

Toronto Public Library [announced](#) the Sell Books to the Library pilot program on December 10, 2014. Noah Richler's opinion piece, published on December 20 (link below), generated social media commentary, predominantly criticizing the program.

Media coverage continued in January and was largely positive. In February, one local newspaper covered the [letter written by a group of Canadian authors](#) calling for an end to the program and included perspectives both in favour of and against the program. Overall, there was more positive traditional media coverage than negative on the program, but more negative social media commentary, particularly surrounding Noah Richler's opinion piece.

#### **December 2014**

##### **Torontoist (December 10)**

Extra, Extra: the Mysteries of Pedestrian Buttons, Selling a Book to the Library, and Understanding Electricity Is Hard

<http://torontoist.com/2014/12/extra-extra-the-mysteries-of-pedestrian-buttons-selling-a-book-to-the-library-and-understanding-electricity-is-hard/>

Brief piece on program.

##### **CBC Here & Now (December 12)**

(no clip available)

Positive interview on Sell Books program with host Gill Deacon and Ana-Maria Critchley of Toronto Public Library.

##### **Toronto Star (December 20)**

Toronto Public Library sadly embraces culture of free

[http://www.thestar.com/opinion/commentary/2014/12/20/toronto\\_public\\_library\\_sadly\\_embraces\\_culture\\_of\\_free.html](http://www.thestar.com/opinion/commentary/2014/12/20/toronto_public_library_sadly_embraces_culture_of_free.html)

Noah Richler opinion piece criticizing the program and calling for boycott of reading series.

##### **Sample Twitter response (December 20-22)**

There was significant Twitter response to Noah Richler's opinion piece, including retweets of the column as well as personal commentary. Most response was not in support of the library program.



**PublishersWkly**  
2:30pm via Hootsuite

Toronto Public Library sadly embraces 'culture of free' | Toronto Star [pwne.ws/1zuyK08](http://pwne.ws/1zuyK08)

 Retweeted by merrilibrarian and 5 others



**readingcampaign**  
11:57am via Twitter Web Client

The Toronto Public Library, the largest in the country, has launched a new platform of penny-pinching ingenuity.

[nationalreadingcampaign.ca/toronto-public...](http://nationalreadingcampaign.ca/toronto-public...)



**troy\_palmer**  
12:26pm via Twitter for Mac

Couldn't disagree more with Noah Richler's narrow-minded criticism of the [@torontolibrary](#)'s incentive program. | [torontopubliclibrary.ca/support-us/sel...](http://torontopubliclibrary.ca/support-us/sel...)



**Mentions** [torontolibrary](#)



**ortdavid**  
3:15pm via Twitter Web Client

This news from [@torontolibrary](#) makes me 100% less likely to volunteer my time for their programming in future. [thestar.com/opinion/comment...](http://thestar.com/opinion/comment...)



**porcupinesquill**  
2:00pm via Hootsuite

MT [@HouseofAnansi](#): The [@torontolibrary](#) is offering to buy used bestsellers for \$5. Here's why that's bad news: [ow.ly/Gigz1](http://ow.ly/Gigz1)



**jlin**  
1:53pm via Twitter Web Client

[@MetaphorceX10](#) [@torontolibrary](#) Isn't this just buying used books? Hasn't that been ok for as long as there's been books?

 Show Conversation



**erinbowbooks**  
3:16pm via Twitter Web Client



So, Toronto Public Library has decided that it will buy some of the copies of its best-circulating hardcovers used. As an author: ummmm...

### **Board Chair response (December 23)**

[http://torontopubliclibrary.typepad.com/news\\_releases/2014/12/im-writing-in-response-to-noah-richlers-editorial-toronto-public-library-sadly-embraces-culture-of-free-in-defens.html](http://torontopubliclibrary.typepad.com/news_releases/2014/12/im-writing-in-response-to-noah-richlers-editorial-toronto-public-library-sadly-embraces-culture-of-free-in-defens.html)

This response to Toronto Star opinion piece wasn't published, but was shared on Twitter.

### **January 2015**

#### **Toronto Star (Jan 2)**

Get Ready for the Book Burning

<http://metronews.ca/news/toronto/1259746/toronto-public-library-wants-your-bestellers/>

Two reader letters are not supportive of Noah Richler's opinion piece.

#### **Metro News (January 14)**

Toronto Public Library Wants Your Bestsellers

<http://metronews.ca/news/toronto/1259746/toronto-public-library-wants-your-bestellers/>

Positive article on program that was widely shared on Twitter.

#### **CBC As It Happens (January 14)**

Reading without the lines

<http://www.cbc.ca/radio/asithappens/wednesday-hebdo-mackinnon-cliff-fall-fake-art-exhibit-and-more-1.2940922/reading-without-the-lines-1.2940923>

Positive interview aired nationally with host Carol Off and Vickery Bowles. Off raised the controversy and Vickery responded with factual information on the program, as well as information about the many ways libraries across the country support Canadian authors and publishers.

#### **CBC Radio-Canada (January 16)**

Franco-Ontariens inquiets d'une initiative des bibliothèques de Toronto (Franco-Ontarians worried about a TPL initiative)

<http://ici.radio-canada.ca/regions/ontario/2015/01/16/002-toronto-bibliotheques-achat-livres-usages-protestation-francophones.shtml>

Article includes author and publisher concerns about the program.

#### **Global TV Morning Show (Jan 19)**

<http://globalnews.ca/video/1780281/toronto-public-library-wants-to-buy-your-best-sellers>

Positive panel discussion with morning hosts and TPL spokesperson Ana-Maria Critchley about the program.

**Global TV evening news (Jan 19)**

Toronto Library Pilot to Reduce Waiting Times

<http://globalnews.ca/video/1779638/toronto-library-pilot-project-to-reduce-waiting-times>

News clip includes positive interview with library customers.

**February 2015**

**Metro (February 19)**

Margaret Atwood among those calling for end to 'misguided' Toronto library program

<http://metronews.ca/news/toronto/1291351/margaret-atwood-among-those-calling-for-end-to-misguided-toronto-library-program/>

**Metro News (February 26)**

"Between Ebooks and Amazon how do authors get paid?"

<http://metronews.ca/news/canada/1297258/between-e-books-and-amazon-how-do-authors-get-paid/>

Article explores how authors get paid in response to authors' letter calling for an end to Sell Books program.