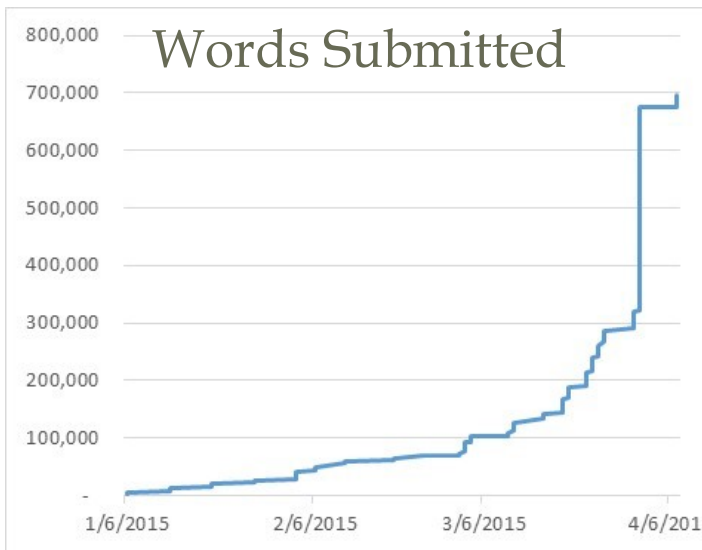


LIBRARY AS PUBLISHER

3 Keys to an Effective Timeline

1 **Start with the publication date.** Decide when the project hits the street. Even major publishers sometimes miss their publication dates – but it is a good place to start as long as you realize that creating a book takes time. If you don't have enough time you may need to rethink your deadline.



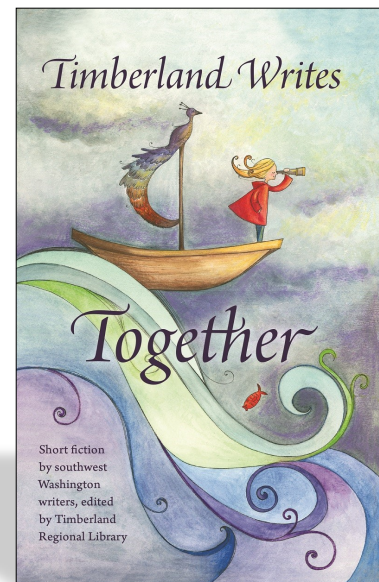
3 **Consider promoting submission periods, and the final product.** If you accept submissions you need to plan time to let writers know about the project – and give them time to write something for it. That needs to be promoted, and then you also need promotion time when the finished project launches.

April 2016

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2 **Allow extra time!** Writers are like cats – lazy. With Timberland Reads Together the number of submissions received doubled on the final day! Many of those were sent shortly before midnight. It **will** take longer than you expect to get back contracts, edits, designs and proof copies.



LIBRARY AS PUBLISHER

3 Steps for Publishing in Print

1 Create Interior File
Decide how you want to create your interior file.
Word vs. InDesign? Both!

First get the text right in Word.
Normalize text with a consistent style.
Use Word's review tracking to handle edits and send files for author review and approval.

Use InDesign to Design the Book's Interior Layout

InDesign provides much more control at laying out the book and designing the page spreads for the book. Export file as a PDF.

2 Create Cover File
Lay out typography and artwork in InDesign (or hire someone to create cover).

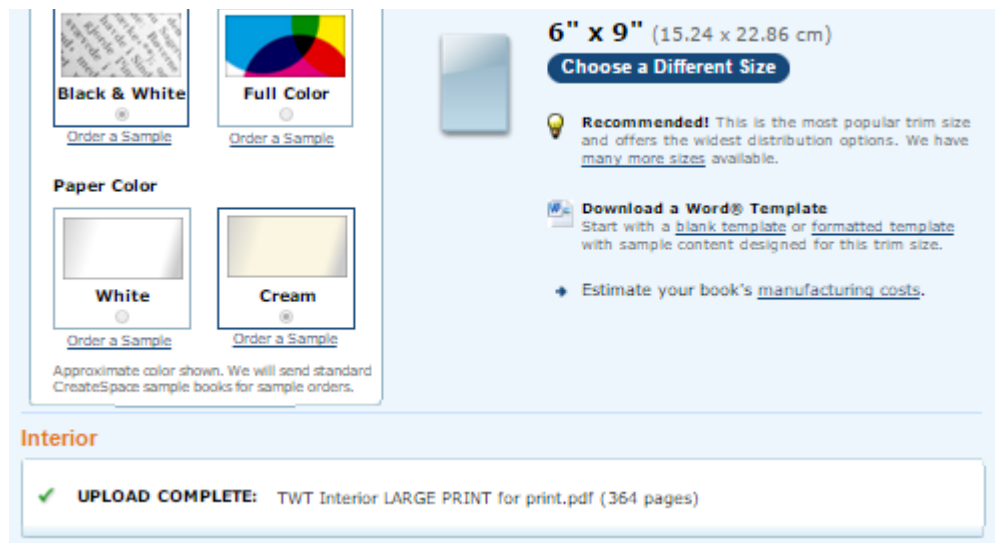
Look at Published Books

Use great (recent) covers from similar books as a ruler. How does the cover planned for your project compare? Does it convey the genre/type of book?

Write a Fantastic Blurb!

Don't forget to write an active, engaging back copy blurb about the book. Strike down passive voice. Think of an engaging book talk. Don't be boring!

3 Upload to the Publishing Portal
Print-on-Demand portals such as CreateSpace or IngramSpark provide opportunities to upload files without significant costs.



LIBRARY AS PUBLISHER

3 Steps for Publishing an e-Book

1 Create Interior File

Decide how you want to create your interior file.

Word, Scrivener, Jutoh

First get the text right in Word.

Normalize text with a consistent style.

Use Word's review tracking to handle edits and send files for author review and approval.

Use Jutoh for Most Control

Jutoh provides excellent control and options for creating e-books. Scrivener too. Word docs may be uploaded to portals to generate the e-book.

2 Create Cover File

Lay out typography and artwork in InDesign (or hire someone to create cover).

Look at Published Books

Use great (recent) covers from similar books as a ruler. How does the cover planned for your project compare? Does it convey the genre/type of book?

Write a Fantastic Blurb!

Don't forget to write an active, engaging back copy blurb about the book. Strike down passive voice. Think of an engaging book talk. Don't be boring!

The screenshot shows a web form for describing an eBook. It includes a title field, a sub-title field (marked as optional), and a series name field (also marked as optional). To the right of the text fields is a placeholder for an eBook cover image, with the text 'Upload your book cover' and a note at the bottom that says 'Images are limited to 2MB'.

3 Upload to the Publishing Portal

Publishing portals such as Amazon's Kindle Direct Platform, Kobo's Writing Life, Draft2Digital and Smashwords are all good options. Smashwords also distributes to Overdrive, Axis 360 and sells titles direct to libraries following the Douglas County model.

LIBRARY AS PUBLISHER

Resources

Publishing Portals

Amazon Kindle Direct Publishing

kdp.amazon.com

Currently the largest publishing portal (74% e-book market). Some features require the title be exclusive in the Kindle Select program.

Smashwords

www.smashwords.com

One of the earliest and largest indie aggregators, distributes to most major platforms (may opt out of individual channels), including Overdrive, Axis360 and direct library purchases.

Draft2Digital

www.draft2digital.com

Large aggregator, known for many technical improvements over Smashwords. A good choice for many channels including iTunes.

Kobo Writing Life

writinglife.kobo.com

Kobo continues to develop as a competitor in the e-book market, particularly outside the US, though still has a small market share.

iBooks

itunesconnect.apple.com

Apple enjoys 11% of the US e-book market. Publishers can upload directly – provided you have access to a iOS Mac or virtual Mac to run the iTunes Producer app. Alternatively D2D and Smashwords will upload for you.

Books and Other Resources

Let's Get Digital

David Gaughran

Practical, hands-on advice, shares best practices on each stage of creating e-books, print books and covers how publishing has changed.

Let's Get Visible

David Gaughran

The follow-up book that delves into how to get a book noticed in our current world..

Author Earnings

www.authorearnings.com

Hugh Howey's Author Earnings report produces regular reports on the state of publish as seen through Amazon and other retailers. Terrific for insights on the changing publishing landscape.

The Creative Penn

www.thecreativepenn.com

A popular site with tons of information, courses, books and insights from bestselling thriller author and entrepreneur Joanna Penn.

Kristine Kathryn Rusch

www.kriswrites.com

Bestselling, award-winning author, editor and entrepreneur, Kristine Kathryn Rusch publishes a regular weekly business blog on publishing topics.

TRL Anthology Memorandum of Agreement

This contract is made between Timberland Regional Library, 415 Tumwater Blvd SW, Tumwater, WA 98501-5799, hereinafter referred to as the PUBLISHER, and [author name and address], hereinafter referred to as the AUTHOR.

1. The Author grants permission for the Publisher to include his or her story “[story title],” hereinafter referred to as the WORK, in *Timberland Writes Together* anthology, available for sale in trade paper and electronic book format in the edition’s entirety.
2. This use of the Work by the Publisher entails the assignment of First World Rights, for publication in the English Language.
3. (a) The Author agrees not to publish or permit others to publish the Work in any form prior to its publication in *Timberland Writes Together* or for a period of three (3) months after the publication in *Timberland Writes Together* without prior written permission of the Publisher.

(b) The Author further grants the Publisher the nonexclusive right to use the Work in the edition as long as *Timberland Writes Together* remains in print.
4. For the rights granted to the Publisher, the Author will receive a payment by check in the sum of [amount], which will be paid no later than one (1) month before publication. The Author will receive one free copy of the trade paper, and one free copy of the e-book edition of TRL anthology.
5. The Author grants Publisher the right to use the Author’s name, image, likeness, and biographical material for all advertising, promotion and other exploitation of the Work. Upon request, the Author shall provide the Publisher with a photograph of the Author and appropriate biographical material for such use.
6. All rights not expressly granted by the Author reside exclusively with the Author.
7. The Author warrants that he or she is the sole author of the Work; that he or she is the owner of all rights granted to the Publisher hereunder and has full power to enter into this agreement and to make the grants herein contained; that the work is original and any prior publication of the Work in whole or in part has been fully disclosed to the Publisher; that the Work does not violate the right of privacy of any person; that, to the Author’s knowledge, it is not libelous or obscene and contains no matter which is libelous, in violation of any right of privacy, harmful to the user or any third party so as to subject the Publisher to liability or otherwise contrary to law; and that it does not infringe upon any copyright or upon any other proprietary or personal right of any person, firm or corporation.
8. The Author will indemnify the Publisher against any loss, injury, or damage finally sustained (including any legal costs or expenses and any compensation costs and disbursements paid by

the Publisher) occasioned to the Publisher in connection with or in consequence of any breach of this warranty and which the Publisher is not able to recover under its insurance policies.

9. The Publisher will make no alterations to the Work's text or title without the Author's written approval in e-mail or hardcopy. The Publisher reserves the right to make minor copyediting changes to conform to the style of the text to its customary form and usage.
10. If the Publisher fails to publish the Work within 12 months of the date of this Agreement, all rights granted hereunder shall immediately revert to the Author. In such event, the Author shall retain any payments made under this Agreement prior to such reversion.
11. The Publisher agrees to list a proper copyright notice for the Work in the name of the Author or an appropriate copyright page.
12. The Author will be credited on the table of contents page and at the beginning of the story as [author byline].
13. Regardless of its place of execution, this agreement shall be interpreted under the laws of the State of Washington.

The parties acknowledge that each party has read and understood this contract before execution.

Author

Date

Social Security or Tax ID Number

Publisher

Date

TRL Anthology

Memorandum of Agreement

This contract is made between Timberland Regional Library, 415 Tumwater Blvd SW, Tumwater, WA 98501-5799, hereinafter referred to as the PUBLISHER, and [artist name and address], hereinafter referred to as the ARTIST.

1. The Artist grants permission for the Publisher to publish, print, employ, advertise, or otherwise utilize his or her artwork "[title]," hereinafter referred to as the WORK, exclusively in relation to in *Timberland Writes Together* anthology, available for sale in trade paper and electronic book format in the edition's entirety.
2. This use of the Work by the Publisher entails the assignment of First World Rights.
3. (a) The Artist agrees not to publish or permit others to publish the Work in any form prior to its publication in *Timberland Writes Together* or for a period of three (3) months after the publication in *Timberland Writes Together* without prior written permission of the Publisher.

(b) The Artist further grants the Publisher the nonexclusive right to use the Work in the edition as long as *Timberland Writes Together* remains in print.

(c) The Artist agrees to deliver finished Work in digital image files of high enough quality to be used as a printed book cover, e-book cover and related media.
4. For the rights granted to the Publisher, the Artist will receive a payment by check in the sum of \$300.00, which will be paid no later than one (1) month before publication. The Artist will receive one free copy of the trade paper, and one free copy of the e-book edition of TRL anthology.
5. The Artist grants Publisher the right to use the Artist's name, image, likeness, and biographical material for all advertising, promotion and other exploitation of the Work. Upon request, the Artist shall provide the Publisher with a photograph of the Artist and appropriate biographical material for such use.
6. All rights not expressly granted by the Artist reside exclusively with the Artist.
7. The Artist warrants that he or she is the sole artist of the Work; that he or she is the owner of all rights granted to the Publisher hereunder and has full power to enter into this agreement and to make the grants herein contained; that the work is original and any prior publication of the Work in whole or in part has been fully disclosed to the Publisher; that the Work does not violate the right of privacy of any person; that, to the Artist's knowledge, it is not libelous or obscene and contains no matter which is libelous, in violation of any right of privacy, harmful to the user or any third party so as to subject the Publisher to liability or otherwise contrary to law; and that it does not infringe upon any copyright or upon any other proprietary or personal right of any person, firm or corporation.

8. The Artist will indemnify the Publisher against any loss, injury, or damage finally sustained (including any legal costs or expenses and any compensation costs and disbursements paid by the Publisher) occasioned to the Publisher in connection with or in consequence of any breach of this warranty and which the Publisher is not able to recover under its insurance policies.
9. If the Publisher fails to publish the Work within 12 months of the date of this Agreement, all rights granted hereunder shall immediately revert to the Artist. In such event, the Artist shall retain any payments made under this Agreement prior to such reversion.
10. The Publisher agrees to list a proper copyright notice for the Work in the name of the Artist or an appropriate copyright page.
11. The Artist will be credited on the table of contents page and at the beginning of the story as [artist byline].
12. Regardless of its place of execution, this agreement shall be interpreted under the laws of the State of Washington.

The parties acknowledge that each party has read and understood this contract before execution.

Artist

Date

Social Security or Tax ID Number

Publisher

Date

2014-2018 Strategic Plan



Strong Communities: Building our Future

Strategic Priorities

The strategic planning process included focus groups and surveys with over 100 community officials, board members, library friends and staff. Thank you to all the participants who helped shape the Library's future. The plan anticipates continuous demographic, economic and technological change. Success in a changing environment will require creativity and nimble organizational responses in six key service areas: strengthening families and youth; supporting local economies; supporting community engagement through culture, history and the arts; promoting the Library as a community gathering place; enhancing collections and technology and fostering a supportive work environment.



Priority 1: Strengthen Families and Youth

Goal – Increase resources for early childhood learning and development; help children begin their school years eager to learn; prepare them to become life-long learners.

Goal – Give parents and child-care providers the tools to develop childrens' literacy skills.

Goal - Increase resources and opportunities for school age youth to be competent, confident learners; encourage in them a thirst for learning and strong social skills.



Priority 2: Support Local Economies

Goal – Nurture relationships with local businesses and organizations; share the Library's vast resources and services to help them achieve their goals.

Goal – Provide access to basic learning, job training, education and career opportunities; help people connect with providers of vital services such as health care, housing and food.



Priority 3: Support Community Engagement through Culture, History, and the Arts

Goal – Engage people in the creation, celebration and preservation of art, culture and history.



Priority 4: Promote the Library as a Community Gathering Place

Goal – Expand awareness of the Library as the heart of each community.

Offer the best in collections, services, events and spaces; find innovative, enticing ways to build engagement.

- Become a hub for positive civic interaction
- Connect individuals and organizations to the Library's vast array of resources
- Facilitate learning and creativity for all ages



Priority 5: Enhance Collections & Technology

Goal – Be widely acknowledged as a center of learning and opportunity by expanding print and digital collections.

Goal – Provide the best in information and computer technology services so that all people can access digital resources for personal enrichment, education, vital services and community involvement.

Priority 6: Foster a Supportive Work Environment

Goal – Promote an organizational culture and climate in which employees contribute to positive outcomes.

Goal – Expand professional growth and development opportunities; encourage employees to reach their full potential.

Goal – Promote healthy living through participation in various wellness activities designed to address the full spectrum of health and well-being.

Timberland Regional Library's strategic planning process re-affirms that few organizations can make the positive societal impact libraries can. By providing equal access to information and nurturing public interaction, they champion literacy, life-long learning and self-improvement. Libraries are welcoming places that offer programs for education, entertainment and community celebration where everyone is able to read, learn, connect and grow.

To learn more about how the Library will meet its goals, see the annual Action Plans on the Library's website - www.TRL.org.

Timberland Regional Library Locations



Mission

Timberland Regional Library invites discovery and interaction with our vibrant collection, services and programs for learning, enrichment, and enjoyment for people of all ages in our diverse communities.

Values

Service for all people who turn to the library for any reason.
Integrity within the libraries and throughout our communities.
Collaboration with others to extend the reach of TRL's resources.
Community Focus that is innovative, creative, and flexible, providing resources our communities tell us they need.

Vision

For those who seek – a connection
For those who question – a dialog
For those who create – a palette
For those who imagine – a story
For all – a place to belong



www.TRL.org