



PRESS RELEASE

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KHCPL CARDS NOW EVEN MORE VALUABLE

Your Kokomo-Howard County Public Library card just got a lot more valuable. When you see it in your wallet, you're seeing an additional \$200. That's because, starting on Oct. 1, each card-holding patron who's a resident of the KHCPL taxing district can download from FreegalMusic three FREE songs each week from Sony Music's catalog of hundreds of thousands of songs from legendary artists. Unlike the ebooks you download free from the KHCPL that "disappear" from your ereader after two weeks and go back into a digital database, the FreegalMusic songs are yours. Forever. That's right. Once downloaded, they're yours.

If you consider that you pay \$1.29 for most songs on iTunes, for example, a patron downloading three free songs per week for 52 weeks is saving \$200. That's \$800 worth of free music for a family of four.

The KHCPL now has a subscription with Library Ideas to have FreegalMusic. Freegal comes from the words "free" and "legal" combined.

Here's how it works:

- You must have a KHCPL card and be a resident of the KHCPL taxing district.
- Go to www.KHCPL.org. Click on "more information" under the FreegalMusic icon, and follow the instructions to get to FreegalMusic.
- Type in your library card number and PIN.

- Search for a song. Use the first name of a performer, such as Yo-Yo Ma. Be exact with the name; for example, you must type in “The Philadelphia Orchestra,” not “Philadelphia Orchestra.” You also must be exact when searching by the title of a song.
- Click on the blue arrow in the circle to hear part of the song to make sure that it’s the song you want.
- Click on “download now” to download. NOTE: Once you hit download, there is no way to cancel the download and it will count as one of your selections for the week.
- At the top right hand side of the page you will see the words “weekly downloads.” Freegal keeps track of your downloads for you.
- Once in a while Internet Service Providers or your computer may time out, and you could experience an incomplete or problem download, so Freegal provides you with the opportunity to download previously downloaded songs again without using up another personal download. To download a song again, from the current week or last week, go to the home page and click on “recent downloads.” Press the “download now” link. You can do that up to two additional times. Once you have downloaded a song twice from the recent downloads page, the song title disappears.

It’s that simple.

“We have been waiting for a service like this that delivers great music, compatibility with lots of devices, and simplicity of use,” said Tammy Keith, Head of Collection Management. “We think this will be incredibly popular with our patrons. KHCPL employees have been testing it for a few weeks, and other than the recent news of being able to download KHCPL ebooks on Kindle, this is the biggest library news in a long time.”

“The value of a KHCPL card just continues to grow and grow,” said Charles Joray, Director of the KHCPL. “Think about it. Ebooks cost an average of \$9.99, and we offer free ebook downloads. We even offer free one-on-one instruction to teach you how to download ebooks on your ereader. Books cost \$25 or more each. An audiobook runs about \$60. A DVD will set you back \$15 or so. But all of these things are free to patrons with a simple, and free, Kokomo-Howard County Public Library card. And now add to all of that \$200 worth of free music each year and you start to realize the monetary value of a Kokomo-Howard County Public Library card. Of course, you can’t put a price tag on all that people learn by using library resources and how that knowledge transforms their lives, but we can save people a lot of money in today’s sluggish economy if they’ll just take advantage of all that we offer.”

“Sony Music has an incredibly expansive and popular catalog and we are really excited to partner with the Kokomo-Howard County Public Library on this,” said Brian Downing, co-founder of Library Ideas.

For more information, call 765.457.3242.

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