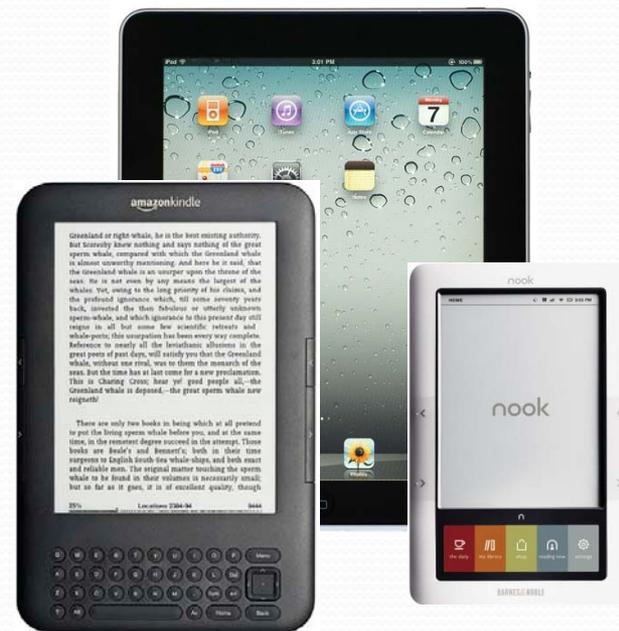


How NCCOS Provided Public Access to Their Technical Reports via E-readers

Rachelle Jacobson and Rebecca Wynne

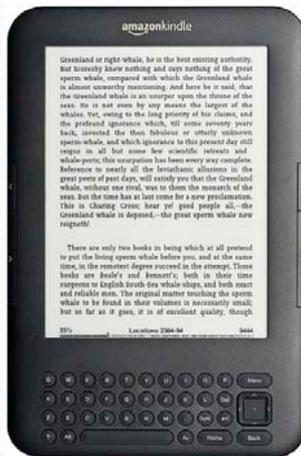
Center for Coastal Monitoring and Assessment
National Centers for Coastal Ocean Science



Project Overview

- Goals
- Background: What & Why
- Partnerships
- Lessons Learned
 - Process
 - Recommendations for Next steps

What is an E-reader?



A mobile device that allows people to read and download digital books (“ebooks”) anywhere

What Are We Publishing?

- NOAA technical memoranda
- NOAA newsletters

Note: Federal Research Public Access Act of 2012 is currently in being debated in Congress

- Paving the way for future needs

Why E-readers?

- Increased Access
- Cost Savings
 - Printing
 - Distribution
- Free Software
- Adjustable fonts (visual and reading impairments)
- On-the-go downloads
- Lightweight
- Long Battery Life

Fast Facts

- 38% of American Adults have an E-reader and/or a Tablet device (Pew, Early 2012) – that's almost 120 Million!
- 11 Million E-readers sold in 2010 (Gartner)
- Estimate 72 million E-readers by 2014 (Yankee)
- US Market dominates (Gartner)

SOURCES: EPA.GOV, NYTIMES.COM, PEWINTERNET.ORG, HARRISINTERACTIVE.COM, CENSUS.GOV, READWRITEWEB.COM, PUBLISHERS.ORG, BISG.ORG, PUBLISHINGPERSPECTIVES.COM, BOOKSPRUNG.COM, GREENPRESSINITIATIVE.ORG, BLOG.EMAILDATASOURCE.COM

E-readership doubled in six months.

The Association of American Publishers says that e-book sales in the U.S. account for 6%, or approximately 120 million e-books annually, of the consumer book market.

The percentage of U.S. adults with an e-book reader **has doubled**

from an estimated **14 MILLION**

to **28 MILLION** between November 2010 and May 2011.*

*USING 2011 CENSUS POPULATION DATA EQUALING 232,458,000 ADULTS

E-readers take their share of the marketplace while print books slip slightly.

Although e-book sales continue to show strong growth, print books aren't dead.

E-book sales as a percentage of total book industry sales are on the rise.



2015



Forrester Research predicts that by 2015, e-book sales will reach **\$3 BILLION.**

Our Main Goal

- To increase access to NCCOS research to a broader audience and on any device

Where We Are Now vs. Where We Want To Be

- Past:
 - Printing is cost prohibitive
 - Reports are only accessible via NCCOS website
- Now, in addition to the above:
 - Available E-reader files
 - MORE Access through Internet Archive

Partnerships: Other Federal Agencies Working On This

- NASA: E-reader file layout
 - NIH: Internet Archive

E-readers Vs. Conventional Computers

- Desktops and laptops generally have:
 - Large displays
 - More processing power
- E-readers have:
 - Various display sizes
 - Less processing power
 - But can alter text to ease reading

File Types: A Closer Look

- PDF
 - A picture of a document designed for printing
- ePub
 - Reflows text to fit any screen size
 - Compatible with iPad, Nook, most others
- MOBI
 - Like ePub but proprietary format for Amazon Kindle® Devices

Getting Started

- Define your goal and timeline
- Understand your agency's publishing protocols depending on goal
- Create project plan
- Our protocols will be available

Our Project Plan

- Conducted basic audit of status of E-readers access for federal information
- Identify and connect with federal agencies working with E-reader initiatives
- Creating E-reader files and troubleshooting
- Leveraging Internet Archive to maximize bang for our buck
- Establish protocols and best practices

Our Recommendation For Software:

Adobe® InDesign

- Pros:
 - Can export PDF and ePub files
 - Federal relationship
 - Section 508 Compliance
- Cons:
 - Requires specialized training
 - License-based

Our Recommendation For Access: Internet Archive

- Let their software work for you
 - PDF → ePub, MOBI, Daisy, DjVu and full text → public, managers, decision-makers, etc.
- Link to Open Library for added accessibility
- Established Federal Relationships:
 - Library of Congress, NIH, and NASA

Next Steps

- Finalize quality standards moving forward
- Upload companion ePub files with PDFs on NCCOS project pages
- Share protocols and develop style guide for NCCOS
 - Development
 - Scientists
- Embed these processes into current publishing protocols to become standard
- Find additional emerging opportunities can further enhance access (e.g. Interactive digital publications)

Questions?

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