

WPLC Macmillan Next Steps Survey Results

Scenario 1: Total Boycott, WPLC Alone

WPLC does not purchase any Macmillan or Macmillan imprint ebooks or audiobooks.

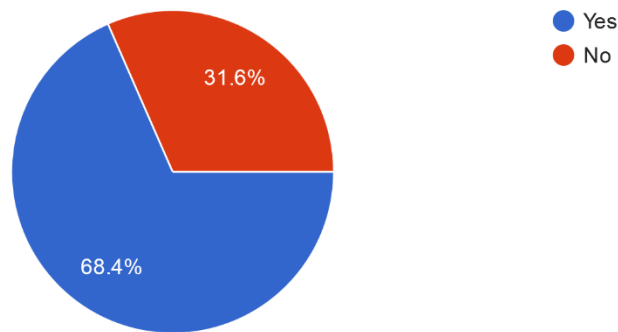
Impact: WPLC would not spend approximately \$150,000-\$160,000 annually on Macmillan titles.

Point: We should not spend any money with a publisher that is embargoing content from libraries.

Counterpoint: If we don't buy this content, it seems likely that patrons may go purchase the content from Amazon, which is exactly what Macmillan wants.

I can stand behind Scenario 1

19 responses



Scenario 2: Total Boycott with OverDrive

WPLC does not purchase any Macmillan or Macmillan imprint ebooks or audiobooks. In addition, WPLC encourages OverDrive to boycott Macmillan completely.

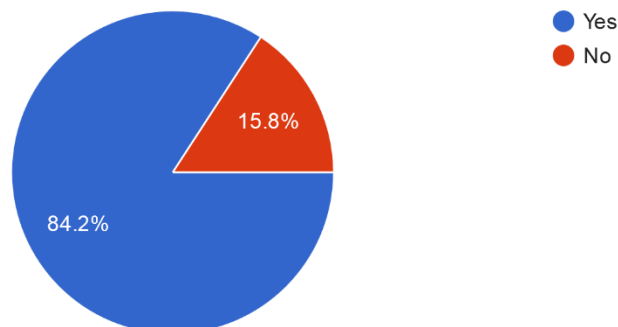
Impact: OverDrive would not license any Macmillan titles for any OverDrive customers, which would have a much more significant impact than WPLC boycotting alone.

Point: We should not spend any money with a publisher that is embargoing content from libraries. If OverDrive doesn't spend any money with them, it'll be a higher financial hit.

Counterpoint: If we don't buy this content, it seems likely that patrons may go purchase the content from Amazon, which is exactly what Macmillan wants (but it's unlikely that they would be enough content to make up the gap.)

I can stand behind Scenario 2

19 responses



Scenario 3: Partial Boycott, Ebooks only

Because the audiobook model has not changed and there is no embargo on audiobook titles, WPLC continues to purchase audiobooks but does not purchase any Macmillan or Macmillan imprint ebooks.

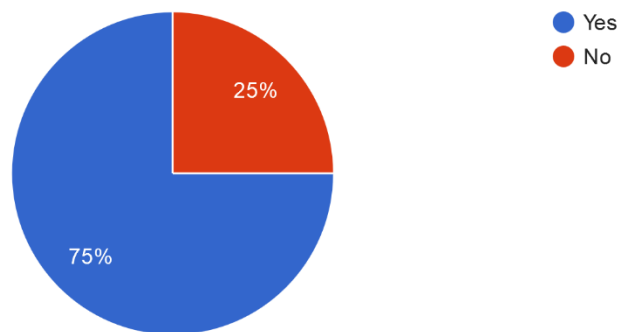
Impact: WPLC would not spend approximately \$110,000-\$115,000 annually on Macmillan ebook titles.

Point: We should reward Macmillan for keeping the audiobooks out of the embargo, even while we boycott ebooks content.

Counterpoint: If we don't buy this content, it seems likely that patrons may go purchase the content from Amazon, which is exactly what Macmillan wants (but it's unlikely that they would be enough content to make up the gap.).

I can stand behind Scenario 3

20 responses



Scenario 4: Partial Boycott, New titles only

WPLC would continue to purchase additional copies of titles already in the collection in order to fill holds, but would not purchase any new titles from Macmillan or Macmillan imprints.

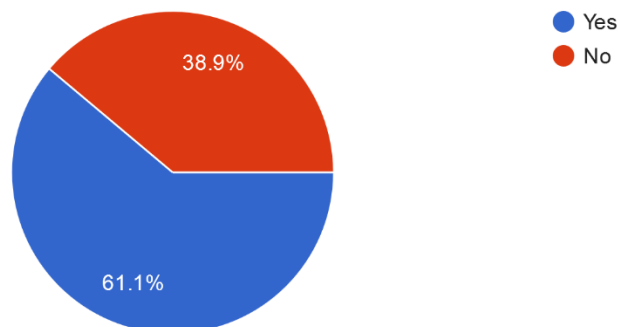
Impact: WPLC would not spend a minimum of approximately \$20,000 annually on new Macmillan ebook titles. In addition, as we buy fewer new titles, less money would be spent on filling holds because there would not be new titles to place holds on.

Point: Older titles are not impacted by the embargo so should not be included in the boycott. However, we should still boycott those titles included in the embargo.

Counterpoint: If we don't buy this content, it seems likely that patrons may go purchase the content from Amazon, which is exactly what Macmillan wants (but it's unlikely that they would be enough content to make up the gap.).

I can stand behind Scenario 4

18 responses



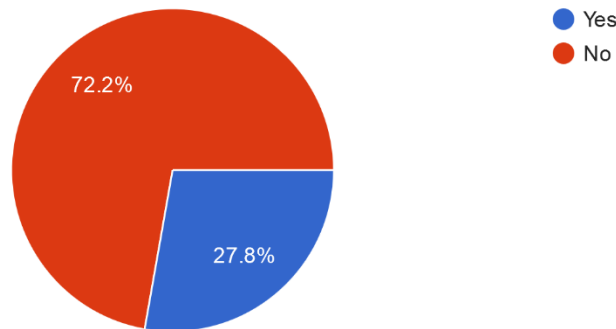
Scenario 5: No Boycott

WPLC would continue to purchase Macmillan audiobooks and ebooks under the new model as we have in the past.

Impact: None

I can stand behind Scenario 5

18 responses



Options for different scenarios

There are a few options that the WPLC has moving forward. Listed below are two strategies that the WPLC could implement. Indicate your willingness for the two options below

Spend money strategically on small press publishers (Works with Scenarios 1-4)

In the spirit of working with those who want to work with us and supporting small press, spend a portion of the funds saved on a Macmillan boycott with small press publishers available through OverDrive.

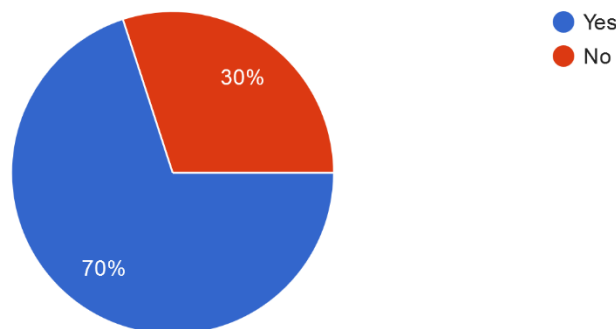
Impact: WPLC could invest up to 15% of its collection budget into small presses with high quality content, helping these presses financially.

Point: Philosophically, we want to encourage publishers to have favorable terms for libraries. Investing in small presses can help do that while bolstering alternatives to the Big 5.

Counterpoint: Money saved from any boycott should be used to fill holds.

The WPLC should implement this option.

20 responses



Remove Macmillan from curated collections and browsing (Works with all Scenarios)

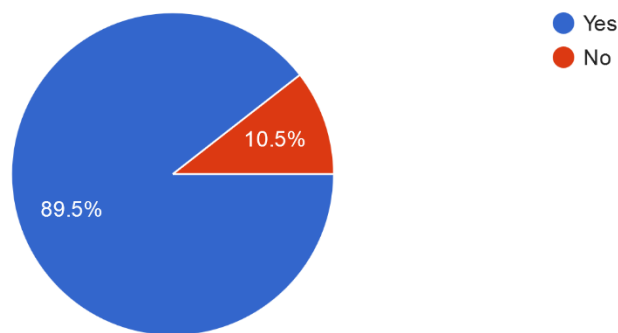
By making it difficult for patrons to find Macmillan titles, we can decrease our spending with them naturally and also not provide the benefit of discovery of new titles (which could lead to purchases).

Impact: The data shows that OverDrive drives sales by helping patrons discover new titles. If all of the Macmillan titles could not be discovered except by searching, patrons would need to know what title or author they were looking for in order to find a title, thereby significantly decreasing accidental discovery of Macmillan titles for Wisconsin patrons, and, hopefully, decreasing sales.

Point: If we believe libraries drive sales through exposure, then why not use one of our tools to decrease sales by decreasing exposure.

The WPLC should implement this option

19 responses



Are there other scenarios or options you feel the WPLC should take?

- I feel we should reach out to other big Overdrive customers and discuss solidarity in boycott strategy. If we could get the top 5 largest Overdrive customers to take the same boycott approach (it may be a challenge to get all 5 on the same page, I suppose...) then that would really have an impact. And there might be accompanying national publicity that would showcase Macmillan's punitive practices.
- Publicize the action taken, so we can share on social media.
- Consistently apply our Macmillan rules to other publishers who embargo titles to libraries.
- While we may want to put pressure on Macmillan, we need to be careful not to punish patrons.
- No - other than increased messaging to patrons regarding the Macmillan issue.
- Not a full boycott but a lot less purchasing of new titles from Macmillan; take advantage of \$30 OC/OU pricing in a way that works for us (maybe mid-list authors/diverse authors); spend money which would have gone to Macmillan with other publishers with friendly models (not just small press).