

Slow Down and Recognize your Biases

By Deb Nerud, BS, MA, EMTP

Bestselling author, cultural innovator, and Harvard-trained lawyer Vernā Myers, is on a personal mission to destruct the status quo. Her message came through loud and clear Thursday during “BIG IDEAS with Vernā Myers.”

“I love public libraries,” began Myers. “I can remember being with you from the youngest age and thinking of you as the one who knew it all.”

Myers’ message honed in on the language of inclusion. Noting the PLA theme, she told the audience that they can be extraordinary at inclusion and anti-bias, detailing these benefits:

- improved service and satisfaction;
- more diverse perspectives;
- greater innovation and creativity;
- enhanced problem solving; and
- increased morale, performance, and contribution by employees.

“Inclusion creates opportunity and can rectify the tilt or lessen the inequities,” said Myers.

Referencing color blindness, Myers told attendees that seeing was never the problem. “We have probably gone as far as we can pretending we don’t see



Motivational speaker and author Vernā Myers talks about overcoming bias during Thursday morning’s BIG IDEAS session.

differences. If you don’t notice difference, you are in no position to make a difference for those experiencing bias. We don’t really need any more good

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Sherman Alexie at Thursday’s Children’s Author Lunch.

Searching for a Story: Alexie Entertains at Luncheon

By Kevin A.R. King
Kalamazoo (MI) Public Library

National Book Award-winning author, Sherman Alexie, humorously told the capacity crowd at the Children’s Author Luncheon a sincere story of his own vulnerability. Late last year, Alexie was diagnosed with a benign brain tumor, which immediately caused him to fear the loss of his ability to tell a story. The surgery, which happened three days after the initial visit to the doctor, had a minor complication that resulted in an intense dream. This dream involved his deceased parents motioning him to follow them, Alexie’s response was to flip off his parents.

Even in this most primitive, vulnerable state, Alexie was searching for a story. He was fighting the fear that he would lose the ability to craft stories, make strange connections, and say things most people cannot. Alexie summed up his talk by stating, “We’re human because we know how to tell stories,” and it is the job of people working in libraries to find the vulnerable people who need the stories.

Thunderboy Jr. will be released next month and has already earned rave reviews. Sarah Hunter from *Booklist* wrote that, “Alexie and Morales would be big draws on their own; together, they just might be unstoppable.” The

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Nikki Giovanni at the Adult Author Lunch on Thursday. Turn to page 6 for the recap.

Last Chance for BIG IDEAS

Saturday’s BIG IDEAS session, 8:15 - 9:15 a.m., will feature Anand Giridharadas, writer, *New York Times* columnist, and author. His most recent book is “*The True American: Murder and Mercy in Texas.*”

Giridharadas has given talks on the main stage of TED as well as Harvard, Stanford, Columbia, Yale, Princeton, the University of Michigan, the Aspen Institute, and more. He lectures on a wide range of topics, bringing a special cultural take to his subjects, whether it is the prospects



for American’s future or the rise of the nonWestern powers or the relationship between humans and our technologies. His BIG IDEAS presentation will focus on inequality, Islamophobia, and *The True American.*

Friday's Author Signings

Company	Booth Number	Author/Book	Time
Candlewick Press	1762	E.E. Charlton-Trujillo/ <i>When We Was Fierce</i>	10:00-10:30 a.m.
Candlewick Press	1762	Avi/ <i>The Most Important Thing: Stories About Sons, Fathers, and Grandfathers</i>	3:30-4:00 p.m.
Center Point Large Print	1363	C.J. Box/ <i>Off the Grid</i>	2-3 p.m.
Romance Writers of America	1542	Allie Burton/ <i>Cleo's Curse</i>	9:30 a.m.
Romance Writers of America	1542	Carla Laureano/ <i>London Tides</i>	10:00 a.m.
Romance Writers of America	1542	Deb Stover/ <i>Mulligan Stew</i>	10:30 a.m.
Romance Writers of America	1542	Jenn LeBlanc/ <i>The Duke and The Domina</i>	11:00 a.m.
Romance Writers of America	1542	Meg Benjamin/ <i>Love in the Morning</i>	11:30 a.m.
Romance Writers of America	1542	Anne Eliot/ <i>How I Fly</i>	1:30 p.m.
Romance Writers of America	1542	Deb Kastner/ <i>A Daddy for Her Triplets</i>	2:00 p.m.
HarperCollins Christian Publishing	1846	Kate Grosmaire/ <i>Forgiving My Daughter's Killer</i>	9:30-10:30 a.m.
HarperCollins Children's Books	1246	Sara Pennypacker/ <i>Pax</i>	10-11 a.m.
Harlequin	847	Amy Lukavics	11:00 – 11:45 a.m.
Little, Brown Books for Young Readers	1851	Matthew Quick/ <i>Every Exquisite Thing</i>	9:30-10:10 a.m.
Disney-Hyperion	1946	Sara Pennypacker/ <i>Waylon! One Awesome Thing</i>	11:00 a.m - Noon
Baker & Taylor	1203	Sean Qualls/ <i>True Friends</i>	9:30 a.m.
Fulcrum Publishing	1933	Dick Kreck/ <i>People Behaving Badly</i>	10-11 a.m.

Today's Schedule – Don't Miss These Exciting Events!

7:30 a.m. - 4:00 p.m. – Registration

8:15-9:15 a.m. – BIG IDEAS with Sherry Turkle
Bellco Theatre

9:30 a.m.- 4:00 p.m. – Exhibits

Don't miss the exhibits coffee break from 9:30-10:45 a.m. and the Exhibits Closing Reception 3-4 p.m. (PLA thanks Ingram for its support).

9:45-10:30 a.m. – How-To Festival

In the end of the 400 aisle of the exhibits hall.

9:45 a.m.– How To Sign with Babies, Leigh Ramey, Youth Services Supervisor, Aurora (Colo.) Public Library

10:10 a.m.– How To Felt and Sew From Upcycled Sweaters, Lorena Gay-Griffin, Assistant Director for Regional Services and Outreach, Athens (Ga.) Regional Library System

10:45-11:45 a.m. – Programs

12-1:30 p.m. – Adult Author Lunch with Arianna Huffington
Four Seasons Ballroom 1-2

12-1:30 p.m. – We Need Diverse Books Young Adult Author Lunch
Four Seasons Ballroom 4

2-3 p.m. Programs



Check out the COLab in the Exhibit Hall.



Podcasting session at the How-To Festival

3:15-4:00 p.m. – How-To Festival

In the end of the 400 aisle of the exhibits hall.

3:15 p.m. – How To Perform Like a Storyteller, Donna Willingham, Branch Manager, Cleveland (Ohio) Public Library – Hough Branch

3:40 PM – How To Build a File Folder Junk Band, Nick Haag, Ramblin' Re-Imagineer, RAFT (Resource Area for Teaching) Suzanne McGowan, Manager/Experience Expert, Anythink Libraries

4-5 p.m. – Programs

4-5 p.m. – Spark Talks

Rooms 505-507

4-5:15 p.m. – Speed Mentoring Event

Career Center Rooms 103-105

5:30-7:00 p.m. – All Conference Reception

Hyatt Regency Denver - Centennial Ballroom



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Extraordinarily Engaged: How Three Libraries are Transforming Their Communities

By Deb Nerud, BS, MA, EMTP

The Libraries Transform Communities (LTC) Initiative from ALA is based on the Harwood Institute's practice of turning outward. Three library representatives explained how their libraries changed by using the tools provided by LTC.

Patrick Roewe, deputy director Spokane County Library District (Wash.), opened by saying it is important to collaborate with other positive community members to create small wins. He suggested using the step-by-step guide available on the ALA website to guide you through the process, www.ala.org/LTC/resources. "There are internal tools for self and organizational assessment and external tools for gathering and theming public knowledge," said Roewe. "LTC can shift orientation from internal to external and gather, analyze, and act upon public knowledge to further community aspirations."

"Public knowledge is the information gathered directly from and about the lived experiences of community members. It matters because it is au-

thentic and actionable," he said.

Amber Williams, community librarian Spokane County Library District, shared the 2013 vision statement as well as the current. "The prior vision statement was Spokane County Library District is the essential place to explore, learn, and create. After seventy-two community conversations it is now, 'A community that learns, works, creates, and thrives together.' We recognize that we don't have to be the place, we just want to be part of it."

Williams also addressed programming and how it has changed since becoming involved in LTC. "How effective is your awesome program if no one comes?" she asked. "You need to go to where the people are." She gave examples including concerts in the park, free summer meal sites, after school program places, and providing after school snacks for kids in the library by becoming a site for the Child and Adult Care Food Program.

Cindy Fesemyer, director Columbus Public Library (Wisc.), said that Columbus aspires to be a vibrant and welcoming place for all. They started a community action potluck, where

after eating, projects were actually assigned to a small group to do over the next three to four months.

Erica Freudenberger, director Red Hook Public Library (N.Y.), said they are not giving programs they think people want, "We are giving them what they want." They are taking programs out of the library building. Programs include: beekeeping, raising chickens, wine making, bird watching,

henna tattoos, and zombie surviving. "We ask people to share what they know, we don't pay experts," she said.

"We went door-to-door with the Ask Tool from the kit, which includes these four questions," she said. "What kind of community do you want to live in? Why is that important? How is that different from how you see things now? And what needs to happen to create that kind of change?"



Attendees hop on pedal-powered charging stations at the Take Charge Lounge in the exhibit hall, provided by Anythink Libraries.

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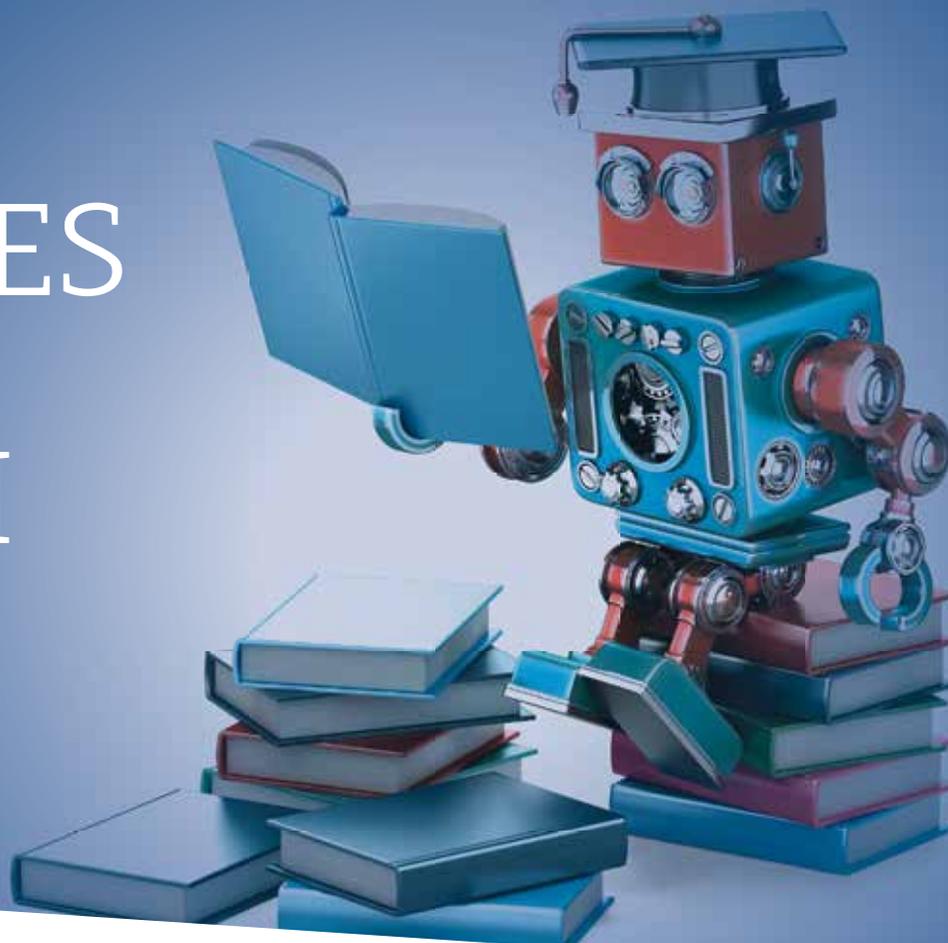
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PLA and Visa Hatch Powerful Plan to Bring Guardians of the Galaxy to Libraries

Join the Guardians of the Galaxy and members of the Avengers in an exciting educational comic, *Guardians of the Galaxy: Rocket's Powerful Plan*. This comic is about the power of saving money and how planning ahead can save the day. The heroes team up to defeat both Robo-bugs and the Collector all while learning important financial skills. The action-packed comic features finance terms, a money word find, and more.

The Public Library Association (PLA) is teaming up with Visa to bring libraries this entertaining and educational financial literacy comic book at no cost. As an added bonus, libraries can request a special comic book reading resource that includes comic books, sample flyers, press materials, and helpful hints for organizing and planning your own reading.

Visa understands that teaching consumers about money through “edutainment” or “gamification” is an effective means of demystifying a complicated subject by using compelling and familiar mediums like video games and comic books to learn while having fun. As part of “Practical Money Skills for Life,” Visa created a suite of

educational tools to help teach people of all ages about personal finance management.

Guardians of the Galaxy: Rocket's Powerful Plan will be launched with an event at the Cleveland Public Library the week of Free Comic Book Day--May 7--with a comic book reading and an appearance by a costumed Marvel character. The initial launch will be followed by a series of regional comic book reading events in locations to be announced at a later date.

This is the second time Marvel Comics and Visa Inc. have teamed up to create a financial literacy comic book. *Avengers: Saving The Day* also combined Marvel's iconic superheroes with Visa's financial literacy expertise. More than 497,000 print copies have been distributed around the world in nine languages: Arabic, Bahasa Indonesia, Traditional and Simplified Chinese, English, French, Portuguese, Russian, and Spanish.

Supplies of the first printing are limited, but you can see the comic and pick one up while supplies last at the PLA - DigitalLearn booth #1903. Visit www.practicalmoneyskills.com for more information.”



Nikki Giovanni at the Adult Author Lunch on Thursday.

Giovanni Inspires Librarians To Help Young Users

By Jhenelle Robinson, Young Adult Librarian
The New York Public Library

Sex, beer, #blacklivesmatter, monarchies, and Donald Trump were a few of the topics Nikki Giovanni tapped into within a span of forty minutes. The world-renowned author, professor, and activist was not to be missed at yesterday's Adult Author Luncheon.

Giovanni began by stating, "It's important to do what you can do," then delved into a talk that aligned perfectly with the conference's theme "be extraordinary." Giovanni was humorous and personable as she weaved in personal accounts and read selected prose from her work *Finding Utopia*.

Giovanni shared that some of her favorite people are librarians. She went

on to remind the audience that the role of librarians and libraries is changing and becoming more relevant in today's technology and information-driven world. She remarked that youngsters aren't able to do basic research in an Apple iPhone world, but believes librarians are helping young users absorb the information they are constantly receiving.

Growing up in Tennessee, her neighborhood librarian was an advocate for the young Giovanni. This librarian advocated for the underrepresented despite limitations like prejudice, much like thousands of current librarians. Giovanni emphasized that library users must learn that the role of librarians is to seek information that allow users to tap into their extraordinary talents and their right to "life, liberty, and pursuit of happiness."

Check out Spark Talks

Ready, Set, Go! PLA 2016 attendees filed into rooms 505-507 on Thursday to enjoy a collection of Spark Talks, a hybrid of Ignite talks and PechaKucha talks that allows presenters only five minutes to give a presentation on a topic of their choice. Quick and fun, attendees were treated to Spark Talk topics that ranged from the power of micro-interactions to building a robot for their library. When their five minutes were up, presenters were notified that their presentation time had ended by the loud sound of a bullhorn.

Kevin King, a member of the PLA 2016 conference program subcommittee, explained the origin of Spark Talks: "The core idea behind Spark Talks is the ability to get an idea across in a short amount of time. This format allows you to

do so in a fun and interactive way." Instead of the traditional one-hour presentation, Spark Talks allow attendees to learn a small nugget of information about multiple topics in one hour. Many of the Spark Talks topics are new ideas in the library world that presenters hope attendees will take with them back to their libraries.

PLA received over fifty proposals for this year's Spark Talks, and only sixteen presentations were chosen for the two Spark Talks sessions at PLA 2016.

If you missed Spark Talks yesterday, you can still check them out today in rooms 505-507 from 4 p.m. – 5 p.m. in the Colorado Convention Center. For a list of today's schedule Spark Talks, go to <http://www.placonference.org/spark-talks/>.

PLA Lounge at Central Library

Need a place to kick back, check Instagram, or enjoy a cuppa during PLA? Enjoy the PLA Lounge at the Central Library, Denver Public Library, just inside the west entrance. We'll have a quiet place where you can chill or chat.

The Lounge is open during library hours: Friday, 10 a.m. – 8 p.m.



#PLA2016 Tweets

@missjames – the quest for a grant doesn't necessarily happen in a vacuum. partnerships with others with similar goals can be helpful. #PLA2016

@LibrarianRy – Love this. Room full of librarians. Each person voices their question, and someone in the room knows how to do it. @MadisonBubbler #PLA2016

@wcorneli – Everything libraries do is education. Start with that when asking questions of elected officials #PLA2016

@logical_laure – Instead of creating programs u think patrons will want, ASK what matters to them & what they want 4 their community. THEN make plans. #PLA2016

@infoexplora – Love library projects that are content creation, not just consumption. We all have stories to tell. #PLA2016

@mbickertPHX – Publishers acknowledging role librarians played in encouraging them to highlight when books are diverse #PLA2016

@jadecab – Rethinking Attitude: Examine your fears, stereotypes, learn the vocabulary, respect #homelessness #PLA2016 #Safein-Stacks

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2 p.m.	Easy Ordering of DVD, Blu-ray and Music via TS360
3 p.m.	Axis 360: Managing Notifications and Reorders for Metered Content



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Take the Senior Discount and Be Cool

By Deb Nerud, BS, MA, EMTP

There are many trends associated with aging and providing services for this growing population. Wendy Pender, King County (Wash.) Library System, listed resources and offered insight to what the library can do to serve the older population. Older adults are changing the world and inventing this new phase, said Pender at “This Ain’t Your Grandma’s Library...Or Is It? Serving Older Adults in a Changing World” on Thursday afternoon.

The baby boomers are a unique slice of the population. According to Pender, this group has rising expectations. “This is the group that gave rise to modern innovations. They have a desire for lifelong learning, not retirement.”

The desire to live independently radiates through this demographic. “We are all familiar with the Sun City retirement-type communities,” said Pender. “The Village Movement that started in 2002 is a way to stay in the home and stay connected.” This service keeps communities together by providing social outlets and assistance within

the community. More information can be found at www.vtvnetwork.org.

“Another new service is called Senior Homeshares,” said Pender. “This is an online matching service for seniors with more house than they need and seniors who need a home.” Check out the details at www.seniorhomeshares.com.

Pender said that we don’t have terminology that we agree upon right now. “Some use elder to describe us, some use the term senior if we let them – go ahead take the discount, be cool.”

She cited Aging 2.0 as a place to see the latest in global innovation for se-

niors. “They are even designing slippers that will track people with dementia who may be wandering.” Find out more at www.aging2.com.

How does this impact the library? “We need to accommodate a wide range of technical knowledge,” she said. “Provide instruction on email and smart phones. Provide personalized services such as bookmobiles, mailed books, and talking with a real person.”

Pender pointed out that there is a competition for priorities that should be accommodated. “We need to keep old formats (cassettes and VHS) as well as provide Blu-ray and streaming.”

“We need to be aware of the entrenchment of our own ideas,” Pender continued. “Albert Einstein said we cannot solve our problems with the same level of thinking that created them. So think about ways to reduce barriers and make access to information easier for people.”

Pender offered these publications for additional reference: *Personal Safety Nets: Getting Ready for Life’s Inevitable Changes and Challenges*, by John W. Gibson and Judy Pigott (Personalsafetynets.org) and *The Caregiver’s Path to Compassionate Decision-making*, by Viki Kind, which provides weekly kindness reminders and is especially helpful for remote caregivers.

Save the Date

Enjoy every minute you’re in Denver
and then get ready to head east for the PLA 2018 Conference
in Philadelphia, Pennsylvania, March 20–24.



#PLA2016 Tweets

@k_adelberg – Love the idea of opportunity spaces: “messy meeting rooms”/incubator spaces that groups use for months at a time. #plAwesome #PLA2016

@wcorneli – Take the jargon out!! Juvenile, circulation, reference, story time, information literacy. These don’t mean what we think they do. #PLA2016

@lizinthelibrary - If a kid asks you a question you don’t know, say “I don’t know, let’s learn it together” #stemibraries #PLA2016

@highfives4life - Project Outcome was designed for ANY library. Good to see them remember that libraries come in all shapes and sizes. #PLA2016

@goRCLS - Librarians are my favorite people #nikkigiovanni #PLA2016 because nothing takes the place of a book or a library #LibrariesTransform

Library Movie Programs and Copyright Compliance

By Eileen Korte, Vice President,
Licensing Division for the United
States office of the Motion Picture
Licensing Corporation (MPLC)

More than anyone, librarians understand the importance of copyright law. Even so, when it comes to showing movies for public library programs, some librarians are unaware that a public performance license is required. According to Title 17 of the U.S. Copyright Act, copyrighted motion pictures and other audiovisual programs that are available for rental or purchase in any legal format, such as DVDs or other digital formats, whether streamed or downloaded, are intended for personal, private use only. Viewings in facilities, such as a public library or a community center, require a license. This legal requirement applies equally to for-profit and non-profit organizations, even if no admission fee is charged.

A public performance license is required if your library programs movies or other audiovisual programs. However, your library may wish to consider a public performance license even if it is not the one pressing “play.” Libraries carry risk and may have vicarious or contributory liability by allowing patrons or guests to conduct unlicensed exhibitions on site. Innocuous activities—such as patrons watching streamed or downloaded content from Netflix, Hulu, or Amazon Prime on library computers—require a public performance license. The same license requirement applies to outside groups using library space to conduct unlicensed exhibitions.

While some may wave off unlicensed movie showings as a minor issue, ig-

norance is certainly not bliss when it comes to copyright infringement. Civil penalties for unauthorized exhibitions start at \$750 for each inadvertent infringement and go as high as \$150,000 for each egregious violation. What library has the time to monitor patron activities or the budget to address fines for noncompliance? Securing an annual public performance license is a simple and affordable way to avoid the hassle and headache of copyright infringement.

Annual public performance licensing is the best solution for libraries that wish to ensure copyright compliance. Licenses are available that allow libraries to show an unlimited number of movies and other audiovisual programs for one low annual license fee. License vendors represent specific motion picture studios. Once licensed, movies from approved studios may be shown at the library with no further reporting requirements, and libraries may obtain motion picture content from any legal source. Libraries should be aware that multiple licenses are required in order to ensure copyright coverage for major Hollywood studios like Twentieth Century Fox. Additional licenses may be required for specialty content. Libraries that already hold one public performance license should understand that they may need multiple licenses to ensure broad compliance.

Once licensed, the programming possibilities are endless. Libraries in rural areas may wish to show foreign and independent films that may not have played in local theaters. Educational films and documentaries are excellent ways to foster community discussion. Children’s and teen programs

frequently screen film adaptations of popular novels to the delight of young readers. Librarians across the country have found creative ways to draw in patrons with unique film programs that celebrate the motion picture as an art form. If your library has not yet considered showing movies, now is the time.

Whether your library currently shows movies or would like to start showing movies, ensuring copyright compliance is essential. For libraries that do not program movies, it is important to understand the copyright liability that the onsite activities of library guests can pose. The purchase of annual public performance licensing is a simple way to ensure copyright compliance with the understanding that multiple licenses may be required to ensure broad compliance. Movies are an excellent addition to any library’s programming schedule, just make sure you have the right license before pressing “play.”

Eileen Korte is the Vice President of the Licensing Division for the United States office of the Motion Picture Licensing Corporation (MPLC). For over 10 years, she has worked with facilities ranging from federal government agencies and multi-national corporations to libraries and health care facilities to ensure comprehensive copyright compliance. The MPLC is a world leader in motion picture copyright compliance, supporting legal access across five continents and more than twenty countries. It provides the Umbrella License® to more than 250,000 facilities in the United States and over 450,000 worldwide.

About the MPLC: The Motion Picture Licensing Corporation was established more than 25 years ago by motion picture executives to provide public access to the work of the creative community without copyright infringement.

To learn more about the MPLC and the Umbrella License visit Booth 852.

Recruiters, Résumé Review, and More at Career Center

Located in the Convention Center Rooms 103-105, this spot is dedicated to job providers and job seekers. We have some great events in the Career Center this year:

Résumé Reviewing and Interview Coaching: Friday 10:45-a.m.-3:15 p.m. Get some objective one-on-one feedback and advice from library professionals knowledgeable in hiring. This event offered sign-up in advance, but if you’d like to participate

in either (or both!) of these services, swing by the room to see if any slots remain open.

Speed Mentoring, Friday 4:15 p.m.; preregistration was required for this event.

We also encourage you to stop by and peruse the listings on the bulletin board. If your library is hiring, please feel free to add a print-out with the job listing to the bulletin board in the room.



Megan Butterfield, Burlington, VT, poses for a photo with Sherman Alexie, Thursday’s Children’s Author Lunch speaker.

Alexie

Continued from page 1

review in *School Library Journal* raved that the book, “. . .has all of the qualities of a classic story like *Goodnight Moon* and is destined to be a modern classic, with youngsters wanting repeated readings.” *Thunderboy Jr.* is Alexie’s first picture book, but not his last. He is already working on a sequel featuring Lillian, the sister of the main character. Both books are illustrated by Pura Belpre Illustrator Award-winner Yuyi Morales, who Alexie states “brought the lightning” to the book.

In an interview conducted with Alexie before the luncheon, he stated the reason behind the book was to portray American Indian kids searching for self-identity in a positive and loving environment. A tale that expresses a truly happy American Indian kid in the modern world dealing with “ancient tradition in a secular light.” The initial

spark for the story came when he attended his father’s funeral and realized that being “Sherman Alexie Jr.” his name was also on the gravestone. Both Alexie and Thunderboy Jr. had legacy forced upon them without having the chance to forge their own. Alexie’s hope is that he has crafted a picture book that young readers will recognize as a socio-political book, while the adults reading it to them will not realize they are the authority sharing a book about challenging authority.

Sherman Alexie is considered by many to be one of our greatest living writers and was listed in *The New Yorker* as one of the top twenty writers of the 21st Century. He has published over twenty books ranging from novels, short story collections, teen novels and poetry collections. In 2007, Alexie won the National Book Award for *The Absolutely True Diary of a Part-Time Indian*, a book that has become a modern classic with over 1 million copies sold.

Product News

Innovative Advocates for Library Visibility on Semantic Web with Launch of Innovative Linked Data

Innovative Interfaces has announced the debut of Innovative Linked Data, a new service that will help transform library visibility on the Semantic Web.

Innovative Linked Data leverages the value of existing metadata within the library catalog and resource management system to raise the profile of libraries in web and mobile interactions.

“Community needs are ever-changing, and as new trends and technologies emerge, libraries must continue to evolve to meet these needs,” said James Tallman, Chief Executive Officer at Innovative. “We have a responsibility to ensure our library partners remain

sustainable, relevant, and valuable. With Innovative Linked Data, libraries become a destination site for discovery in the community and beyond.”

With Innovative Linked Data, it doesn't matter what the starting point is for finding information online—resources are integrated throughout search results, and now the library is front and center. This new service is the result of a development partnership with Zepheira to ensure anyone, anywhere has access to library resources. A number of libraries participated in the early phases of Linked Data development with Zepheira—77% of which are Innovative library partners.

Innovative Linked Data is available immediately as a subscription service for Polaris, Sierra, Millennium, and Virtua library systems.

“The Innovative Linked Data service publishes regular updates of library data to the Web, and this constant exposure to search engines will help drive our library partners' visibility among search results,” said Leif Pedersen, Executive Vice President at Innovative. “Innovative Linked Data plays a critical role in the relevance and sustainable discovery of libraries, and catalog content and geographic locations are just the first step in our commitment to strengthen and expand the library user experience.”

JanWay Tote Bags and Magnets at Discount Prices

For a limited time JanWay is offering lower pricing on a selection of their most popular tote bags. Their best-selling non-woven totes are on sale for \$1.00 each at 250 quantity and their popular polyester boat totes are on special for \$3.99 each at 100 quantity with FREE set-up and FREE shipping! FREE set-up and shipping are also available on a variety of plastic bag styles.

JanWay tote bags also make nice gifts for volunteers, staff, and donors. JanWay's zippered top totes make the perfect gift. These bags are stylish and made from heavyweight 600 denier polyester fabric. They feature a zippered top, a large outside pocket, plus pen and business card pockets. They also have a mesh pocket for storing a water bottle and a pocket for a cell phone.

JanWay refrigerator magnets have become a staple for libraries. They can be used to advertise your library hours, new services, important phone numbers, story times, bookmobile schedules, online services, children, teen and adult reading programs, anniversary commemoration, Friend's groups, and much more! During the PLA conference and through April 29th JanWay is offering these popular magnets for 20% off! Magnets are an inexpensive way to promote your library to your community.

To see samples of the JanWay tote bags, plastic bags and magnets visit the JanWay booth (#1439). You can also view images of the items on their website at www.janway.com.

PAID LISTINGS

New Product Showcase



READsquared Booth 540

www.readsquared.com

Engage patrons with READsquared's year-round reading programs. Promote your brand and enhance your library's experience with family accounts, activity logging, badges, suggested reading, events, missions, learning activities, book reviews, book trends, and more! All this, integrated with your library's catalog, ILS, and accessible on any mobile device or workstation.

READsquared allows your library to custom tailor the patron experience with targeted features, functions, and content by age, and promote community support thru collaboration with schools, museums, and program sponsors. Built-in assessments and unparalleled reporting provide insights into your community's unique character.

Scheduled a demo at www.READsquared.com.



The Crowley Company Booth 756

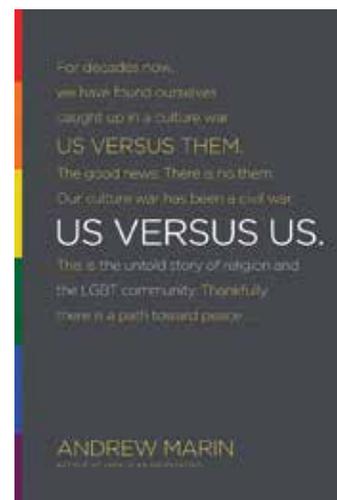
www.thecrowleycompany.com

Introducing the UScan+HD
18MP Imaging; Touchscreen
Ease

The Crowley Company is pleased to introduce the UScan+HD, the latest model in the UScan+ reader-printer family for viewing, digitizing, and saving images from microfilm, microfiche, aperture cards, and more. The UScan+HD features an 18 MP camera array, the largest true optical camera in the market, producing images that are clear and accurate.

Marrying high-volume expertise with walk-up patron requirements, The Crowley Company has employed three decades of industry-leading Mekel Technology and Wicks and Wilson production-level scanning technology into an affordable multi-media patron and staff scan system ideal for easy research.

Try it today! Booth 756 or call
(240) 215-0224.



Tyndale House Publishers Booth 1552

<http://books.thedisciplemaker.org/us-versus-us/>

Here are the untold stories behind the largest-ever scientific study conducted on the religious history, practices, and beliefs of the LGBT community. The vacuum left by not knowing these stories or data has caused conjecture, presumption, prejudice, insecurity, and a host of other unfortunate distractions. And so we find ourselves in a place where LGBT people feel persecuted by the church, and people of conservative faith feel persecuted by the LGBT community. For the first time ever, this research shows that the stories of the LGBT community and the religious community are interwoven, complex, and above all, hopeful.

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Last Chance to Visit the ALA Store!

Be sure to stop by the ALA store in the registration area. You'll find lots of great stuff including conference souvenirs, READ posters, and *Public Libraries* cover posters!

Today's hours are 9 a.m. – 4 p.m.

Celebrate National Readathon Day on May 21, 2016 and Give the Gift of Literacy

The American Library Association (ALA) and Penguin Random House are co-sponsoring the second annual National Readathon Day on Saturday May 21, 2016, a day dedicated to the joy of reading and fundraising for literacy, as readers everywhere join together in their local library, school, bookstore, and on social media (#Readathon2016).

Everyone has the opportunity to spread their love of reading to the next generation. This year, Readathon Day is presented as part of ALA's Libraries Transform campaign, and will benefit ALA's Every Child Ready to Read (ECRR), a program that supports the early literacy development of children from birth to age five in libraries across the nation. ECRR builds upon efforts by public libraries to foster early literacy, with programs that help teach parents and caregivers how to nurture pre-reading skills in the home. ECRR is a parent education initiative developed by the Public Library Association (PLA) and the Association for Library Service to Children (ALSC), divisions of ALA.

"At Penguin Random House, we believe in the power of books and reading to connect and change lives," said Skip Dye, Vice President, Sales & Library Marketing, Penguin Random House.

"We are very pleased to join with the ALA for this year's National Readathon Day, which will bring people together in celebration of books and reading in the spirit of giving back, and in support of the invaluable role that libraries play in our communities."

"Not only does Readathon Day present an opportunity to generate excitement amongst readers of all ages, but it also enables children and students everywhere to get involved in an effort that supports youth literacy," said ALA President Sari Feldman. "The transformational power of reading is fundamental to the value that libraries provide to their communities each and every day."

ECRR provides another opportunity for public libraries to have an impact on early literacy through approaches that focus on educating parents and caregivers.

"Our nation's libraries play a vital role in helping children develop the early literacy and early learning skills they need to build a better future," ALSC President Andrew Medlar said. "Let us continue to demonstrate our commitment to early literacy by supporting Every Child Ready to Read, an effort that expands that role by engaging parents and caregivers."

PLA is pleased to support ECRR and

National Readathon Day at the PLA 2016 conference in Denver. "Public libraries have long been community hubs for early literacy and we are always seeking to improve and innovate. ECRR helped launch a field-wide early literacy transformation that continues today. Through participation in PLA 2016 and in National Readathon Day, we assure strong libraries and strong communities. I encourage everyone to participate!" said PLA President Vailey Oehlke.

Leading up to and during #Reada-

thon2016, individuals can contribute to ALA and Every Child Ready to Read by visiting the Firstgiving Fundraising page at www.firstgiving.com/5066/national-readathon-day and sharing with their friends and family. Donating is secure, and all funds will be sent directly to the ALA by Firstgiving.

Visit the Readathon Day's official website, www.readathonday.com, for more information, including how to get involved online and in person, as well as how to share images and videos, and host local reading parties.



Motivational speaker and author Vernā Myers speaks to a capacity crowd at Thursday morning's BIG IDEAS session.

Exhibitor Updates: Booth Changes and New Exhibitors

Booth Number Changes

Lucas Color Card	1810
Stop Falling Productions	1857
TLC – The Library Corporation	1703

New Exhibitors

Automated Manufacturing Products	1904
Colorado Passport Agency	509
CoolNerd Kiosk	535
Cultural Surroundings	548
DearReader.com LLC	547
Deziner Software	515
Easy Riser	533
FairVega Russian Library Services	549
Freedom Scientific	513
Galaxy Press	443
Insignia Software	1709
Komatsu Architecture	658
Midpoint Trade Books	1863
Milliken.....	636
New Urban Distributors	604
Oi Furniture	537
Power Tower Inc.	752
PressReader	542
READSquared	540
Recovering the Classics/Brown Institute for Media Innovation	T-1
Sculptureworks LLC	546
StackMap	1808
TechSoup for Libraries	551
U.S. Commodity Futures Trading Commission	1902
University of Denver Morgridge College of Education: Library and Information Science Program	550

Myers

Continued from page 1

people. We need people willing to make mistakes and figure it out."

Myers said that we all have a "cultural lens" that we need to be aware of. Parents pass on their values to us and we begin to think ours lens is universal. "I took my U.S. lens and my Black lens to China and misinterpreted their reaction to me. Be aware of how you are seeing the world."

She pointed out that culture impacts everything, including:

- how we communicate;
- what we value;
- who we hire and how we evaluate performance;
- how we resolve conflict;
- how we express emotion; and
- what we think is fun.

Myers said to combat the cultural lens we need to remember that all cultures are valid and get more curious about things. "Let go of the Golden Rule [treat others how you would want to be treated] and start using the platinum rule – treat people the way they want to be treated."

Myers advised attendees to be humble enough that you know that there are parts of the world you may not

understand and embrace your biases, she stated. "The brain sorts based on patterns that go together and then sorts those patterns according to who is similar to us and who is not. It's a safety measure. You have to put that automatic process in check."

To stay on top of your biases she suggested doing your own inventory. "Who have you mentored over the years? Who do you have over to your house? Who do you fear? Biases don't happen because you're a bad person, but because you're a person."

Myers said you can weaken your biases by slowing down every decision you have to make. Remember what you have been primed to see and look for information that disconfirms what you believe. She also cautioned against using micro-inequities or quick small acts, slights, or indignities that are subtle and often unintentional. "Micro-affirmations help," she added. "Speak to people, smile, and say thank you."

In closing she said to expand your comfort zone. "Move toward different; you first have to be uncomfortable before you can be comfortable. Understand privilege and use it to interrupt bias when you see it. Notice where people are and how we might assist them to get the inclusion that we all desire."



We have always been impressed with the quality and usefulness of Innovative's products. We are looking forward to taking advantage of the new suite of APIs and find the new Mobile Worklists product really beneficial. We would definitely recommend Sierra to other libraries.



– Ryan Gessner
Assistant Director
Middle Country Public Library

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