



1. Macmillan/Ebook Update

Macmillan Publishers has announced a troubling new policy, limiting libraries to purchasing only one copy of each new eBook title for the first eight weeks after a book's release. This embargo jeopardizes libraries' ability to promote access to information for all, so the American Library Association is calling on the publisher to reverse course. We're asking libraries and readers everywhere to join the #eBooksForAll movement and [sign our petition](#) to Macmillan CEO John Sargent.

At eBooksForAll.org, you can sign the petition and access free tools for getting the word out in your communities.

2. Next OverDrive Big Library Read Title Announced

The next Big Library Read kicks off on Nov. 4 and the winning title is [I'm Not Dying with You Tonight](#) by Gilly Segal and Kimberly Jones - available in ebook and audiobook format.

[Read more](#) about the Big Read and the next title.

3. Upcoming Continuing Education

- **Creating Compelling Copy – aka Persuasive Writing and How to Effectively Tell Your Library's Story**

Tuesday, Oct. 15; 1 pm

Librarians are masters of stories, but are we as good as we could be at telling our own story? We know that people respond enthusiastically to stories, more so than statistics, numbers, or dry facts. Marketing is just a form of storytelling, using some consumer psychology and persuasive language. Creating marketing messages is different than writing a news article, or a personal blog post. Marketing is about inspiring action. So how can your words inspire your library's audience to take the action you want? You don't have to be a master marketer or copywriter to take advantage of best practices that can apply to all the forms your message may take – from social media posts to speaking with community stakeholders. [Register](#)

- **Public Libraries Partner to Respond to the Opioid Crisis**

Wednesday, Oct. 30; 2 pm

As communities across the country experience the impact of the opioid epidemic, public library

staff are finding themselves on the front line of this public health crisis. How should libraries engage? Public Libraries Respond to the Opioid Epidemic with Their Community is an IMLS-funded project led by OCLC and PLA to expand libraries' capacity to support their communities. The project studied a diverse set of communities where the library is an active partner in addressing the epidemic and facilitated discussions with library leaders and a range of government, public health, and community organizations. [Register](#).

4. WVLS October Newsletter

The [WVLS October Newsletter](#) is available and posted. Included this month:

- WVLS Represents at ARSL Conference
- Retreat Rounds Up September
- Three Lake Resident Wins Award
- More!

5. State News

- Wisconsin Public Television (WPT) Education provides innovative, cost-free media to spark curiosity and activate learning at any age. They help learners connect with media in a fun, educational and engaging manner. Grow and develop young children's minds with these WPT Education resources and opportunities. [Read more](#).
- Wisconsin Public Television has had a decades-long relationship with Wisconsin's libraries and childhood resource agencies through our popular Reel to Real community event partnership with the Wisconsin Library Association. As part of this powerful community partnership, we're asking you to consider hosting a free community screening and dialogue around a critical topic impacting our youngest – childhood trauma, and the need for trauma-informed care awareness, support and training. [Read more](#).

6. WVLS Seeks ILS Administrator (repeat)

Wisconsin Valley Library Service (WVLS) is seeking a full-time ILS Administrator. This position reports directly to the WVLS Director and is responsible for:

- Managing the efficient operation of the WVLS Integrated Library System (ILS), including application performance, administration, maintenance, upgrades and reporting.
- Providing professional and courteous ILS administrative support, training and services to thirty-six remote public libraries and branches spanning a 7-county area.
- Ongoing and effective communications with a broad range of people in individual and group settings.

[Read more](#), for more information and to apply.