

Things to think about with audio books:

1. Is there a way to get a discount on titles? Audio books can be quite expensive. Recorded Books, for example, has a variety of Standing Order Plans that give you some sort of discount (varies by the number of titles per month you sign up for) as well as the ability to earn rewards certificates for a significant percentage off a certain number of titles during the course of your standing order plan year. Audio Editions has a standing order plan that earns you 20% off all of the titles you purchase in a month and free shipping. If you can pay ahead or can purchase a certain number of titles a month, a Standing Order Plan may be the way to go. Are you going to pay for shipping? Being on a Standing Order Plan often gets you free shipping.

2. What about packaging? Vendors who serve libraries usually package their items in the sturdy vinyl cases with pockets for the cds. This may be included with the price, or may be an option for you to choose. Titles purchased from jobbers and other online sources may not come with the packaging. This packaging can be expensive, and it can be time consuming to package the item yourself. Be sure you know whether or not circulation-suitable packaging is included in the price.

3. What format are you going to purchase in? Right now, we can choose between cassettes, cds, playaways, and downloadable titles. Your children's collection may have books-and-tape or books-and-cd sets for young children as well. How will you choose which format or formats to purchase in? Where is your demand? If you collect more than one format, will you buy the same title in each format? This decision should be in your Collection Development Policy.

4. Will you collect both abridged and unabridged? Be wary of abridged fiction titles, which are often significantly shorter than the print book. Research abridged non-fiction: sometimes, a title will be listed as abridged because it does not contain the photos, pictures, drawings, maps, charts, etc of the print title. Again, your decision should be in your Collection Development Policy.

5. How will you shelve and label your audio collection? Will you mix your cassettes and cds? How will you help your patrons differentiate between the formats? Will you use Dewey #s on your non-fiction to have consistency across your collection?

6. What about replacements? Be sure to know the policy of your vendor/jobber on replacements. Most will offer free replacements for one year, and charge a nominal fee (between \$5 and \$8 per disc or cassette) after that. Some jobbers do not offer replacements, and some companies will not replace a broken cd or cassette if you did not purchase from them directly. Paying a little more for a title at the outset in order to ensure replacements for the life of the item is probably worth it -- otherwise, you might find yourself throwing out 9 cds from a 10 cd set because you cannot replace the missing disc.

7. What about copyright? This can be a slippery slope, especially if you are looking for a replacement of just one part of your title or when dealing with digital content. It is not permissible to:

- * download the missing part of an audio book and circulate that disc with the rest of the title
- * download a digital audio book, burn it to cd, and circulate it
- * copy a title for archival or backup purposes, or any audio-visual work in its entirety
- * convert from one form to another (cassette to cd)
- * For more on copyright with audio and digital works, here are some suggestions:
 - o US Copyright Office (<http://www.copyright.gov/>)
 - o ALA's Copyright Advisory Network (http://librarycopyright.net/wordpress/?page_id=10)
 - o University of Texas's Copyright in the Library (<http://www.utsystem.edu/ogc/intellectualproperty/l-intro.htm>)
 - o Jefferson County (CO) Schools Copyright Guidelines page (<http://jeffcoweb.jeffco.k12.co.us/isu/library/copyright.html>)

Using Downloadable Audio in your school

Downloadable audio books can help meet many needs:

- ❖ provides access to a collection larger than your space allows
- ❖ provides access to a collection 24/7, even during school vacations
- ❖ keeps the Library current with technology trends
- ❖ in the case of the Green Mountain Library Consortium, provides group purchasing power and technical and customer support

Tips for success in using Listen Up! Vermont audio in your schools:

- ❖ create a packet of information for teachers and distribute at a staff meeting
- ❖ hold a voluntary after-school training for teachers
- ❖ hold trainings during school for students
- ❖ have promotional materials out for students
 - (bookmarks, cards, and handouts are available – go to the Listen Up! blog at <http://vtaudiobooks.blogspot.com> and look under the label “promotion” – in a Box.net embedded box, you’ll find a host of promotional materials)
- ❖ let teachers know which titles the Listen Up! collection has that match their reading lists – the program can be especially successful for English teachers and for special education teachers
- ❖ talk about Listen Up! when you are doing DCF and GMBA book talks
- ❖ help students download titles in the Library
- ❖ have mp3 players to circulate to your students
- ❖ let your sports teams and coaches know about Listen Up! so that students can listen to required reading on bus rides, etc
- ❖ put a link and/or logo on your web site
- ❖ run an announcement on your daily announcements
- ❖ let the Selection Committee know if there are titles you would like to see, or that teachers or students recommend!