

Here's this week's PLOnline Newsletter - the latest from the Public Library Association's online magazine - recent articles and more! Check it out!

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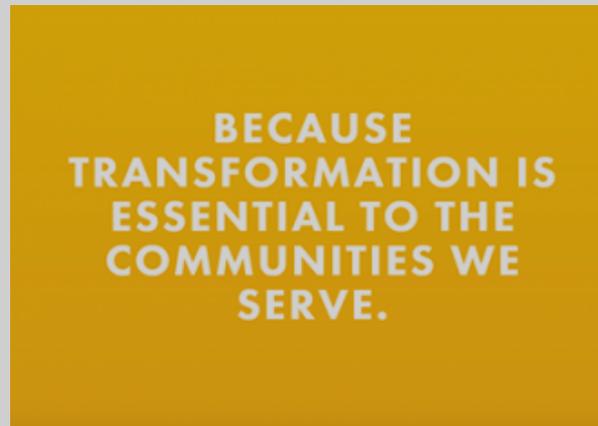
Wednesday, October 21, 2015

Issue #24

Trending...

New on PLOnline This Week

- It won't be too much of a challenge to embrace ALA's newly released Libraries Transform public awareness campaign. After all, librarians have been transforming themselves and their communities since the inception of libraries. Although there was a time in our history we librarians were quite sluggish to adapt, over the last twenty years we've made up for it in leaps and bounds. This three-year campaign will officially launch to the profession and the public in the fall of 2015 so now is a great time to review the campaign and contemplate how you will implement it in your community. Read more about ALA's new campaign in [Because Libraries Transform: ALA's new Public Awareness Campaign](#).
- Although lesbian, gay, bisexual, and transgender people have long fought for rights, respect and acceptance, the recent U.S. Supreme Court ruling that legalized gay marriage nationwide might be seen as the most prominent milestone to date. The historic ruling will certainly help boost an already growing awareness of and interest in LGBT people and communities. Read more about how libraries can help in [Building an Inclusive World, One Rainbow at a Time](#).
- Have you ever wondered how older books were printed? Why do some of them seem to lack exact copyright dates? How were they bound? Well, now you can



- Tech planning: it might not be the  most exciting task, but it's a necessary and important thing to do as you look at the bigger picture for your library. But while that all sounds good in theory, actually putting together a tech plan might seem overwhelming or arduous. How do you even begin planning out everything you want tech-wise for your library? Find out in [Tech Planning Tips for Libraries of All Sizes](#).

Midweek Media Mash-Up

A Choice Selection of Links for Your Perusal

- [If 70-Degree Weather Every Day is Your Dream](#)
- [Top Ten Books for Raising Boys](#)
- [What Your Library Habits Say About You \(Quiz\)](#)
- [Why Does Everybody Hate Henry Thoreau?](#)
- [Spooky Reads List](#)
- [Being A Leader is Scary - But You Should Do it Anyway](#)

Feature Article -- From the Sept/Oct 2015 Print Issue

Google Books - Far More Than Just Books

by Dorothy A. Mays, Head of Public Services at the Olin Library at Rollins College in Winter Park, Florida. She writes historical fiction under the pseudonym Elizabeth Camden. dmays@rollins.edu.

Google Books is such a game-changing addition to the world of librarianship that we are only beginning to grasp the wealth of its potential benefits.

Some scholars are designing techniques for algorithmic searching, text mining, and statistical analysis of the digitized books in hopes of better understanding historical eras of literature.¹ Much of the press about Google Books has been consumed with its legal quagmires and copyright concerns.² Librarians often



Putting these issues aside, I'd like to explore the hidden bounty contained within Google Books that can enrich what a public library can offer its patrons. The first stumbling block in understanding the value of this database is its name: Google Books. Yes, Google Books contains plenty of fiction and nonfiction books, but there is a wealth of non-monograph ephemera, including government documents, retail catalogs, maps, city reports, directories, and illustrations that can be mined for genealogical and historical research. [Read the entire article here.](#)

Ask Us Anything

We want this newsletter to be a dialogue. If you have questions about PLOnline, *Public Libraries*, PLA or anything else, send them in! Just hit reply and ask us anything. We'll try to answer every email and maybe even share our conversation in future newsletters.

PLA Public Library Association

A division of the
American Library
Association
50 E Huron
Chicago, IL 60611
Contact:
Kathleen Hughes,
khughes@ala.org

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