



June 12, 2015

Yvonne Earle  
President  
NLA

Via email: [yearle@assembly.nu.ca](mailto:yearle@assembly.nu.ca)

Dear Yvonne:

In October 2014, CLA struck an e-Book Task Force chaired by myself that included the membership of fifteen individuals that represent a broad range of sectors and geographic regions, including public libraries, academic libraries, consortia, and publishers, along with CLA (see below for a list of Task Force members). Executive Director, Valoree McKay, was an ex-officio member of this task force.

The terms of reference mandated that the CLA e-Book Task Force:

1. Identify, collect, analyse and share information on what is currently being done with respect to e-books, as defined by the task force;
2. Develop recommendations on which existing overarching principles could be adopted by CLA as well as recommend which overarching principles that CLA could/should be develop;
3. Identify and recommend potential advocacy roles and strategies related to the above and to the e-book issues that face the library and information community.

Between October 2014 and February 2015, the full group met via teleconference five times. Several cluster meetings including public library meetings, academic library meetings, meetings with Impact Affairs, and smaller group focused meetings to propose draft strategy and roles and responsibility documents were held throughout that same period.

The recommendations of the Task Force's include adoption and communication of the Key Library Priorities for e-Content and the implementation of e-Content public awareness and advocacy plans for academic and public libraries. CLA has already implemented the recommendation to become a signatory to ReadersFirst, an initiative that is "dedicated to ensuring that library users have the same open, easy and free access to e-books that they have come to rely on with physical books." In collaboration with e-content distributors and library vendors, ReadersFirst works to streamline the process of accessing e-content to improve the end user experience.

The Task Force acknowledges the efforts and collaborative spirit demonstrated by Ottawa Public Library and Toronto Public Library, specifically Jennifer Stirling and Vickery Bowles, who generously shared their advocacy strategies, letters and other resources to kick-start the work of the CLA task force.

The next stage of the Task Force's work will focus on raising awareness and advocating on this important issue. This requires your help. The first component of this phase is about promoting awareness of the challenges associated with purchasing e-content and the unfair pricing models for public libraries.

On Monday June 15, 2015, CLA along with several other partners, will be launching the campaign "Fair ebook Prices" in Ontario. A press release announcing the initiative will be delivered nationally at 7 am Eastern time. The website [www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org), which is live now, will also be formally introduced.

On Wednesday June 17, 2015 Vickery Bowles, Chief Librarian of Toronto Public Library, will be hosting a Twitter chat from 12:00 pm to 1:00 pm Eastern time. We encourage you to join this chat and to share this opportunity with your membership. Enclosed are the necessary details for you to participate along with some sample wording for Twitter and Facebook.

We would also like to invite you to join our campaign by becoming one of the partners. We would be happy to work with you to develop a media piece announcing your participation as well as work with in collaboration with you to roll out this out in your province and/or city. Please let Valoree McKay, CLA Executive Director ([vmckay@cla.ca](mailto:vmckay@cla.ca) or 613-232-9625 x 306), know if you are interested in becoming a partner.

Additional information and tools can be found on the CLA website on the [ebook Task Force page](#) as well as the [Fair ebook Prices](#) site.

Many thanks for your support. If you have any questions, please contact Pam Ryan at [pryan@epl.ca](mailto:pryan@epl.ca), e-Book Task Force member.

Sincerely,



Pilar Martinez  
Chair, CLA e-Book Task Force  
CLA Past President

Enclosed: ebook social media editorial calendar

## **CLA e-Book Task Force Members – Phase 1 (October 2014 – May 2015)**

- Bobby Glushko (University of Toronto, Ontario)
- Lou Duggan (Saint Mary's University, Nova Scotia)
- Rob Tiessen (University of Calgary, Alberta)
- Clare Appavoo (Canadian Research Knowledge Network, National)
- Vickery Bowles (Toronto Public Library, Ontario)
- Christina de Castell (Vancouver Public Library, British Columbia)
- Pam Ryan (Edmonton Public Library, Alberta)
- Michael Ciccone (Hamilton Public Library, Ontario)
- Brett Waytuck, (Saskatchewan Ministry of Education, Prairies)
- Paul Whitney (Member of IFLA's Copyright and Other Legal Matters and Chair of IFLA's eLending Working Group, British Columbia)
- Jennifer Stirling (Ottawa Public Library, Ontario)
- Krystyna Ross (Representative, Book and Periodical Council, National)
- Pierre Plante (Bibliothèque et Archives nationales du Québec, Québec)
- Jean-François Cusson (BiblioPresto, Quebec)
- Pilar Martinez, CLA Past President (Executive Council Liaison)
- Valoree McKay, CLA Executive Director