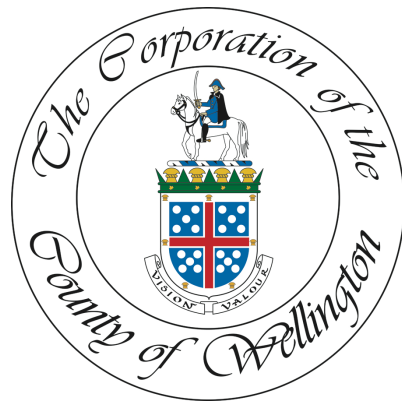


Move the Needle



Move the Needle



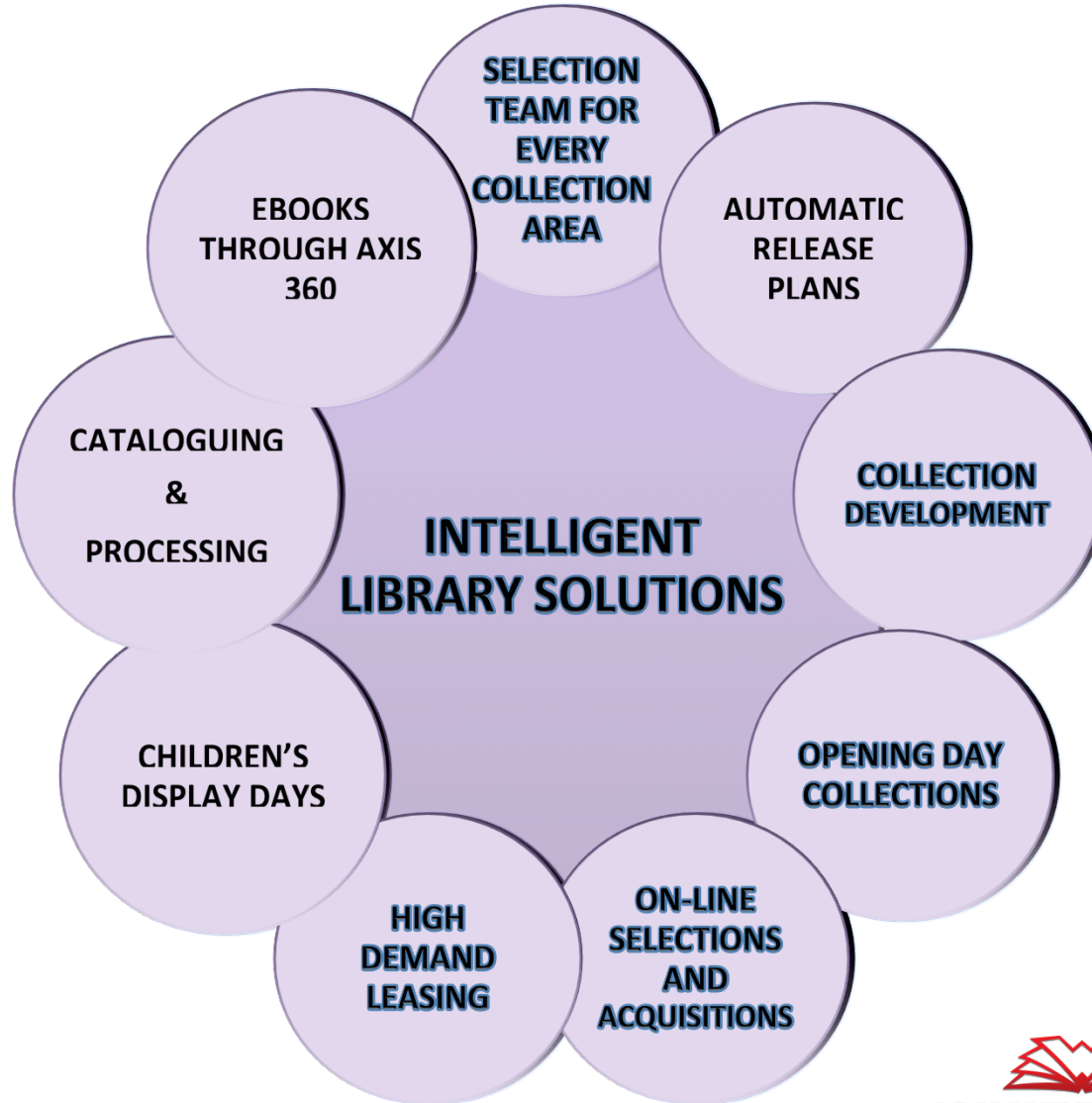
Wellington County
Library



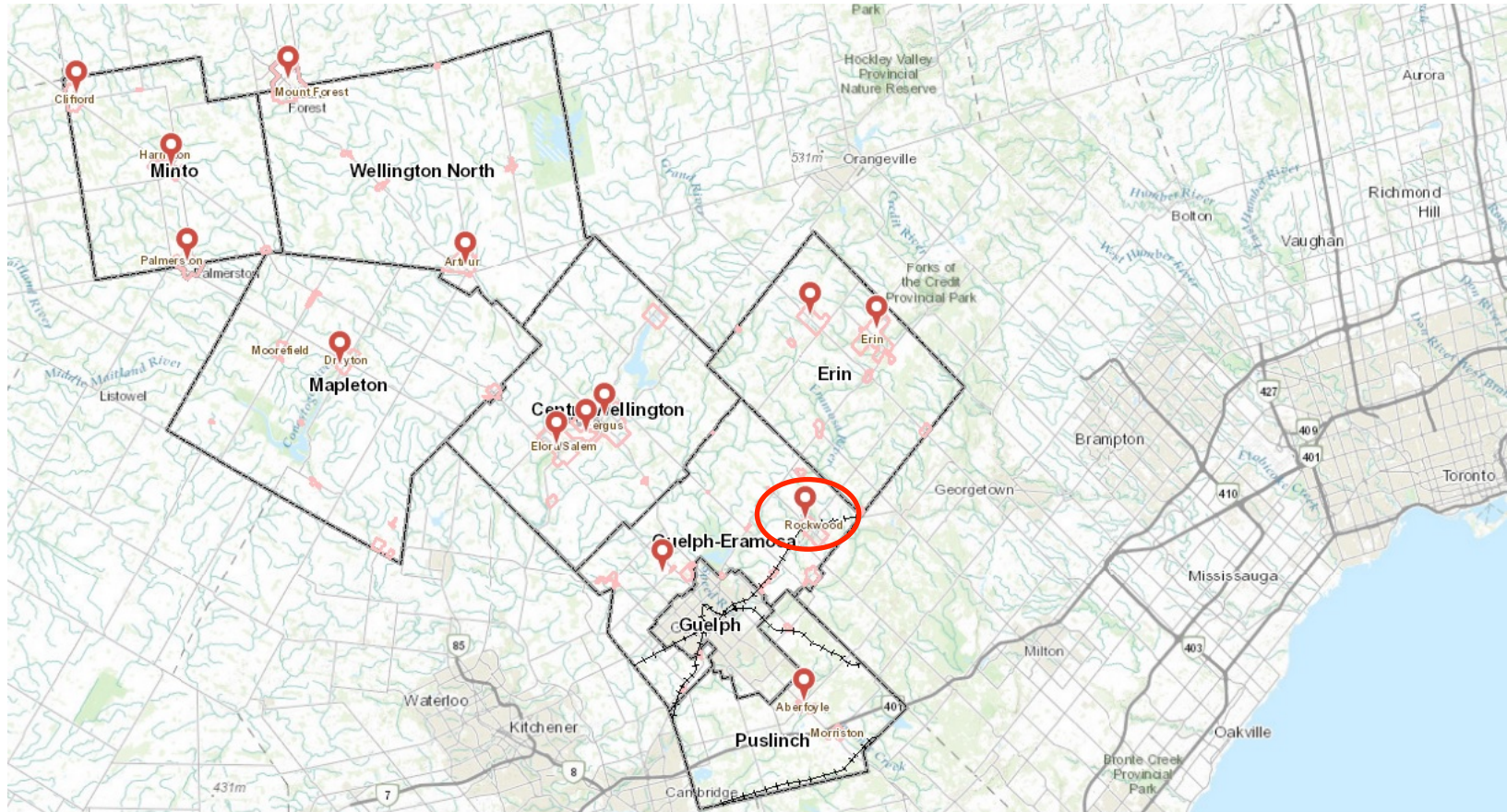
Creating the sizzle to increase circulation



Whitehots



Wellington County Library

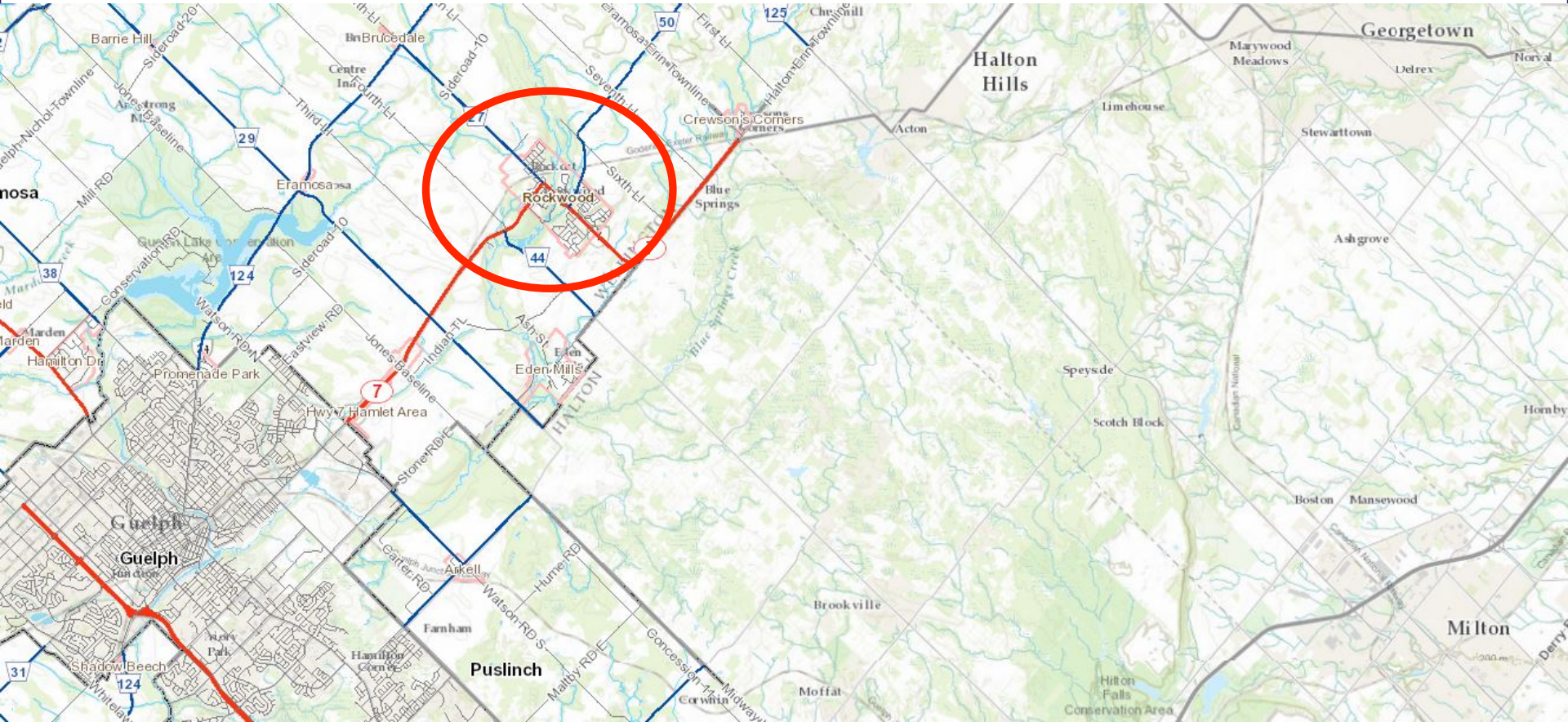


Partnership

- Project Background
- Parameters



Rockwood, Ontario



Rockwood Branch



First Impressions



Research and Development



Branch Visits/Recommendations



- Assessment
- Marketing
- Displays
- Author Visits

Is It Hot in Here...or is it me?



JANET EVANOVICH TRICKY TWENTY-TWO

Stephanie Plum faces her toughest case yet, as the Black Book returns from All New York. There's a deadly mystery, a drug overdose, a kidnapping in Tricky, Tricky!

Janet Evanovich is the #1 New York Times bestselling author of the Stephanie Plum series. She has sold over 10 million copies of her books and has been named one of the most influential women in publishing.

THE ILLEGAL LAWRENCE HILL

Lawrence Hill is the award-winning and internationally bestselling author of *The Book of Negroes*, which was made into a hit TV miniseries. His previous novels, *Some Great Things* and *Any Human Blood*, became national bestsellers.

"Lawrence Hill's *The Illegal* is a twisty, intricate novel woven year by year." —*Carrie Snyder, The Globe and Mail*

SLEEP NINO RICCI

From multi-award winning author Nino Ricci comes a novel of devastating emotional power and intelligence, and often breathless suspense: the story of one man's descent into sleeplessness.

"One of Ricci's most deeply felt novels... and one of his riskiest." —*National Post*

THE LITTLE PARIS BOOKSHOP - A Novel NINA GEORGE

"...race through each page to see what happens next or savor each deliciously evocative phrase. Do both; if ever a book was meant to be read over and over this gem is it!" —*Library Journal*

"Her sumptuous descriptions of both food and literature will leave readers unsure whether to run to the nearest library or the nearest bistro." —*Publishers Weekly*

TOP AUDIOBOOKS

BESTSELLING NON-FICTION

My Brilliant Friend Elena Ferrante

"Elena Ferrante may be the best contemporary novelist you've never heard of!" —*The Economist*

"Ferrante transforms the love, separation and reunion of two poor urban girls into the general tragedy of their city." —*The New York Times*

TOP FANTASY

ROGUE LAWYER JOHN GRISHAM

"Sebastian Rudd is a kind of social justice warrior and Grisham uses him to take jobs at the legal system...all with a blunt, rude, gravely poetic wise guy voice that makes Rudd come across as a kind of 21st-century Philip Marlowe." —*Benjamin Percy, The New York Times Book Review*

"Terrific...Grisham, can still devise distinctive characters, tricky legal predicaments and roguishly cheating ways to worm out of them." —*Maureen Corrigan, The Washington Post*

The Scotiabank Giller Prize Shortlist

The Scotiabank Giller Prize literary award is given to a Canadian author of a novel or short story collection published in English the previous year, after an annual juried competition between publishers who submit entries.

The five titles were chosen from a longlist of 12 books announced on September 9, 2015. One hundred and sixty-eight titles were submitted by 63 publishers from every region of the country.

The books shortlisted for 2015 are:

- André Alexis for his novel *Fifteen Dogs*
- Samuel Archibald for his story collection *Arvida*
- Rachel Cusk for her novel *Outline*
- Heather O'Neill for her story collection *Daydreams of Angels*
- Anakana Schofield for her novel *Martin John*

CAREER OF EVIL ROBERT GALBRAITH

"As readable and exciting as ever... Fans of the intrepid duo are in for some shocks!" —*The Morning Telegraph*

"Swift-paced, suspenseful... Robert Galbraith has announced himself a fresh voice in mystery fiction: part hard-boiled, part satiric, part poppy and part romantic." —*Tom Hollar, Wall Street Journal*

THE NATURE OF THE BEAST LOUISE PENNY

Three things again proves no refuge in Penny's shelter. The Nature of the Beast. Fans will delight in her continued complex fleshing out of characters they have come to love." —*Publishers Weekly (starred)*

"Penny sustains her high-wire act, creating characters of remarkable depth in an exhilarating whodunit." —*People*

TOP ROMANCE

TOP GRAPHIC NOVEL

W.M. PAUL YOUNG Eve

From the author of the best-selling five-million-copy bestseller *The Shack* comes a captivating new novel that blends the essence of the most talked-about books of the decade.

"The artwork is stunningly beautiful, offering an evocative, challenging look at our view of God and the Christian faith. Young Jants will certainly pique the interest of established fans as well as generate controversy." —*Booklist*

TOP HISTORY

IS IT HOT IN HERE, OR IS IT ME?

BESTSELLING FICTION

TOP CHILDREN'S PICTURE BOOK

TOP MASS MARKET

HOLIDAY READS

TOP BIO/AUTOBIOGRAPHY

TOP MYSTERY/ DETECTIVE

POLICE LINE DO NOT CROSS

WHITEHOTS INC.
INTELLIGENT LIBRARY SOLUTIONS

The Corporation of the **County of Wellington**

Before



After



Rockwood Branch

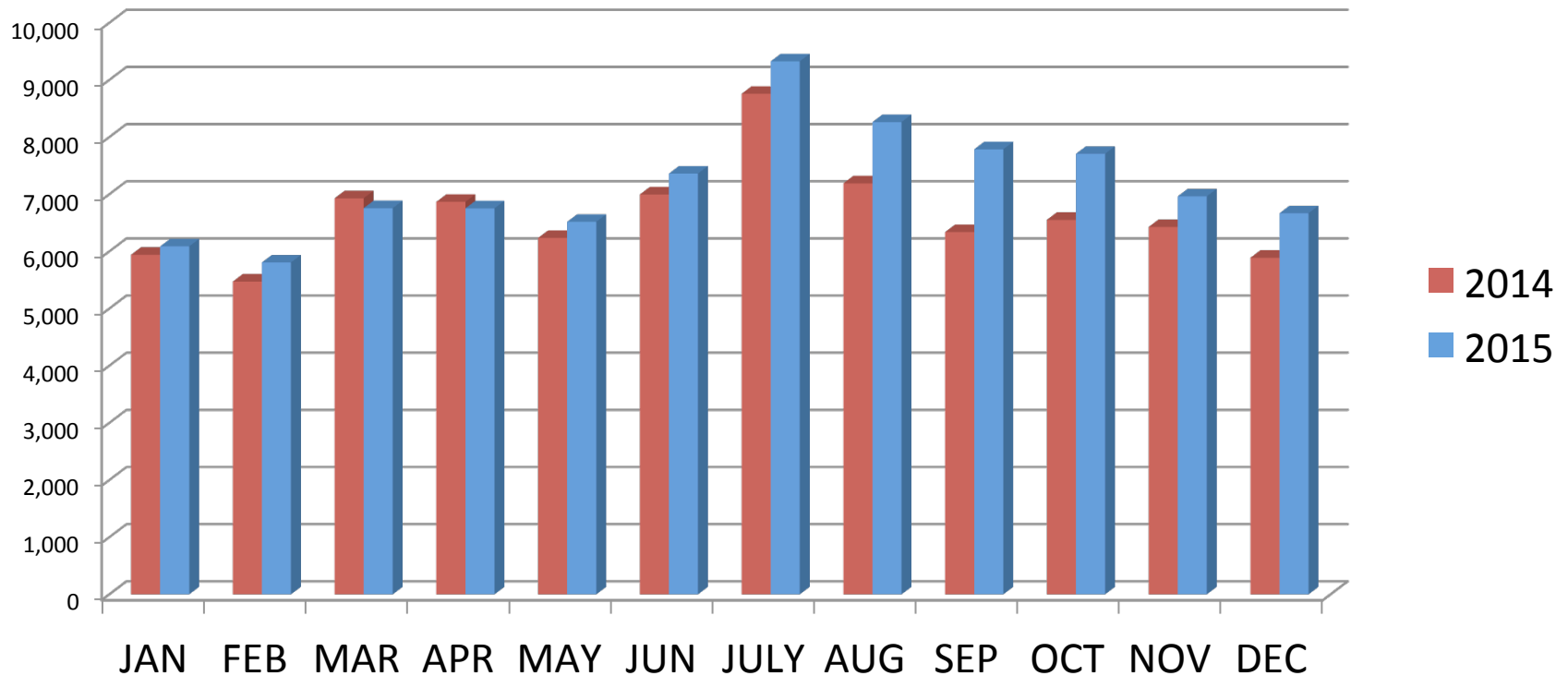


Rockwood Branch



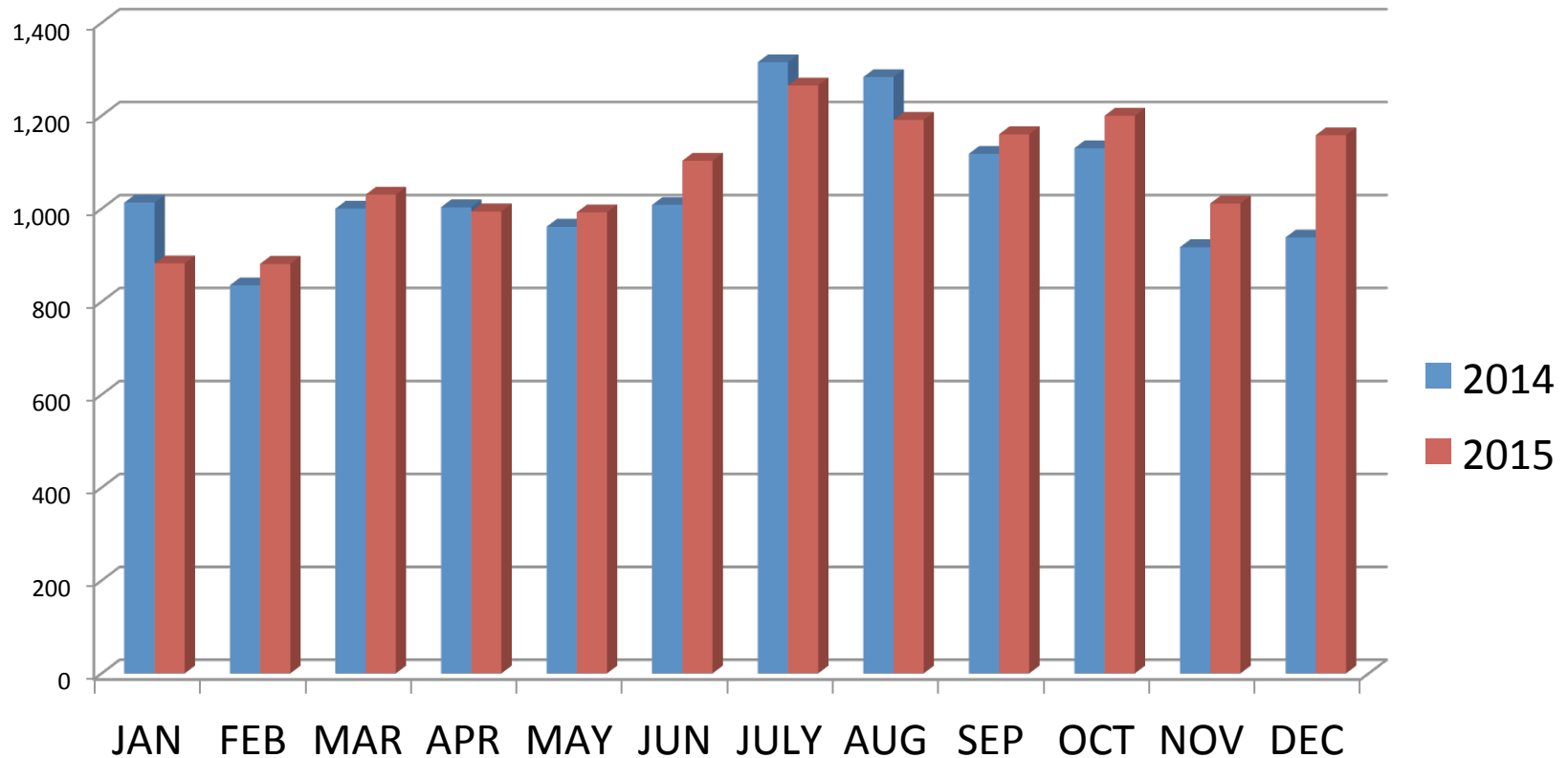
The Results are in!

Rockwood Branch Overall Circulation 2014-2015



The Results are in!

Rockwood Branch Adult Fiction Circulation 2014-2015



The Results are in!

Rockwood Overall Circulation		
	total circulation January to June	total circulation July to December
2014	38,445	41,158
2015	39,286	46,715
Increase	2%	14%

Rockwood Adult Fiction Circulation		
	total circulation January to June	total circulation July to December
2014	5,820	6,701
2015	5,882	6,985
Increase	1%	4%

The Results are in!

DISPLAY as a percentage of Adult Fiction circulation

8%	July
8%	August
10%	September
9%	October
11%	November
15%	December
10%	July to December overall

Next Steps

- Roll Out to all Branches
- E-Mails to all staff
- Whitehots news feed for library customers
- Web portal for Whitehots clients
- Involve Other Customers



Thank You!

- Contact Us

- Edmund Salt

esalt@whitehots.com

- Chanda Gilpin

chandag@wellington.ca

- Neil Arsenault

neila@wellington.ca