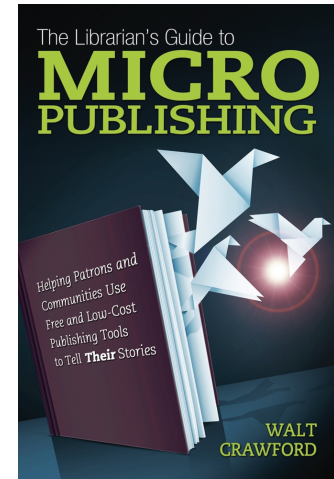


For Immediate Release

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The Librarian's Guide to Micropublishing



**Guide Encourages Librarians to Support Patron, Community
Self-Publishing Efforts Through the Use of Free and Low-Cost Web Tools ...
Aims to Establish the Local Library as the Go-To Place for Aspiring Authors**

January 31, 2012, Medford, NJ—Information Today, Inc. (ITI) announced the publication of *The Librarian's Guide to Micropublishing: Helping Patrons and Communities Use Free and Low-Cost Publishing Tools to Tell Their Stories* by Walt Crawford.

In this, his eleventh book, Crawford explains how and why librarians should play a role in the micropublishing revolution and equips them to guide would-be authors in the production of quality print books. He details the use of no-cost/low-cost publishing tools Lulu and CreateSpace and offers step-by-step instructions for using Microsoft Word to edit and design manuscripts that can be produced in flexible quantities using on-demand printing technology.

According to Crawford, micropublishing support is a natural augmentation to a library's mission, offering opportunities to engage with the community and draw aspiring authors into the library. His advice is geared toward making it easy for librarians to support local self-publishers without any additional budget; in support of that objective, libraries purchasing a copy of the book are granted permission to freely reproduce and supply key sections to their patrons.

“There are stories to be told within your communities, stories worth preserving that won't attract a big publisher and that don't justify spending thousands of dollars for a big press run,” the author tells his librarian readers. “Chances are, at least one out of five of your community members has a potential book in them—and at least a quarter of those potential books would be worth having for some number of readers. Your library can help!”

—more—

“Walt Crawford offers a thorough look at what libraries can do to support small publishing ventures by their patrons,” said Robin Hastings, information technology coordinator for the Missouri River Regional Library. James LaRue, director of the Douglas County (CO) Libraries, described Crawford’s book as “a timely and lucid introduction to an important publishing trend and a remarkably straightforward blueprint for the production of a quality manuscript.”

In addition to thirteen chapters covering various aspects and specifics of libraries and micropublishing, *The Librarian’s Guide to Micropublishing* includes a glossary, a bibliography, and an index, and is supported by a companion website featuring links to useful sites, templates, and other resources.

ABOUT THE AUTHOR

Walt Crawford is a retired library systems analyst/programmer who speaks and writes on such topics as libraries, technology, policy, and media. From 2007–2010, he was editorial director of the Library Leadership Network, prior to which he was a senior analyst at RLG for almost 30 years, focusing on user interface design and end-user bibliographic search systems. He has written columns for *American Libraries*, *EContent*, *ONLINE*, and *Library Hi Tech*. He is the author and publisher of the ejournal “Cites & Insights: Crawford at Large” and of the blog “Walt at Random.” He is the author of ten previous books including *Open Access: What You Need to Know Now*; *First Have Something to Say: Writing for the Library Profession*; *Being Analog: Creating Tomorrow’s Libraries*; and (with Michael Gorman) *Future Libraries: Dreams, Madness & Reality*. In 1995, Crawford was the recipient of the American Library Association’s LITA/Library Hi Tech Award for Excellence in Communication for Continuing Education; in 1997, he received the ALCTS/Blackwell Scholarship Award.

The Librarian’s Guide to Micropublishing: Helping Patrons and Communities Use Free and Low-Cost Publishing Tools to Tell Their Stories (184 pp/softbound/\$49.50/ISBN 978-1-57387-430-4) is published by Information Today, Inc. (ITI) and is available wherever professional books and ebooks are sold. For more information, contact the publisher by calling (800) 300-9868; faxing (609) 654-4309; emailing custserv@infotoday.com, or visiting the ITI website at www.infotoday.com.

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