

The Bookmark

Newsletter of Sheppard Memorial Library

Vol. XXXIII—No. 6

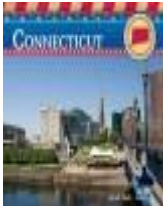
August 2013

NOTES AND OBSERVATIONS FROM LIBRARY DIRECTOR GREG NEEDHAM

Last month, I shared a preview of the new integrated reader's advisory we were adding to the library catalog. It is now up and running, and I think you will enjoy the improvement!

In preparing to write this installment, I searched for books on Hawaii, and chose a new title by Sarah Tieck. In addition to the details on that title, however, the search results now include information on other titles in the series:

Explore the United States



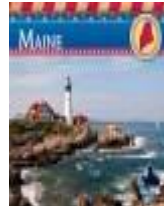
Connecticut



Georgia



Indiana



Maine



Massachusetts

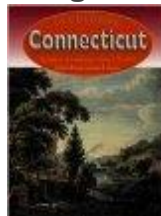


Montana

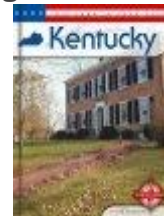
And recommendations for other titles I might like to try: You might also like these...



**Explore the United States,
Murray, Julie, 1969-
[Why did we recommend this?](#)**



**13 colonies,
Wiener, Roberta
[Why did we recommend this?](#)**



**This land is your land,
Heinrichs, Ann
[Why did we recommend this?](#)**

The upgrade should really help people make best use of our collections!

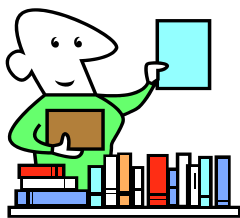
It has now been a year since we unveiled our 3M Cloud Library of e-books, so I wanted to provide you with an update on how the service has been received. For July of 2012, when the service went live, we had 377 e-books checked out, and that number grew to 941 for July of 2013—an increase of 149%! Actually, I have no doubt that we would have even larger numbers than that, if our growing e-book collection were already larger than it is, but this is still impressive. At the same time, circulation of traditional books is still very strong! July of 2013 saw 57,289 traditional books checked out, vs. 58,022 in 2012. From my perspective, this reflects what we have continued to see, which is that new formats add to the ways that people can enjoy their books. Options include paperbacks, hardbacks, CDs or downloadable audios, and now e-book versions. Interestingly, reports from the publishing industry indicate that e-books now account for about 25% of total book sales, which is remarkable given that this format really didn't take off until a little over five years ago. What I think is the most telling, however, is the fact that sales of e-books have leveled off significantly, after surging at the beginning of the wider availability of the new format. Two years ago, e-books sales spiked by 252%, but for the first quarter of 2013, they only increased 5%. Check out the following links for more details, and whatever format(s) you use, happy reading!

http://www.impactlab.net/2013/08/11/e-book-sales-are-starting-to-fizzle-out/?goback=%2Egde_40592_member_265547458#%21

<http://dish.andrewsullivan.com/2013/08/08/the-end-of-the-e-book-boom/>

50¢ BOOK SALE

*Sponsored by the
Friends of the Sheppard Memorial Library*



Saturday, September 7
9:00 a.m. – 5:00 p.m.

Sunday, September 8
2:00 p.m. – 4:00 p.m.*

*Bag Day Sale, \$3 per plastic grocery bag of books

**Meeting Room A
Sheppard Memorial Library
530 Evans Street**

*All hardbacks, paperbacks, records, videos,
music tapes, and audiotapes are 50¢ each.*

Statistical snapshot: July

63,249 items circulated

**1,003 new borrowers
registered
(63,649 total borrowers)**

**Public computer/
Internet use
(including wi-fi/laptop use)
17,699 sessions**

A Healthier

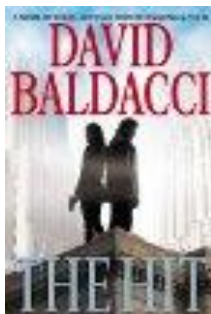


Learn how to find health information on the Internet

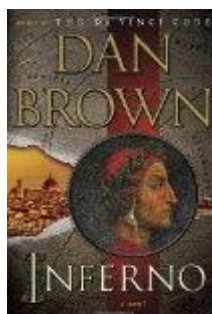
Wednesday, August 28
10:00 a.m.

Free class, class size is limited. Sign up in advance.

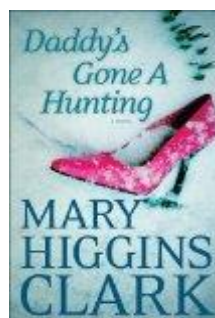
Adult patrons are requesting ...



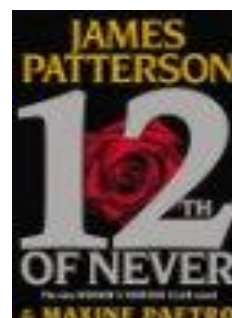
THE HIT
by David Baldacci



INFERNO
by Dan Brown



DADDY'S GONE A HUNTING
by Mary Higgins Clark



12TH OF NEVER
by James Patterson
& Maxine Paetro

News from our branch libraries!

Story hour at **East Branch Library** has ended for the summer. Preschool story hour will resume on Tuesday, September 10, at 10:30 a.m.

We thank our volunteers and appreciate all they do for the library.

The summer reading program was a great success, and we thank all the participants, encouragers, and supporters. Congratulations to teen Alan Zheng for winning the T-shirt.



The **Winterville Public Library** staff says thank-you to our participants in the summer reading program. The children read over 6,000 books. Anyone who has not picked up their reading record should do so as soon as possible.

Story time will resume Wednesday, September 11, at 10:30 a.m., for preschool/toddler age children.

We thank the Health Science Academy Youth for all their volunteer hours this summer at the **Carver Branch Library**. The youth helped plan our teen program, assisted with clerical chores, and prepared activities for story hour programs.

We thank the participants, parents, mentors, and volunteers for making the summer reading program a successful event.

Our fall story hour will resume on Thursday, September 12, at 10:00 a.m., for preschool children ages 3-5. Please call to reserve space for groups. For more information call 252-329-4583.

The **Blount (Bethel) Library** had several participants in the summer reading program. We thank all those who were instrumental in supporting and encouraging the youth.

We invite all to visit our table at the Bethel Harvest Festival in downtown Bethel on Saturday, September 21, 2013 from 10:00 a.m. to 3:00 p.m. Come check out what the library has to offer.

SUMMER READING PROGRAM

Congratulations to more than 1,300 children who participated in the 2013 Summer Reading Program. The children read or listened to 59,702 library books this summer. Each child kept a personal reading record listing library books read and tracked prizes earned.

Children learned about vegetables, underground animals, machines that dig, and much more during the story hours. Earning prizes added to the enthusiasm of the young readers. Favorite prizes were coupons from businesses in our community. A thank-you goes to Krispy Kreme, Baskin Robbins, Zaxby's, Texas Roadhouse, AMF East Carolina Lanes, the three Chick-fil-A restaurants, and the Friends of the Sheppard Memorial Library for contributing prizes.

An audience of 75 was enchanted by storyteller Ron Jones at the summer reading finale on Tuesday, August 6. Many children picked up their reading folders. Summer reading participants can still pick up their T-shirts and reading records at the branch where they registered.

CHILDREN'S LIBRARY

Story Hour Programs

Toddler Story Hour

will resume each Tuesday
beginning September 10, at 10:30 a.m.
(children ages 18 months-3 years)

Preschool Story Hour

will resume each Wednesday
beginning September 11, at 11:00 a.m.
(children ages 3-5)

Make & Take Craft

Thursday, September 12
3:30 p.m.-4:30 p.m.
(school-age children)

Bedtime Story Hour

Thursday, September 19, at 7:00 p.m.
(families with children ages 10 and younger)

Juvenile Outreach

The Juvenile Outreach librarian finished up the summer reading program with story times based on the summer reading theme, **Dig into Reading**.

The Juvenile Outreach librarian is scheduling child care centers for visits during the school year. The start of story programs for the school year will begin in late August. The new schedule for distributing book boxes to child care centers will start at the beginning of September.

HOLIDAY CLOSING
Saturday, August 31
through
Monday, September 2