

Thanks for joining us! In this toolkit, you will find information that will help you to fully participate in the #eContentForLibraries campaign. We are highlighting two issues:

1. eAudiobook access. Demand for eAudiobooks is skyrocketing, but major multinational publishers aren't making a number of best-selling titles available to Canadian public libraries – including some prominent Canadian and Indigenous works.
2. Excessively high price points and restrictive purchasing models for eAudiobooks and eBooks.

The call to action is to share the page and contact multinational publishers directly on social media to demand change.

Please review the toolkit and help spread the word about these important issues on social media, with local media outlets and with other local stakeholders. We also ask that you link to the campaign webpage [econtentforlibraries.org](http://econtentforlibraries.org) from your own site

If you have any questions, please contact Jefferson Gilbert, Executive Director, CULC/CBUC, [jjgilbert@culc.ca](mailto:jjgilbert@culc.ca).

Thank you for your participation! We look forward to making progress on this issue of critical importance to public libraries across Canada.

**We ask all participating libraries** to let us know of significant media, social media and political reaction. Please email Susan Caron (Director, Collections & Membership Services, Toronto Public Library) at [scaron@torontopubliclibrary.ca](mailto:scaron@torontopubliclibrary.ca) with updates throughout the campaign. Your feedback will inform the campaign evaluation.

### **Important Campaign Dates:**

- Launch date: Monday, January 14, 2019
- Press Release – Issued Monday, January 14, 2019
- End date: Friday, January 25, 2019
- See Social Media Calendar for suggested posts for two-week campaign

During the first week of the campaign, eAudiobook access is the social media messaging focus. We will highlight pricing issues throughout the second week.