TO: PLA Board of Directors

FROM: PLA Staff

RE: **ALA and PLA eBook efforts to date**

DATE: September 3, 2019

This document provides an update and background related to ALA and PLA efforts on eBook lending.

* ALA has developed strategies and goals related to eBook lending advocacy. (See document number 2020.1.)
* In order to assure a collaborative effort among the national library organizations, ALA is pulling together a new Digital Content Working Group (DCWG) comprised of ALA and other library organization members.
* The most immediate concern is with Macmillan’s embargo planned for November 1 and signaling to all other major publishers this is not a path they should follow, but there are many issues to be addressed in the digital content realm. ALA and PLA Past President Sari Feldman summed up the current state well in her July column to Publisher’s Weekly: <https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/80689-libraries-must-draw-the-line-on-e-books.html>. In talking with the ALA Public Policy & Advocacy Office (PPA, aka ALA Washington Office), we know that ALA is exploring legal, regulatory and legislative options, but all of this will take some time to explore and implement. Working together through the DCWG before moved several publishers from not selling eBooks at all to having all major publishers licensing to public libraries, although we continue to disagree about pricing and terms.

With Ramiro’s leadership, PLA has held multiple calls with ALA PPA. Ramiro also has worked to bridge PLA, ALA, and ULC through his role on the ULC E-Book/E-Audiobook Working Group so that we are responding consistently and with one voice. PLA is working to support communication to the field and ultimately, to the public, about the negative impact of the Macmillan model. Increased and strengthened communications at all levels is our most immediate tool to apply pressure. Much work is being done; here is where we are to date:

* Sent letter from PLA board to CEO of Macmillan (the board will discuss his response and a proposed meeting with him on our call).
* Issued statement condemning MacMillan lending model
* Created [information page on PLA website](http://www.ala.org/pla/issues/ebooklending). This site will be updated regularly, and your suggestions are appreciated.
* Begun conversations with ULC about how our respective web pages and work may be coordinated. ULC’s page is [here](https://www.urbanlibraries.org/member-resources/fair-e-book-and-e-audiobook-lending-for-libraries).
* Developed a [template](http://www.ala.org/news/member-news/2019/08/ala-releases-template-state-local-library-action-opposing-macmillan-ebook) for state chapters and individual libraries to customize and use to increase the volume of pressure on Macmillan.
* Continue to update membership via our e-newsletter and on social media.
* Drafted op-ed piece
* Working on short-term communications and social media campaign through November with PPA, ALA communications and marketing staff, local public library PR staff (e.g., Cuyahoga and Multnomah libraries), and contractors to increase visibility and pressure (see document 2020.2b).
* Monitoring social and traditional media coverage of the issue to stay abreast of developments and amplify coverage as appropriate. A list of coverage ALA has collected to date follows.

**Compiled media coverage and news to date**

* September 1. Library Journal; Matt Enis. News+Industry: Macmillan Announces Ebook Embargo. TBD
* August 30. Medium blog; Rebecca Stavick. Librarians need to leave Macmillan alone.

https://medium.com/@rebeccastavick/librarians-need-to-leave-macmillan-alone-a4d79e154e5f

* August 30. San Juan Islander. San Juan Island Library Calls for Macmillan to Reverse Library eBook Embargo.

https://sanjuanislander.com/news-articles/groups/library/29718/san-juan-island-library-calls-for-macmillan-to-reverse-library-ebook-embargo

* August 28. Good Ereader; Michael Kozlowski. Bibliotheca, Hoopla and Overdrive are angry with major publishers.

https://goodereader.com/blog/digital-library-news/bibliotheca-hoopla-and-overdrive-are-angry-with-major-publishers

* August 28. Global News, 630-CHED (TV news); Scott Johnston. Publishers’ embargo on eBooks ‘could be crippling’ to Edmonton libraries.

https://globalnews.ca/news/5825363/publishers-restrictions-ebooks-edmonton-public-library/

* August 28. KNKX public radio, Pacific Northwest; Paula Wissel. Public libraries fight publisher’s restrictions on e-books and audio downloads.

https://www.knkx.org/post/public-libraries-fight-publishers-restrictions-e-books-and-audio-downloads

* Undated. Seattle Public Library; Marcellus Turner. From Chief Librarian Marcellus Turner: Macmillan’s New E-book Lending Policy and Its Impact on Libraries and Patrons

https://www.spl.org/about-us/the-organization/leadership/a-message-from-the-chief-librarian

* Undated. Whatcom County Library System. Impact of Macmillan policies on workflow.

https://www.wcls.org/impacts-of-macmillan-policies-on-workflow/

* August 28. Tucson Local Media; Kathleen B. Kunz. Libraries Face Increasing Costs due to Publishers.

https://www.tucsonlocalmedia.com/livenup/article\_3a30bc60-c8ec-11e9-8ef5-535099973c73.html Undated.

* Change.org petition. Uninhibited Macmillan Ebook Access for Libraries.

https://www.change.org/p/macmillan-publishers-uninhibited-macmillan-ebook-access-for-libraries-bc414153-9ebb-4f0d-8acf-115e94cf1b0d

* August 27. Publishers Weekly; Andrew Albanese. Bibliotecha Calls Out Amazon for Meddling in the Library E-book Market

https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/81046-bibliotheca-calls-out-amazon-for-meddling-in-the-library-e-book-market.html

* August 27. The Stranger; Rich Smith. Seattle Public Library “Denounces” Publisher’s New E-book Policy.

https://www.thestranger.com/slog/2019/08/27/41213776/seattle-public-library-denounces-publishers-new-e-book-policy

* August 27. Missouri Library Association; E. E. Gray. Missouri Library Association Calls for Macmillan to Reverse Library eBook Embargo.

https://twitter.com/erineileengray/status/1166404454465318912

* August 27. Information Today; Terry Ballard. Publishers are on a Collision Course with Libraries.

http://newsbreaks.infotoday.com/NewsBreaks/Publishers-Are-on-a-Collision-Course-With-Libraries-133723.asp

* August 27. Information Today. News Digest. ALA Encourages Opposition to Macmillan’s Ebook-Purchasing Policy

http://newsbreaks.infotoday.com/Digest/ALA-Encourages-Opposition-to-Macmillans-August 27. CBC News; Fakiha Baig.

* Council votes to help Edmonton Public Library fight for better access to e-books.

https://www.cbc.ca/news/canada/edmonton/edmonton-council-library-electronic-books-1.5261819

* August 24. Vox; Constance Grady. The week’s best writing on books and related subjects.

https://www.vox.com/culture/2019/8/24/20830271/books-beatrix-potter-self-published-peter-rabbit

* August 23. ALA release; Shawnda Hines. ALA releases template for state, local library action opposing Macmillan eBook embargo

http://www.ala.org/news/member-news/2019/08/ala-releases-template-state-local-library-action-opposing-macmillan-ebook

* August 23. Publishers Weekly; Andrew Albanese. This Week in Libraries.

https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/80998-the-week-in-libraries-august-23-2019.html

* August 22. Library Journal; Matt Enis. Guy LeCharles Gonzalez: Making Library Ebook Access Personal at the Panorama Project.

https://www.libraryjournal.com/?detailStory=guy-lecharles-gonzalez-making-library-ebook-access-personal-panorama-project

* August 21. Cascadia Weekly; Christine Perkins and Rebecca Judd. Readers Rights: Advocating for E-Book Access

http://www.cascadiaweekly.com/cw/currents/category/words

* August 21. KOLD, Channel 13 (video) (Tucson, AZ); Megan McNeil. Moves by big publishers are making e-books harder to get for libraries

https://www.kold.com/2019/08/21/moves-by-big-publishers-are-making-e-books-harder-get-libraries/

* August 20. Cincinnati Public Radio (audio) (Cincinnati, OH); Tana Weingartner. Library Wait Times For E-Books, E-Audiobooks Are About To Get Longer

https://www.wvxu.org/post/library-wait-times-e-books-e-audiobooks-are-about-get-longer#stream/0

* August 20. WDTN, Channel 2; B.J. Bethel. ‘They want to create friction’: Publishers cutting library access to ebooks, audiobooks

https://www.wdtn.com/news/local-news/publishers-cutting-library-access-to-ebooks-audiobooks/ August 20.

* Midpointe Library System blog; Cari Hillman. We Want to Save Your eBooks

https://www.midpointelibrary.org/post/we-want-to-save-your-ebooks?fbclid=IwAR1UibCPloaMuzDm3JlG6D-rk1oOSO96jBYcleaddABQfJAH99Js2FfXCjc

* August 20. News-Review; Valerie Meyerson. Libraries face challenge amid digital transition (does not name Macmillan specifically)

petoskeynews.com/news/opinion/opinion-valerie-meyerson-libraries-face-challenge-amid-digital-publishing-transition/article\_d0f859cc-8ecc-551e-a4bc-5c68489c468e.html

* August 16. Publishers Weekly; Andrew Albanese. The Week in Libraries

https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/80937-the-week-in-libraries-august-16-2019.html

* August 16. Publishers Weekly; Joseph Janes. Do Publishers Suddenly Hate Libraries?

https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/80944-do-publishers-suddenly-hate-libraries.html

* August 15. Illinois Library Association. ILA Joins ALA in Denouncing Macmillan Publishers’ Library Lending Model.

https://www.ila.org/news/1132/ila-joins-ala-in-denouncing-macmillan-publishers-library-lending-model

* August 14. Waco Tribune Herald; Carl Hoover. Publishers putting squeeze on libraries' popular e-book offerings

https://www.wacotrib.com/news/city\_of\_waco/e-book-publishers-putting-libraries-between-pricing-patrons/article\_33855d66-b7a3-50cf-9888-255a6320cf4c.html

* August 13. Reddit. Macmillan publishers further restricts eBook access for libraries.

https://www.reddit.com/r/books/comments/cpt2eo/macmillan\_publishers\_further\_restricts\_ebook/

* August 13. WTOL-11 news (video); Jonathan Monk. E-book publisher announcement to affect Toledo Public Library readers

https://www.wtol.com/article/news/local/e-book-publisher-announcement-to-affect-toledo-public-library-readers/512-dd692c52-ba92-4d24-a02b-e351b69b3017

* August 13. Chicago Tribune; John Warner. Macmillan spat over e-books highlights library woe — and that’s bad news for readers

https://www.chicagotribune.com/entertainment/books/ct-books-biblioracle-0818-20190813-eii7dbbxsvbptct7pyeqy25dvq-story.html

* August 12. College Confidential blog. Macmillan Publishing and E-Book Restrictions to Libraries—bad news for e-readers.

https://talk.collegeconfidential.com/parent-cafe/2153384-macmillan-publishing-and-e-book-restrictions-to-libraries-bad-news-for-e-readers.html

* August 11. Toledo Lucas County Public Library blog. Macmillan Publishers further restricts eBook access for libraries

http://www.toledolibrary.org/blog/macmillan-publishers-further-restricts-ebook-access-for-libraries

* August 10. Winnipeg Free Press books.

https://www.winnipegfreepress.com/arts-and-life/entertainment/books/manitoba-young-adult-authors-nab-award-nods-531669621.html

* August 9. Twitter thread begun by Holly Ruck, Macmillan Publishers Field Sales Director.

https://twitter.com/hollville/status/1160591125637455872

* August 9. Whatcom County Library System. Mary Vermillion, Christine Perkins, and Rebecca Judd. Local libraries advocate for readers’ rights after publishers decide to limit ebook access

https://www.wcls.org/local-libraries-advocate-for-readers-rights-after-publishers-decide-to-limit-ebook-access/

* August 8. ActuaLitté; Heulard Mégane. Limiter le prêt d’ebooks, un impact dramatique pour les usagers.

https://www.actualitte.com/article/lecture-numerique/limiter-le-pret-d-ebooks-un-impact-dramatique-pour-les-usagers/96251

* August 8. Publishers Lunch; Michael Cader. Simon & Schuster Continues to Build Sales and Profits. "Library ebook sales for S&S have grown over time, and while we of course believe in libraries and the value they can provide… on the other hand we also have to look at our business and make sure we’re protecting it." Carolyn Reidy, CEO

https://lunch.publishersmarketplace.com/2019/08/simon-schuster-continues-to-build-sales-and-profits/

* August 8. TribLiv; Jacob Tierney. Western Pa. libraries struggle with changing e-book rules

https://triblive.com/local/regional/western-pa-libraries-struggle-with-changing-e-book-rules/

* August 7. East Lansing Public Library; Kristin Shelley. Ebooks, Libaries, and Publishers. Oh My!

https://www.elpl.org/blogs/post/ebooks-publishers-and-libraries-oh-my/

* August 7. The Hot Spot; Porter Anderson & Jane Friedman. Macmillan’s New Library Licensing Terms Ignite an Industry Debate

https://mailchi.mp/2782ee381ce9/macmillan-embargo?e=9b3a77d28b

* August 6. Geekwire; Lisa Rosenblum. Guest Commentary: Publisher’s decision to limit eBook access is bad news for library patrons

https://www.geekwire.com/2019/guest-commentary-publishers-decision-limit-ebook-access-bad-news-library-patrons/

* August 6. Information Today. Weekly News Digest.

http://newsbreaks.infotoday.com/Digest/Libraries-Are-Fighting-to-Preserve-Your-Right-to-Borrow-EBooks-by-Jessamyn-West-133360.asp

* August 2. CNN; Jessamyn West. Libraries are fighting to preserve your right to borrow e-books

https://www.cnn.com/2019/08/02/opinions/libraries-fight-publishers-over-e-books-west/index.html

* August 1. Patreon blog; Jason Sanford. Genre Grapevine.

https://www.patreon.com/posts/28831229

* August 1. Unusual Things blog; Max Florschutz. Are Libraries Bad for Authors?

https://maxonwriting.com/2019/08/01/are-libraries-bad-for-authors/

* August 1. Cats and Crime blog; Fiona L. Woods. Macmillan Expands Embargo on Library New Ebooks – Various Sources

https://twitter.com/AlanSInouye/status/1167456936226373632

* August 1. Thoughts from a Digital Advocate; Steve Potash. Macmillan publishes a work of fiction https://overdrivesteve.com/macmillan-publishes-a-work-of-fiction/
* August 1. Wall Street Journal letter to the editor; Lisa Rosenblum. Libraries Need Access to E-books for Patrons.

https://www.wsj.com/articles/libraries-need-access-to-e-books-for-patrons-11564683342

* August. Romance Writers of America blog. RWA Concerned About Macmillan's New Library Terms

https://www.rwa.org/Online/News/2019/Advocacy\_Update\_Macmillans\_New\_Library\_Lending\_Terms.aspx

* July. Canadian Urban Libraries Council. Statement on Macmillan Publishers U.S. Lending Model Change for Public Libraries.

http://www.culc.ca/cms\_lib/CULC%20Statement%20on%20Macmillan%20US%20Lending.pdf

* July 31. PLA news release. Public Library Association Condemns Macmillan Publishers Library Lending Model. http://www.ala.org/news/member-news/2019/07/public-library-association-condemns-macmillan-publishers-library-lending-model
* July 31. Mashable; Marcus Gilmer. You'll Have to Wait Even Longer to Borrow Some New E-books from the Library

https://mashable.com/article/macmillan-ebook-embargo-increases-library-hold-wait-times/?europe=true

* July 31. King County Library System blog; Lisa Rosenblum. Publisher’s Decision to Limit eBook Access is Bad News for Library Patrons

https://kcls.org/blogs/post/publishers-decision-to-limit-ebook-access-is-bad-news-for-library-patrons/July 30.

* Books + Publishing. Macmillan Puts Embargo on New Release Ebooks to Libraries

https://www.booksandpublishing.com.au/articles/2019/07/30/136937/macmillan-puts-embargo-on-new-release-ebooks-to-libraries/

* July 30. The Misadventures of Super Librarian blog. How publishers continue to be wrong about libraries and ebooks.

http://wendythesuperlibrarian.blogspot.com/2019/07/how-publishers-continue-to-be-wrong.html

* July 30. Forbes; Ellen Duffer. Libraries Take Issue with New Pricing Models https://www.forbes.com/sites/ellenduffer/2019/07/30/libraries-take-issue-with-new-pricing-models/#1fefed762dfc
* July 29. The Fussy Librarian blog. Publisher announces limits on libraries’ access to new ebook releases.

https://www.thefussylibrarian.com/newswire/for-readers/2019/07/29/publisher-announces-limits-on-libraries-access-to-new-ebook-releases

* July 29. Stephen’s Lighthouse blog; Stephen Abram. CULC, ALA Denounce Macmillan publishers’ eBook Lending Model.

http://stephenslighthouse.com/2019/07/29/culc-ala-denounce-macmillan-publishers-ebook-lending-model/

* July 29. The Passive Voice blog. ALA Statement on New Macmillan Library Lending Model.

https://www.thepassivevoice.com/ala-statement-on-new-macmillan-library-lending-model/

* July 29. No Shelf Required; Mirela Roncevic. Big Publishers Like Macmillan are Imposing Restrictions on Ebook Lending in Libraries

http://www.noshelfrequired.com/big-publishers-like-macmillan-are-imposing-restrictions-on-ebook-lending-in-libraries-what-does-it-mean-for-the-future-of-ebooks/

* July 26. Loudpoet blog. Guy LeCharles Gonzalez. Macmillan’s Library Ebook Embargo is a Call to Action.

https://loudpoet.com/2019/07/26/macmillans-library-ebook-embargo-is-a-call-to-action/

* July 26. Cuyahoga County Public Library; Facebook page. Macmillan Publishers announced that they will embargo e-book content, making library customers wait 8 weeks for new titles. Unacceptable.

https://www.facebook.com/CuyahogaLib/photos/a.466593637754/10157671623387755/?type=3

* July 26. Book Riot; Vanessa Diaz. Critical Linking

https://bookriot.com/2019/07/26/the-tiny-traveling-bookstore-that-wanders-the-french-countryside-critical-linking-july-26th-2019/

* July 26. Panorama Project blog. Macmillan Announces Library Ebook Embargo, New Lending Terms

https://www.panoramaproject.org/news/2019/7/26/macmillan-announces-library-ebook-embargo-new-lending-terms

* July 26. Authors Guild blog. Macmillan Announces New Library Lending Terms for Ebooks

https://www.authorsguild.org/industry-advocacy/macmillan-announces-new-library-lending-terms-for-ebooks/

* July 25. Readers First blog. Macmillan Announces Its New Library E-Books Terms

http://www.readersfirst.org/news/2019/7/25/macmillan-announces-its-new-library-e-books-terms

* July 25. Library Journal; Matt Enis. Macmillan Announces Two-Month Embargo on Library Ebooks

https://www.libraryjournal.com/?detailStory=macmillan-announces-two-month-embargo-on-library-ebooks

* July 25. Goodreader.com; Michael Kozlowski. Macmillan is Going to Embargo All Ebooks to Libraries by 2 Months

https://goodereader.com/blog/digital-library-news/macmillan-is-going-to-embargo-all-ebooks-to-libraries-by-2-months

* July 25. Wall Street Journal; Jeffrey Trachtenberg. Library E-Book Lending Poses Rising Problem for Publishing Industry

<https://www.wsj.com/articles/e-books-make-macmillan-rethink-relationships-with-libraries-11564063800>

* July 25. Publishers Lunch; Michael Cader. Macmillan Splits the Library EBook Baby https://lunch.publishersmarketplace.com/2019/07/macmillan-splits-the-library-ebook-baby-a-small-concession-and-broader-windowing/
* July 25. Publishers Weekly; Andrew Albanese. After Tor Experiment, Macmillan Expands Embargo on Library E-books

https://www.publishersweekly.com/pw/by-topic/industry-news/libraries/article/80758-after-tor-experiment-macmillan-expands-embargo-on-library-e-books.html

* July 25. ALA news release. ALA Denounces New Macmillan Library Lending Model, Urges Library Customers to Voice Objections

http://www.ala.org/news/press-releases/2019/07/ala-denounces-new-macmillan-library-lending-model-urges-library-customers

* July 25. Letter from John Sargent, CEO of Macmillan Publishers

https://www.publishersweekly.com/binary-data/ARTICLE\_ATTACHMENT/file/000/004/4222-1.pdf