Agenda

- Welcome (Steve Potash, OverDrive)
- Project Update (Cliff Guren, Panorama Project)
- Introduction of the *Directory of Readers’ Advisory Activities* (Magan Szwarek, Schaumburg Township District Library)
- Q&A and Discussion
STEVE POTASH

Founder & CEO, Rakuten OverDrive
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The Panorama Project

Data-driven insights on how libraries impact book and author discovery, brand development and retail sales.
CLIFF GUREN
Project Lead, Panorama Project
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Advisory Council

- Todd Carpenter: Executive Director, National Information Standards Organization
- Michele Cobb: Executive Director, Audio Publishers Association
- Skip Dye: Vice President, Library Marketing And Digital Sales; Vice President, Sales & Operations, Penguin Random House
- Sari Feldman: Executive Director, Cuyahoga County Public Library
- Susan Hildreth: Treasurer, American Library Association
- Alan Inouye: Director Of Public Policy, American Library Association
- Libby Jordan: Executive Director, Partnerships And Specialty Markets, Open Road Integrated Media
- Erica Lazzaro: Executive Vice President, Publisher Services, Rakuten Overdrive, Inc.
- Peter McCarthy: Director, Digital Services, Ingram Content Group
- Dominique Raccah: Publisher And Ceo, Sourcebooks
The first 10 months

- Completed our first community reading event study and published our findings
- Conducted several pilot projects, including
  - A library/book seller partnership feasibility study
  - A library hosted author event study
- Initiated our research on ways to measure the social media impact of library recommendations
- Formed the Readers’ Advisory Impact Committee and published the *Directory of Readers’ Advisory Activities*
- Completed the first draft of our long-term technical development plan
- Developed a framework for long-term strategic plan
Community Reading Event Impact Report Recap

- **Discovery Impact from the Campaign**
  - 5.6 million page views globally of the ebook title details page in public library digital catalogs.
  - An increase in title’s Amazon Kindle sales rank—from below 200,000 prior to the library ebook club campaign to 7,833 at the close of the event.

- **Brand Development Impact from the Campaign**
  - Over 13,000 Goodreads members added the title to their shelves during the campaign.
  - 500+ mentions from libraries and readers across social media using #BigLibraryRead.

- **Retail Sales Impact from the Campaign**
  - 818% growth in ebook sales from March to April, 2018.
  - 201% growth in print sales from March to April, 2018.
January 2019 Update: Print sales
January 2019 Update: Ebook sales

From author Jennifer McGaha...

“The Big Library Read gave me a chance to connect with many readers I would not have otherwise, and many readers contacted me via email or social media to let me know they discovered Flat Broke through the Big Library Read. As a first-time author, I am immensely grateful for the exposure the Big Library Read brought to my book.”
Introducing Panorama Picks

Libraries and booksellers working together to connect readers with books and authors

- Using aggregated, anonymized library ebook demand data to surface titles *beyond the current bestseller list* in high demand at public libraries

- Lists shared quarterly with booksellers at no cost to help raise the visibility of these titles and promote sales

- The impact of the program on print sales will be tracked on a quarterly basis
Methodology

Focused on three categories:
- Adult fiction
- Adult nonfiction
- Young adult fiction & nonfiction

Looking at titles in these categories published in the previous 12 months.

Using aggregated, anonymized demand data from the previous quarter, broken out by region.

Weeding out obvious best sellers, book club selections and other heavily promoted titles.
You know these titles...
National high demand adult fiction list
PNW high demand adult fiction list
Library hosted author events study 2.0

- Focused on measuring the impact of library hosted author events on library demand and circulation, and retail sales
- Builds on our pilot project with Cuyahoga County Public Library and Mac’s Backs
- Three goals for version 2.0
  - Simplify
  - Scale
  - Diversify
- Developing a web-based sign-up and data collection system
- Currently conducting focus group discussions with a variety of libraries
- Working toward a Q1 launch
Other initiatives underway

■ Expanded community reading events research program
  – Three goals: Simplify, Scale, Diversify
■ Audiobook study
■ Our continuing Readers’ Advisory Impact Committee research
READERS’ ADVISORY

THE ART AND SCIENCE OF CONNECTING READERS WITH BOOKS AND AUTHORS
Project Plan

1 Catalog
Research and document the types of Readers' Advisory activities used by public libraries

2 Survey
Collect data on the prevalence of the Readers' Advisory activities cataloged

3 Measure
Measure the impact of selected activities on book/author discovery, circulation, and local

4 Analyze
Analyze the data collected

5 Document
Document best practices
Committee Facilitators

- **Bill Kelly**  
  Adult Programming Manager  
  Cuyahoga County Public Library

- **Cindy Orr**  
  Digital Collection Advisor  
  OverDrive

- **Magan Szwarek**  
  Director of Reference Services  
  Schaumburg Township District Library
Committee Members: Libraries

- Chicago Public Library (IL)
- Cook Memorial Public Library District (IL)
- Cuyahoga County Public Library (OH)
- Denver Public Library (CO)
- Elkhart Public Library (IN)
- Evansville Vanderburgh Public Library (IN)
- Great Neck Library (NY)
- Henrico County Public Library (VA)
- Johnson County Library (KS)
- Kansas City Public Library (KS)
- King County Library System (WA)
- Lexington Public Library (KY)
- Library of Congress (DC)
- Lindsey Wilson College (KY)
- Los Alamos County Public Library (NM)
- Mesa County Library (CO)
- Mt. Lebanon Public Library (PA)
- Omaha Public Library (NE)
- RAILS (IL)
- Santa Barbara Public Library (CA)
- Schaumburg Township District Library (IL)
- Skokie Public Library (IL)
- Sno-Isle Libraries (WA)
- Springfield-Greene County Library (MO)
- St. Charles City-County Library (MO)
- Timberland Regional Library (WA)
- Toronto Public Library (Canada)
- Twinsburg Public Library (OH)
- Vineyard Haven Public Library (MA)
- Westbank Community Library (TX)
- Williamsburg Regional Library (VA)
Committee Members: Companies & Organizations

collectionHQ (Baker & Taylor)
Gale, A Cengage Company
LibraryReads
LRB Library Associates, LLC
NoveList (EBSCO)
Overbooked
RA for All
Rakuten OverDrive
MAGAN SZWAREK

Director of Reference Services

Schaumburg Township District Library
What is Readers’ Advisory—and why does it matter?

- Readers’ Advisory is the art and science of connecting readers with books and authors
  - *Putting the right book in the hand of the reader at the right time*

- Literacy and reading are essential to personal success and to sustaining our book culture
  - *Reader’s Advisory activities help build the foundation for reading communities*

- Readers’ Advisory is everybody’s job: publishers, booksellers, libraries and service providers
  - *Together we can help books and authors find the audience they need and deserve*
The Panorama Project Directory of Readers’ Advisory Activities

- Many outside the library community aren’t aware of the breadth and volume of Readers’ Advisory activities undertaken by libraries
- The directory gives everyone interested in book recommendations an easy way to learn about how librarians connect readers with books and authors
- The directory provides a framework for the research work the committee is embarking on to measure the impact of the various Readers’ Advisory activities cataloged
Social Media Book Talks

DESCRIPTION: Library staff members use social media in various ways to promote new and suggested titles. Discussions may take place on Facebook or Twitter at designated times or are ongoing. Library staff members may also record a book talk on Facebook Live and upload the video to YouTube for later viewing by readers. Staff members may also post book reviews to a Goodreads account or to a library blog.

EXAMPLES:

- Skokie Public Library Talkin’ Books YouTube playlist
- Cook Memorial Public Library District “Pick of the Week” feature on Read Watch Listen blog
- Toronto Public Library’s Twitter book club
- Denver Public Library’s book blogs

ADDITIONAL INFORMATION:

- American Library Association I Love Libraries initiative
DIRECTORY OF READERS’ ADVISORY ACTIVITIES

Contents
- INTRODUCTION
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- IN-DIRECT ACTIVITIES
- ADDITIONAL EXAMPLES
- LIBRARIAN NETWORKING & TRAINING
- SUBSCRIPTION & FEE-BASED TOOLS
- CONTRIBUTORS

IN-DIRECT (ONE-TO-MANY) ACTIVITIES

This section catalogs “indirect” Readers’ Advisory activities. These activities do not involve a direct, one-on-one encounter between a librarian and a reader (though they may involve in-person encounters within book groups and similar gatherings). Here, the focus is on discovery, providing opportunities for readers to encounter new titles and authors through lists, displays, browsing aids, and other tools discussed below. This discovery can happen whether or not the librarian is present.

RECOMMENDED BOOK OR READING LISTS

DESCRIPTION: Library staff members curate lists of recommended, popular, or interesting titles
Visit panoramaproject.org

- Browse the online version of the directory
- View/Download the PDF versions of the directory and the quick guide
- Submit additional activities, examples and useful links—and give us feedback!
- Join the committee—we have a lot of interesting work ahead of us!
DISCUSSION TIME
Thank you!

Learn more at panoramaproject.org

Email us at info@panoramaproject.org