

## Marketing Publications to the San Diego County Library: For independent publishers and local authors and musicians

Thank you for your interest in contributing to San Diego County Library's collection. SDCL collects books and media written, published and/or produced locally. As a public library with a focus on high-interest popular titles, SDCL seeks materials with content intended for general readers rather than specialists.

SDCL supports authors who have self-published their books and considers their works for addition to the collection, when donated, if 1) the author is local; 2) the material is of local interest; or 3) the material meets the selection criteria as outlined below.

SDCL uses a combination of the following criteria to select materials for the library:

- Actual or anticipated community demand or need.
- Favorable reviews in professional media, such as *Library Journal*, *Booklist*, *New York Times Book Review*, *Publishers Weekly*, or California newspapers.
- Reputation or significance of the author or artist.
- Critical acclaim or regional/national awards.
- Accurate and timely content.
- Contribution to diversity or breadth of the Library's collection.
- Quality of production, including editing, printing, and binding.

Details of the Library's selection and purchasing process are below and are based on the Library's Collection Development and Materials Selection Policy, available from Library staff.

- Academic, business, and home libraries have a different readership than a public library. SDCL selects materials with public library customers in mind.
- Due to County procurement rules, the Library cannot buy from individuals, but can accept donated items.
- SDCL is unable to mail back unsolicited materials or provide feedback to the author. However, upon request, we can return submissions to local authors via the branch library where they were donated. Extra copies of added titles will not be returned.
- In lieu of professional reviews, librarians will look for a caliber of writing or production similar to that of a mass-marketed title.
- SDCL seeks books that are sturdily bound. The Library does not collect books with comb or spiral binding or pages designed to be filled in, colored, or torn out by the reader.
- Media formats collected by San Diego County Library include DVDs, Blu-Ray discs, unabridged books on CD and music CDs. MP3 discs, cassettes, abridged books on cd and Playaways are not collected by SDCL.
- Cover art for media items should be printed on a single sheet covering the entire expanse of the case. Discs lacking professionally printed labeling are not placed in the Library's collection.

**To submit a title for consideration**, please fill out the Local Author Form on the back of this sheet and drop it off with one copy of the work at a County branch library or Library Headquarters, located at 5560 Overland Ave Ste. 110, San Diego, CA 92123. We will add one copy of each title that fits the guidelines above to our collection; excess copies of the work will not be returned.

## Local Author Donation Form

Title: \_\_\_\_\_

Author: \_\_\_\_\_

Phone or email: \_\_\_\_\_

If your book is not added to the collection and you would like it returned, specify the branch:

\_\_\_\_\_

If you are a guest speaker at a County Library branch, please indicate which one:

\_\_\_\_\_

Has your work been reviewed in any publication? List title and review date:

\_\_\_\_\_

Internal Use only

Cataloger:

Date received by cataloger:

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\_\_\_ Local Author

For locations:

(Optional) Date needed at branch: