



East Bound

Au tour de l'Atlantique

Talking Atlantic Books  L'édition au Canada atlantique
 June 5-7 juin 2019 | St. John's, Newfoundland/Terre-Neuve

	Speakers/Panelists	Key Points
Keynote Address: Holding the Room: Creating Space for Atlantic Canadian Stories		
Lisa Moore		<p>In Atlantic Canada, we hold our own; our books are celebrated and recognized all over the world.</p> <p>It's important to lobby for funding to go to content creators. Canadian books only make up 12% of book sales in Canada.</p> <p>Canadian literature needs to be taught in schools because students need to see themselves in the books they read.</p>
Creating Awareness of Canadian Books Among Canadian Readers: The Role of the Media		
<p>Moderator: Alex Liot (APMA)</p> <ul style="list-style-type: none"> • Claudia Larochelle (LIRE) • Tara Mora (CBC Books) • Judith Pereira (<i>The Globe and Mail</i>) 		<p>CBC is striving to amplify marginalized voices. When a book is featured on CBC Books programs like Canada Reads or <i>The Next Chapter</i> there is a lift in sales, but there are limited resources: CBC Books has 13 staff. The question posed, "are we doing enough," is problematic. "Can we do better" is a more interesting question to address.</p> <p>Part of the role of CBC Books is also to bring the world's writers to a Canadian audience.</p> <p>A goal in the <i>More Canada</i> report is to have a policy that 50% of book coverage at CBC has to be Canadian books. There isn't tracking for that right now but that would probably be a reduction.</p> <p>How can we as an industry build awareness? There's a lot more we can do on social media and with newsletters that really translates to traffic.</p>

CBC Books started a closed Facebook group for Canadian writers, they thought they might get a couple hundred subscribers and got 4400.

Publishers should invest in an excellent publicist and tailor every pitch for every outlet. Just mailing out books, they got lost in the pile. If you tell them where your book fits and why it's of interest, it will stand out.

The Globe is investing in analytic software—there is data now on what matters to *Globe* readers: how many clicks, how long they spend on pages, where they go after reading articles, etc.

International book coverage in *The Globe* is from a Canadian p.o.v. Straight reviews are saved for Canadian authors and books. Their other mandate is to develop build an audience for book content in print and digital.

The Globe recently launched a book club with Margaret Atwood. She chose an older Barbara Gowdy book and it's again a bestseller on Amazon, and they received 102 new subscriptions (were expecting 30) and 2500 newsletter subscriptions (were expecting 100). People were engaged on social media, and the live event sold out in 2 days. They're now planning another one in the fall in Vancouver—trying to make it national in scope.

Reviews of print books perform lowest digitally on *The Globe*, so they are looking for ways to show the books that aren't always reviews. Reviews take up more space and resources at both *CBC* and *The Globe*; they find lists to perform better and be more effective use of resources.

Keep in mind that *CBC*'s mandate is to inform, enlighten, entertain, and *The Globe* is a for-profit entity.

In Quebec, there is a section in the daily Montreal paper devoted to books. There is not much of a TV presence for books anymore. With more resources, programs like *LIRE* could put more on the web and social media, broadcast interviews online, connect with a younger audience, take risks and publish about books not as well-known to bring more visibility.

	Culture contributes 10x more to Canada’s economy than sports and 7x more to jobs. In France, the cultural industry makes up 2.5% of employment.
Innovations in the Publishing Model: Old World Models, New World Thinking	
<p>Moderator: Sébastien Lord-Émard (Bouton d’or Acadie)</p> <ul style="list-style-type: none"> • Jeff Kelland (Indie Publishers of Newfoundland and Labrador) • Marnie Parsons (Running the Goat Books and BroadSides) • Sarah MacLachlan (House of Anansi Press) • Karen McMullin (Nimbus Publishing) 	<p>Publicists’ jobs are completely different now, a big part is creating and managing events, and convincing media—e.g. cultivating bloggers and influencers on social media</p> <p>House of Anansi has their own bookstore now. Nimbus has a bookstore/café and an event space where they host book launches and author events.</p> <p>We are not just losing readers of Canadian books; we are losing book readers. People are spending more time reading on their phones, reading online content.</p> <p>Indie Publishers of Newfoundland and Labrador is a collective to help indie publishers. It combines the new world idea of indie publishing with the old world publishing model. Indie publishing is the outright leader in ebook sales.</p> <p>Self-publishing contains out-dated connotations, like the vanity press; indie publishers like taking on the responsibility of delivering their own message.</p> <p>Nimbus Publishing is expanding their focus to audiobooks and their new podcast, <i>Book Me</i>. They partnered with CNIB for an accessible audio book. Their digital youth initiative, digitallylityouth.ca will soft launch in July.</p>
By The Numbers: Up-to-date Research from Booknet Canada and The Research Design House on Reading Habits, Library Collections, Borrowing and Buying <i>Co-hosted by the APLA</i>	
<p>Moderator: Susanne Alexander (Goose Lane Editions)</p> <ul style="list-style-type: none"> • Noah Genner (BookNet Canada) 	<p>Presentation by Noah Genner, ‘Borrow, Buy, Read,’ available here. Other studies are available on the the BookNet website</p> <p>Presentation by Alex Liot on Research Design House study “By the Numbers” is available here.</p>

<ul style="list-style-type: none"> Alex Liot (Presenting data from The Research Design House) 	
<p>Innovative Partnerships: A Discussion of NL Reads and NS Read Local Month <i>Co-hosted by the APLA</i></p>	
<p>Moderator: Stephanie Tobin (CBC NL)</p> <ul style="list-style-type: none"> Dyan Bader (Nova Scotia Provincial Library) Bonnie Morgan (Newfoundland & Labrador Public Libraries) Rebecca Rose (Breakwater Books) 	<p>The first year of NL Reads they did all four books in one month creating an accessibility issue, so in the second year they did a four month campaign with month for each book, unlimited access on ebooks for that month. There was a voting process online and they developed a paper ballot system for library branches, and combined online and staff votes from branches, with a separate survey for staff. There were 5 minute pitches, 5 minutes of questions = 10 mins each. Ballots were filled by the audience, with the announcement of the favourite NL book at the event. NL Reads then became the organization to award Margot Dooley award (Bonnie Morgan)</p> <p>In 2013, the NS Provincial Library started talking to APMA and Halifax public libraries to see if could get ebooks into their system in a way beneficial to local authors. With significant grant funding they purchased 1500 copies of Atlantic published ebooks. These were cycled 37000 times, using Local Content on Overdrive which allows you to load non- OD content.</p> <p>APMA facilitated conversation with Halifax and Provincial libraries. With the money left in original grant, a rate was set to allow unlimited simultaneous downloads for a week for 4 different books in March 2019, requiring books to be epub3 and reasonably current. It was felt to be a real opportunity to pilot some things and get some real data. There were a total 687 downloads for all 4 books. Read Local showed growth over the projects in 2017 and 2018. Incremental growth due to popularity of ebooks but also enhanced expectations of users. Statistics on promotion from APMA showed a lot of traffic as they provided website. (Dyan Bader)</p> <p>For NL Reads, Publisher sales were highest during 3rd month. BookNet and Breakwater showed spike in March post campaign. During 4 mos of campaign ebook sales doubled from previous 11 mos. Sales highest for books when part of campaign. Ebook sales quadrupled but from only 2 to 11. Good anecdotal feedback from bookstores – Indigo expressed a willingness to be officially engaged in stuff like this which is encouraging (Rebecca Rose)</p>

	<p>CBC was happy to be sponsors of NL Reads – a way to engage the community with CBC and the libraries. 4 wks v 4 months – latter a lot more traction. 4 weeks good in terms of focused attention. Different reading rates/personal responsibilities mean some people can't read 4 books in 4 weeks (Stephanie Tobin)</p> <p>Stephanie asked about NS motivation for Read Local. Dyan: it was organic, an evolution of relationship with APMA. Short timelines meant more informal.</p> <p>Rebecca stated more lead time for NL would be great. Advance notice of what books selected gives an opportunity, could gauge sales side better, restock or keep stock. Sharing information more across libraries, publishers and bookstores.</p>
<p>Canadian Content in Canadian Libraries: Demand-Driven Content or Content-Driven Demand <i>Co-hosted by the APLA</i></p>	
<p>Moderator: James Lorimer (Formac Publishing)</p> <ul style="list-style-type: none"> • Jenny Benedict (West Vancouver Memorial Library) • Cynthia Gatto (Halifax Public Libraries) • Dominique Lemieux (Maison de la littérature) 	<p>Context from Jim Lotimer: A year ago at East Bound everyone saw the data on what is happening in world of public libraries re: circulation of books, learned importance of regional and local books culturally and making these books accessible and available. BookNet's ability to tag books as Canadian authors versus non-Canadian authors meant that they learned only 7% of books borrowed were by Canadian authors. Data shows public libraries are important source of awareness of books, and 50% of people leave with unplanned book. Public libraries operate a demand-driven model. Measure of success is circulation per capita. Question for panel is there a way of setting up this role, the service that libraries offer in terms of book circulation – provide readers the books they want, but combined with giving Canadian content access, awareness, path to discovery of Canadian books. Are these in conflict? Are they different objectives, how do we weigh them against one another?</p> <p>Jenny – West Vancouver library is responsive to community but not demand driven. Feels role is to be one step ahead. Collection development policy is broad. Practical suggestion: Canadian publishers put a maple leaf on the spine. Jenny is a recent immigrant to Canada and found nobody could answer question 'what is the Canadian literary canon' - unlike UK and US. What if every Canadian library had to stock the Canadian literary canon?</p> <p>What enables discovery and reading of Canadian books? Cynthia thinks libraries facilitate this, but part of demand, the tension is they must be frugal, make educated guesses. That is when the demand from the public happens. Books need to be in homes, not taking up space on the shelves. 7% number was disappointing low and she thinks they can do better, if we can all work to create more demand then libraries can respond.</p>

Dominique – in their libraries 33% are from QC publishers. He is not a librarian, but knows that showcasing and promoting books from QC publishers has a huge effect on borrowing. QC booksellers: 55% of books are from QC publishers. Books from Canadian author translated in France are very expensive (\$40) and not seen as Canadian. Books by QC authors costs almost half as much.

Jenny – moving in direction of supporting burgeoning writing community. 20 years of North Shore writers festival – taken on as part of public library service.

Jim sees 2 challenges for the library community. 1- innovate to tag books as Canadian. 2. Better and digital systems in libraries

Jenny says her librarians would say that there are many authors who can't be classified by one nationality or racial group – so scheme starts to fall apart. Librarians don't like schemes that don't segment things neatly.

Dom – in QC the main criteria is the publisher – around 85-90% of books published in QC are by Canadian author. They need to prove how many books they have bought from QC publishers vs from France. Encourages buying more books from QC publishers.

Ben Minett – of top 100 best sellers at Bookshelf, 64 were Canadian but they did a LOT of promotion. Vigorously promoted books they loved. Could librarians do 'highly recommended' books?

Cynthia highlights that there is a lot of 'noise' in libraries, lots of users never borrow a book. Library mandate is wide and staff are not as book focused as they used to be. Still do author events, still participate in events in community. But bookstores are all about books.

Delegate – we have 5000 for whole year for 8 branches in NS. Offer 123 programs a month. Author readings – need to pay author's union for standard for travel, accom, per diem... 1/5 of entire programming budget. Used to have more sponsored authors, but we need to ensure we compensate authors for time they give us.

Dom – authorities must see need to invest and Cynthia agrees.

James Langer – he knows a NL flag would play better than a Canadian one, as Newfoundlanders identify as NL first.

Susanne – multiple identities don't negate one identity: it is simply an overlay. Idea of local very interesting in multiple ways. An efficiency of local systems is to buy single copies for multiple libraries rather than vice versa, the much older model. My questions – if you had more resources what would you do to ensure Canadian collections are larger and more visible?

Cyn – Hfx floats its collections. 14 Hfx branches. If you want a book, and not on shelf, could be with someone or in another branch and you can request it. Return to local branch, stays there. Allows to buy

	<p>less copies of books because not stuck in transport all the time. Would rather put money into promotions. EBooks is where they'd like to see more money for Canadian books, rather than physical copies.</p> <p>Doug Minnett – Less than 1% of books are Canadian in my local library. The sticker wouldn't do much there. If funded like the great PQ model, how would you use money to curate? Guelph library hardly curates, just buys from xx and puts on shelf.</p> <p>Jenny – thinks there is fundamental shift in how books have been selected in libraries. Used to rely heavily on reviews, but many now aren't ever reviewed professionally. Now look at authors in book festivals, how they are being received. The community decides which books have merit for North Shore collection.</p> <p>Dom – in QC what makes a difference is that librarians must buy books through booksellers, and publishers work a lot with booksellers to explain books, work with the booksellers that know well books by PQ writers.</p> <p>Jim – in closing, public libraries are by far the most powerful publicly funded institution, public funded system for book delivery. Indie bookstores deliver Canadian Books. There is a challenge for public libraries here. Of course it is challenging, but no one knows quite yet what to do about it. But here in Canada libraries fit into cultural life and have a role in moving books to readers. Shows if you have a culture that you care about – all across Canada – we know we are Canadian. The challenge is how the cultural awareness we know we have can be a key part of public libraries.</p>
<p>Breaking Through the Noise: How to Increase the Canadian Presence for Books in a Digital World—Case studies in other media</p>	
<p>Moderator: Alex Liot (APMA)</p> <ul style="list-style-type: none"> • Stéphane Lagrance (WebTarget) • Angela Misri (<i>The Walrus</i>) • Marie Turgeon (De Marque) 	<p>Angela Misri: I spent the first 2 months getting to know the audience, what they shared, what was successful. They weren't coming up in Google searches because there was so much in the website that needed to be stripped out since the site is 15 years old.</p> <p>Load time makes a difference to audience. Users want a load time of under a minute.</p> <p>Marie Turgeon: We have to understand the reality of digital media to meet the challenges. The digital world is a world of content and we have to know how to integrate with that. There is so much distribution potential for digital media. For QC publishers, they want to be distributed in France and in France, 13% of sales are digital—its huge and not just bestsellers. 64% of purchases of QC books for QC libraries are ebooks.</p>

Stéphane Lagrange: Online marketing works when you own your audience and nurture it.

Social media made the promise of driving traffic but didn't deliver. The online marketing tactic that is still most effective is sending a newsletter. They take time and effort but are worth it. Send it like an email to a friend with content you think they might like. We all receive hundreds but each have 1 or 2 we open as often as we can, because the content resonates with us.

The founding editor of *Wired* talks about "1000 true fans." His premise is that if you have 1000 true fans, who love your work enough to spend \$100 a year, then that's \$100,000 in revenue. 1000 true fans doesn't seem out of reach for small companies.

When music is given away for free, they are casting a wide net and finding their true fans, and that's when it works. If a band puts out music for free for a while, collecting emails, then release a limited edition record-- within 24 hours they are often all sold because they found their true fans. In books, this connects back to the Margaret Atwood reading club event that sold out instantly mentioned on the earlier media panel.

Newsletters don't have to be once a week, find the right rhythm.

Angela: Go to places where the audience you want already is. For *The Walrus*, we would go to *The Atlantic*, *Wired*, *The Economist*. Look at where people are talking about your content. Give your newsletter personality. Jump on trends.

At three clicks, she has it set up to flash the newsletter. At 5, the donate, subscribe window, and after 8 clicks they are really interested. They are getting 67% new visitors every day because she is gathering every day.

Marie: De Marque did a promotion in the spring where they gave ebooks for free to all public libraries in QC and then gave the option to pre-order, and 88% of libraries bought on pre-order this shows those types on promotion works.

It's essential to have a point of view that translates into curation and tone. MailChimp is easy to use.

	Identify your niche, go to them with your personality, and solidify that relationship over time.
Bookstores as Community Builders: Case Studies	
<p>Moderator: Janet Harron (Memorial University)</p> <ul style="list-style-type: none"> • Alice Burdick (Lexicon Books) • Lori Cheverie (Bookmark PEI) • Frédéric Brisson (REFC) • Doug Minett, Ben Minett (The Bookshelf) 	<p>Lexicon Books does a regular Salon series where an improvisational music group and a poet do a reading together. The Lunenburg Lit Fest was started by South Shore Public Libraries and Lexicon Books is highly involved.</p> <p>Lexicon Books has a teen book club and works with a neighbouring bookstore on a recurring book club. People come in to Lexicon Books and specifically say they don't see these books anywhere else</p> <p>The new owners of Bookmark are adamant about giving back to the community, they are planning to start a reading series as well. All work for Bookmark gets done locally, and they do a charity book drive each year to donate to a local school.</p> <p>The Bookshelf is Canada's first bookstore/restaurant and they now have a bar and cinema. The idea was to become a destination, and it worked. They recently bought a music space next door. So far, they've had 70 book events this year, 300 different movies, burlesque shows, drag shows, that relate back to books. On social media, you can get really specific with targeting different demographics for events.</p> <p>The Bookshelf website has articles, reviews, videos, podcasts. Their podcast is 3 years old now: 50 episodes showcasing Canadian talent. After being taken to Human Rights tribunal for not having an accessible second floor, Bookshelf received a grant to become fully accessible on both floors. You have to be constantly innovating and listening to the community</p> <p>Bookshelf does promotion for book launches on social media, a calendar on their website, and an email update and a smaller newsletter. They use Facebook Live to stream events. Lexicon and Bookmark use Facebook, Twitter, Instagram, and newsletter and posters</p> <p>There are a lot of innovative bookstore models, like the mobile bookshop in an RV in Saskatchewan. In New Brunswick there are a lot of French-language bookshops, and there is a Salon du livres on PEI co-sponsored by Librairie Pélégie, quite important for the francophone population in Atlantic Canada.</p>

	<p>In Montreal, 120,000 people attend the salon du livres. The anglophone world is not familiar with it, and there's a little resistance from bookstores, but these salons depend more and more on bookstores to sell on site. Bookstores could be the centre of a special event or partners. Literary festivals that already exist could be a place to incorporate this because starting from zero would be really complicated. In Toronto, they tried it, and it didn't really work. Starting with something that's already in place and building on that is probably better. In Montreal the public is used to it and that's why it works.</p>
<p>Public Libraries and Independent Bookstores: Capturing Synergies</p>	
<p>Moderator: James Lorimer (Formac Publishing)</p> <ul style="list-style-type: none"> • Jenny Benedict (West Vancouver Memorial Library) • Lori Cheverie (Bookmark PEI) • Lisa Doucet (Woozles) • Dominique Lemieux (Maison de la littérature) • Troy Myers (South Shore Public Libraries) 	<p>Indie bookstores offer a chance to remedy the decline of our own books in our own market. Public libraries in Canada are the most powerful institution, and there is an opportunity for the two to work together.</p> <p>South Shore Public Libraries in Nova Scotia work with local independent bookstores in a variety of ways. They increased their collection budget when circulation was going down, to get more books people want to read. Lexicon Books came in and identified the gaps in the collection and made lists for us, and we purchased from them to fill those gaps. South Shore Pubic Libraries also works with them on the Lunenburg Lit Fest.</p> <p>Every public library should run a lit fest--it doesn't have to be big--and showcase local authors. Lunenburg Lit Fest allows printers, publishers, and booksellers to showcase their materials.</p> <p>West Vancouver Memorial Library's local author program provides opportunities for local booksellers to come in and they sell good quantities of books at those events. On the supplier side, they look to independent bookstores for certain things like local authors. When they buy indigenous authored books they buy from Indigenous booksellers. This is a policy.</p> <p>In Quebec with Loi 51, there's an obligation to give a 40% reduction for public institutions and an obligation to buy Quebec books from Quebec bookstores. The relationship with libraries and bookstores allows them to focus in on the most relevant bookstores for collections since there are so many specialized bookstores for children, for literature, for First Nations books, etc. For Maison de la littérature programs they go straight to bookstores for all purchases.</p>

Woozles has good relationships with Halifax Public Libraries for programming but would love a more consistent purchasing agreement.

When public policy was put in place in QC, library budgets were increased on an ongoing basis. The subsidy allowed the number of bookstores to grow to 280 bookstores. The law has made a difference for publishers as well. The number of publishers has tripled in the province. In 1980, 1000 books were published per book, and this year more than 6000. Loi 51 has helped every player.

There is a premium paid to work with local booksellers but if libraries get past the price tag and think about the quality, what they add to technical services and what libraries can save on the staff side, there is enormous value.

South Shore Public Libraries is trying to pull away from Amazon and are doing more with White Hots and the Library Service Centre, which started off as technical services for libraries but has spun off as a non-profit. Libraries can do more with partners like that.

The More Canada Report outlines the need for a fund that goes directly to public libraries. Every library should have every book that has a connection to their area in their collection.

For local curriculum education, Bookmark curates lists and gives options, and they can also do that for libraries. Right now Bookmark does more with NS Department of Education than they do with all libraries. Any department that gets government money shouldn't be able to purchase from a company that doesn't pay taxes.

When the ebook industry developed in Quebec, booksellers, libraries, and publishers got together to say they would duplicate the accredited bookstore process that's in place for print books, so libraries buy ebooks through local bookstores even though it's not in the law.

Right now, NS libraries use OverDrive and 50% of every Canadian book sold to Overdrive goes to a big American company. If there is a way to buy through local bookstores, 50% could go to the local market.

	<p>In New Brunswick, even though it's not obliged by law, libraries do a lot of purchasing of French language books from local bookstores, but they don't have the capacity to offer all services like cataloguing, but maybe we could spend less money somewhere else and more money there.</p> <p>Regarding procedural and technical issues, how would bookstores give libraries what they need in efficient cataloguing? If White Hots does cataloguing, the bookstores said they can probably offer that too, if those needs are expressed and there is a budget.</p> <p>In 1967, the federal government intervened and made special operating grants to all public libraries because they realized public libraries didn't have Canadian books.</p> <p>In Quebec, bookstores have to keep stock for 3 months; it helps bookstores to have a diverse offering that's also presented to institutions. If it's published by a QC publisher, bookstores have to stock it. In Nova Scotia, bookstores often wait until someone orders a book in to stock it, but if they know teachers and libraries were going to buy from them, like in QC, they would carry more.</p>
<p>New Policies and Programs to Increase Awareness and Reading of Canadian Books: Assessing/adding to the <i>More Canada</i> Report Proposals</p>	
<p>Moderator: Gavin Will (Boulder Books)</p> <ul style="list-style-type: none"> • Frédéric Brisson (REFC) • Alice Burdick (Lexicon Books) • Kate Edwards (ACP) • Doug Minett (The Bookshelf) • Troy Myers (South Shore Public Libraries) 	<p>There has been a dramatic decline in readership of Canadian published and authored books, a 50% drop in the last decade. Current policies don't do enough to ensure Canadians have ready access to books written by Canadians.</p> <p>The ACP formed a steering committee after the report was presented to membership, to dig into the recommendations in detail through the ACP lens. The group will be making recommendations to the board on 38 items for the ACP board and committees to follow up on.</p> <p>The ACP and other organizations are already involved in advancing these goals. Adding on to the amendment made earlier—rather than “are we doing enough,” can we do better <i>together</i>? We can find champions across sectors. Some recommendations fall under provincial and municipal so collaboration with ACP affiliates is crucial.</p>

A national standard to identify Canadian books would be useful, an identifiable label we can print on the book. We need to double the budget for Canadian books in libraries and we need help from the federal government to do that.

Digitally- it would be great to see an alternative to OverDrive, something owned in Canada, maybe a co-operative venture.

In the future, there should be a national conference for booksellers, publishers, librarians, suppliers, and retailers.

Indie bookstores do a better job of curation: The Bookshelf sells 30% Canadian, and for all markets the number is 10%.

Bookstores providing suggested lists to libraries and finding a way with public policy to incentivize using local booksellers to assist libraries in curation has strong potential. Public library data is problematic but right now less than 1% of fiction books in circulation are Canadian, 5% in kids. BookNet should be involved as well. The weakest link defines the chain, we need to strengthen the entire supply chain.

There is a larger movement that's growing on shopping local, books should be a part of that.

Keep in mind when talking about Canadian authors, it's not always obvious to establish where a writer comes from

The idea of regulating school book fairs: REFC has a project in schools that's going well. Habits can change and we can help people shop and read local. Prohibiting Scholastic bookfairs is too far, but incentivizing teachers to buy local is useful. The problem is on a national scale and policies would need to be province by province.

A marketing fund for indie bookstores is the easiest place to start. Would this funding require moving money from the publishers fund towards bookstores marketing? The funds are already insufficient, so it would be a tough discussion. Canada Book Fund hasn't increased in 15 years; ACP has been lobbying for an increase but so far unsuccessful.

	<p>If libraries have incentives to buy local, this will feed back into book purchasing as the public is introduced to new authors and books. Marketing money is good but libraries need larger collections of Canadian content, and the marketing focus should come after the collections are stronger.</p> <p>Marketing is easiest in the short term but there is infrastructure needed to be active and sustainable. The more you can create demand, the more libraries are going to buy.</p> <p>With the ebook collection NS libraries did, the libraries got to make the selections and it was made very visible to users. Because of this, the books were well-circulated.</p>
<p>Plenary Session: Visions for the Future – Reports from the breakout sessions and reactions and comments from policy makers</p>	
<p>Chaired by James Lorimer and Susanne Alexander</p> <ul style="list-style-type: none"> • Briony Carros (Arts Nova Scotia) • Rebekah Chassé (Tourism Heritage and Culture, Gov. of NB) • Libby Creelman (Department of Tourism, Culture, Industry and Innovation, Gov. of NL) • Julie Fairweather (Book publishing policy and programs, DCH) 	<p>Recommendations from the breakout sessions</p> <ul style="list-style-type: none"> -Increase public library purchases through indie bookstores: New investment for libraries to purchase through independent bookstores and increase their Canadian collection with diverse and indigenous authors, incremental funding that would eventually lead to a version of QC accreditation in English Canada -Increase support for independent bookstores to promote Canadian authors through accredited bookstores <ul style="list-style-type: none"> -New investment to independent bookstores to promote and market Canadian books, with the lead taken by Canada Book Fund - Marketing promotion of \$30,000 per year for indie bookstores. Book Manager could provide states to measure success of these programs, and BookNet -Bolstering indie bookstores through a program like QC, where libraries and schools mandated to buy through local indies -Provincial and federal monies directed to the promotion of authors and libraries <ul style="list-style-type: none"> -Consider the role of the authors in general and the government to encourage buying of local books. NL has Buy Right Here and should also have Read Right Here -49thshelf should direct to local indies before Amazon and Indigo -AIBA and APMA doing a joint request to government to host a meeting

- Focus on expedient programs to make impact in shorter periods of times
 - more prescribed mandates as they relate to purchasing books for schools and libraries, some kind of mechanism that requires justifications for non-local purchasing
 - Integrated programs through the supply chain to focus on demand

- Improvement to digital infrastructure
 - to identify Canadian books in Canadian libraries. The core problem is the American company not including that information as data flow, but libraries can demand that info be supplied.
 - Alternatives to OverDrive or skins by De Marque that package in different way

-A policy document would be a next step. The first step would be people in the book trade to come to terms with where publishers stand.

Comments from policy makers:

Rebekah Chassé: There are federal, provincial, territorial meetings that take place with the Ministers of Culture, and they have 2 or 3 high level questions and a few high level responses, this could be addressed there. Perhaps a project for BookNet Canada in partnership with APMA and regional conglomerates would be a national conference on the book sector in Canada to address *More Canada* and use the document as a starting point.

When a provincial government receives a document of something that will unfold over a long period of time, keep in mind that there is a 4 year shelf life in New Brunswick. Every time there is a new government, the briefing begins again and it can be very difficult. As someone who manages policy and funds, I look at what we can implement right away, while we want for good conditions to produce themselves for policy. In the short term, the province is positioned to assist in marketing and promotion to bring Canadian, Atlantic, and New Brunswick books to Canadian, Atlantic and New Brunswick readers.

Collectively, we need to request these books more, go to politicians and say we want more bookstores—policies get developed more quickly when an elected official comes in with a mandate from electors.

Libby Creelman: A lot of activities suggested are eligible, but we have a finite amount of money and won't get new money, so we have to think about what to do with the money we have, on both the Culture and

Business side. For NL it would start with marketing too, increasing demand to affect library and bookstore stock, and it wouldn't be from Culture so wouldn't compete with the publishers assistance program-- it could come from the accelerated growth division.

Our breakout group felt that no matter how much money given, there is no competing with multinationals, so there are other avenues to consider to solve the problem, like libraries being mandated to purchase from indie bookstores. It's a good idea but there is a long way to go. It does meet all of our commitments in terms of cultural strategy in NL. We are committed to buying local and have a cultural connections program in the Department of Education. Overall my response is that this is a huge wish list, but we have a good springboard here. There needs to be discussion on next steps and who will be a part of it, higher government officials need to be involved. FTP ministerial meetings could be a good place to propose this.

Briony Carros: We have Buy Local in NS too--it hasn't taken off yet, but it's something the Department of Culture is working on. These conversations fall into that mandate. NS Libraries fall under the department of Communities, Culture, and Heritage, so there's no reason we can't have more discussions. Libraries buying from bookstores makes sense within our priorities and something our elected leaders can grab onto. There is a little talk of it in the Department of Education but not a lot of discussion. We have started to have interdepartmental conversations about buying local, for both the economic impact and social development, and it is something we are looking to continue. The Quebec model is also being discussed in our department. For NS as well, funds for marketing is the easiest place to begin.

Julie Fairweather: These things are in the purview of what Canada Book Fund is doing. There is an FTP meeting in June or July, so it's too late for this year, but nothing prevents us from an FTP working group on this, and we don't need a Ministers meeting to have collaboration. The forum next year around accessibility will definitely be FTP because it involves libraries.

Some really interesting ideas have been raised around authors. The Canada Council no longer has dedicated funding for author tours. At CBF we are happy to consider projects across sectors that involve supporting publishers to support their authors to do tours at bookstores, libraries, and recognizing the importance of authors in promotion strategies. The QC model is really interesting but would take 10 years to pass through parliament. What about a volunteer system and have provincial governments commit to

buying that way? Loi 51 is heavy to administer, and if a lot of booksellers want this, there could be rewards programs for those who participate.

We need integrated programs that focus on supply but also demand. At the federal level we don't reach into kids and schools and literacy as much as provincial governments do, but we can address demand through promotion and marketing.

If we were to join with libraries and go to OverDrive and say we want books to be discovered as Canadian, we want accessibility, we could demand that. In the next 6 months, I want to strengthen relationships with libraries so we can have a greater influence.

What is the cause for the decline in reading Canadian books. Is it bad policy or bad market forces or just a rapidly shifting industry?

Jim Lorimer: The cause isn't simple. The way we do business with public libraries requires us to think about digital systems. Those systems are American and see books as books, not as Canadian or British, etc. Bookstores and libraries don't know what percentage of their collections or circulation are Canadian. It's an unintended consequence of technology changes. To fund more marketing is of course a good thing, but if the structure is set up in such a way that doesn't give visibility to Canadian books, that needs to be addressed.

For more promotion through indie bookstores, a lot can be done with small amounts of money, and it would make a huge difference

Susanne Alexander: There are 2 other significant factors: the disappearance of indie booksellers (the most effective sellers of Canadian books) and the consolidation of chain booksellers and intervention of large mass markets like Amazon who have become significant book distributors.

A significant portion of library recommendations come from wholesaler lists, of which a significant portion are from the US. They don't have a high percentage of Canadian titles.

Julie Fairweather: We've been focusing exclusively on book publishers doing marketing, but we need to open up the idea of bookstores, authors, and public libraries marketing Canadian books.

Libby Creelman: What would be the next step for the issue of invisibility for libraries?

Jim Lorimer: There are services available now from BookNet for tagging Canadian books available to all public libraries. There is a cost, but the invisibility in the back end is being addressed by BookNet. However, on the front end, like library websites, there is still work that needs to be done on visibility. The funding should be first for getting Canadian books into libraries and making them visible.