

Questions from June 1 Meeting @ CJRLC Office

NextReads v BookPage (BookLetters):

NextReads newsletters are created by librarians who know libraries, books and readers. The same readers' advisory expertise that has developed and delivered NoveList informs our newsletter creation. Each newsletter is a mix of new and older titles designed to not only let your readers know that the library has the books they are looking for (recent releases) but guides your readers to older titles that they may have missed and that are sitting on your shelves.

Finally, unlike other services which just provide you with a randomly selected hodge-podge of new titles and commercially available content, NextReads delivers a complete newsletter that contains hand-crafted annotations aimed specifically at readers and linkages between titles that pull selections together into a unified and engaging presentation—a newsletter not a random list.

Locally created lists:

You can create your own lists from scratch. You can use our booklist template to do this and follow the procedure that you would use for editing a list—type in the ISBNs, click a button. NextReads customers draw on B&T 4 million title database so most titles would automatically pull over a book jacket, annotation, and bibliographic information. Again, all of these elements could be edited and elaborated on. You can also import data from other sources that you have the rights to. These lists could be added a selection from the sign-up page so the access would be the same as the access to a regular NextReads list.

Access to locally created lists:

All lists whether they are created by NextReads or a local library are archived and are accessible via the console. We can work with libraries to make archived copies of any of these lists available on their website.

Subscribers' emails:

Email addresses for subscribers are "housed" in the console. The library's NextReads administrator would have access to these addresses.

No authentication:

NextReads does not require authentication. NextReads is not only a readers' advisory tool it is a marketing and outreach tool. No authentication removes a barrier between the library being able to push a content rich resource to the user without requiring them to login. The link to catalog shows readers whether or not books are available and in at their local library but only folks with a card can check them out which will encourage new library card registrations!

Publicity materials:

We provide sample press releases, flyers and bookmark for NextReads. We only provide templates because each library will want to put their own URL and branding on these materials. In addition, we published an every other month marketing newsletter that focuses on how to promote NextReads and shares ideas from our growing number of customers. The materials are downloadable.

Linking to the catalog:

As part of the setup process, we work with the library to establish the preferred link to catalog. Once this is setup, each NextReads newsletter is automatically populated with this link. NextReads uses the linking expertise of both NoveList and EBSCO to advise sites on the links that are best for them.