Provocative Opening Statement
"If you want to get laid, go to college. If you want an education, go to the library."

-Frank Zappa
Who am I?
I am me.
A year earlier I had a terrible, horrible thought...
I have an iPad. Why do I need a library?
How are libraries under attack?
“Books” are the brand of the library*

*OCLC Perceptions of Libraries Study 2011
Some major publishers do not lease eBooks to libraries.
Some publishers who do are setting boundaries.

Harper Collins (Spring 2011) - 26 circs before requiring a repurchase

Penguin (Fall 2011) – no new e-content libraries (but experimenting - NYPL)
In fairness...

Vulture in “Over a Barrel” sculpture by Vicki Banks

Libraries

Publishers
The new (personal) content superstores

amazon.com

and you’re done.

BARNES & NOBLE

APPLE
Amazon is like Walmart in your pocket.
Apple used to have something called “The Apple Library of Tomorrow.”

They shuttered it in the 90’s.

Apparently, Apple came to believe that the library of tomorrow had no future.

In loving memory of Steve Cisler. Google him.
Barnes & Noble has been friendly to libraries...

...but libraries are not their primary market.
And others are getting into the game...
• Free app w/ $2.99/title or via subscription
• Interactive content
• New publishing model: 50/50 split with authors
“...download the app...and help us reinvent the future of reading.”

- TED curator Chris Anderson

eBook vendors are gathering library talent

- Bibliotheca: Monique Sendze and Jordana Vincent (Douglas County Libraries, Colorado). Monique ultimately decided to stay with DCL.
- 3M eBooks Division: Heather McCormack (Library Journal Editor)
City Governments

sometimes smother libraries

with love...
People who should know better...

Brian Cooley – CNET Senior Editor (March 2011) 14:00
People who should know better...

“Books are free at the library but there is no line out the door.”

Seth Godin – Domino Project Blog

http://www.thedominoproject.com/2012/04/piracy-you-wish.html

“The Domino Project is a new way to think about publishing
Founded by Seth Godin, Powered by Amazon.”

http://thedominoproject.com
Insult to Injury

• Forbes: LIS tops the “worst master’s degree” list
• Louisiana Eliminates State Aid to Public Libraries
• And there’s always more....
What’s really at stake?
Lost Beer Recipes

In 1997, a Fort Collins flood destroyed the original recipe our researcher, Phil Benstein, found in the library.
Seriously, what’s really at stake?
The public good served by libraries is essential to society in the information age.
"When you are growing up, there are two institutional places that affect you most powerfully -- the church, which belongs to God, and the public library, which belongs to you. The public library is a great equalizer."

- Keith Richards
The Library’s brand is “books.”

What if libraries can’t get books?
eBooks are books.
eBooks are not books.*

*eBooks mostly are not books*
How many eBook options do libraries have?

(mostly, anyway...3M and Bibliotheca are getting in the game)

...or DIY.
Wait! What about DIY!? Isn’t that the answer?

(hint: it’s *an* answer)
DIY: Library as Publisher

Marmot

Douglas County Libraries
Califa
Others
What’s so great about libraries?
Libraries care about your right to access information confidentially...

...by culture, and by statute.
Libraries and librarians are trusted.*

Can you say the same about other providers of information?

*OCLC Perceptions of Libraries study
Libraries have significant, (and sometimes unmeasureable) impacts on people’s lives. Every day. 24/7. 365.
Libraries serve communities in times of crisis.

http://coloradovirtuallibrary.org/btop/content/mobile-labs-times-crisis-high-park-fire-poudre-river-public-library-district
Libraries are a community anchor.
Libraries are an economic anchor.
Librarians care about the success of individuals and the success of our communities.
Librarians do their thing everywhere.

http://thestorysailboat.com/
“Libraries” spring up everywhere.

Klagenfurt, Austria QR Code Electronic Library (70 titles)

http://www.smartplanet.com/blog/cities/a-public-library-that-only-uses-qr-codes/3905
Questions libraries are asking themselves
Libraries are beginning to look into that deep, dark truthful mirror...
...if libraries didn’t already exist, would we invent them today?
...what is our mission in the age of information?
...do we understand the difference between form and function?
...should books be our brand?

*I like “Access” – to info, spaces and tools that enrich lives.
What are libraries today?
Libraries are places of technology
Libraries are places of physical and virtual connection
Libraries are forming Districts.
Libraries curate local and unique content and send it back to the hive.
Libraries are experimenting with physical and e-publishing. Spaces and tools for content creation. Maker spaces. And more.
Libraries need help... from Librarians*

*That’s you! :0)
Advocacy is really just a conversation with the right people.
Thank You!

Carson Block

www.carsonblock.com

librarylandtech@gmail.com

@CarsonBlock

QR Code