B & T), Freading (Freegal), Overdrive, eBrary, Recorded Books, Project Gutenberg, Librivox, and Open Library. The tablet's status bar at the top shows "iPad", signal strength, "9:41 AM", and battery level.

## Will Increased Competition Help?

- 3M
- Blio (from B & T)
- Freading (Freegal)
- Overdrive
- eBrary
- Recorded Books
- Project Gutenberg
- Librivox
- Open Library



iPad

9:41 AM

## New models

- Unglue.it
- Douglas County Libraries

A person's hands are holding a tablet computer. The tablet screen displays a presentation slide with a white background and black text. The slide has a title and a bulleted list. The tablet's status bar at the top shows 'iPad', a signal strength icon, '9:41 AM', and a battery icon. The hands are positioned on the left and right sides of the tablet, with thumbs resting on the screen.

# Where do we get dollars?

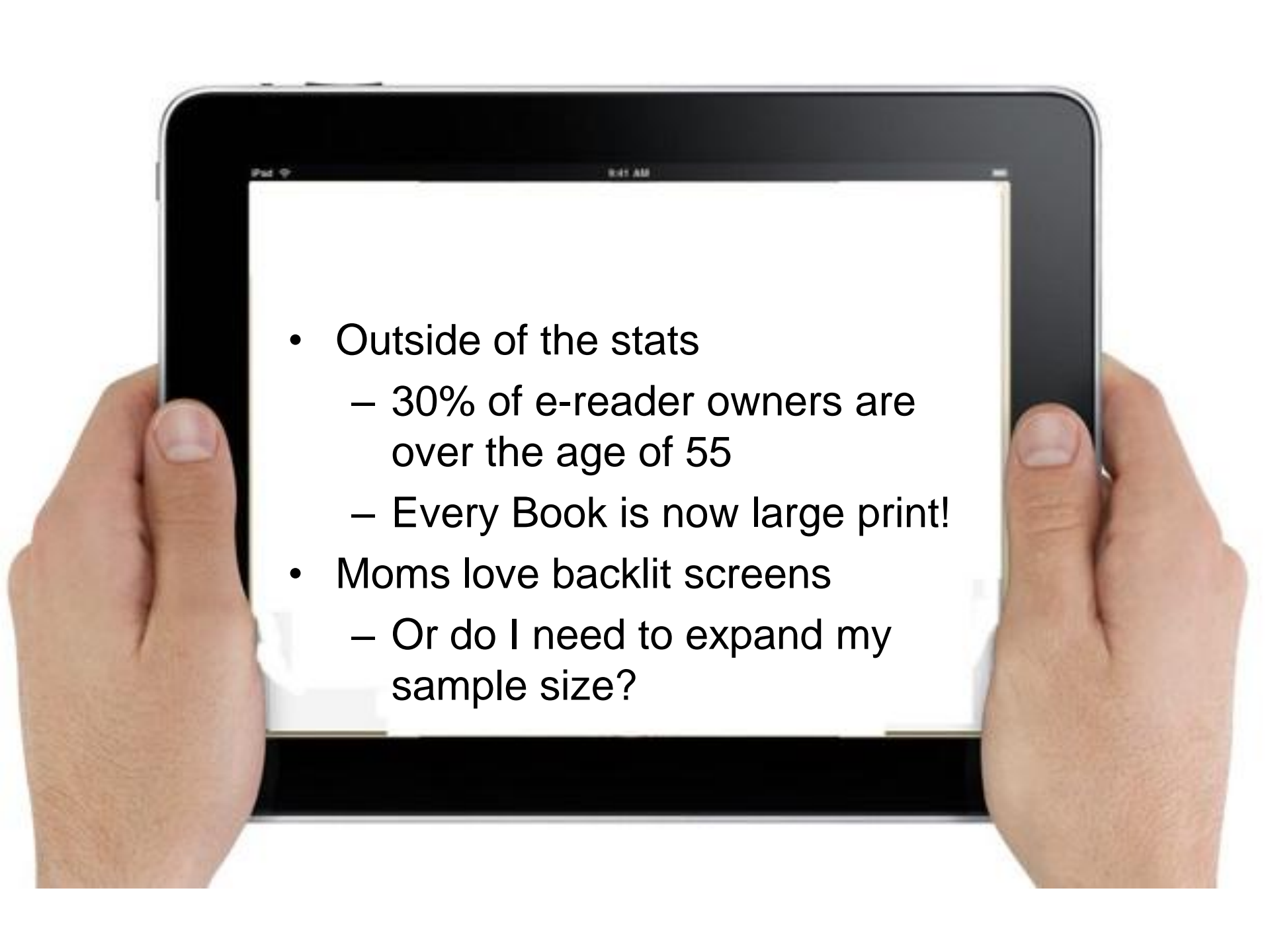
- Take from physical collections?
- Save Our Libraries in Rockford, IL
- Has print circulation already peaked?
- Overdrive WIN

A person's hands are shown holding a tablet computer. The tablet screen displays a presentation slide with a white background and black text. The slide title is 'Who uses eBooks and eReaders?'. Below the title is a subtitle: 'Campaigns to Attract and Retain the Digital User From Shannon Lichy, Overdrive Partner Services Manager at Digipalooza'. A bulleted list follows, containing five items. The tablet's status bar at the top shows 'iPad', signal strength, '9:41 AM', and battery level. The hands are positioned on the left and right sides of the tablet, with thumbs resting on the screen.

## Who uses eBooks and eReaders?

Campaigns to Attract and Retain the Digital User  
From Shannon Lichy, Overdrive Partner  
Services Manager at Digipalooza

- **77%** female
- **47%** between the ages of 40-59
- **65%** earn greater than \$60K.
- **78%** have completed a 2 or 4 year college degree or higher.
- **30%** rarely or never visit the physical library but use digital downloads regularly

- 
- A pair of hands is shown holding a tablet computer. The tablet screen displays a list of bullet points. The top of the screen shows the status bar with 'iPad', signal strength, '9:41 AM', and battery level. The text on the screen is as follows:
- Outside of the stats
    - 30% of e-reader owners are over the age of 55
    - Every Book is now large print!
  - Moms love backlit screens
    - Or do I need to expand my sample size?



# Traditional outlets

The image shows a tablet held by two hands, displaying two news websites. The top website is northfieldnews.com, and the bottom website is WINONA POST.

**northfieldnews.com**  
NORTHFIELD, MINNESOTA - Cows, Colleges and Contentment

9:41 AM

Republican Leader

Click Here for Forecast: weatherforyou.com

Click Here for Local News: northfieldnews.com

Welcome, Not a member? Advertise | Archives | Contact Us | E-editor

News | Features | Obituaries | Sports | Photos | Opinion | Classifieds

Home

Culligan

Click Here For Details!

Monday October 10, 2011

**Library broadens eBook collection**  
Submitted by Brenda Ward on Fri, 02/04/2011 - 10:50  
Printer-friendly version | Send to friend

Readers taking advantage of today's easy-to-access electronic

State Representative Greg Davids  
Click Here to submit your idea  
Proposed by people for Senate Committee, Public

Lanesboro and Preston libraries now offer download audiobooks, eBooks, music and video  
Lanesboro and Preston libraries have expanded their services to include access to downloadable audio and eBooks. Library cardholders can check out and download digital media anytime, anywhere by visit http://seco.lib.overdrive.com.

WINONA POST

Submit Your Event

October 2011

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

AccuWeather.com  
Winona, MN

Hourly Info | 15 Days

Sunny  
54°F

RealFeel®: 56°F  
Winds: Calm

Public Library has free eBooks, audio downloads! (01/23/2011)  
By Frances Estess

Baby, it's cold outside, and you dread going out into the frigid weather. All you want to do is curl up with a good book. But guess what? You just read the last word of the last book in the house you haven't read before, and you find yourself reaching for a box of cereal to satisfy your craving for a good read.

The Winona Public Library to the rescue! You can now download eBooks and audiobooks from the library to your computer and myriad other devices such as eReaders, phones, and digital audio players. All from the cozy comfort of home.

Robin DeVries, Reference Librarian at the Winona library, says the library has expanded its services with audiobooks and eBooks able to be downloaded from the library's website. Library card holders can check out and download digital media anytime, anywhere by visiting http://seco.lib.overdrive.com.

There are currently approximately 200 eBook and audiobook titles to choose from, mostly current fiction titles. But



# Traditional outlets

**OverDrive**

Market Solutions | Resources | Software / Apps | About | Contact

## Public Relations

### Public Relations

**Directions:** Click on the file name to open the document. Red text should be customized to your library.



[Press Release \(DOC, 30KB\)](#)

Distribute a press release to local media, including newspapers, publications, and TV stations.



[Newsletter Article \(DOC, 29KB\)](#)

Include an article in your next newsletter issue.



[Email Announcement \(DOC, 28KB\)](#)

Send an email to patrons to announce your download collection. You may also send weekly or monthly updates when new titles are added.



[Radio Public Service Announcement - Audiobooks \(MP3, 473KB\)](#)

Contact your local radio stations to advertise your download service.



[Radio Public Service Announcement - Audiobooks and eBooks \(MP3, 473KB\)](#)

Contact your local radio stations to advertise your download service.

A person's hands are holding a tablet computer. The tablet screen displays a presentation slide with a white background and black text. The slide title is 'Collection Development'. Below the title is a bulleted list of seven items. The tablet's status bar at the top shows 'iPad', signal strength, '9:41 AM', and battery level. The hands are positioned on the left and right sides of the tablet, holding it steady.

# Collection Development

- Mix to start out
- Slowly roll out more
- Embrace the Romance
- Fiction
- Juvenile
- [EarlyWord.com](http://EarlyWord.com)
- [IndieBound](http://IndieBound.com)

A pair of hands is shown holding a tablet computer. The tablet screen displays a white background with black text. At the top of the screen, the status bar shows 'iPad', a signal strength icon, and the time '9:41 AM'. The main content is a title and a bulleted list.

# How to get things started

- Library Catalog
- Techie Toybox
- Roadshows
- FAQ
  - Overdrive help
  - YouTube

# Overdrive Ambassadors

From Flickr:

Overdrive Ambassadors... are given a Nook or a Kindle, allowed to register.. and use it as their own, with the agreement that they will become adept at Overdrive and be willing to share what they learn with patrons, and also willing to booktalk.

Rochelle Hartman  
La Crosse Public Library



# eReader Loaning

## Zumbrota Public Library



[Home](#) [Books & eBooks](#) [Movies & Music](#) [Catalog](#) [My Account](#) [About Us](#) [City of Zumbrota](#)

Find Books, Movies & Music:

### stoRY houR

Daytime children's story hour is held every Tuesday morning at 10:30am.



How to get your library card



## News & Events

**Headlines:** [eReader Borrowing](#) | [Kill-e-Watt Meters](#) | [Poetic Strokes](#)

### New Books



See our fiction books page for more on new fiction books

See our non-fiction books page for more on new non-fiction books

### eReaders can now be borrowed at the Library

The library now has 3 eReaders available to check out! These readers were made available from a grant from the Zumbrota Community Trust. Available models are the Kindle, the Nook, and the Sony Reader. Checking out an eReader is similar to checking out a book. You can have the devices for 2 weeks at a time. However, the library will require a credit card deposit as a security measure.

100 West Avenue  
Zumbrota, Minnesota  
Phone: 507-732-5211  
Fax: 507-732-5212  
[Map & Directions](#)

### Hours:

Mon	12pm - 8pm
Tue	10am - 6pm
Wed	12pm - 8pm
Thu	12pm - 8pm
Fri	10am - 5pm
Sat	9am - 3pm
Sun	Closed

### Holiday Closings:

Jan. 1	New Year's Day
Jan. 17	MLK Jr. Day
Feb. 21	Presidents' Day
May 30	Memorial Day
Jul. 4	Independence Day
Sep. 5	Labor Day
Nov. 11	Veterans Day
Nov. 24	Thanksgiving

# Community Partners

The image shows a tablet held by two hands, displaying two website screenshots. The top screenshot is from Barnes & Noble (BN.com), featuring a navigation bar with categories like 'All Departments', 'NOOK Books', and 'Search'. Below the navigation, there are two featured e-reader devices: 'nookcolor' and 'nook'. The 'nookcolor' section is titled 'NEW! MORE POPULAR MAGAZINES' and describes it as 'THE READER'S TABLET™'. The 'nook' section is titled 'ALL-NEW' and describes it as 'THE SIMPLE TOUCH READER™'. The bottom screenshot is from Best Buy, showing a search for 'E-READER DEVICES'. The search results include a 'New Kindle family' section with a price of '\$199.99' for the 'New! Amazon - Kindle Fire' model. The page also shows a 'NARROW YOUR RESULTS' sidebar with brand filters like Amazon (10), Kobo (8), and Barnes & Noble (4).

**BARNES & NOBLE**  
BN.com

Shopping Bag (0 items) — Spend \$25, Get FREE SHIPPING

All Departments | NOOK Books | Search

Books | Textbooks | NOOK Books | NOOK | Newsstand | Teens | Kids | Toys & Games | DVD | Music | Home & Gifts | Electronics

nook

**NEW! MORE POPULAR MAGAZINES**  
**nookcolor**  
THE READER'S TABLET™

"Editor's Choice" —CNET, 11/23/2010

- Enhanced books, magazines, newspapers, & kids' books in stunning color
- Apps, Email, & Web w/ video + social features
- NEW! Interactive NOOK editions of *People*, *Time*, *Sports Illustrated*, *Fitness* & more

Explore all features >

**ALL-NEW** **nook**  
THE SIMPLE TOUCH READER™

"Best e-ink reader" —CNET, 06/03/2011

- Incredibly easy—just touch and read
- Ultra-light, thin and the longest battery life
- Most advanced 8. Ink® 6" display w/ crisp fonts
- Expert recommendations and fun social features

Explore all features >

**BEST BUY**

Search by Keyword, SKU # or Item #

Store Locator | Weekly Ad | Credit Cards | Reward Zone

PRODUCTS | SERVICES | SHOPS & DEALS | GIFTS

amazonkindle **KINDLE FAMILY ARRIVING SOON** Pre-order at a Best Buy store near you. Learn more >

Best Buy > Computers & Tablets > E-Readers >

**E-READER DEVICES**

NARROW YOUR RESULTS

Check Stock in Stores Near Me

Brand

- Amazon (10)
- Kobo (8)
- Barnes & Noble (4)
- Ectaco (3)
- Sony (2)
- Pandigital (2)
- E-Fun (2)
- ZAGG (1)

amazonkindle

**New Kindle family**

\$79.99 Kindle now available in stores. Go to any Best Buy® store and pre-order other upcoming Kindle models, including the full-color Kindle Fire for movies, TV shows, books, games, Web browsing and more. Find a Kindle at a Best Buy® near you >

1 - 15 of 32 View: 15 per page

Compare up to 4 items COMPARE Sort by: New Arrivals

**New! Amazon - Kindle Fire**  
Model: B0051VVO5S | SKU: 2506173 **\$199.99**

7" color multi-touch display; Wi-Fi capability; multi-touch display supports

See Financing Offers



A person's hands are holding a tablet computer. The screen of the tablet displays a white background with black text. At the top of the screen, the word "iPad" is visible on the left, and "9:41 AM" is in the center. Below this, the title "Other Promotional Ideas" is written in a large, bold, black font. Underneath the title is a bulleted list of five items, each starting with a black dot. The list items are: "Would you like me to see if the eBook wait is shorter?", "Promotion for commuters", "QR codes", "Theme Days", and "eBook Station near the circ desk".

## Other Promotional Ideas

- Would you like me to see if the eBook wait is shorter?
- Promotion for commuters
- QR codes
- Theme Days
- eBook Station near the circ desk

A person's hands are holding a tablet computer. The tablet screen displays a presentation slide with a white background and black text. At the top of the screen, the status bar shows 'iPad', signal strength, '9:41 AM', and battery level. The main content of the slide is a title and a bullet point.

# Manage the Message

- Small % of circ, so use other measurements



# Sources

Slide 4

<http://www.thedigitalshift.com/2012/02/research/what-patrons-teach-us-and-publishers-should-learn/>

<http://www.thedigitalshift.com/2012/01/roy-tennant-digital-libraries/are-you-enjoying-your-new-tablet-device/>

Slide 5-6

<http://paidcontent.org/article/419-which-e-books-are-most-borrowed-from-libraries-and-why/>

<http://www.thedigitalshift.com/2012/02/ebooks/a-guide-to-publishers-in-the-library-ebook-market/>

# Sources

Slide 7

<http://loudpoet.com/2012/03/06/ebooks-and-libraries-is-it-worth-the-effort/>

<http://paidcontent.org/article/419-the-u.s.-threat-to-sue-apple-and-publishers-what-it-means/>

<http://paidcontent.org/article/419-authors-guild-doj-investigation-is-grim-tragic-news-for-book-lovers/>

Slide 8

<http://paidcontent.org/article/419-e-book-smackdown-who-should-control-the-prices-publishers-or-amazon/>

# Sources

Slide 10

<http://paidcontent.org/article/419-the-unglued-model-crowdfunding-to-make-e-books-free/>

Slide 11

<http://paidcontent.org/article/419-new-stats-find-e-reader-use-up-167-e-readers-under-100-by-holidays/>

<http://moconews.net/article/419-let-readers-share-e-books-and-theyll-really-take-off/>

<http://paidcontent.org/article/419-new-stats-find-e-reader-use-up-167-e-readers-under-100-by-holidays/>

# Sources

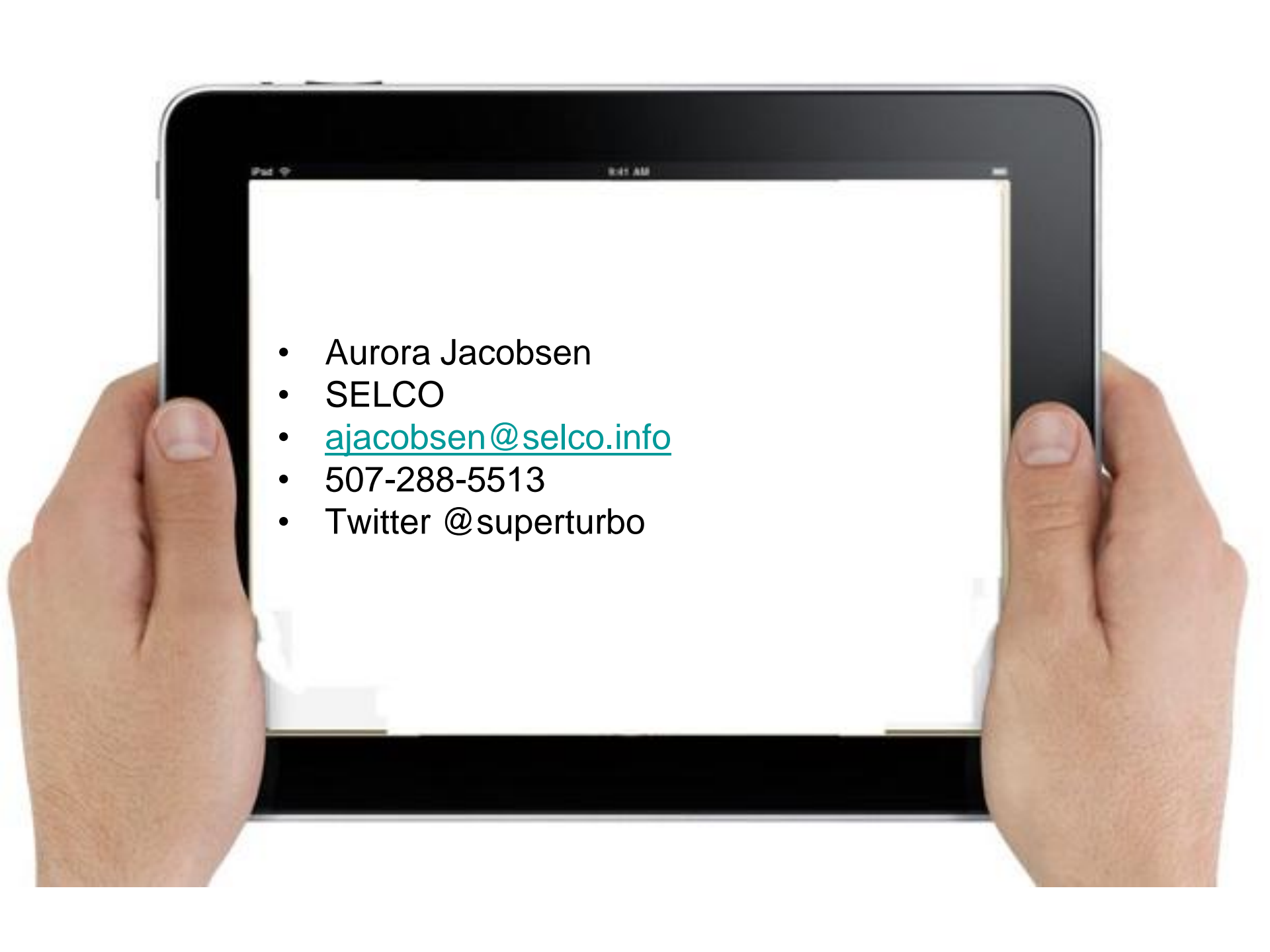
Slide 12-13

<http://paidcontent.org/article/419-who-loves-e-readers-your-mom/>

Slide 16

<http://paidcontent.org/article/419-in-major-digitization-effort-scholastic-launches-e-reading-app-for-kids/>

<http://paidcontent.org/article/419-ebook-sales-are-being-driven-by-downmarket-genre-fiction/>

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- A person's hands are holding a tablet computer. The screen displays a list of contact information for Aurora Jacobsen at SELCO. The text is as follows:
- Aurora Jacobsen
  - SELCO
  - [ajacobsen@selco.info](mailto:ajacobsen@selco.info)
  - 507-288-5513
  - Twitter @superturbo