Relationships with Libraries

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Public Libraries in the United States

“Visiting the library remains the most common cultural activity Americans engage in.”

—Gallup, 2019

- 16,568 public libraries
- 2,524 independent bookstores*
- 627 B&N stores

*Figure N-1. Public Library Administrative Entities in the United States, FY 2016

Public Libraries in the United States

“Roughly a quarter of U.S. adults (27%) say they haven’t read a book in whole or in part in the past year, whether in print, electronic or audio form, according to a Pew Research Center survey conducted Jan. 8 to Feb. 7.

The same demographic traits that characterize non-book readers also often apply to those who have never been to a library.”

—Who doesn’t read books in America?, Pew Research, 2019
Public Libraries in the United States

- “50% of all library users report purchasing books by an author they were introduced to in the library.”
  
  *Patron Profiles, 2011*

- “A majority of print readers (54%) and readers of e-books (61%) prefer to purchase their own copies of these books.”
  
  *Pew Research, 2012*

- “31% of people who have used library websites or mobile apps read book reviews or got book recommendations.”
  
  *Pew Research, 2016*

- “Notably, once a book has been borrowed, a majority—60 percent—of millennials reported that they go on to purchase that same title. And more than three quarters—77 percent—later purchase books by the same author.”
  
  *Library Journal Generational Reading Survey 2019*
Connect with Your Local Library

PubWest Session E1 2/22/20
Reach out to the Special Collections Librarian

- Learn about collections that can be mined; republish long-dormant works
- Discover photograph collections that can be developed into books
- Look for stories that are hidden in collections; create new books inspired by them
> Learn about collections that can be mined
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> Learn about collections that can be mined
> Learn about collections that can be mined
Look for stories that are hidden in collections
> Look for stories that are hidden in collections

a handful of earth
a handful of sky

the world of
Octavia E. Butler

Lynell George
Reach out to the Development Director

- Volunteer to partner in fund-raising activities
- Is there an All-City Reads program? Can you start one?
- Work with librarians to develop an appropriate fundraising book project
- Seek out sponsors to fund a book in exchange for a sponsor page
- Ask a printer you work with on a regular basis to donate a short-run special edition to be sold as a library fundraiser
Is there an All-City Reads program? Can you start one?
Seek sponsors to fund a book
Reach out to the Acquisitions Librarian

- Remember: librarians are influencers as well as customers
- Always alert the librarian to your new titles
- Use him or her as a sounding board when you are developing a new title; ask for advice
- Donate copies of your best-selling titles
- Offer a deep discount for direct purchases by the library
Reach out to the Community Relations Liaison

- Plan many free author lectures
- Schedule library events (where books are not for sale) when marketing a new title
- Volunteer to lead a class in book development
- Moderate a book or writers’ group
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Thank YOU!