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BIG IDEAS Continue to Emerge at PLA 2014

The second installment of the BIG IDEAS series proved to be just as popular as the first as almost 4,000 librarians assembled to hear Megan McArdle, David McRaney, and Clive Thompson Friday morning.

McArdle spoke to the group first. "Failure feels terrible. It's nature's way of saying, 'that's not working, Stop!' I failed my way into becoming a writer." She said that this is a common story. "Success and failure are part of the same process. Experimentation is the fastest way to succeed. You learn by trying. That's how science works."

She told the audience that you have to give yourself permission to "suck," adding, "We can make ourselves better merely by changing how we think about things."

McRaney followed saying that we all have "confirmation bias," and that it can get us into trouble as we think we know what we really do not know. He added that we are also plagued by "hindsight bias. We have the tendency to believe that we have always been able to predict what was going to happen."

McRaney said we often do not see what is authentic, but that we look for the clumping of information and try to make sense of it afterward. "You are unaware of how unaware you are," he said. We have a narrow band of

perception. Something can happen right in front of our eyes and we don't attend to it."

He purported that all reality is virtual reality. When we add emotion, memory, and narrative together, we often find that "we are not so smart."

Thompson made the point that modern technology is actually making us better problem solvers. He said that Stalin was a big fan of manipulating photos and that he was good eliminating people from history through photo manipulation. "The average person didn't know that this was possible until Photoshop came out."

"This is what happens when tools that used to be really expensive, become available and people begin to talk to each other," he said. "Text was our original literacy. The printing press was incredibly expensive 200 years ago. Paper was not available to the average person. Then the copier became available and paper became cheaper, and now we use it for short-term memory and organizing ideas."

Formerly high-priced items are now used for communicating. These include data, video, 3-D printing, and video games, to name a few.

"We all have these computers riding around in our pockets and we are becoming data scientists in our every



Megan McArdle, David McRaney, and Clive Thompson discuss their BIG IDEAS.

day lives," said Thompson. "Text is still number one as a means of communication, but the new media make us more connected. We broadcast

ideas to others, but we also talk to ourselves and when we use new literacy to talk to ourselves, [that means] it has matured."

John Green Maps Out Journey

Rousing applause and waves from the crowd greeted John Green at Friday's adult author luncheon.

Saying he was grateful for mentors, bosses, and librarians, Green opened his presentation remarking that libraries and librarians do not give up on you. "It's the most noble American idea we have and it can be seen every day in our public libraries."

Green likened our life journey to a map. "It's obvious that the world shapes the map," he said. "But it also is true that maps shape the world. You can't go to a place that isn't on your map."

"The real business of building your own map is not based on technology, but mentors and curators," he said. "You [librarians] make human choices that help the rest of us to consider what information is valuable and what we can do without. The presence of information can only work if people can add it to their maps."



John Green

Green pointed out that an algorithm cannot imagine a life. Technology does not replace the human element. "It's our responsibility to organize those lives and make them come to life. The work that you're doing helps us all and that it is absolutely indispensable."



Authors Craig Johnson (Left) and Lisa Unger with moderator Brendan Dowling during the adult author lunch on Friday.

Today's Schedule

- 8:00–10:00 AM Registration
- 8:00–9:00 AM Big Ideas with Amy Cuddy
Exhibit Halls F & G
- 9:15–10:15 AM Programs/ConverStations
- 10:30–11:30 AM Programs/ConverStations
- 11:45 AM–1:00 PM..... Closing Session with David Sedaris
Exhibit Halls F & G



Pop culture trending now: Denmark! Pull these out on display w/ your Nordic noir titles #readadv #pla2014

– @bookletting

Love that Queens Library in NY is building outdoor spaces so folks can enjoy services like wi-fi outside. #pla2014

– @livelylibrarian

Don't just buy a bunch of stuff and call it a makerspace. Make it through community collaboration #makerspaces #pla2014

– @mightybooge

ALA, Harwood Institute Wrap up Four 'Turning Outward' Sessions

Free resources available online, sessions to be held at ALA 2014

Their libraries were big and small, urban and rural, well resourced and strapped for cash.

But sitting around tables in “Turning Outward: Aspirations,” librarians found that their communities have surprisingly similar needs, including safety, good jobs, and access to opportunity.

“The more we talked, the more we realized we are the same,” one audience member told the room.

On Thursday and Friday, four sessions provided librarians a set of tools to tackle community challenges like these by using a new mindset – one that emphasizes placing community needs and aspirations at the center of all work. This practice – called “turning outward” – is designed to teach librarians to leverage their trusted position in the community to engage the community on issues that matter.

Working in small groups, participants answered questions designed to shed light on their current community engagement processes, as well as how they could be improved. Topics included how community conversations should begin with aspirations instead of challenges, and how to turn negatives into positives.

Organized by ALA, in association with PLA and the Harwood Institute for Public Innovation, the “Turning Outward” sessions are part of Libraries Transforming Communities, a groundbreaking initiative promoting a vision of librarians as change agents. The initiative is made possible through a grant from the Bill & Melinda Gates Foundation.

If you missed the “Turning Outward” sessions at PLA 2014, you can still take part. Resources are available online at www.ALA.org/LTC, and a similar suite of sessions will be offered at the ALA 2014 conference, June 25 to July 1, in Las Vegas.

Thank You!

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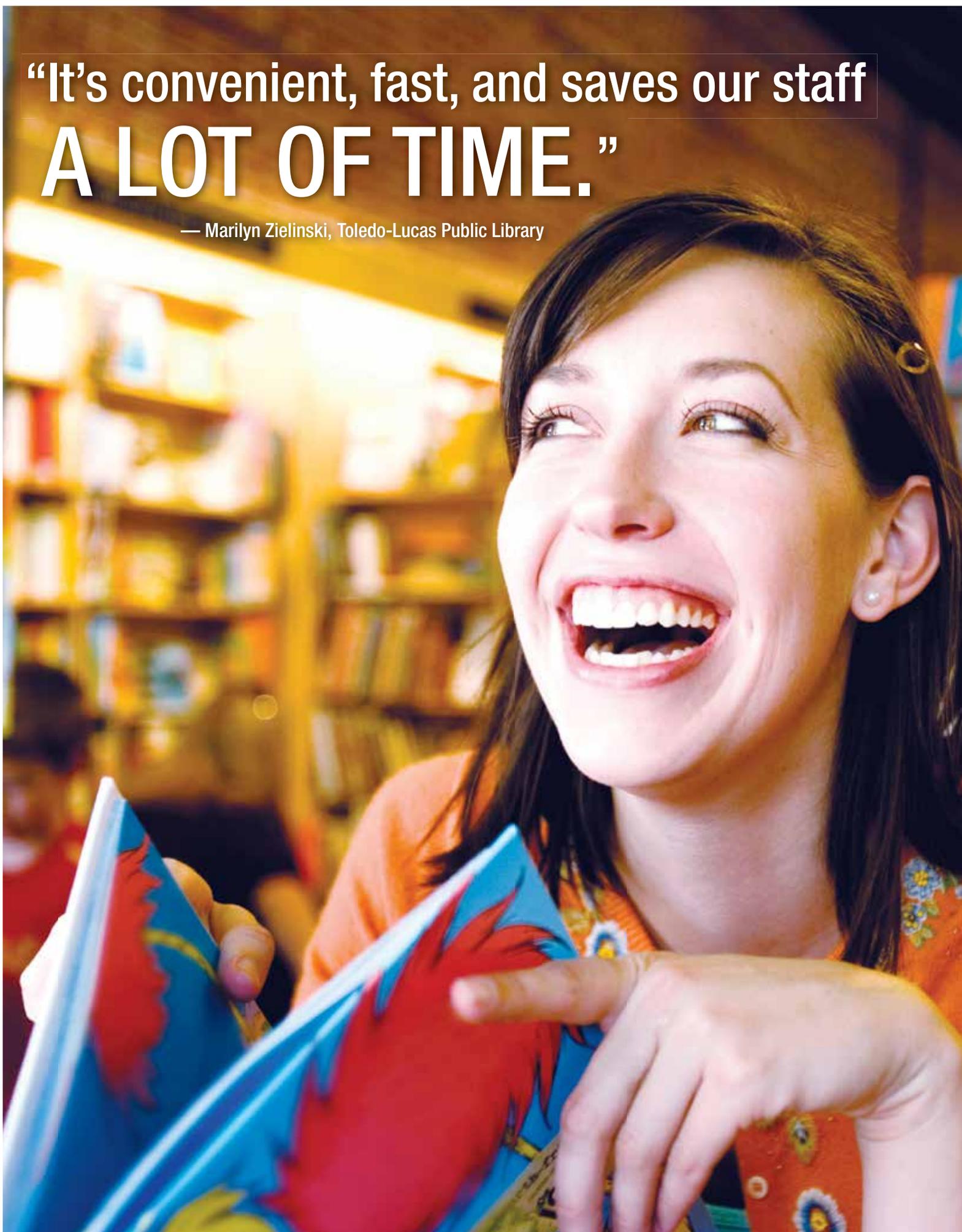


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Showtime at the Library: Enhancing Library Programs Through Film, while Keeping Copyright Guidelines in Mind

By Eileen Korte
Licensing Manager
Motion Picture Licensing Corporation

Increasingly, libraries are providing audiovisual programs to patrons. As music and video stores fall by the wayside, music and movies continue to be some of the most borrowed items in public libraries. Savvy librarians have realized that the popularity of borrowing movies can be translated to popular programs that encourage patrons to spend more time in their local library. That extra time gives patrons a greater understanding of the important contribution libraries make to the community at large, encouraging and growing library patronage among residents. Movies and short programs can stand alone or be paired with books and used as a tool to encourage dialogue about community issues and concerns that are relevant to patrons.

Often the newest members of a community can benefit the most from public library programs. Involvement with the local community is key to making new residents feel welcome and part of the social fabric. However, getting new residents into the library can be challenging. This task can be the most difficult among immigrant groups as language can pose a barrier. In many cities across the country, providing programs in different languages is key, with Spanish being the most common. Motion pictures and other programs provide a unique way to use language to draw community members into the library.

Showing movies and telenovelas from Spanish and Latin American producers allows librarians to celebrate the rich and diverse cultural heritage of immigrants from a variety of nations that share a common language. Showing new residents that the library is responsive and sensitive to their needs sends a positive message of community cooperation, which is essential for libraries to thrive.

While motion pictures provide public libraries with a variety of programming options and the flexibility to meet the needs of a diverse body of library patrons, it is important for libraries to program movies in a copyright compliant manner.

What is a Public Performance?

The federal Copyright Act in Title 17 USC §101 defines public to mean "a place open to the public or at any place where a substantial number of persons outside of a normal circle of a family and its social acquaintances is gathered." Case law narrows that definition to a place where a substantial number of persons can gather, but does not require that substantial numbers of persons be present for a performance to be considered public.

Motion pictures and other programs that are made available to the public for personal use only (such as DVDs, etc.) cannot be exhibited in public without a public performance license. Civil penalties for unauthorized exhibitions start at \$750 for each inadvertent infringement and go as high as \$150,000 for each egregious violation. It does

not matter who plans or conducts the exhibition. While libraries must be mindful of staff programming efforts, a library can be considered a contributory infringer for allowing unlicensed exhibitions to occur on site. With a variety of organizations using library property, monitoring all video use at all times is simply not possible. A local community group using library audiovisual equipment or a patron watching a library DVD on a library computer both present the risk of copyright infringement liability.

How can movies be shown in accordance with Federal Copyright Law?

Showing movies in a copyright compliant manner is easy. A typical blanket license can provide coverage for a variety of motion picture studios and producers for one annual license fee. Blanket licenses allow for unlimited exhibitions,

and librarians may use content from their existing collections. Additionally, librarians can obtain movies from any legitimate source, and show them and other programs without any further reporting. Supplemental licenses may be needed to cover additional studios and producers, granting libraries the assurance of comprehensive coverage and full compliance with the copyright law.

It is important for librarians to verify that their facility has a license for the content they wish to show before scheduling movie programs. While a library may hold a license for major Hollywood studio content, additional supplements may be needed to cover specialty programs. Keeping these copyright guidelines in mind can attract new patrons and make them feel more included in the community! Get more information at <http://www.mplc.org/index/worldwide>.

Continue Learning with PLA

In the coming months PLA is offering professional development both online and in person. Enhance your work with these great programs.

Supervise with Success:

a Two-Part Webinar Series

Want to become a great boss? Get the skills and attitude during PLA's upcoming webinar series with instructor Cathy Hakala Ausperk.

- Part I (March 26, 1:00 p.m. CT) will examine the basics of leadership

and how it differs from task excellence.

- Part II (April 2, 1:00 p.m. CT) will focus more on the nuts and bolts of supervision, including delegation and trust, work flow, goal setting, training and development, and evaluation.

Learn more and register at www.ala.org/pla/onlinelearning/webinars/supervise.

How to Win Grants for your Library, Online Course

In the competitive world of grants, it helps to have an inside edge. Sharpen your edge with the PLA online course, "How to Win Grants for Your Library." This four-week course runs from April 21 to May 16 and includes online discussions and webinars, independent activities and personal feedback. Instructor Stephanie Gerding, grants expert and author of "Winning Grants," will lead an interactive program designed to help make grant work easier and more effective.

Learn more and register at www.ala.org/pla/onlinelearning/courses/winning.

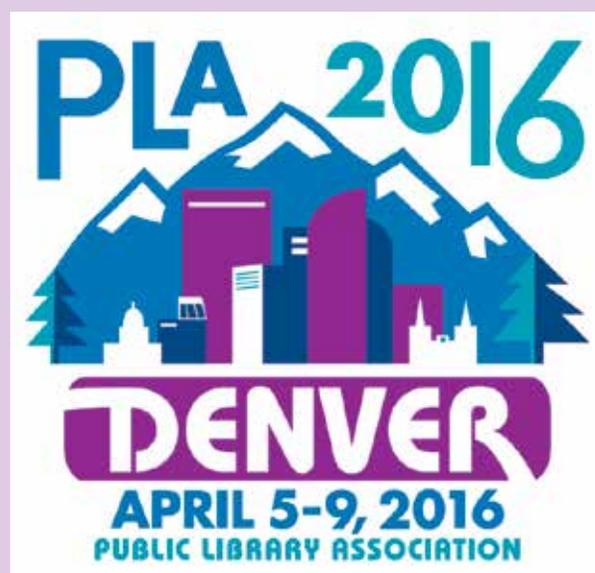
PLA 2014 Results Boot Camp

Get your library in strategic shape with PLA Boot Camp: "Results Are What Matters: Management Tools and Techniques to Improve Library Services and Programs," a four-and-a-half day, intensive in-person, education program, August 4-8, 2014, at the Nashville (Tenn.) Public Library.

Boot Camp favorites June Garcia and Sandra Nelson lead a program that emphasizes the roles of innovation, risk and change in public library management; the impact of trends on local service priorities; the value of data-based decision-making; and the skills to effectively allocate resources.

Learn more and register at www.ala.org/pla/education/bootcamp.

Save the Date



Enjoy every minute you're in Indianapolis and then get ready to head west and a mile high for the PLA 2016 Conference in Denver, Colorado, April 5 – 9.

Indianapolis Library Joins ALA's "Right to Libraries" Initiative

Indianapolis citizens are encouraged to join others from around the country in affirming their right to have vibrant libraries in the community by signing the Declaration for the Right to Libraries, the cornerstone document of the American Library Association's advocacy initiative, "Libraries Change Lives."

ALA President-Elect Courtney Young was joined by Indianapolis Public Library CEO Jackie Nytes and other civic representatives who signed the Declaration during a March 14 ceremony at Central Library that served as a launching point for local engagement on the critical role of libraries of all types – academic, special, school, and public. Indianapolis is among over 80 cities to become a signatory to the document, patterned after the U.S. Declaration of Independence, whose preamble states the belief that libraries are essential to a democratic society.

"It's important to recognize the library's impact on the lives of children and adults who use our resources everyday to learn, grow and achieve their dreams," said Indianapolis Library CEO Jackie Nytes. "This declaration allows individuals to show their support for all the things the library embodies, such as empowering individuals, building communities, and supporting literacy and lifelong learning."

The Declaration for the Right to Libraries is available at Central Library for individuals to sign through March 24, at which time it will be presented to The Indianapolis Public Library Board of Trustees. Individuals may also do a virtual signing and download the Declaration via the ALA website at www.ala.org/advocacy/declaration-right-libraries. Thousands of signatures already have been gathered and will be presented to members of Congress during National Library Legislative Day in May.

The signing ceremony occurred as

nearly 8,000 representatives of the library industry visited Indianapolis for the 2014 Public Library Association Conference, and as The Indianapolis Public Library continues a strategic planning process to define services for the years 2015 – 2020.

Courtney Young, ALA President-Elect, left; Dorothy Crenshaw, Indianapolis Public Library Board President; Jackie Nytes, Indianapolis Public Library CEO; and Keith Michael Fiels, ALA Executive Director, gather at Friday's signing event.



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Idea from fellow Virtual attendee on Tech at Libraries: "Cross-promote computer classes at job fairs" #pla2014
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Keeping us in Suspense: Hot Crime and Fiction

If you enjoy reading mystery and suspense novels, then Friday was a great day for finding the latest and greatest in what the genre has to offer.

Leading off the morning program, “PLA/AAP Annual Mystery Authors Revealed,” Jeff Abbott told about his newest release, *Inside Man*. Known investigator Sam Capra reappears in this book as a young father. “In the first three books Sam has been hunting someone or been hunted,” said Abbott. “In this book he goes undercover into one of Miami’s most dangerous families.”

He recommended this book for readers who like high-octane action and reluctant readers.

Peter Swanson (*Girl With a Clock for a Heart*) said that wherever he goes, he comes up with a plot for where he happens to be. “So now I have a really creepy story that happens at a librarian’s convention. You’re so normal, so smart, you must be hiding something.”

He first wrote a novella with the premise, “What if there were two high school seniors; one who was in college, but didn’t want to go and one who couldn’t afford it, but really wanted to go. Could they switch places?” He lamented that this story probably couldn’t happen now with photos on social media, so the story takes place in the 1980s.

Frank Lentricchia (*Dog Killer of*

Utica) wanted librarians to know, “I love dogs and I have a mini black and white schnauzer named Handsome.”

Lentricchia said that he takes care to give details about settings including specific relationships of streets and locations so that a picture can be drawn in the reader’s mind. “If the reader doesn’t happen to know New York too well, and the book takes place there, then the reader’s mind doesn’t have a visual, only a vague spatial specificity.”

He said that a physical place has a narrative like a character. “The place is interactive and may have a harmonious or oppositional relationship with the character.”

Sophie Hannah (*The Orphan Choir*) has written a supernatural thriller with this book. “It’s the first time I’ve written about warped, dysfunctional ghosts rather than humans.”

She said that in most ghost stories there is a mystery. The ghosts appear saying “I’m dead, I’m angry and I’m back,” but they withhold the reason.

“I decided I’d like to take the supernatural genre and not write a ghost story, but create suspense,” said Hannah. “Writing *The Orphan Choir* actually terrified me in a way no other book ever has.”

Laura McHugh (*Weight of Blood*) is a debut novelist who has been writing stories all her life, but didn’t know she could make a career out of it. “I

was shocked when I got an agent and didn’t want to leave the house,” she said.

The setting for her book is the Ozarks in Missouri. Her character, a 17 year-old girl has been found dead, but what happened to her from the time she went missing to a year later when she was found is the real mystery.

Mary Lou Longworth (*Death in the Vines*) sets her books in a place that she knows well—France. Writing started as a hobby for her, while living in Canada. Her Provencal mystery gives beautiful descriptions of French culture while keeping the reader attuned to the story of a serial killer of young women.

Mystery talk continued in the afternoon with the session Doing Time with Sisters in Crime. During this session a panel of authors and librarians introduced their favorite new mystery author and provided comparable authors that the audience might be familiar with.

Authors and books mentioned in

this session included:

Terry Shames (*A Killing at Cotton Hill*). When someone is killed and no one trusts the sheriff, who has a drinking problem, to find the killer, the ex-sheriff is tasked to do so.

Comparable authors: Steven F. Havill, Bill Crider, and Craig Johnson.

Aline Templeton (*Cold in the Earth*). A tremendous story about a strong, modern, happily married woman solving the mysteries—twisted plots, and very satisfying.

Comparable authors: Ruth Rendell and Caroline Graham.

Gigi Pandian (*Artifact: A Jaya Jones Treasure Hunt Mystery*). A smart woman who has adventures; likened to a female Indiana Jones.

Comparable authors: Elizabeth Peters and Agatha Christie.

Elly Griffiths (*The Crossing Places: A Ruth Galloway Mystery*). An archaeologist and mother who finds bones old and new.

Comparable authors: Erin Hart, Gail Bowen, and Deborah Crombie.



I really appreciate @anneursu’s commitment to middle grade readers. Ppl are always so dismissive of middle school kids. #pla2014

– @jewbrarian

Gauging Library User Experiences

Library user experiences (UX) have many touch points both onsite and online. Getting to know your public is imperative in providing what the user wants and needs from the library. Surveys, however, may not be indicative of the experiences of your users.

Aaron Schmidt, Principal, Influx Library User Experience, told attendees at Thursday morning’s session Crafting Excellence: Using Research to Build the Best User Experience (UX), that innovation in libraries is currently seen as looking at what is available in the tech world and trying to replicate it. “UX thinking is not just tech fixes or customer service. A lot of touch points come together

to make a good user experience.”

Schmidt said that user research is important, but cannot be garnered through surveys and focus groups. “These are not always indicative of behavior, only opinion.” Instead he suggested usability testing; analyzing each other’s libraries as a patron, and mapping out the steps users are taking to accomplish a task.

He urged the audience to read the article “What’s a Library Worth; Piecing Together the Structure of Value” by Eleanor Jo Rodger, which appeared in the September 2007 *American Libraries* magazine. “What’s good for the ecosystem is good for the library,” said Schmidt.



Don’t be stuck in the social media rut. The media changes. Are you using Instagram, Snapshot and Vine? Teens are. #PLA2014 #libraries

– @BookwormJWW

Stats on retention of video content vs. images vs. text are startling. Libraries should be marketing with videos! #pla2014

– @annaBnana80

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Heather McCormack on Her Unique Approach to Collection Development

10:30 AM THURSDAY & FRIDAY
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