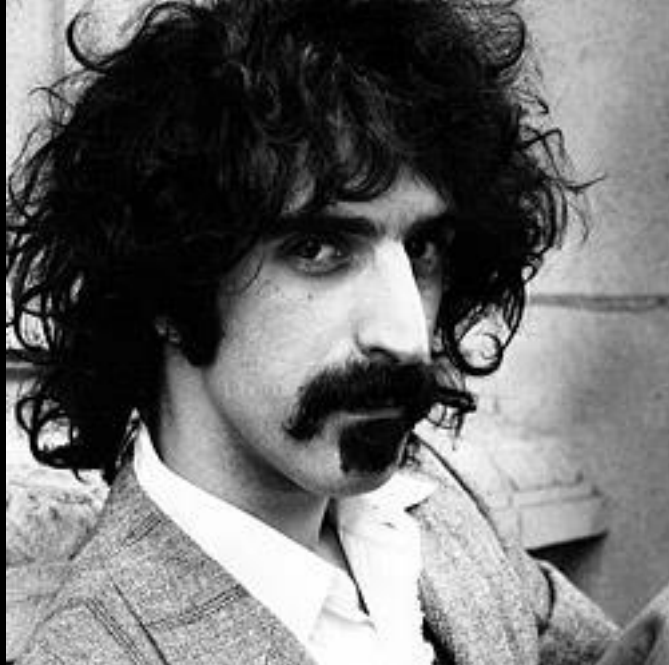


THE BOLLOCKS

HERE'S THE

SEX PISTOLS

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.

My SXSWi Story



A year earlier I had
a terrible, horrible
thought...

I have an iPad.
Why do I need a
library?

How are libraries
under attack?

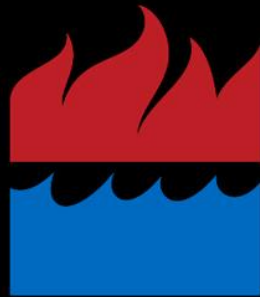
“Books” are the
brand of the library*

*OCLC Perceptions of Libraries Study 2011

Some major publishers do not lease eBooks to libraries



Some publishers who do are setting boundaries.



HarperCollins

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

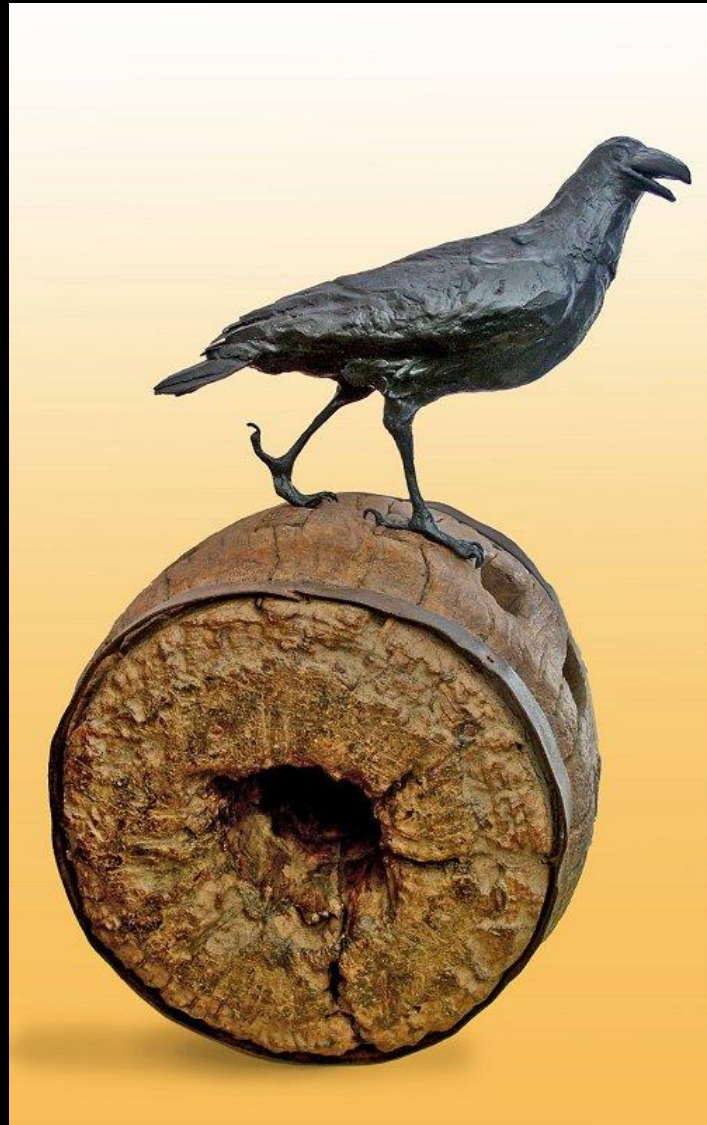
Penguin (Fall 2011) – no new e-content libraries (but experimenting - NYPL)



Penguin Group (CAN)

In fairness...

Libraries



Publishers

Vulture in "Over a Barrel" sculpture by Vicki Banks

The new (personal) content superstores

amazon.com[®]
and you're done.[™]

**BARNES
& NOBLE**



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.](#)

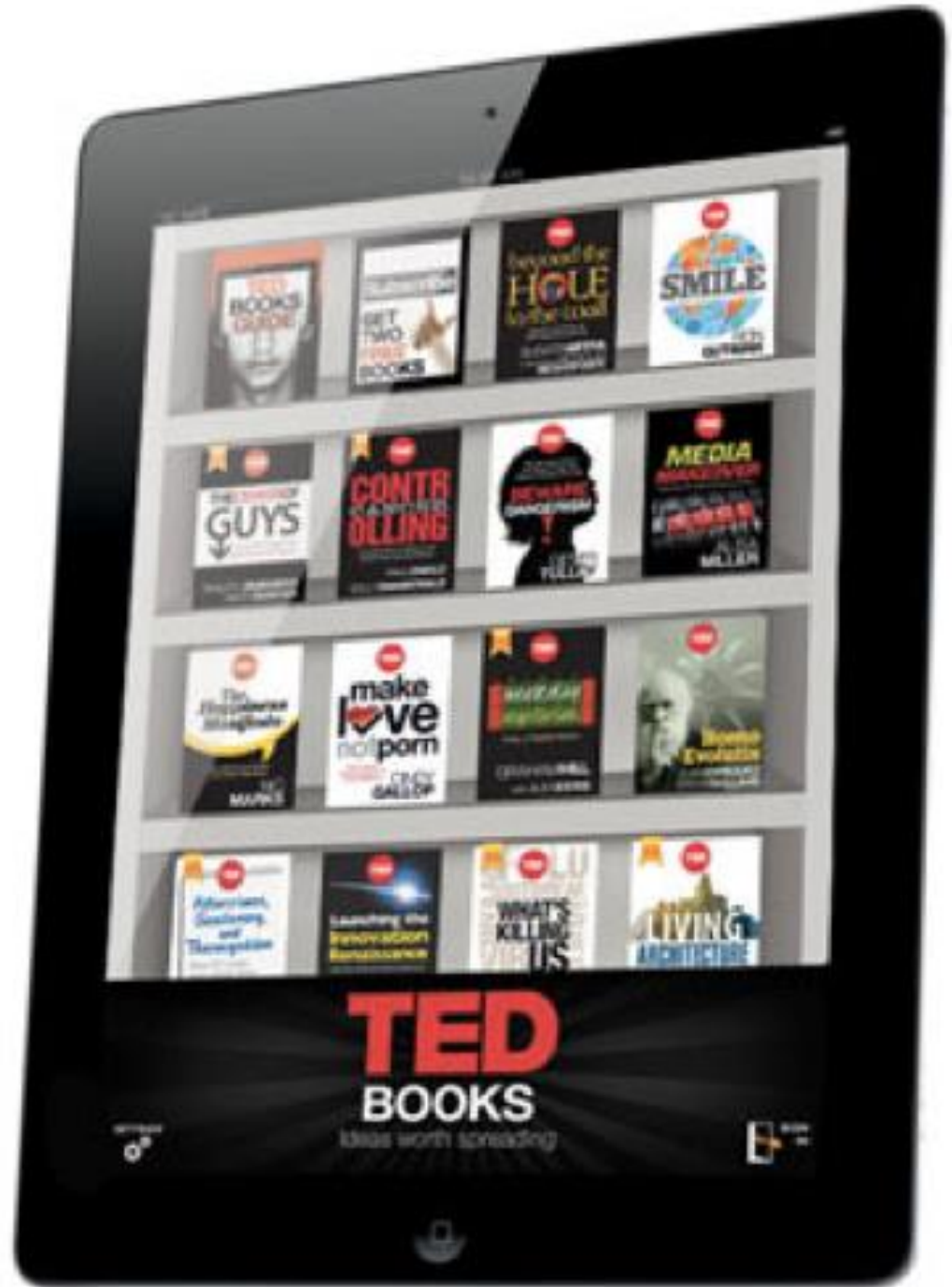


Barnes & Noble has been friendly
to libraries...

...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

<http://blog.ted.com/2012/07/20/9-reasons-to-be-excited-by-the-new-ted-books-app/>

eBook vendors are gathering library talent

The logo for Bibliotheca, featuring the word "bibliotheca" in a lowercase, sans-serif font. The "bi" is in orange and the rest of the word is in white, all contained within a white rectangular box.

- 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)

The 3M logo, consisting of the letters "3" and "M" in a bold, red, sans-serif font. The "3" is slightly larger than the "M".

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...

Bill Mahr - Real Time -
November 2011

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.



KEITH
RICHARDS
Making Offence

"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?

OverDrive[®]

(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
unmeasurable) impacts on
people's lives.

Every day.

24/7.

365.

Libraries serve communities in times of crisis.



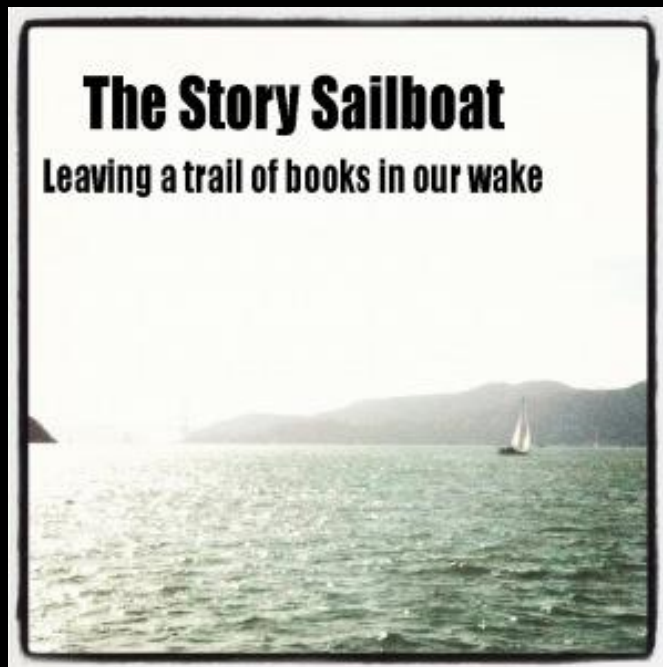
<http://coloradovirtuallibrary.org/btop/content/mobile-labs-times-crisis-high-park-fire-poudre-river-public-library-district>

Libraries are a community
anchor.

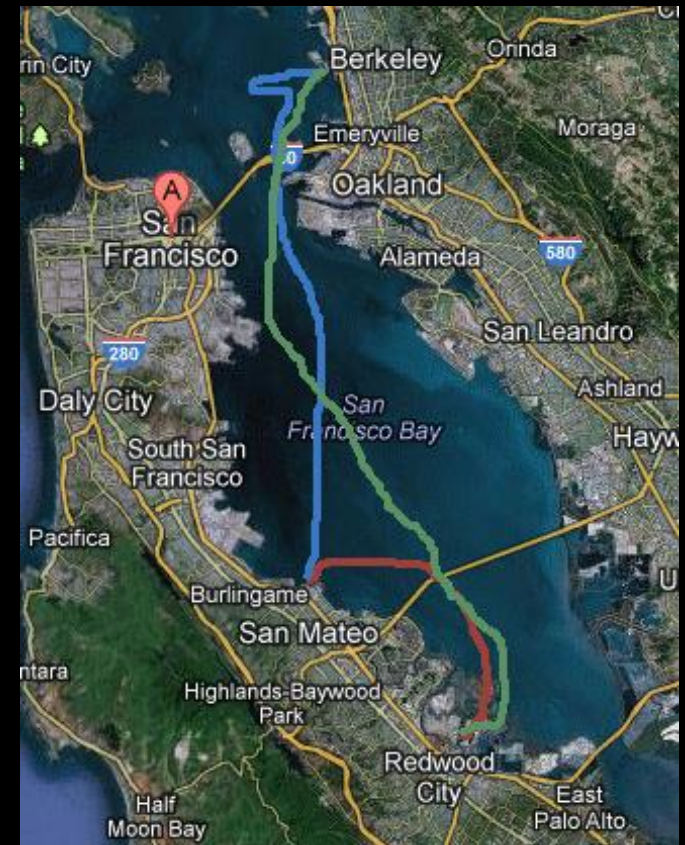
Libraries are an economic
anchor.

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

