

Media Meltdown Author Takes a Digital Risk

Jefferson Gilbert

Toronto-based author Liam O'Donnell recently took a new approach to selling his graphic novel, *Media Meltdown*, by releasing it as a digital download in September. In conjunction with Orca Book Publishers, and taking advantage of their massive email list, he and his publisher contacted young readers and teachers, urging them to read his book about media literacy. The result, according to the author, was an "online feeding frenzy" of more than 25,000 downloads in the first three weeks.

The novel is about the battle for control of the messages that we hear and say, and helps kids question the media they get and make. Considering students' participation on social networking and microblogging sites like Facebook, Twitter, and the newly released Google Buzz, it seems apropos that life imitates O'Donnell's art: *Media Meltdown* makes reference to Cory Doctorow's blog www.BoingBoing.net and in turn, Doctorow recently and positively reviewed the book on his site. Doctorow is a blogger, journalist, and activist who favours the liberalization of copyright laws.

The trend towards e-books represents many new challenges for authors, publishers, and readers alike. The author of *Media Meltdown* is still waiting for his royalty cheque since his online launch, but is betting it won't be affected that much by the free download. Thousands of young fans hope he is right! **!**

Let's Look at Library Layouts!

Diana Maliszewski

Volume 18, Issue 1 is all about "what works" at your library. The physical space has a big impact on the day-to-day operations and atmosphere of your school library. We want to peek into your library, if only virtually. Send photos of the inside of your school library to TingLeditor@gmail.com or abraun@accessola.com to accompany an upcoming article on how to make the most of your space, be it big or small, old or new. **!**