

# Digital Media @ GCPL

Cheryl Lawson  
Gwinnett County Public Library  
[clawson@gwinnettpl.org](mailto:clawson@gwinnettpl.org)

# A Little About Us...

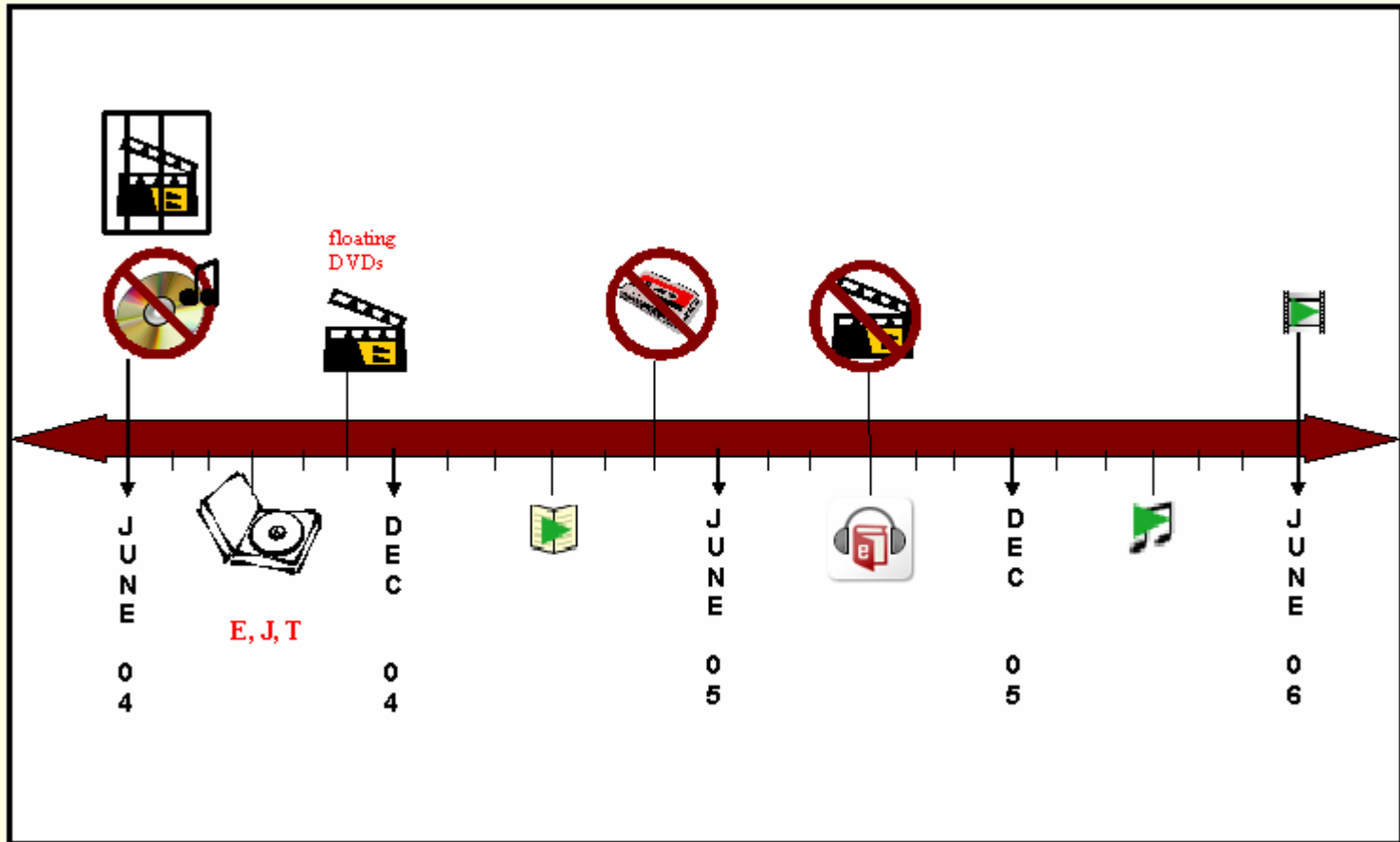


- 15 branches (14 physical, 1 virtual)
- 700,000 member population
- 6.3 million circs per year
- \$3.46 million Materials budget
- 30% of Materials budget for all AV
- 3% of Materials budget for Digital Media

# A little more about us...



# AV from FY05-FY06



*No longer purchasing...*

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- X Books on cassette
- X Readalongs w/ cassette
- X Adult music CDs
- X Juvenile DVDs
- X VHS

\* Except for adult CD music, pre-existing copies of these formats continue to circulate until weeded on condition.

## *Actively Purchasing...*

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### *physical formats*

- ✓ Unabridged CD books (adult, teen, juvenile)
- ✓ Readalongs w/ CD (all ages)
- ✓ Nonfiction DVDs (adult only)
- ✓ CD music (juvenile only)

*Actively Purchasing...*

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***digital formats***

- ✓ Digital audiobooks (mostly adult; 2 vendors)
- ✓ Digital video (mostly juvenile / teen)
- ✓ Digital music (classical)

# Digital Media:

*making it work on a budget*

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- **Item Cost Comparison:**

Average cost unabridged CD book: \$76.84

Average cost DAB (includes maintenance on 2 platforms): \$35.07

- **Staff Time Savings**

- ✓ PO creation simplified; no items to receive

- ✓ MARC records received in bulk

- ✓ No physical processing, shelving, pulling holds, weeding, missing parts

- **Know Your Scope**

- ✓ Popular materials without the wait promote themselves

- ✓ Things you can't have any other way



# Digital Media:





*making it work for your customers...on the Web*

## Digital Media

downloadable video, books, music and more!

[> About digital media](#)

[Downloadable Video](#) © [Downloadable Music](#) © [Downloadable Audiobooks](#) © [E-books](#)

Compare Digital Media Services				
<div style="text-align: center;">  <p><b>OverDrive</b></p> <p><a href="#">Go to OverDrive Video Music, &amp; Audiobooks</a></p> <p>© <a href="#">instructional video</a> (requires the latest version of Flash player)</p>  </div>	Yes	Transfer to portable device?	Yes	<div style="text-align: center;"> <p><b>Recorded Books from netLibrary *</b></p>  <p><a href="#">Go to Recorded Books</a></p> <p>© <a href="#">instructional video</a> (requires the latest version of Flash player)</p>  <p>* <b>free netLibrary account required; <a href="#">click here for details</a></b></p> </div>
	Most Titles	Burn to audio CD?	No	
	10	Checkout limit	10	
	Yes	Request unavailable titles?	not necessary	
	<a href="#">See list</a>	Known Compatible Portable Devices	<a href="#">See list</a>	
	<a href="#">See list</a>	Known Incompatible Portable Devices	complete list not available	
	No	Compatible with Macintosh computers and/or iPods?	No	

**Need assistance using digital media? [Click here to Ask Us!](#)**

# Digital Media:

*making it work for your customers...on the Web*

## Overdrive Help Page

These "videos" are Flash-based tutorial files that are very small.  
You may want to minimize this window and refer to it as you progress through the download process.

### Overview of Downloadable Media

Step 1

#### Downloading the free console

(If you've downloaded the console prior to March 21, 2006 please uninstall this software from your computer, and download the new version - [here's how](#))

Step 2

#### One-time download of Digital Rights Management upgrade

Step 3

#### Checkout & download

Step 4

#### Burn an audio file onto CD with Windows Media Player 10

> [printable documentation](#)

or

#### Transfer files to a device with Windows Media Player 10

> [printable documentation](#)

or

#### View Video Files on your PC

Frequently  
Asked  
Questions

#### How do I know which version of media player I have?

#### How do I know what devices I can use?

# Digital Media:

*making it work for your customers...in the Catalog*

AquaBrowser Tips

Classic Search

Aqua Browser

My Account

Ask Us!

GCPL Databases

GCPL Homepage

Reading Suggestions and ILL

Featured Title Lists

Kids Catalog

Keyword search | **By title** | By author | By subject | By series title | History | | Tips for Searching the Catalog

Search:

Title (all formats)

blind descent



Refine Search

> You're searching: **Gwinnett County Public Library**

## Search Results

Browsing results matching **blind descent**

Prev 25

	Title	Media	Author
1.	Blind descent	[large print]	Barr, Nevada
2.	Blind descent	[compact disc book]	Barr, Nevada
3.	Blind descent	[sound recording]	Barr, Nevada
4.	Blind descent	[downloadable audiobook]	Barr, Nevada
5.	Blind descent		Barr, Nevada

# Digital Media:

*making it work for your customers...in the Catalog*

4 titles matched: **blind downloadable audiobook**

- 1. Blind descent [downloadable audiobook]**  
by *Barr, Nevada*  
Recorded Books ; Made available electronically by] NetLibrary, p1998.  
**Media:** [downloadable audiobook]  
**Series:** Anna Pigeon mysteries  
**Requests:** 0  
**Available copies:** 0  
**Note:** To check actual available copies, you must follow the link to the external download site.  
**Genre:** Mystery fiction.
- 2. Running blind [downloadable audiobook] / Lee Child.**  
by *Child, Lee*  
Brilliance Audio, 2004.  
**Media:** [downloadable audiobook] /  
**Series:** Jack Reacher  
**Requests:** 0  
**Available copies:** 0  
**Note:** To check actual available copies, you must follow the link to the external download site.  
**Genre:** Suspense fiction.
- 3. Blindside [downloadable audiobook]**  
by *Coulter, Catherine*  
Brilliance Audio, 2004.  
**Media:** [downloadable audiobook]

# Digital Media:

*making it work for your customers...in the Catalog*

## Running blind [downloadable audiobook] / Lee Child.

by Child, Lee

[Grand Haven] : Brilliance Audio, 2004.

### Subjects

- Downloadable audiobook.
- Reacher, Jack (Fictitious character) – Fiction.
- Murder – Investigation – United States – Fiction.

ISBN: 1596004940

Series: Jack Reacher

Edition: Unabridged.

Summary: People say that knowledge is power. The more knowledge, the more power. Suppose you knew winning numbers in the lottery? What would you do? You would run to the store. You would mark the numbers on the play card. And you would win. Same for the stock market. Same for basketball or the horses or anything. Same for killing people.

Performer: Read by Dick Hill.

URL: <http://digitalbooks.gwinnettpl.org/ContentDetails.htm?ID=3233708F-5A53-43E890DA-3B511E193EEE> Click here for an Audiobook that can be downloaded and listened to on a portable audio device.

Note: To check actual available copies, you must follow the link to the external download site.

Requests: 0

Available copies: 0

# Digital Media:

*making it work for your customers...on the vendor site*

**NEW TO DIGITAL MEDIA?**  
[CLICK HERE](#)

[Rules and Procedures](#)

[FAQ](#)

## Browse by category



**Video NEW!**

- [Children's](#)
- [en Espanol](#)
- [History](#)
- [Multicultural](#)
- [Nature](#)
- [Science](#)



**Fiction**

- [General Fiction](#)
- [Adventure](#)
- [Horror](#)
- [Humor](#)
- [Inspirational](#)

[more Fiction...](#)



**Non-Fiction**

Through this site, Gwinnett County Public Library offers downloadable audiobooks, music, and videos! From the convenience of your home or office, OverDrive Audiobooks, Music, and Videos can be downloaded to your PC, burned to a CD (when allowed by the publisher), or transferred to a supported portable device. [Learn more...](#)

## Digital Media Titles Available Now (no wait!)

[complete list...](#)



[Five Coolest Things:  
Freestyle](#) [ENHANCED]

Matt LeBlanc



[Super Speedway:  
The Mach II Special  
Edition](#) (IMAX)

[ENHANCED]  
Stephen Low



[National Parks:  
Nature In Motion](#)

[ENHANCED]  
Image Entertainment

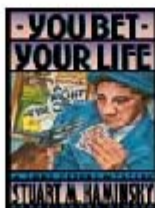


[Living Sea \(IMAX\)](#)  
[ENHANCED]

Greg MacGillivray

## Recent Additions to the Digital Media Collection

[complete list...](#)



[You Bet Your Life](#)  
Stuart M. Kaminsky



[Tournament](#)  
Shelby Foote



[The Fallen](#)  
T. Jefferson Parker



[Sharpe's Eagle](#)  
Bernard Cornwell

# Digital Media: *making it work for your customers...on the vendor site*

My Shortcuts: [Details](#)

### Search:

- Keyword  Title  Author  Narrator
- Only search for books by Recorded Books
- Search all forms of eContent

[Search](#)

[Try Advanced Search for more searching options.](#)

### Search Tip

When searching for an Author, you can enter the name in any order, with or without punctuation, and capitalization is not necessary.

### My Account

[My Checked Out Items](#)  
[Edit My Account](#)  
[Log Out](#)

### Browse

Not all titles are available in all libraries.

[Biography](#)  
[Business](#)  
[Children](#)  
[Classics](#)  
[Fantasy](#)  
[Fiction](#)  
[History](#)  
[Holy Bible](#)  
[Humor](#)  
[Inspirational](#)  
[Language Program](#)  
[Memoir](#)  
[Mystery](#)  
[Nonfiction](#)  
[Romance](#)  
[SciFi](#)  
[Self Help](#)  
[Sports](#)  
[Suspense](#)  
[Western](#)  
[Young Adult](#)

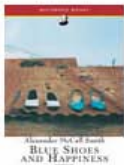
[View New Titles](#)



NetLibrary is a division of  
worldwide library cooperatives

## FEATURED Titles

### Mystery



#### ***Blue Shoes and Happiness***

Written By: McCall Smith, Alexander  
Narrated By: Lecat, Lisette

From internationally best-selling author Alexander McCall Smith comes the seventh novel in the phenomenally popular and endlessly charming series that began with *The No. 1 Ladies' Detective Agency*. Once again Botswana's only female detective, Mma Ramotswa, and her invaluable assistant, Mma Makutsi, puzzle out the mysteries of life while finding comfort in steaming mugs of bush tea. Full of subtle wit and charming characters, *Blue Shoes and Happiness* is another unforgettable gem from McCall Smith.

### History



#### ***Brotherhood of the Revolution***

Written By: Ellis, Joseph J.

**From the Modern Scholars series of recorded college level courses.** While the American Revolution now appears to have been inevitable, it was, in fact, highly improbable. In this Modern Scholars course, presented by Professor Joseph J. Ellis of Mount Holyoke College, it will be shown just how problematic and uncertain this period of history actually was. Readers are provided an in-depth look at the single most consequential event of American history, and learn how America's founders forged a new nation.

### Fiction



#### ***Saving the World***

Written By: Alvarez, Julia  
Narrated By: Camacho, Blanca

### What's New



#### ***Dante and His Divine Comedy***

Written By: Shutt, Timothy  
Baker



#### ***Work Like da Vinci***

Written By: Gelb, Michael



#### ***Last Lessons of Summer***

Written By: Maron, Margaret  
Narrated By: Forbes, Kate



#### ***Dark Corner***

Written By: Massey, Brandon  
Narrated By: Jackson, J. D.



#### ***Perfect Arrangement, A***

Written By: Berne, Suzanne  
Narrated By: O'Karma, Alexandra



#### ***Voyage of the Narwhal, The***

Written By: Barrett, Andrea  
Narrated By: Guidall, George

# Digital Media:

*making it work for your staff*

- 
- Have a budgeting / consortia plan with defined scopes and responsibility
  - Have a training plan
  - Have a troubleshooting plan
  - Have a marketing / access points plan
  - Have a stats tracking plan
  - Have a way to demo in branches



# Digital Media:

*making it work for your staff*

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Most important points (for librarians) to remember:

- ✓ Be fluid; interfaces / software will always change
- ✓ Launch costs are greater than maintenance costs
- ✓ Customers are animals too; they can smell fear!
- ✓ It's as easy or as complicated as you make it

(say the Serenity Prayer...)

*Grant me...*

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*the serenity to accept the things I  
cannot change;*

*courage to change the things I can;*

*and wisdom to know the difference.*

*--Reinhold Niebuhr*

# Need more information?

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- Visit our Website and browse our Digital Media links from [www.gwinnettpl.org](http://www.gwinnettpl.org)

OR

- Contact me at [clawson@gwinnettpl.org](mailto:clawson@gwinnettpl.org)

## Appendix 1: Troubleshooting Guide for Routing Downloadable Media Queries:

### Step 1: Circulation Issues

- *Is GCPL barcode valid? Does customer have duplicate cards? Has NetLibrary account been established, if necessary?*
- **Routing:** Circulation issues are handled by branch staff or [AskInfo](#)

### Step 2: Training Issues

- *Has customer successfully used service before? Was customer successful with one format and not another? Can staff identify or duplicate an operational error?*
- **Routing:** Training issues are handled by branch staff or [AskInfo](#)

### Step 3: PC Software Issue

- *Is the issue occurring on the customer's PC (as opposed to on their portable device)? Has customer installed all necessary software (correct versions) and performed DRM security upgrade? Is customer continuing to experience error messages?*
- **Routing:** Training to install correct version handled by branch staff or [AskInfo](#)
- Technical problems persisting after software installed are handled by [webmaster](#)

### Step 4: Portable Device Issue

- *GCPL can not provide support for the myriad of portable devices available.*
- **Routing:** Advise customer to contact their device manufacturer for assistance. Also email [webmaster](#) to see if the problem has been documented previously.

### Step 5: External Website Content / Usability Issue

- *Is a customer successful with digital media content in general but having problems with one particular title or file? Is the site giving a "title not found" error, a "page not found" error, or executing searches improperly? Is there a problem with MARC records, or links from HIP to the external digital media site?*
- **Routing:** Content issues and external site issues are routed to [Cheryl Lawson](#).

### Step 6: NEED CUSTOMER SERVICE NOW! Issues

- *Has customer been waiting a reasonable amount of time for a resolution and doesn't yet have one? Are there extenuating circumstances?*
- **Routing:** Extenuating customer service issues are routed to [Cheryl Lawson](#), with a 'cc' to [webmaster](#).

## Appendix 2: Sample Statistical Tracking Template

### Digital Media Statistics - 2006

Digital Media Statistics - 2006						
circulation activity by month	Overdrive			NetLibrary		Total
	<i>Audio</i>	<i>Music</i>	<i>Video</i>	<i>Audio</i>	<i>eBooks</i>	<i>all digital collections</i>
<b>January</b>	645			296	1216	<b>2157</b>
<b>February</b>	541			295	1056	<b>1892</b>
<b>March</b>	636			334	1149	<b>2119</b>
<b>April</b>	596	38		313	1136	<b>2083</b>
<b>May</b>	728	83		381	880	<b>2072</b>
<b>June</b>	1001	130	235	389	738	<b>2493</b>
<b>FY06 Year End</b>	<b>6942</b>	<b>251</b>	<b>235</b>	<b>2894</b>	<b>11,668</b>	<b>21,990</b>
<b>July</b>	1257	127	303	442	1018	3147