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South Puget Sound News

Pierce County Library sees a big increase in new card holders

November 19, 2012

More people than ever before signed up for Pierce County Library System cards during the Library’s sixth annual library card drive. The Library System welcomed 10,555 new card holders during the month of October. The number is significant because during typical months approximately 4,000 people sign up for cards.

People truly point to the value of their library card and Pierce County Library as their posts to the Library’s Facebook page attested:

- “My library card unlocks a whole world of learning for my family!”
- “It is like going shopping for free! My family loves the library... they are like family!”
- “I love reading and learning. What better way to do both without breaking the bank.”
- “My library card is my permanent ticket to get a bunch of FREE education and entertainment:)

New to this year’s card drive was a pilot program—a community partnership with Franklin Pierce Schools. The Library System provided cards to every student that did not already have a library card and, as a result, it issued 5,278 students cards. That’s about three-quarters of all of the students in the district.

Following the card drive a record 273,789 people have Pierce County Library cards.

With the card people get an array of free services, including access to:

- One million books, movies, and CDs.
- Online help in real-time from professional homework tutors and job coaches.
- E-books, audiobooks and songs to download.
- Computers.
- Credible, reliable information from online e-sources—Consumer Reports, Morningstar Investment Research Center and Chilton car repair.

During the card drive, people could enter to win a Kindle Fire HD, a gift from Pierce County Library Foundation. Kaitlyn Malone of Lake Tapps is the proud winner.

Adults and kids can get a card online 24/7 and at 18 library locations.
The Maui Quest [Paperback]
D.W.M. Beck  (Author)
(27 customer reviews) | (5)

Price: $15.99  Amazon

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.
3 new from $15.99

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Book Description
Publication Date: May 18, 2012

The island of Maui. A lost secret. An oral chant involving Captain Cook. A young man following the footsteps of his family around the island and into the past. Will Maui reveal her centuries-old secrets? Will Kai find what he seeks? In this thriller-travelogue, a young man's journey to deliver his father's ashes becomes a mad search when an oral chant suggests a valuable artifact may be hidden near an ancestral altar. As Kai races to find his family's sacred sites, he must navigate between the worlds of art theft, resort development, family secrets, and Hawaiian ethnic identity. The book is both the coming-of-age story of a young man, and the story of Maui itself --- the radical transformations of the culture, religion, and landscape of one of the world's most beloved islands.

About the Author

Dirk Beck was born on Maui. He visited his grandparents on Maui many times. Dirk was a winner of the Pierce County Teen Writing Contest, and is the author of several novels, including The Mars Project. Besides writing fiction, he composes and performs music for the jazz orchestra he organizes and directs, Arletta Sound (arlettasound.com). He plays tennis, basketball, and track. Next year, he will be a student at MIT.

Wolfgang Beck is their mom. She studied creative writing at Wellesley College and in Columbia University's M.F.A. program. She is the co-author of an illustrated children's book, The Girl Who Loved to Draw Birds. Mimmi worked on Maui and visited the islands many times while her parents taught in the Maui County public school system for twenty years. When Dirk was born, Mimmi and her mother buried Dirk's umbilical cord in their Maui garden beneath the lemon tree to connect the next generation of their family to the island they loved.

When Mimmi's mom got cancer, her parents left the island for treatment and were never able to move back. This book was written in memory of countless dreamy trips to Grandma's and Grandpa's island home.

Dirk, Wolf and Mimmi co-wrote the book equally, following a careful outline by Dirk of characters, plot, and places.
Knit or crochet for charities at 2 local library events

South Puget Sound News

http://www.southpugetsoundnews.com/local-events/knit-or-crochet-for-charities-at-2-local-library-events/

November 26, 2012 By News Room Leave a Comment

Have an itch to knit? Are your crochet needles calling your name? Here are two opportunities to put your needles to good use as you knit or crochet for charity at two Pierce County Library locations.

Adults and teens are welcome to knit and crochet useful items for charitable organizations. Projects include hats, scarves, and 8"x 8" squares to combine into blankets. All skill levels are welcome. Crochet hooks, knitting needles and yarn will be provided. Teens may earn volunteer hours for school.

Here are the locations and dates:

**Lakewood Pierce County Library**, 6300 Wildaire Road S.W.

On the first Monday of the month, teens will knit and crochet from 2:30 to 5:30 p.m. All ages are invited to join the group at 5:30 p.m.

- Dec. 3
- Jan. 7
- Feb. 4
- March 4
- April 1
- May 6

**South Hill Pierce County Library**, 15420 Meridian E.

The group invites teens in the community to join them for knitting and crocheting on the third Sunday of the month, from 1:30 – 5 p.m.

- Jan. 20
- Feb. 17
- March 17
- April 21
- May 19
Free holiday fun for children at Pierce County Library System

South Puget Sound News

November 16, 2012 By News Room Leave a Comment

Bundle up for a blizzard of free holiday events at your local Pierce County Library! Children will delight in a holiday themed in-the-round puppet show, create their own gingerbread house and craft a gift for that special someone. Registration may be required. Please contact library location for details.

**DuPont Pierce County Library**, 1540 Wilmington Drive

- Gingerbread Houses, Saturday, Dec. 8, 10 a.m.

**Lakewood Pierce County Library**, 6300 Wildaire Road S.W.

- Make a Gift, Wednesday, Dec. 5, 5:30 p.m.
- Puppets Please, Saturday, Dec. 15, 2 p.m.

**Steilacoom Pierce County Library**, 2950 Steilacoom Blvd.

- Gingerbread Houses, Wednesday, Dec. 19, 3 – 5 p.m.

**University Place Pierce County Library**, 3609 Market Place W.

- Gingerbread Houses, Saturday, Dec. 1, 2 – 4 p.m.
- Puppets Please, Saturday, Dec. 15, 3:30 p.m.
- Gingerbread Houses, Wednesday, Dec. 19, 10:30 a.m.
Free consumer safety workshop being offered at UP Pierce County Library

South Puget Sound News

November 15, 2012 By News Room Leave a Comment

Important information will help computer users make their online experience smart, safe and secure during a free consumer safety workshop at University Place Pierce County Library, 3609 Market Place W., on Wednesday, Nov. 28, from 4:30 to 6 p.m.

Participants will learn how to shop smart, surf safely and secure their identity online. The class will provide tips to help keep personal information secure, choose strong passwords, connect safely on social networks and find reputable local services.

Protecting credit creates special challenges online. Class members will explore ways to obtain a free credit report and correct problems on their credit report.

Registration required. Register at the library or online @ www.piercecountylibrary.org/calendar
KP library renovation coming this month; off-site location offered

By Karen Lovett, KP News

The Key Center Library will start their planned renovations on Nov. 17, and expect construction to be finished by the end of the month. During that time, the public is invited to use their services offered at the Key Peninsula Civic Center.

The Pierce County Library Explorer Bookmobile will serve citizens during the library remodel.

Bookmobile hours at the civic center:
- Mon: Wed, noon - 6 p.m.
- Thurs and Sat: 11 a.m. - 5 p.m.
- Fri: 11 a.m. - 7 p.m.

Free public Internet access will be available on three computers in the center’s VFW room behind the main building. Service will be on a first come, first serve basis and will be subject to 30 minutes to 1-hour usage.

Hours of operation:
- Mon - Wed noon - 5 p.m.
- Fri 11 a.m. - 5 p.m.
- Sat: 11 a.m. - 3 p.m.

Friends of the Key Center Library have received more than $27,000 in private donations toward the renovation project and will hold book sales in the VFW room during hours of computer operation to help fund their literary projects.

For information call the Key Center Library before Nov. 14, at (253) 548-3309. After Nov. 14, call (253) 548-3300.

The civic center is located at 17010 S. Vaughn Rd. KPN, Vaughn. For information, call (253) 884-3456.
The e-Book Front

Libraries everywhere are working to build people's awareness of the barriers they face in providing full access to the burgeoning universe of e-books. This week, ALA released an e-Book Media & Communications Toolkit which includes op-ed and press release templates for library supporters seeking to raise public awareness of library digital content offerings and related concerns.

Additionally, the toolkit provides guidance on ways to use the media templates, as well as links to e-book data, public service announcement scripts, FAQs and additional resources. ALA's American Libraries e-Content blog and Transforming Libraries website provide the latest breaking news, as well as information about new studies and reports.

Pierce County Library System, WA, offers a stellar example of local leadership. Mary Getchell, Director of Marketing and Community Relations reports, "We launched a grassroots campaign November 16...and already the response is great,...[with] postcards and emails flying to publishers." This week The News Tribune published PCLS's op-ed.

Thanks to our colleagues at PCLS for generously sharing their overall communications plan for the e-book campaign!
University Place Library One Of The Busiest In Washington

According to the WA-List website, UP came in at No. 19. The site pulled the statistics for 349 public library locations on Washington, sorted them by check out volume, and listed the top 30 in the state.

- By Brent Champaco
- Email the author
- November 12, 2012

Credit Pierce County Library System

Here's something that many University Place residents already knew: the library is one of the busiest in the state.

Patch user Steve pointed out the website WA-List.com, which compiles lists about "anything and everything Washington State." One of the lists is busiest library.

According to their number-crunchers - who pulled the statistics for 349 public library locations on Washington, sorted them by check out volume, and listed the top 30 - the University Place Library came in at No. 19.

Other branches of the Pierce County Library System that made the list include South Hill (No. 6), Gig Harbor (No. 11) and Parkland-Spanaway (No. 26).

The busiest library in the state is the Seattle Public Library's Central branch.

Kudos the staff at the UP Library, who have kept up with the demand even before the branch moved into its Town Center location a year ago.
Library board addresses $3 million shortfall

Ben Sclair | December 15, 2012 | 0 Comments

By Mary Getchell, Communications Director, Pierce County Library System

At its December meeting Pierce County Library System’s Board of Trustees adopted the Library’s 2013 operating budget of $25,423,927 and $1,632,000 for capital improvements. The budget addresses a $3 million budget shortfall, approximately 11 percent of the Library’s 2012 budget.

“We made difficult decisions again this year, keeping in mind accountability to taxpayers and maintenance of core services,” said Linda Ishem, chair of the Library’s Board of Trustees. “Our libraries continue to be very busy—with an all-time high number of card holders. We made reductions in areas we anticipate will have the least detrimental impact on the hundreds of thousands of children and adults who rely on Pierce County Library.”

2013 marks the fourth year that the economic downturn is showing an impact on the Library’s budget, due mainly from reduced revenue from property taxes, which is nearly 97 percent of the Library’s funding source. From 2010-2013, the Library’s budget has been reduced by a total of $6.4 million.

The primary steps to address the 2013 shortfall include:

- Reduced books and materials budget.
- Eliminated bookmobile service.
- Transferred less money from operating budget to capital budget.
- Adjusted payments for health care and retirement costs.
- Used money from cash reserves/savings.

In mid-November the Library stopped running its 65-year-old bookmobile service, which was aging and costly. In 2013 the Library System will continue to serve children in schools in low-income areas that most recently checked out books and movies from the bookmobile.

Also, for 2013 staff further sharpened its books and materials buying decisions, which means offering fewer items for people to checkout. To help address the budget shortfall, the Library decreased its books and materials budget by $1 million, which is a 25 percent reduction from 2012.
The Library's priorities for the 2013 budget include:
Maintain core services defined by voters in 2006—access to library services, books and materials, services for children and teenagers, and customer service and technology.
Be good stewards of taxpayers' money.
Provide up-to-date and future-oriented services.
Build a customer base for the future.
Pierce County Library faces higher costs associated with e-books (2 comments)


December 3, 2012 By News Room 2 Comments

If you have a Kindle, Nook or other e-reader and want access to more e-books from your local Library, you’re not alone. The Pierce County Library System gets requests from users on a daily basis asking that more e-books become available. But the library is facing publishers who are selling them sometimes 300 percent higher than list prices or with heavy usage restrictions. The Pierce County Library System is now asking its users to start putting pressure on publishers, urging them to sell to libraries.

“I am confused and frustrated by publishers’ unwillingness to allow us to participate in the e-book marketplace,” said Neel Parikh, executive director, for the Library System. “Publishers have given no clear reason about their blackballing libraries and the public, and taking on the role of a modern-day Scrooge.”

Retailers are projecting Kindles and other e-readers again will be top sellers this holiday season. Last year, after the holidays, people rushed to the libraries to learn how to use their new technology gifts and start downloading e-books for free from Pierce County Library.

According to the Pierce County Library System, publishers have drawn an arbitrary line and are turning their back on the 122,000 libraries and approximately 169 million public library customers. They are either not selling e-books to libraries or selling them at costs 100-300 percent higher than list prices or with heavy usage restrictions.

Currently, only two of the six major publishers, HarperCollins Publishers and Random House, Inc., are selling to libraries at exorbitant prices or strict restrictions. For example, “Fifty Shades of Grey” costs Pierce County Library $47.85 and sells on Amazon.com for $9.99.

Pierce County Library offers e-books, however because of the publishers’ blockade to libraries it is not allowed to offer what is available on the open market. As a result, the Library System is reducing its e-book budget by nearly 50 percent in 2013. The Library System sparingly purchases the over-priced e-books in its commitment to be good stewards of taxpayers’ dollars.

“It’s quite rare that in a free market a customer—in this case libraries and the American public—is refused the ability to buy a company’s product and is told its money is no good.” said Parikh.

Every day people ask staff why the Library doesn’t offer very many best-seller e-books and why it provides so few e-books. In response the Library is now asking people to take this question directly to the publishers.
It is asking residents to send an email or postcard to publishers and urge them to sell to libraries. People can get a sample email from the Library’s website at www.piercecountylibrary.org or postcards at any Pierce County Library.

- RealDuPont • 2 days ago

In the case of an ebook, all the downside is placed on the publisher and author.

The problem is large institutions are struggling to keep pace with technology. We are experiencing rapid change and that causes the initial reaction to be resistance to that change. 20 years ago no one knew what an MP3 was and now that is the predominate way to buy music.

Libraries may have to work out a deal with publishers such as charging ebook consumers a $0.50 fee to 'borrow' the book; and after a specific amount of time has past to enable retailers first shot at release day sales.

There is a solution, but the libraries need to learn their world has changed and in 20 years time we may be answering our grandkid's question of "What was a library?"

mikefarleywa • 2 days ago

On the other hand... When reading a library book on Kindle you get to see not only what other people highlight, but how many of them did. It's not unusual to see well over 100 people have highlighted a given passage. Say that represents 75 books that the publisher didn't sell but otherwise could have. In other words, they're getting $48 income for what they otherwise would have received $750.

Looking at it objectively, calling them "Scrooge" is a bit unfair and can't be expected to make them more amenable to negotiating with public libraries.

I don't think name-calling and demonizing others will be any more productive in this situation than it's been in the nation's political realm. Please be more mature about it.
Holidays Events at Gig Harbor, Key Center Libraries

Gig Harbor Patch

Friends of the Libraries sponsor these free events, according to the Pierce County Library System.

- November 20, 2012

Holiday happenings on the Peninsula will include music, dance, crafts and puppets at Pierce County Libraries in December. Friends of the Libraries sponsor these free events.

**Gig Harbor Pierce County Library:**

- **Holiday Concert – Saturday, Dec. 1, 2 p.m.**
  Sin Embargo will play songs in Spanish and Portuguese from the trio’s Latin American and Spanish repertoire. Marisela Fleites-Lear will perform flamenco and other Spanish dances.

- **Gingerbread Houses – Saturday, Dec. 8, 10:30 a.m. – 3 p.m.**
  Make and decorate your own gingerbread house! All ages; under 6 with an adult. Register online at [www.piercecountylibrary.org/calendar](http://www.piercecountylibrary.org/calendar)

- **Holiday Centerpieces – Saturday, Dec. 15, 10 a.m.**
  All are welcome to learn techniques. For those who would like to make a holiday centerpiece, cost is $15 for supplies. Register in the library.

- **Puppets Please – Wednesday, Dec. 19, 10:30 and 11:30 a.m.**
  Colorful marionettes perform a holiday themed in-the-round variety show! Free tickets available at 10 a.m. on day of the event.
Key Center Pierce County Library:

- Holiday Concert – Saturday, Dec. 15, 4 p.m.
  Brighten the holidays with a concert by The Northern Lights, who play an eclectic mix of folk, soft rock, soul and country music. ***Event will take place at Longbranch Improvement Club, 4312
Bonney Lake Sumner Patch

Local Businesses Engage In Patch Social Media Workshop

Patch thanks these local businesses that attended our first Main Street U in University Place this week.

- By Brent Champaco and Akiko Oda
- November 15, 2012

Social media isn't a fad.

Local businesses that attended Patch's first Main Street U workshop got a senses-filling, double-take-warranting crash course in that lesson this week.

More than 30 local business owners and representatives attended our little soiree at the University Place Library. (Thank you for being such great hosts, btw)

A HUGE thanks to Narrows Plaza Bowl, the official sponsor of the event!

Also, thanks to Frog n' Kiwi Cafe for supplying us with delicious cups of joe.

Thank you to these businesses who attended the workshop:

Beyond the Beach

Lakewold Gardens

Mackert Auto

University Dental

Summit Strength & Conditioning

Kenny's Kettle Corn

Laura J. Powell

Sumner Downtown Association

Shepard Transcription LLC

Narrows Plaza Bowl

Coldwell Banker Danforth
DPI Print

Patricia & Co.

Lane Electric

Team Insurance Inc.

Soloman Insurance

Friends of Lakewold

Silhouette Dance

Lakewood Christian Church

Stewart and Son Computer Services

Best Western Wesley Inn

Law Offices of Ralph Flick

Be on the lookout for more workshops coming your way. And since we're talking social media, don't forget to "Like" us on Facebook.
UP Patch

Meet Author Julie Titone in University Place on Wednesday

The author of “Boocoo Dinky Dow: My Short, Crazy Vietnam War,” will be at the library at 7 p.m.

- By Brent Champaco
- November 12, 2012

Author Event:

Julie Titone

Join us as Julie Titone talks about her book, “Boocoo Dinky Dow: My Short, Crazy Vietnam War,” which she co-authored with Grady Myers. The book recounts military initiation at Fort Lewis, and describes the dangers as well as the camaraderie of serving in Vietnam.

University Place
Pierce County Library
3609 Market Place W., Suite 100 98466 • 253-548-3307

Wednesday, Nov. 14, 7 p.m.

Books will be available for purchase and signing.

Friends of the University Place Library sponsor this free event.
- **WHAT**: Meet author Julie Titone
- **WHEN**: 7 p.m., Wednesday
- **WHERE**: University Place Library

You can meet Julie Titone, author of “Boocoo Dinky Dow: My Short, Crazy Vietnam War,” will be at the University Place Library on Wednesday.

(The book recounts military initiation at then-Fort Lewis and describes the dangers as well as the camaraderie of serving in Vietnam.)
Lake Tapps woman wins Kindle Fire in library drawing

Kaitlyn Malone, left, receives her new Kindle Fire HD from Lisa McNamara, senior librarian at the Sumner branch of the Pierce County Library System. Malone won the electronic reader in a drawing in October during the sixth annual library card drive.

Kaitlyn Malone of Lake Tapps received an early Christmas present this year when she arrived to the Sumner branch of the Pierce County Library System last Thursday.

“I was so excited to hear I won the Kindle Fire HD,” Malone said. “My mom and I wanted to buy a tablet or Kindle, and then I won one. It was perfect, like a Christmas present before Christmas.”

Malone was the winner in a drawing the Pierce County Library System offered, part of the organization’s sixth annual library card drive. The Pierce County Library Foundation provided the gift.

The October card drive welcomed 10,555 new cardholders, a record number since the drive started in 2007. The drawing for the electronic reading device was open to all new cardholders and existing cardholders who signed up a friend or family member.

Malone, who said she’s been a cardholder for the past six years, signed up her mom for a library card.

Malone graduated from Sumner High School in 2011 and now attends Clover Park Technical College. She received a degree in graphic design and is working toward a certificate in web design. She said she visits the Sumner library at least once a month.

“When I was in high school, I had a lot of research projects, and I could go to the library to get specific books on a project,” Malone said. “Now, I found out I can go online and check out e-books to put on my Kindle Fire HD.”
The South Hill branch of the library system brought in the most of all the branches at 675, spokesperson Mary Getchell said. She added that the South Hill branch is the busiest in terms of checkouts, and it's in the top three in numbers of visits, rivaling Lakewood and Gig Harbor.

“In 2010, the South Hill library topped 1 million checkouts,” Getchell said. “South Hill does very well nationally and statewide.”

Other high turnouts for new cardholders was at the new library in Fife, the Gig Harbor library, Eatonville, Key Center and Tillicum.

Getchell said that, in a partnership with Franklin Pierce Schools, 5,300 students in grades K-12 were issued cards.

“We are talking to other school districts to expand that partnership,” Getchell said.

One thing unique to the card drive this year was the library system’s new relationship with Joint Base Lewis-McChord.

“We built a website for military cardholders,” Getchell said. “We have community information on there for them, such as links to parks, Point Defiance, pet parks and local information about utilities. We also created cards specific to military. The card depicts military personnel and soldiers.”

Getchell said anyone with military ID this year could enter into the Kindle Fire HD drawing automatically.

On average, the library system welcomes 4,000 new cardholders each month, Getchell said. Total cardholders in the system are 274,000, the highest number to date.

The library system is the fourth largest in Washington state in terms of number of books purchased. The system serves all of unincorporated Pierce County and 15 cities, excluding the cities of Tacoma, Roy and Puyallup.

One perk the system provides is the family cardholder option, Getchell said. It allows families, regardless of the size of their family, to carry one card to be used by all family members.
Bonney Lake-Sumner Patch, Gig Harbor Patch, Lakewood Patch, University Place Patch

E-MAIL TO THE EDITOR: Pierce County Libraries Wants Publishers To Respect E-Book Users

They are either not selling e-books to libraries or selling them at costs up to three times as much as list prices or with heavy usage restrictions, the library writes. For example, “Fifty Shades of Grey” costs Pierce County Library $47.85.

- By Brent Champaco
- December 3, 2012

The six major publishers are not selling e-books to libraries, including Pierce County Library System, and that’s giving residents throughout Pierce County a raw deal. The public is demanding e-books from libraries and publishers are locking them out.

“I am confused and frustrated by publishers’ unwillingness to allow us to participate in the e-book marketplace,” said Neel Parikh, executive director, for the Library System. “Publishers have given no clear reason about their blackballing libraries and the public, and taking on the role of a modern-day Scrooge.”

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It is asking residents to send an email or postcard to publishers and urge them to sell to libraries. People can get a sample email from the Library’s website at www.piercecountylibrary.org or postcards at any Pierce County Library.

-Pierce County Library System

Sharon Hodgins

7:07 am on Tuesday, December 4, 2012

As a library patron, I did send my post-cards in to publishers to support the libraries position on getting e-books at a reasonable cost. However, when an actual book is purchased, no doubt in larger quantities at a discount, at some point it will have to be replaced. But not so with e-books -- once on line, they could be downloaded a zillion times. Publishers and writers have to stay in business to publish and write. So I can understand why publishers do want some restrictions on how many times the book can be downloaded. I hope a compromise can be reached that is fair to both sides.
Local libraries protest publishers limiting access to e-books

Frustrated at the lack of many e-books at the Gig Harbor Library? Branch manager Robin Clausen agrees with you. "Libraries want to be at the forefront of providing what people want," Clausen said. "And we have as good a collection as we can buy right now."

"Merry Christmas, Alex Cross" by James Patterson is currently #9 on the USA Today bestseller list, and is one of a number of popular titles unavailable for libraries to purchase as an e-book.

WILL LIVESLEY-O’NEILL; OF THE GATEWAY
WILL LIVESLEY-O’NEILL The News Tribune
Published: 12/06/12 11:25 am | Updated: 12/06/12 11:53 am

Frustrated at the lack of many e-books at the Gig Harbor Library? Branch manager Robin Clausen agrees with you.

"Libraries want to be at the forefront of providing what people want," Clausen said. "And we have as good a collection as we can buy right now."

She’s referring to the unusual situation that libraries around the country are facing: they’d like to purchase more e-books, but the six major publishing houses have put major restrictions on libraries’ ability to do so.

The Pierce County Library System has been buying e-books for public use since 2007, But the publishing houses Hachette, Macmillan, Penguin and Simon & Schuster refused to sell their new titles to libraries, said the library system’s community relations director Mary Getchell.
“It’s been a problem that’s really mounted to frustration,” Getchell said. “Here we are willing to buy, and they are not willing to sell.”

Two other major publishers, Harper-Collins and Random House, also limit libraries’ access to e-books. Harper-Collins only allows 26 checkouts of their e-book titles, while Random House charges libraries much higher prices for e-books than their titles’ market value. Getchell said that a Random House-published e-book that costs $11 on Amazon.com might cost Pierce County anywhere from $50 to $90.

It’s unclear exactly why these publishers aren’t allowing libraries to purchase e-books, according to Getchell. “We don’t have a clear answer,” she said.

None of the six major publishing houses have responded to requests for comment.

As e-readers and tablets become more popular, more library users prefer to check books out electronically. Clausen said many people have complained to the staff of the Gig Harbor Library about the lack of some prominent titles on e-book.

“I don’t think customers realize why we can’t offer more,” she said.

To that end, the library is trying to increase awareness of its e-book dilemma. Gig Harbor Library has a shelf labeled “Authors Unavailable to Libraries in eBooks” that holds many of the books publishers only offer libraries in their print version, including titles from popular authors such as Stephen King, James Patterson and Mary Higgins Clark. A large percentage of new books and bestsellers, Getchell said, aren’t available for the library system to offer on e-book.

“We’re very judicious because of how we buy e-books now,” Getchell said. The library system has a $3 million budget shortfall going into 2013, and plans to reduce its spending on new books and materials by as much as 25 percent.

While much of this reduction will be based on usage, the e-books budget could be cut by almost half. Getchell said that while the library system had allocated more funding for e-books to keep up with growing demand, they’re unable to allocate much of that money due to publisher restrictions, and as a result will have to cut back.

Libraries around Pierce County have also begun to give patrons postcards to send to publishing houses to let them know of their frustration with the lack of e-book access. Postcards are available at local library help desks, and email versions are online at the Pierce County Library System’s website.

“We need to get this information out,” Clausen said. She said there’s been some interest among Gig Harbor Library users about sending postcards and letting the publishers know they’re frustrated, but many people remain unaware of the problem.
And she said that she believes e-book restrictions are harming the fundamental purpose of libraries.

“This is a down economy,” Clausen said, “and the library is the great equalizer.”
Letter by Deborah A. Johnson, DuPont on Nov. 29, 2012 at 11:51 am |

Re: “Publishers being Scrooges when it comes to e-books” (Viewpoint, 11-28).

Pierce County Library System Executive Director Neel Parikh asked citizens to demand that publishers sell more e-book titles to libraries, and at lower prices. But she did not explain how publishers and authors are paid by PCLS for e-books, and without that information citizens have no way of knowing whether this is a fair request.

Is there a royalty system based on the number of downloads, much as music publishers, writers and performers are paid when their recordings are played publicly? If no such royalty system is in place it is no wonder that publishers and authors would balk at having their books sold once to library systems – even at 300 percent of the individual purchase price – and then downloaded an infinite number of times without compensation.

This is especially true in the case of best-sellers, where such a system would choke off thousands of individual sales because consumers could get the book for free.

Much more detailed information about the e-book purchasing system is needed before we rush to make demands of publishers and authors.

Read more here: http://blog.thenewstribune.com/letters/2012/11/29/e-books-and-libraries/#storylink=cpy

Mary Getchell · Marketing & Community Relations Director at Pierce County Library

Pierce County Library System treats e-books just like printed books. E-books checkout one copy at a time, just like printed books. As an example, Pierce County Library bought 228 printed copies of “Fifty Shades of Grey” and 95 copies of e-books “Fifty Shades of Grey.” Each of those copies may check out one at a time for three weeks each.

Typically people return printed books before their three week checkout period concludes. Usually people do not check e-books back in, thus each e-book is out for the entire three week period. Then, the e-book automatically is removed from the individuals’ reader, computer, etc. and becomes available for someone else to check it out/download it.

--Mary Getchell
Pierce County Library System.
Marketing & Community Relations Director.

Reply · Like · Unfollow Post · 31 seconds ago
J Matthew Phipps

The writer has a fundamental misunderstanding of how ebooks work. Authors have deals with their publishers about sales, ebook, paperback, hardback, etc. An author doesn't get paid by lending library check-outs. Just like physical media, if a library has 5 copies of a book in ebook form, only 5 people at a time may check-out the book. The problem with ebooks is not lending model, per se. The problem is we as the owners of books are not given the same rights as with physical books. We pay maybe a dollar or two under the price of a book, but we don't own it. We have purchased the right to have the book available to our reader. Unlike a physical copy, when I'm done, I don't have the right to pass it along, donate it, leave it in some sort of digital dentists office waiting room for someone to pick up at random.

The technology exists that will allow for treating an ebook like a physical book. But, until they either drastically lower prices for our limited ownership rights, or give us the same rights, digital piracy will be many peoples refuge. (I am not condoning piracy.)

Roger A Ward · Top Commenter · Tacoma, Washington

I wish someone from Pierce or tacoma Library systems had answered, but this is what I've found out by trying to donate my e-books. Macmillan and Simon & Schuster don't license their e-books to public libraries at all, and other publishers have restrictions. Individual e-book licenses do not allow donations to libraries.

Libraries may only buy licenses that allow one person to use the book at a time and the licenses are much more costly than the home user's fees. Home users can allow 6 people to use the license at a time in many cases.

Libraries are a source of income for publishers both for original purchases and replacement copies, and they see those systems providing more and more share of their profits as they lose income due to e-books. Don't expect things to change unless taxpayers say that they are unwilling to pay the steep prices publishers charge libraries for the convenience of using e-books there.

Reply · Like · Follow Post · Friday at 11:50am
Robb Thompson

Have you ever checked out an e-book or a downloadable audio book from the library? They don't just buy one copy and let everyone check it out at once. In my experience, they treat it just like they would a physical book, only allowing one person to check it out at a time. If they want to check out more, they buy more.

The only real difference is that digital media doesn't wear out.
COMMUNICATIONS

- Email: Library Budget
Storm Reyes

From: t imm <ti2xm@hotmail.com>
Sent: Saturday, December 15, 2012 4:51 PM
To: Pierce County Library Dir
Subject: Library budget

Dear Pierce Co Library Board,
I just want to tell you that I think you've been doing a great job in difficult times. When I look at the limited hours of Tacoma Libraries vs Pierce Co libraries, I'm so proud of my library system. Perhaps there are lot of different factors in play but I want to commend you. Perhaps the city is willing to put their branches under your stewardship. The new Univ Pl branch is awesome.

Tim Meagher
Fircrest, WA
OTHER LIBRARIES

- Doors open for new-look Enumclaw Library
- UW library freezes bedbugs off infested books
- Councilman’s assault on library story time ludicrous
- The wrong war over eBooks: Publishers vs. Libraries
Doors open for new-look Enumclaw Library

By DENNIS BOX
Enumclaw Courier Herald Editor
DECEMBER 3, 2012 - 6:55 PM

The Enumclaw library opened its doors Saturday afternoon to a large gathering, showcasing the renovations made since the King County Library System took over operations.

Folks of all ages attended to get a look at the updated interior and services.

There were speakers, entertainers and, of course, plenty of cookies.

Nancy Stewart sang and played guitar for the kids and the Gateway Concert Band performed.

According to information sent by KCLS, “More than 7,000 Enumclaw residents now have KCLS library cards, nearly 13,000 have been to the library, and they’ve checked out nearly 35,000 items from so far.”

Enumclaw Mayor Liz Reynolds said in an email, “The library has come alive and is just buzzing with a new energy. It is very apparent that more and more people are becoming re-engaged and excited about the new structure that KCLS has brought to the community library.”

Library Advisory Board President Richard Elfers spoke at the event and noted the improvements and increased hours. In a release Elfers said, “I’m delighted the Enumclaw library is now in the hands of the best library system in the nation, KCLS.”

KCLS said the library’s historical collection will stay on-site, while other collections have been expanded.

Weekly hours of operation have increased from 36 hours to 63 hours since KCLS took over operation. Programs have been added including Study Zone, a free homework helper program, and Fiestas, which offers early literacy activities for Spanish-speaking residents.

Enumclaw Library
1700 1st St.
360-825-2045

Open Hours:
Monday-Thursday 10 a.m.-9 p.m.
Friday 10 a.m.-6 p.m.
Saturday 10 a.m.-5 p.m.
Sunday 1-5 p.m.

Contact Enumclaw Courier Herald Editor Dennis Box at dbox@courierherald.com or 1-360-825-2555 (ext 5050).
Local News

UW library freezes bedbugs off infested books
SEATTLE -- The University of Washington's libraries are checking for bedbugs after some of the little blood-suckers were found making a home in some architecture books.

Staffers at the school's architecture library were checking in books in August when they spotted some small black dots.

"That made them look closer, and they realized there were some bedbugs in the spine of the books," said Stephanie Lamson, preservation librarian.

The bugs had crawled into the space that opens along the spine of hardcover books between the cover and the paper.

Concerned about an infestation, the staff took those books and others around them and quarantined them in plastic bags. After bugs turned up at the same library a second time that month, there were a total of about 45 potentially affected books. They de-bugged them in a natural history museum freezer.

High heat also kills bedbugs, but the library didn't want to risk damaging the books.

Since then, all of the university's libraries -- there are more than a dozen -- have been on the lookout for the insects, which can be difficult to eradicate. So far, no other facility has found any of the bugs.

Lamson said Friday a temperature of 18 degrees below zero killed the pests discovered in the architecture books.

The books were frozen for seven days, allowed to warm up for six days, and put back in the freezer for another week. The second dip in the deep freeze was to kill any bugs that hatched from eggs after the first chill.

"We also had a bedbug-sniffing dog come through, just to be very careful," Lamson said. "And we were cleared."

The buggy tomes had been returned to the library book drop at the College of Built Environments on the campus in Seattle.

Because of privacy protections, no record was retained to identify the patron with the pests. Lamson believes it's "someone who had an apartment or home infested and had books close to the bed probably for some time because bedbugs like small, dark contained spaces."

"They probably had a significant problem," she said.

Lamson says she is sick of bedbugs, especially after the attention the library is getting following a New York Times story. There's a very low risk of picking up bedbug at a library, she said.

"You don't need to be afraid of your library."
Councilman’s assault on library story time ludicrous

Shawn Vestal
The Spokesman-Review

Story time? Really, Councilman Fagan?

The next time you hear the government-phobes launch the script about crushing taxes and runaway waste, remember Spokane City Councilman Mike Fagan and his insights into the city’s library system, offered during the passionate debate Monday night about the city’s budget.

Story time. That was one of Fagan’s examples of a world gone mad – of government overreach that must be reined in. Story time. Programs on genealogy. Monthly movie nights. All these nonessential services that the city’s library system is offering.

“This is one of the reasons why government in my mind has gotten out of control,” he said. “This is crazy. It has way gotten out of control.”

Out of control! Crazy! Completely, crazily lacking in control!

Among the observations and opinions offered during the debate over the new budget – no new taxes or spending, 92 fewer jobs, some possibly visionary restructuring, and generous raises for some of the mayor’s “Cabinet” – there were the usual reminders about how hard it is to really see government through the cloud of stereotypes and assumptions, to really view and weigh what might be good and bad about it, because of the glaring klieg lights of simplistic cliches.

These include: taxes are always going up, just absolutely suffocatingly, stranglingly up – even when they’re just absolutely not – and government takes that money and throws it out the car window as it speeds down the freeway.

It is this formulation – out-of-control government – that brings us to story time. At library branches around the city, librarians and volunteers read stories to toddlers and
preschoolers. At some branches this occurs once a week for preschoolers and once for toddlers; at other branches, story times are held twice weekly for each group.

In addition, a part-time staffer does story times almost 50 times a month at day care centers around the city, focusing primarily on Head Start and low-income centers.

Fagan sees this as just one example of the “fluff” that afflicts our government. His vision of a library system’s core functions is this: “You manage and protect the materials, you check the materials in and out, and you allow access to the Internet.”

Fagan’s views on the library came during a council discussion Monday night about the possibility of using $15,000 to hire WorkSource employees to provide after-hours service at the library for job seekers. The measure to spend this money, at a time when the unemployment rate is 8 percent, failed by a vote of 4-3 – the same margin by which a budget approving more than five times that amount in administrative raises was approved.

Declining to help the unemployed is, perhaps, to be expected. More surprising is Fagan’s assault on story time.

It is factually out-of-control to identify story time as a problem, rather than what it truly is: a good thing that only seems small if you’re underinformed; a very, very inexpensive public service with the potential to pay very, very big dividends in early-childhood literacy; and a service with a tradition dating back decades.

“I’ve been a librarian for 20 years,” said Sally Chilson, youth services coordinator for the library system. “Story time has always been a huge part of my job.”

In fact, Spokane libraries have had some form of story time since 1905; a newspaper article in that year notes that a storyteller would be part of the services offered at the new Carnegie library. That’s correct: Reading to young children has been a fundamental part of library services – a core function, if you will – in Spokane for at least 107 years.

To be fair, Fagan also criticized other programs the libraries put on, from monthly movie nights to homework help to software classes. He might be happy to learn that the out-of-control library system’s budget for programs has dropped from $27,000 in 2008 to $9,000 in 2012. That includes $200 a year for the rights to show one movie a month; Fagan characterizes this as the library system operating as a movie theater. He might also be happy to learn that staffing levels in the system have also declined, though not drastically: from about 106 full-time equivalents three years ago to about 103 today.
Fagan’s animosity toward library services is unfortunately timely. A proposal to put a property tax increase for library services before voters is headed for the City Council; Fagan is part of the four-member majority that likely must crack if the proposal is to succeed. Library services have been hanging by a thread for years; two years ago, the closure of the East Central branch was averted only following a public outcry. Some steadier, more reliable source of funding is needed. How about letting citizens decide for themselves whether story time is out of control?

People who know what they’re talking about know this: What children learn in their very first years is crucial to their long-term success. Kids who are read to and exposed to books and stories early in life are better prepared to succeed when it’s time to go to school and read for themselves. Not all kids get that at home, and helping kids catch up is daunting. A student who isn’t reading at grade level by the third grade – the third grade – is already running a greater risk of eventually dropping out.

Story time is not fluff. It is not crazy. It is not out of control.

Saying so is a story in itself – a tall tale.

Get more news and information at Spokesman.com
Forbes:
The Wrong War Over eBooks: Publishers Vs. Libraries
David Vinjamuri, Contributor

Libraries and big six publishers are at war over eBooks: how much they should cost, how they can be lent and who owns them. If you don’t use your public library and assume that this doesn’t affect you, you’re wrong.

In a society where bookstores disappear every day while the number of books available to read has swelled exponentially, libraries will play an ever more crucial role. Even more than in the past, we will depend on libraries of the future to help discover and curate great books. Libraries are already transforming themselves around the country to create more symbiotic relationships with their communities, with book clubs and as work and meeting spaces for local citizens.

For publishers, the library will be the showroom of the future. Ensuring that libraries have continuing access to published titles gives them a chance to meet this role, but an important obstacle remains: how eBooks are obtained by libraries.

This column is the first in a two-part series about libraries and their role in the marketing and readership of books. This first part addresses the present conflict. The second part will lock forward to the future for libraries and publishers and the important challenges that they must address.

The solution to the current pricing problem lies in understanding that the argument publishers and libraries are having is the wrong argument. It is based on the paradigm of the printed book and as such presents a series of intractable challenges for both publishers and libraries. By changing the model for pricing an eBook, both parties could find a clear and equitable resolution to the current impasse.

The Issue

Do libraries increase book sales or cannibalize them? This is the issue at the heart of the struggle between libraries represented by the American Library Association (whose president is Maureen Sullivan) and the Big Six publishers.

The current struggle is taking place in a landscape that will be familiar to those who followed the travails of the music industry over the last decade. Publishing is changing dramatically as it tries to cope with the rise of eBooks and the increasing power of Amazon, the decline of bookstores and a flood of low-priced indie titles. In spite of the good year that Random House is experiencing (anticipating a merger with Penguin and just having paid employees a $5,000 bonus each thanks to the success of once-indie author EL James’ Fifty Shades trilogy), most publishers have found it difficult to maintain sales and profitability.
in the current environment. Whether they’re doomed or not is debatable, but no mainstream publisher is comfortable in the current environment.

The landscape is also shifting for libraries. The Information Age has posed numerous challenges to the public library, as Steve Coffman adroitly chronicles in “The Decline and Fall of the Library Empire.” Libraries have struggled to understand their role in communities as technology has changed. In addition to encouraging children to read and lending books, they have migrated from providing access to online databases to cataloging the web then providing computer terminals and now broadband access as the needs of the citizenry for information has changed. The shift in reading towards eBooks presents a particular problem for them because it’s happening with startling rapidity and presents significant technological challenges.

In addition to the central issue of pricing, libraries are struggling with the copyright implications of eBooks, their role as curators and promoters of reading in an age where publishing is exploding, dealing with technology intermediaries and gaining access to the newly available wealth of self-published works.

**The Library Perspective**

The central issue for libraries is simple: they believe that withholding eBooks from libraries entirely, pricing them higher or limiting lends all undermine the library’s core mission. Robin Nesbit, of the Columbus (OH) Metropolitan Library System told me that although her eBook circulation of 500,000 lends annually is only 3 percent of the system’s total, that number is growing by more than 200% a year. “Plus it’s at least 10% of our budget.” Between the cost of eBooks and a technology component, providing access to eBooks is three times as expensive for her as physical books.

This pricing pressure is significant and it’s being felt across the country. Jamie LaRue, Director of the Douglas County Libraries in Colorado told me that,

*I saw a decrease in use that was hard to explain because our libraries are busy. Then I looked at our inventory and realized that the problem is that as we shift our dollars to eBooks, I am buying fewer items because the prices are so much higher.*

The challenge to libraries is not insignificant. Four of the six publishers are not providing eBooks to libraries at any price. The other two — Random House and HarperCollins lead the industry with two different models. Random House adjusted eBook pricing in 2012. While the prices on some books were lowered, the most popular titles increased in price — some dramatically. Author Justin Cronin’s post-apocalyptic bestseller “The Twelve” whose print edition costs the Douglas County Libraries $15.51 from
Baker & Taylor and whose eBook is priced at $9.99 on Amazon was priced at $84 to Douglas County on October 31st.

HarperCollins meanwhile has adopted a different model, selling eBooks to libraries at consumer prices but electronically limiting them to 26 lends and then requiring that the book be repurchased. Robin Nesbitt sees this as fairer to libraries, but she points out that it’s still much more expensive than print books, “I get forty to fifty lends from a bestseller in library binding. But at least they’re playing.”

And that’s the bigger problem. As detailed below, the rest of the Big Six aren’t playing – at least not nationally. That’s a big warning sign for libraries, as fully 80% of lends – and an important part of their traffic – comes from bestsellers. While it seems likely that most of the other publishers will eventually play, the terms may be worse than those offered by Random House and HarperCollins.

**The Publisher Perspective**

Publishers worry that library eBooks will hurt their eBook sales. They have less friction than physical books. When they speak of friction, publishers mean that borrowers don’t hold eBooks late, they arrive instantly for the next patron in line, they never wear out and they don’t even require a trip to the library. To some extent, publishers may also see eBooks as a way to improve a situation that they were never really happy with: unrestricted lending of retail-priced books (more on this later).

I talked to Skip Dye, the VP of Academic & Library sales and marketing for Random House. Dye seemed genuinely supportive of the mission of public libraries and very sophisticated in his desire to use research to determine the amount of friction that actually exists in library systems. He said that the Random House is “format agnostic” but acknowledged that,

*We went through and looked at our pricing and wanted to make sure that the right value conversation was happening between our library patrons and us. Some titles went up as much as 200%, some went down in price.*

Dye and others who work for big publishers and deal with eBooks have another challenge that library directors do not: layers of management that already believe that eBooks may kill large publishing houses and view their growth as more of a threat than an opportunity. A big part of the problem is data – there’s a paucity of it. Dye has reviewed the Pew Report on library usage extensively to inform pricing decisions. But if the institutional bias among publishers is to see eBooks as more threat than opportunity, title and library-specific data will be needed to prove that either friction or cannibalization are less than expected in order to justify consumer pricing for libraries.

**Where the Big Six Publishers Stand Today:**
**Random House** – Sells eBooks to libraries through multiple distributors. Prices were adjusted in 2012. Although some prices were lowered, the distributor price to libraries for some popular titles such as *50 Shades Of Grey* range up to $84 for a single eBook copy – over 8 times the price of the eBook on Amazon.

**HarperCollins** – Sells eBooks to libraries through multiple distributors. On some popular titles it has restricted eBook usage to 26 “lends” after which the library must repurchase the book.

**Penguin** – Penguin (slated to merge with Random House) is conducting a test of eBook sales to libraries (through a single distributor, 3M) with the New York Public Library system. eBooks will become available six months after their publication date. While pricing will be similar to physical books, the books will only be available to the library for one year, after which they will need to be repurchased.

**Hachette** – Only sells older eBooks to libraries (through the distributor Overdrive). Hachette increased prices for these older eBooks by an average of 220% in October.

**Macmillan** – Does not currently sell eBooks to libraries. Macmillan has announced a test of eBook sales to libraries but not announced details.

**Simon & Schuster** – Simon and Schuster does not yet sell ebooks to libraries. According to Carolyn Reidy, CEO, “We have not yet found a business model that makes us happy. That’s why we’re not in it.”

**Evaluating the Arguments**

“In the absence of data people say either what they fear will be true or hope what will be true.” – Robert Wolven, Columbia University Libraries

Publishers make three basic arguments for either raising prices on eBooks or limiting their distribution:

- **eBooks Don’t Wear Out** – This argument is overstated. The libraries I spoke to said that print bestsellers see more than 26 lends over their lifetime, up to 50 or more before the book would need to be retired.

- **eBooks Lend More Frequently** – Publishers may not have checked out a popular book from their library recently. After signing up on a list, a patron gets a call when the book becomes available and if she doesn’t get to the library that same day someone else on the list may get the book. At the end of her rental period she will also get a call if the book is not returned precisely on time. The librarians I spoke with said that a book in high demand would spend very few days in limbo. This may account for one or two additional eBook lends over the course of a year, but not more.

- **You Can Borrow eBooks Without Visiting The Library** – Here the publishers have a more valid argument. The removal of the need to visit the library could attract an entirely different consumer to borrow eBooks. In a survey conducted by the ALA and Overdrive, 31% of eBook library
borrowers say that they “rarely or never” visit the physical library. While 36% said that they had purchased a book after borrowing the same title from the library, over half said that they’d consider purchasing an eBook from an online retailer if it was not available from a library. While libraries are very customer-service oriented, it’s not clear to me why they would want to disintermediate themselves from the lending transaction. Borrowers will be more reluctant to visit the library but that necessary visit gives the library the opportunity to promote a variety of other services.

Libraries have three counter-arguments to publisher concerns:

- **Libraries Also Buy Duds** – Libraries have a valid point when they suggest that all the margin analysis done by publishers on their most valuable books ignores the fact that libraries buy thousands of titles each year which see few or no lends. Unlike physical booksellers, they do not pulp or return these titles. Unlike Amazon, they have to pay the publisher when they purchase the title, not just when they lend it out to their readers. As customers, libraries feel that their risk profile has not been adequately appreciated by publishers.

- **Libraries Stimulate Sales** – This is partly true. The libraries point to data I’ve already quoted showing that a significant number of readers go on to buy books they’ve borrowed. I’ve examined the data and it suggests two things.

- **Bestsellers Probably Do Cannibalize** – Though survey research is notoriously poor at predicting actual purchase behavior, the ALA/Overdrive study shows that over half of e-borrowers might consider buy a bestseller they couldn’t find at a library. Even if this number is smaller in practice, libraries probably don’t increase sales for books already on the bestseller lists.

- **Libraries Help New Authors and Older Titles** – Most Big Six publishers are hopelessly unsophisticated with pricing. They perversely discount bestsellers and end up charging a higher price for new and unknown authors. By removing the price hurdle to full-book sampling, libraries can help these authors build following and word-of-mouth sales.

- **Libraries Deserve Big Customer Pricing** – This argument is true but irrelevant under current law. Libraries assert that although they are smaller than Amazon, Barnes & Noble and distributors like Ingram, they are still big customers. They deserve lower prices than individual consumers rather than higher prices. The problem is that this is an argument that assumes that libraries own what they buy. It’s true for physical books – which is why libraries receive preferential pricing to ordinary consumers. But it is not true for eBooks. Libraries license eBooks rather than buying them. Thus, libraries are treated like resellers rather than end users.

**The Real Problem – Both Sides Are Having the Wrong Argument**

The argument between libraries and publishers has proven so difficult to resolve for a simple reason: both sides are using a faulty paradigm in their negotiations. They are treating eBooks like physical property, not software. This compels them to create difficult and complicated schemes for reproducing the ownership experience. But the data to determine an equitable price to sell eBooks to libraries in this scenario are almost impossible to collect. So the sides remain deadlock and guided by their own pre-existing beliefs rather than fact. The simple fact is this:
eBooks are Licensed, not Sold

Physical books are sold to libraries under the First Sale Doctrine, established under the Supreme Court ruling in Bobbs-Merrill Co. v. Strauss in 1908. In this case a publisher, Bobbs-Merrill, sued Macy’s when they violated the publisher’s copyright (and a collusive industry pricing practice) by pricing a book eleven cents under the publisher-mandated retail price of one dollar. The court ruled that certain aspects of copyright do not survive the first sale: in particular, the owner after the first sale may resell or lend the book for any price. (Caleb Crain writes a much better summary of the law and its current implications than I can in his blog Steamboats are Ruining Everything) It is this First Sale doctrine that allows bookstores to discount and libraries to lend.

Under current law, though, eBooks are not books – not under copyright law, at least. Instead, they’re sold under a use license, just like software. This issue gets a little complex because the pricing rights of the copyright holder are not absolute – as the Justice Department has recently established – but they do currently include the right to treat libraries as resellers rather than buyers. While I believe that libraries should promote a test case to challenge this law, the law will not change soon. In the meantime, though, thinking of eBooks as software points to a simpler, and surprising more equitable way to settle the current publisher dispute.

Solution: Charge Libraries Per Lend Based on Cost-per-Circ

There is one number that libraries can easily calculate which publishers will understand: the cost-per-circulation. This number is simple to calculate. It is the number of lends and divided by the cost of the books lent. This number is somewhere in the 50 cent to $1.00 range according to both publishers and libraries. It can be calculated separately by publisher and even split between bestsellers and older titles.

Even though libraries might naturally fear this, the per-use model has huge advantages to both libraries and publishers under the current copyright law.

Advantages to Publishers:

Measurability – Cost per circ is easily calculated. It requires no assumptions about borrower behavior. Calculating it requires only data that the least sophisticated library system already collects.

Flexibility – The ability to discount doesn’t disappear the moment a book is sold. Although libraries are not historically price sensitive, pricing becomes a valid tool for publishers as they manage the lifecycle of a book.
Equity – Publisher's stated goal is to control the sale and avoid cannibalization. This model assures equity with current physical book sales.

Advantages to Libraries

Better Access – Every library could have instant access to every title sold by every publisher.

Lower Risk – Libraries would spend a fraction of their current cost for titles that attract few borrowers but still be able to catalogue them.

Better Financial Control – Libraries can make intelligent decisions about how to use limited resources. Rather than trying to predict borrower behavior they can react to it.

Fairness – Digital books would not increase the current cost per circ for the library.

Big Six publishers and libraries recognize that eBooks present new and difficult issues to each party. For better or worse, Big Six publishers are unlikely to adopt a pricing model for eBooks that mirrors how print books are sold to libraries. But current pricing and lending restrictions unfairly penalize libraries to the detriment of publishers and readers. A system based on actual use would more fairly allocate cost and risk as long as eBooks are not governed by the First Sale doctrine.

NOTE: This article is part 1 of a two-part series. The second part will focus on the future of libraries. The next part will cover concerns with technology, small publishers and self-published authors and how the publishing industry and libraries can symbiotically grow together.
WHAT'S HAPPENING

- Technet State by State Broadband Report
- Public unions have a choice: Save pay – or jobs
- A counterattack on the obesity industry
- New Year's Resolutions for 2013
STATE BROADBAND INDEX
TECHNET'S STATE BROADBAND INDEX RATES THE STATES ON INDICATORS OF BROADBAND ADOPTION, NETWORK QUALITY, AND ECONOMIC STRUCTURE AS A WAY OF TAKING STOCK OF WHERE STATES STAND. HERE ARE THE TOP TEN:

1. Washington
2. Massachusetts
3. Delaware
4. Virginia
5. California
6. New Jersey
7. New York
8. Maryland
9. Utah
10. Vermont

BROADBAND IS KEY TO ECONOMIC GROWTH
MAINTAINING ROBUST BROADBAND INFRASTRUCTURE RESULTS IN SMALL BUSINESS CREATION, JOB GROWTH, ECONOMIC OUTPUT, AND INCREASED TAX REVENUES:

Broadband-connected businesses report annual median sales revenues $300,000 higher than those without.

3 = $100K

Broadband is responsible for:

20% of new jobs across all businesses
30% of new jobs in businesses with <50 employees

BROADBAND IS KEY TO SOCIAL GROWTH
HAVING INTERNET SERVICES THAT ARE RELEVANT TO PEOPLE'S IMMEDIATE INTERESTS, SUCH AS FINDING A JOB, APPLYING FOR BENEFITS, OR CONNECTING WITH FAMILY MEMBERS:

In one decade, the number of domestic IT jobs grew 26%-4x faster than employment in the U.S. as a whole.

1998

2008

More than 68% of U.S. households use high-speed broadband.

Broadband adoption rates vary greatly by income level.

32.1% ANNUAL HH INCOME <$15K

109.6% ANNUAL HH INCOME >$150K

Online high school graduates are 2x as likely to go to college as those who are not online.

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12/5/2012
Editorial

Public unions have a choice: Save pay – or jobs
Last updated: December 17th, 2012 12:16 AM (PST)

There’s no telling what kind of sacrifices Tacoma’s firefighters union may be offering as it privately negotiates with city administrators to preserve positions and public safety. The big thing is that they’re negotiating in the first place.

The Great Recession has not been kind to public unions. In the rising economic tide that preceded it, many of them had won very generous compensation from local and state officials they’d helped put in office.

Unions in the private sector should have it so good. Private-sector unions can’t vote for the people they face at the bargaining table, and the companies they work for can go bust if they can’t turn a profit. (See Hostess Brands Inc.)

Governments don’t face the discipline of the market, and they rarely go belly up: People can do without Twinkies, but they can’t do without police protection, sewers, water or streets.

The recession and its aftermath have slammed public unions from two directions: Governments have been hard-pressed to pay for those nice contracts without cannibalizing the services they provide their citizens. And taxpayers – many of whom have seen their incomes drop – have been annoyed to discover how much they are paying public employees in very hard times.

With revenue growth strangled, budget-writing has become a zero-sum game: Union compensation comes at the expense of city services, and vice versa. When the tradeoffs are made, no one walks away smiling.

In fact, the City of Tacoma would have been happy to settle for zero sum tradeoffs. After inheriting a fiscal disaster from his predecessor – and previous city councils – City Manager T.C. Broadnax had to close a $63 million shortfall when he developed Tacoma’s newly adopted biennial spending plan.

Almost everything has been hit, including emergency services, road repair and Tacoma’s once-expansive library system. Taxes have been raised. The budget will eliminate 217 jobs, some by attrition.

The Tacoma Fire Department stands to lose 29 positions, three fire engines, Station 6 in the Tideflats and staffing at fire stations on the East Side and in the Proctor District.

Faced with similar scenarios, public unions have responded in different ways. Some have ignored critics, hunkered down, and clung to every pay raise and privilege won in contracts past – sacrificing jobs in many cases to maintain pay scales and benefits.
Other unions across the country have responded rationally, negotiating givebacks to save both jobs and the services they provide. To its credit, Tacoma’s Fire Union Local 31 appears to be doing just that as it talks with city officials about preserving positions and fire protection.

Given the economic distress in Tacoma and Pierce County, this isn’t a matter of how much compensation firefighters or other public employees deserve. That’s a judgment call: They may deserve more, or less, depending on whom you talk to.

It’s really a matter of how money exists. Local 31 looks as if it has come to grips with that unbendable reality. Other city unions might spare some of their own members’ jobs if they did likewise.
Editorial
The News Tribune

A counterattack on the obesity industry
Last updated: December 5th, 2012 12:18 AM (PST)

Most children face obstacles enough in life. Obesity – a preventable problem – shouldn’t be among them.

The Pierce County Health Department, YMCA, MultiCare and other community organizations deserve credit for their attack on childhood obesity, an epidemic of epic proportions in the United States.

Obesity isn’t merely being overweight; it’s being so overweight that grave problems are likely to arise from it – including heart disease, diabetes and, not least, bullying from classmates.

According to the U.S. Centers for Disease Control, the rate of obesity among 6- to 11-year-olds rose from 7 percent in 1980 to nearly 20 percent in 2008. Among 12- to 19-year-olds, the rate went from 5 percent to 18 percent. There’s no reason to think kids have gotten skinnier in the last four years.

Two factors are driving the trend: Eating junk and staring at screens. Fast food, snacks and sugary drinks pump the calories into them. The calories get packed away as fat when children spend hours a day parked in front of video games, television and computers.

Blame adults for most of this. They control what young children eat and how much time they spend gaping at pixels. In Washington, according to the CDC, roughly a third of all children aged 6 to 17 have televisions in their bedrooms. More than half of all high schools and middle schools provide ready access to high-calorie drinks and snacks during school hours.

A lot of these kids simply have the deck stacked against them.

But don’t underestimate the counterattack. In the South Sound, a small host of organizations has been pushing back, often in close coordination.

In 2011, for example, MultiCare and the YMCA of Pierce and Kitsap County launched their “5210” program to promote healthy choices. The number stands for five servings of fruits and vegetables a day, two hours or less of non-educational screen time, one hour or more of physical exertion and zero drinks with added sugar.

A particularly elaborate partnership also involves the YMCA. A year and a half ago, officials of the financially strapped Franklin-Pierce School District felt pressed to eliminate physical education positions in elementary schools. The YMCA stepped in; by its account, it has since been providing 25 to 32 hours a week of P.E.-equivalent activity in those schools.

The strength of these efforts lies in the synergy.
Powerful international forces lie behind the obesity epidemic: Fast-food chains, junk-food producers, Hollywood, the television and gaming industries – all employing vast advertising budgets. What’s needed – and what we’re seeing – is ordinary citizens and community groups banding together to say, “Enough.”
Lakewood Patch

New Year's Resolutions for 2013

Posted on December 12, 2012 at 3:48 pm

Karen Lebeter

Overactive volunteer living in Lakewood, prepared for anything.

We sometimes go thru life on automatic. Spending some time each December evaluating how the past year went and making plans to improve your life, to be happier in the next year, is a great way to spend a winter vacation if you turn off the TV.

Our lives have many components: career, social, family, financial, physical health, mental health, and our home. Take some time to concentrate on each of these areas, list the things you want to improve or change. If you can't get started easily, then start with listing things you were unhappy or disappointed with in each of these areas. Then list what needs to be done to change things for a better new year.

Career: Do you enjoy going to work? Do you feel a sense of accomplishment when finishing a task or project? Are you getting regular raises or more responsibilities? Are you miserable at work? Do you dread going to work each day, or going to face a particular fellow employee or boss?

Remember, resolutions work better when they are goals. Goals have to be defined, written down, attainable, and measurable. Winning the lottery to avoid bankruptcy or working is Not a goal. "Working harder", "Getting ahead at work", and "Making more money" are not goals.

Instead, polish your computer skills, put your resume on LinkedIn, enhance your skills and abilities, or further your education. Now to convert these ideas to goals - List the steps you can take to accomplish these ideas or other ideas, and put a time limit on them. Now you have a goal you can accomplish.

Career Goals for 2013:

January:

1. Look through library books to find ideas for resumes.

2. Rewrite and update your resume. Print a copy, download a copy to a flashdrive and/or your computer.

3. Check with library for classes on newest versions of Word, Excell, and other programs.

February:

1. Sign up on LinkedIn. Enter information on your education, experience, etc. Clean up your Facebook page (check out what photos you have on there).
2. If you learned a foreign language in high school or college and have forgotten most of it, renew your skills. Find a TV channel and/or radio channel in your chosen other language and listen to the language. Buy, borrow, or check out a book on the language (I love the "____ in 10 min a day" series).

Okay, I am not going to do all of this for you. You may be an engineer, secretary, cook, or rodeo cowboy so you will have to tailor your goals appropriately.

Just remember, goals have to be precise (definable), attainable (not fantasy), and you have to have a time limit. If not, nothing will be any different next year. Wasting time is wasting your life. We only have a set amount of time on this earth and no one here knows how long that will be. Make the most of it by making some plans. Don't wait until you are in your 70's or 80's and then regret not doing something you always wanted to do, or not doing more with your life, or spending more time with your kids.

You have about 3 weeks left in this year. Make next year better, and more fulfilling. Post those resolutions where you can see them every day and have some fun!