PANORAMA PROJECT UPDATE

ALA Annual Conference
June 23, 2019

panoramaproject.org
STEVE POTASH

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panoramaproject.org
INDUSTRY UPDATE
ALEXIS PETRIC-BLACK
Senior Manager, Publisher Relations
Rakuten Overdrive
How we do it... FOR NOW

- Aggregated, anonymized U.S. public library ebook demand data
- Specific to the 8 retail regions used by the ABA (and Hawaii)
- Titles in 3 broad audience categories (Adult Fiction, Adult Nonfiction, YA)
- Focus on titles published in the last 12 to 24 months
- Filtered to limit known bestsellers, book club selections, other heavily promoted titles
- Updated quarterly
PANORAMA PICKS

The books readers are waiting to borrow from the nation’s public libraries

panoramaproject.org
Geography matters

Local readers differ in their interests

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PANORAMA READERS’ ADVISORY SURVEY:

INITIAL FINDINGS
SHARON BRUNI

Associate Director for Public Services
Mt. Lebanon Public Library

brunis2@einetwork.net
About the survey

- Ran from April 30 to May 22, 2019
- Promoted to our mailing list of over 400 subscribers, on Twitter, on numerous blogs, and by several industry publications, including Library Journal
- 421 completed responses from 335 U.S. public library systems in 40 states
  - 54% of those who responded work in multiple branch systems
  - 46% of those who responded work in single branch libraries
About today’s update

The findings we are sharing today are focused on three topics:

1. How public libraries assess their own effectiveness as places to discover books and get recommendations
2. Insights on indirect (one-to-many) recommendations, especially social media activities
3. The impact of author events on retail sales
Does your library/library system specifically market itself as a place to discover books and get reading recommendations?

- Yes: 81%
- No: 19%
Assessing our effectiveness

How effective would you say your library/library system is at providing reading recommendations to patrons?

- Not Very Effective: 1%
- Somewhat Effective: 26%
- Effective: 52%
- Very Effective: 20%
- No Opinion: 2%
Which formats do you usually promote in the displays you create?

- Print: 34%
- eBook: 5%
- Physical audiobook: 25%
- Digital audiobook: 4%
- DVD: 25%
- Digital video: 1%
- All of the above: 6%
Does your library/library system create recommended reading lists?

- Yes: 70%
- No: 30%
Which audiences do you regularly create recommended reading lists for?

- Adults: 26%
- Teens: 11%
- Children: 14%
- All: 48%
How we use our online assets

Which online library platforms do you regularly use to promote the lists you create?

- Library website: 38%
- Library catalog: 20%
- Branded digital service provider pages (e.g. OverDrive landing page): 15%
- Online reading recommendation database provider pages (e.g. NoveList, Select Reads): 16%
- None of the above: 11%
How frequently do you usually post new reading recommendations on your online library platforms?

- **Daily**: 2%
- **Several times a week**: 7%
- **Weekly**: 17%
- **Bi-weekly**: 8%
- **Monthly**: 42%
- **Every few months**: 24%

And when we do post, we don’t post frequently.
Social media

In your opinion, how effective is your library/library system at using social media to generate interest in new authors and titles?

- 32% Not Very Effective
- 42% Somewhat Effective
- 19% Effective
- 4% Very Effective
- 3% No Opinion
Which other online platforms do you regularly use to promote the lists you create?

- Facebook: 26%
- Instagram: 13%
- Pinterest: 5%
- Twitter: 12%
- Email newsletters: 25%
- Podcasts: 3%
- None of the above: 17%
Again, we post, but not as frequently as we should
Collaboration

When you're selecting titles for your displays and recommended reading lists, do you ever:

- Collaborate with other libraries: 11%
- Collaborate with local booksellers: 3%
- Collaborate with local schools and higher ed institutions: 18%
- None of the above: 67%

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Author events

Do you host:

- Publisher sponsored author events: 16%
- Local indie published author events: 37%
- Author events in partnership with other libraries: 20%
- Author events in partnership with local bookstores: 22%
- All of the above: 5%
Do you sell books at your author events?

Yes: 81%
No: 19%

Book sales at author events
How do you sell books?

- Directly (sourced from a distributor): 18%
- Directly (sourced from the publisher): 22%
- Indirectly (Using a local bookseller): 61%
The Panorama Project inspired us to do this:

And this:
In closing...

- Embrace your role as a place to discover new books and authors
  - Own it and live it—in the library and online

- Embrace your role in your community as a trusted advocate for reading and books
  - Collaborate with other advocates—libraries, schools, authors, booksellers
    - Again, in your local community and online

- Shout it out!
  - Collect and share your data
    - Be proud and loud about your successes
    - Be honest and humble about your failures
      - Librarians are committed to learning!
Now available the project website...
Thank you!

SHARON BRUNI
Associate Director for Public Services
Mt. Lebanon Public Library

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MAKING SOCIAL MEDIA WORK FOR YOU
BECKY SPRATFORD

RA for ALL
Training Library Workers to Help Leisure Readers

raforall.blogspot.com
Becky’s Ten Rules of Basic RA Service

1. Betty Rosenberg: “Never apologize for your reading tastes”
2. Suggest don’t recommend
3. Everyone reads a different version of the same book
4. Write down adjectives about what you read; plot you can find
5. Read widely (at least speed read widely)
6. Share what you read- with staff and patrons
7. Use resources
8. Working together is your MOST valuable resource
9. Bridge the physical-virtual divide
10. PRACTICE, PRACTICE, PRACTICE
For more on Becky’s ideas, tips & tricks, including plenty of links

- Click here

- Or visit:

https://raforall.blogspot.com/2019/06/ra-for-all-roadshow-visits-ala-annual_23.html
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<th>RANK</th>
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<td>Sue Burke</td>
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