

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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A Publication of the Public Library Association

PUBLIC LIBRARIES ONLINE WEEKLY

Wednesday, September 23, 2015

Issue #20

Trending...

New on PLOnline This Week

- Although public libraries across the U.S. are incredibly diverse, they all need one thing: adequate funding, which many achieve by pursuing grants and other funding opportunities to supplement their existing tax support. Earlier this year, The Oregon Community Foundation (OCF), which currently manages more than \$1.5 billion in assets through 1,900 charitable funds, decided that it was time to examine the issues around library funding. With the financial support from two donors, OCF commissioned a statewide needs assessment designed to identify areas in which the work of public libraries intersects with the interests of the philanthropic community. Read the entire article in "[Just Released In Oregon: A Statewide Public Library Needs Assessment.](#)"

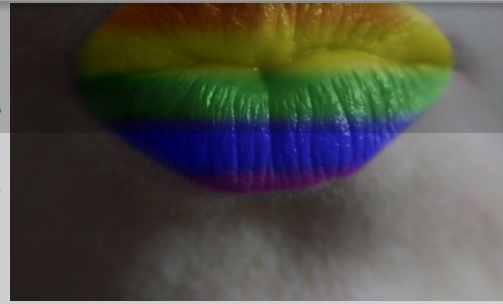
OREGON PUBLIC LIBRARY NEEDS ASSESSMENT



Prepared for The Oregon Community Foundation by
Penny Hummel Consulting | June 23, 2015

- One tried-and-true method to reach benefactors is through library foundations, which can be significant fundraising and marketing tools. In 2013, the Wilmington Trust published a report about public library foundations. The report revealed that 79% of U.S. public libraries use foundations, reaping an average annual fundraising net of \$2 million and garnering assets of over \$12 million. Read "The Benefits of Public Library Foundations" [here](#).
- The teenage years are not easy for anyone, but for many LGBT teens, the struggle to understand themselves and find acceptance from their peers and community can be even more difficult. The public library can be a wonderful

welcoming space to gather with friends. If you want to begin to make a connection with your LGBT teen patrons, there are a few easy steps you can take to get started improving service to this often underserved community. Read more in "[Serving Your LGBT Patrons](#)."



Midweek Media Mash-Up

A Choice Selection of Links for Your Perusal

- [Coding for Kindergartners?](#)
- [A Start-up That Wants to Be HBO for Readers](#)
- [Ad-blocking Controversy and More on that Topic](#)
- [Are your tweets mobile-friendly?](#)
- [How to Prepare for a Trip Like a Librarian](#)

Snapshot

Last week, we asked: Do you have a personal e-book reading device? 76.9% replied yes and 23.1% replied no. So, we were wondering:

How do you prefer to read professional development materials?

[e-book](#)
[paper book](#)
[website or online](#)

From the Print Issue

Feature Article -- From the July/August 2015 Print Issue

Using Superhero Comics to Teach Young Children Intellectual Property Concepts

by Linda Kocis & John Schlipp

On January 5, 2014, The Simpsons television series aired "Steal This Episode." Homer Simpson discovers that he enjoys pirating movies so much that he decides to share them with his neighbors. He installs a large outdoor movie screen and offers lawn chairs and popcorn for his friends to view the illegally acquired

his questionable downloading and arrests him. In 2014, *The Simpsons* celebrated its twenty-fifth broadcast season making it the longest-running American sitcom. According to TV by the Numbers, “Steal This Episode,” was watched by more than 12 million viewers.

Perhaps this illustrates how popular cultural icons, such as *The Simpsons*, have been successfully utilized by school teachers and college professors to engage students with what is normally considered boring topics. There are numerous books and websites devoted to such applications. For example, during the very first season of *The Simpsons*, episode two (“Bart the Genius”) provides an ideal lesson discussion opportunity for students about scholastic honesty. Bart cheats on an intelligence exam and learns the real liability of dishonesty, experiencing multiple encounters of others’ retaliation to his actions. A website called Creative Thinking (<http://creativethinking.nku.edu>), designed for educators’ use and developed by the authors of this article, offers related lessons about plagiarism and copyright awareness utilizing film clips, such as this one from *The Simpsons*.

Animation of varying types, including animé, appeals to a wide range of ages, especially children and teens. Teaching young people about intellectual property can be a challenging task. Using pop cultural resources and animation to relate to a younger audience makes this task both fun and educational. 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.

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