



SATURDAY



MARCH 24, 2018

#PLA2018

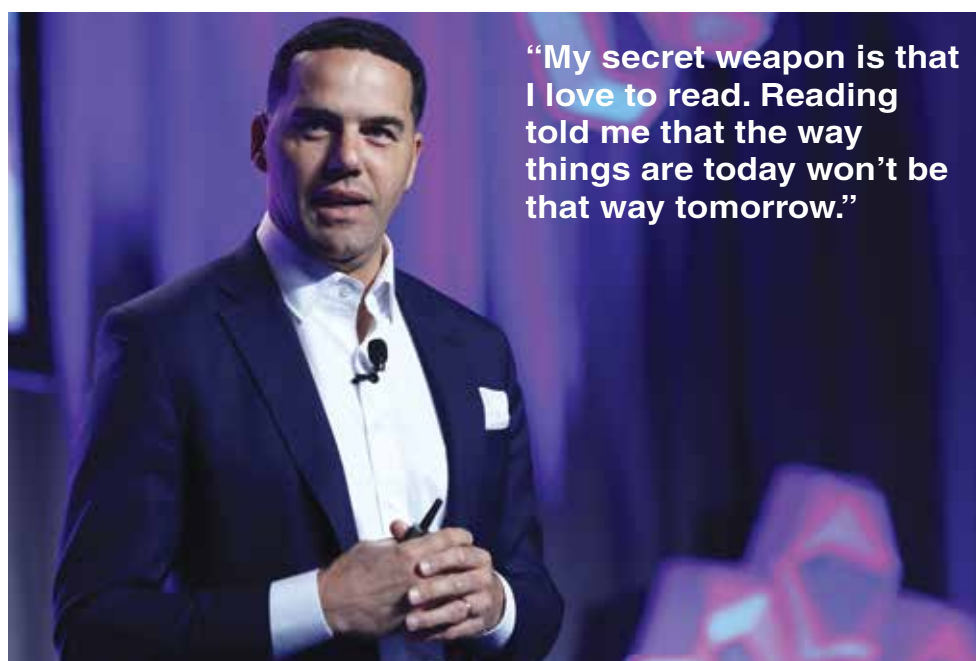
PHILADELPHIA

Pemberton's Secret Weapon: The Public Library

Steve Pemberton had an epiphany one morning – diversity and inclusion is hard. Really hard. “The reality is that this has become a difficult conversation. Look at the nightly news and see how diversity is often purposefully used to separate.”

Pemberton shared his story at Friday morning's Big Ideas session. “I am relentlessly optimistic. I still have hope. Mainly because I know diversity is deeply woven into the fabric of America. The best way to mitigate risk is to increase your number of options. When you take on a challenge you want different points of view around the table to make the best decisions,” Pemberton said.

Pemberton told the audience that the first picture you see of someone is not the full picture. “We come into the world with visible characteristics and diversity traits...but the real story is below the water line. The things you can't see. You would be stunned to see how much commonality there really



Steve Pemberton emphasized the importance of personal stories during Friday's Big Ideas session.

is, but it requires conversation and a willingness to be open and to learn.”

What should be done next in Pemberton's view?

“My secret weapon is that I love to read. Reading told me that the way things are today won't be that way tomorrow.”

- Anchor diversity in your mission
- Develop ownership and accountability at all levels

“But the best thing I can share with you is to tell you a story, my story,” he said. “I was not happy as a boy. I was in so many foster homes by age seven, that I lost count.” He had no memory of family and didn't know where he came from. “Who's going to see that I am about possibilities?” he wondered.

“I had a secret weapon, I had it then and I have it now,” Pemberton explained. “My secret weapon is that I love to read. Reading told me that the way things are today won't be that way tomorrow.”

In fifth grade, a field trip to the public library changed everything. “This is like real life Oz to me,” thought Pemberton. The idea that he could get books for free really jumped out.

“My greatest hope is that you [librarians] can see how important you are.

Continued on page 3

Removing Barriers to Access: Eliminating Fines and Fees

Librarians gathered together at the Friday morning program “Eliminating Fines and Fees on Children's Materials to Create a Win-Win for Your Library and Community,” to find out what others are thinking about this topic.

The “why” behind this session came about when the Colorado State Library set out to find ways to support parents in early literacy through libraries.

“We wanted to empower low-income parents with young children, so we asked what some of the barriers were to using the library,” said Beth Crist, Colorado State Library. “The main thing we found was fines and fees.” Some parents said they brought children to the library but didn't check out because they had no idea when they would be back and couldn't pay fines. Others said that when they do check out material, they don't let the children touch the books because they don't want them to damage the books as they couldn't afford to replace them.

“Why do we charge fines?”

Crist posed the question to the audience, “Why do we charge fines?” Answers included:

- The city makes us
- Revenue
- Teach Responsibility
- Steward of tax payers resources

“The vast majority of public libraries do collect fines, but there is a lot of interest to eliminate them, especially on children's materials,” Crist said. “Our

Continued on page 7



Jacqueline Woodson signs copies of *Brown Girl Dreaming* after presenting at Friday's Author Luncheon.

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March for Our Lives Set for Saturday

Today, the final day of the Public Library Association's (PLA) 2018 Conference in Philadelphia, people in roughly 70 cities across the United States will gather for planned demonstrations against gun violence under the banner of March for Our Lives. The mission and focus of March for Our Lives is to demand that comprehensive and effective legislation be immediately brought before Congress to address the countless mass shootings in our country.

As an organization that openly deplores gun violence, which materially affects the libraries and communities we serve, PLA stands in absolute soli-

darity with the March for Our Lives movement. Accordingly, we are working to make information available to PLA Conference attendees regarding the Philadelphia demonstration.

Participants will be assembling at 9:30 a.m., at the intersection of Fifth and Market Streets, which is less than one mile from the Pennsylvania Convention Center. The march is scheduled to begin promptly at 10 a.m., culminating at Lombard Circle.

Please be advised that all PLA Conference activities scheduled for March 24, including the Closing Session with Hasan Minhaj, will continue as planned.

Vanessa Abraham, Groton (MA) Public Library, asks a question of Steve Pemberton during Friday's Big Ideas session.



Pemberton

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Nobody cared what I looked like in the library, there were no labels. It was like a real home to me. I was never more at peace than when I was in the library. It helped define my identity.

He started to search for his biological family at 10 years old and credits a librarian for helping him solve the mystery. "One of my great joys in

bringing the book (*A Chance in the World*) to the screen, is that I was able to put the library in the center of the movie."

"You don't realize how important you are in the lives of children. What people didn't see was just how important the library was to the mission I was on. The library was the first place that I ever felt family. Go back to your communities and think about how important you are," concluded Pemberton.

Libraries Tackling the Opioid Crisis

What happens in our communities is often reflected in our public libraries. Opioid-related deaths are at an all-time high in the United States. A panel convened Friday afternoon to discuss "The Opioid Epidemic: How Can My Library Help?" Members of the panel included Travis Bautz, Middletown, Ohio, Alicia Hardy, Denver Colo., Tamara King, Columbia, South Carolina, and Chera Kowalski, Philadelphia, Penn.

Kowalski opened by saying her library is located at the epicenter of the Philadelphia opioid crisis. "Overdoses started to occur inside the library in 2016. After one overdose, the wait time for 911 was extremely long. It was then we asked that our managers receive training in using Narcan," Kowalski said. "Along with that training we developed good relationships with social organizations." Kowalski has used Narcan numerous times in her job to save lives.

King told the audience that her area is just now starting feel the pain. "We are trying to tackle it before it hits home. We are preparing to address it and training staff in what an overdose looks like."

Hardy mentioned that there is a lot of drug trafficking in her area because of the numerous interstates. "We are not seeing an increase in overdoses,

but a lot of people are using more than one substance." Her library has begun training staff in Narcan administration.

Bautz' library is also located on the cusp of interstates. "Our library has been affected. In 2017, Middletown spent \$2.3 million on this crisis. There were 966 overdoses, 798 received Narcan from EMS, and there were 77

opioid related fatalities." He added that the cost of one dose of Narcan is \$23.

The session finished with audience questions, which included:

Q. Is this a public health issue? Do you prepare your librarians to perform CPR, use the AED, and become trained to provide emergency medi-

cal care?

A. Yes. CPR training is voluntary for librarians, and mandatory for security personnel.

Q. How did you get sharps containers into the library?

A. As we found more and more needles, and the plumbing backed up from having them flushed down the toilets, we just did it.

A. I told the library board there are sharps containers at Disneyland. People have many reasons to use a sharps container.

Q. What if someone dies after you administer Narcan?

A. Check to see if there are Good Samaritan laws in your state.

"Overdoses started to occur inside the library in 2016. After one overdose, the wait time for 911 was extremely long. It was then we asked that our managers receive training in using Narcan."
— Chera Kowalski

IMLS Receives Funding Increase for Remainder of 2018

Yesterday, President Trump signed into law a \$1.3 trillion spending bill to fund the federal government through the end of September 2018. The bill includes \$240 million for the Institute of Museum and Library Services, which is \$9,000,000 above the FY 2017 enacted funding, for the following programs and offices:

- Grants to states (+\$4,700,000)
- Native American Library Services and Native Hawaiian Library Services (+\$1,000,000)
- Museums for America (+\$1,750,000)
- Native American/Native Hawaiian Museum Services (+\$500,000)
- Museum Grants for African American History and Culture (+\$750,000)
- Research, Evaluation, Data Collection (+\$300,000)
- Funding for IMLS administration and other programs remain at their current enacted levels.

Get more information at www.imls.gov

Today's Schedule

8:00 a.m. – 2:00 p.m.
Registration open

8:15 – 9:15 a.m.
Big Ideas With Tim Wu

Pennsylvania Convention Center, Exhibit Hall C

Tim Wu is an author, policy advocate, and professor at Columbia Law School, and director of the Poliak Center for the study of First Amendment Issues at Columbia Journalism School. Wu's best known work is the development of Net Neutrality theory, but he also writes about private power, free speech, copyright, and antitrust. In 2014, he ran as the progressive Democrat candidate for lieutenant governor of New York. His book *The Master Switch* (2010) has won wide recognition and various awards. Wu worked at the Federal Trade Commission during the first term of the Obama administration, and has also worked as Chair of Media reform group Free Press, as a fellow at Google, and for Riverstone Networks in the telecommunications industry. He was a law clerk for Judge Richard Posner and Justice Stephen Breyer. In 2015, he was appointed to the Executive Staff of the Office of New York State Attorney General Eric Schneiderman as a senior enforcement counsel and special advisor. He lives in New York.

9:30–10:30 a.m.
Programs

10:45 AM–11:45 a.m.
Programs

12:00 p.m.–1:00 p.m.
Closing Session With Hasan Minhaj

Pennsylvania Convention Center, Exhibit Hall C

Wrap up the PLA 2018 Conference in a big way with Hasan Minhaj! Hasan Minhaj is a comedian, actor, host, and writer. In November 2014, he made his debut as a full time correspondent on the Emmy and Peabody award-winning *The Daily Show* (and became the last hire Jon Stewart made). In 2014, he was invited to be a part of the Sundance Institute's prestigious New Frontier Story Lab where he developed his solo show *Homecoming King*. Hasan Minhaj: *Homecoming King* is now streaming as a comedy special on Netflix. Recently, Hasan had the prestigious honor of hosting the annual White House Correspondents Dinner in Washington, DC on April 29, 2017. Minhaj's raucous and humane comedy will provide an invigorating end to your conference!



DON'T MISS PLA PROGRAMS AT THE 2018 ALA ANNUAL CONFERENCE

Find education and information dedicated to public library professionals at the 2018 ALA Annual Conference in New Orleans. Preliminary programs include:

- Our Do-It-Yourself Approach to Learning Online
- Supporting Diversity Through Social Media and What To Do When This is Challenged
- Ensuring the Future of Libraries: Connecting the Academy and the Profession
- Compassionate service: promoting dignity for marginalized patrons through a holistic approach
- Cultural Competence & Collaborative Conversations: A Path to Providing Equitable Services for Multicultural Patrons
- Impact of Embedded Digital Inclusion Champions
- M&Mó: the LA County Library MakerMobiles
- We Welcome You to Welcome Everyone: Serving Immigrants in Public Libraries
- On the Ground, Online & Operative: Perceptions & Effectiveness of Public Library Staff Professional Development
- Stronger Together: Public-Private Partnerships for Digital Literacy
- Public Libraries: Leading Communities in Family Engagement
- Teen Internships: Building a Future Library Workforce
- Lessons Learned from the 2017 Eclipse: What Participation in Charismatic Events Can Do For YOUR Library

Learn more: www.ala.org/pla/education/conferences



PLA CONTINUING EDUCATION



Health Information for Public Librarians Symposium

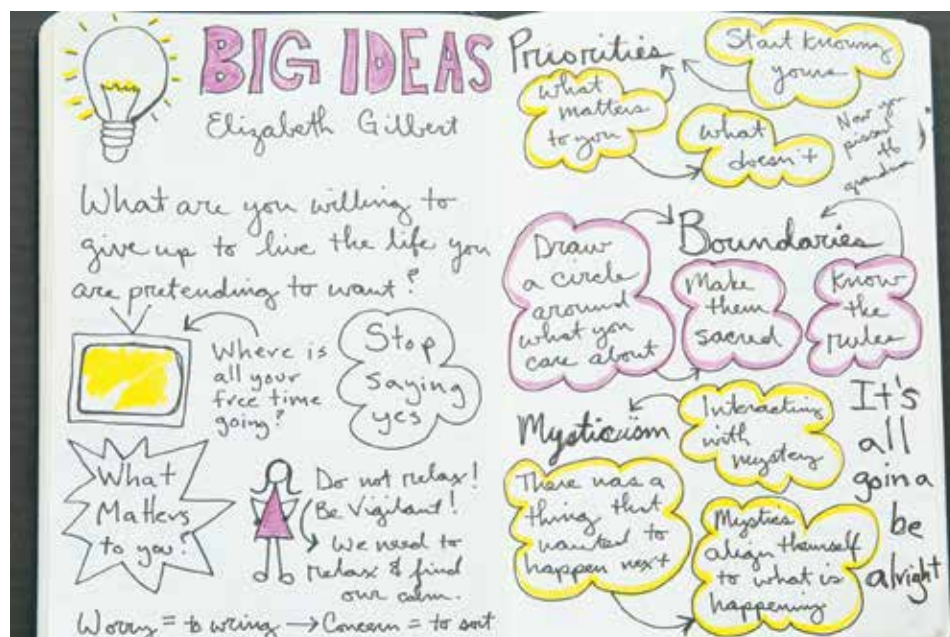
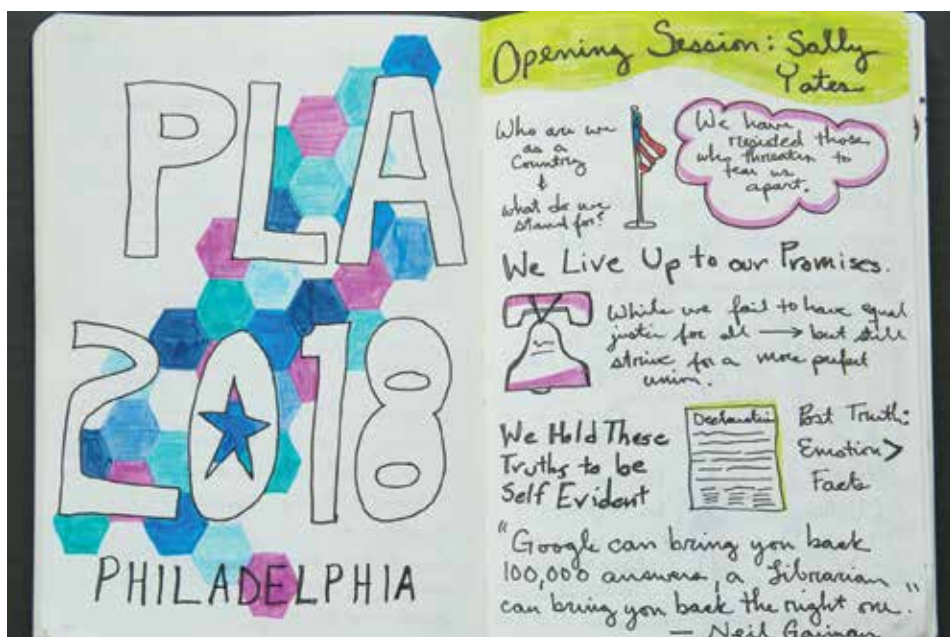
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What Do Your Conference Notebooks Look Like?

If you are anything like Billie Jo Moffett, Director of the High School Teen Center and Digital Media Lab at Gail Borden Public Library (Elgin, IL), then it is likely an *objet d'art*! This 'focused doodling' method of taking notes helps devotees to synthesize experiences, improve focus, and increase retention. Interested in diving into this style of note taking? Moffett recommends *The Sketchnote Handbook: The Illustrated Guide to Visual Note Taking* by Mike Rohde for a great introduction to the practice. You can see more of Moffett's sketchbooks on Twitter, @BillieJo.



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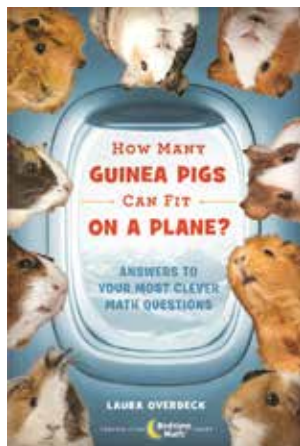
LocalHop Booth # 210

[LocalHop Room Reservation](#) launches summer 2018! Let patrons book spaces, reserve equipment, and pay for available rooms. Manage rooms internally from your LocalHop dashboard to save time and keep your team organized!

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- External room reservation
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- Payment processing
- Room descriptions
- Room configuration
- Reserve equipment
- Availability validations
- Manage multiple locations

LocalHop is a provider of library event management software and offers web calendars, community calendars, registration, and event promotion to libraries of all sizes.



Bedtime Math Foundation Booth #203

How many bees does it take to make one jar of honey? How much gum could stick me to the wall? The answers can be found in [How Many Guinea Pigs Can Fit on a Plane?](#), written by Laura Overdeck, founder of the nonprofit Bedtime Math and author of the best-selling *Bedtime Math* children's book series.

Not only does the book include answers to wacky questions that were submitted by some of Bedtime Math's tens of thousands of followers of its popular daily math problems, but young readers will learn how to solve them while discovering cool math facts along the way.



Palmieri Furniture Booth #1037

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Edelweiss by Above the Treeline Booth #229

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We are excited to introduce Alpine for librarians. This account upgrade incorporates national sales and circulation data, allowing you to create custom lists that drive informed collection development. By adding Alpine to our Edelweiss+Analytics suite, libraries of all sizes can choose the tool that's right for them based on their needs and budget. Our mission is to help you "work better, read more."



READsquared Booth #231

Reading Programs - Readers Advisory Homework Helper - Reading Buddies

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Gale, A Cengage Company Booth #501

Gale Small Business Builder is a step-by-step online planning tool to help aspiring entrepreneurs and experienced small-business owners plan, launch, manage and grow their small businesses. Nonprofits will find tools and templates tuned to the specific needs of founders serving their communities.

The intuitive program provides self-guided business planning and guides users through five areas of exploration:

- Entrepreneur Profile
- Business Ideation
- Break-Even Analysis
- Business Plans
- Financial Projections

Start-ups and nonprofits can use this service to explore and learn about options, evaluate readiness, and build a plan focused on success. Learn more at [gale.com/gsbb](#).



Unique Management Services Booth #212

Unique Management Services, the worldwide leader in material recovery for libraries, now also provides inbound phone and live chat coverage for public libraries.

Are you looking for solutions to:

- Hectic service desks?
- Distracted staff?
- Rushed interactions?
- Missed patron activity?
- Lengthy e-Media calls?
- Limited/no online support?
- Serve all generations?

Unique solves these problems with phone and chat coverage to keep patrons engaged and active and give library staff more time for in-house patrons and key job tasks.

Visit booth 212 or [librarycalls.com](#) for more information.



Attendees learn more about Lovey Town, which was created by The Madison (WI) Public Library's The Bubbler and Anythink Libraries (CO). Attendees had the opportunity to create miniature artworks and paper dolls to place in the Lovey Town gallery while learning ways to engage local artists for meaningful, production-based programming in their own communities.



Attendees await the opening of the exhibits on Friday.

Last Chance for PLA Big Ideas!

Today: 8:15-9:15 a.m.

Head down to Exhibit Hall C this morning to catch the finale in our Big Ideas series. Today's event will feature Tim Wu, author, professor at Columbia Law School, and director of the Poliak Center for the study of First Amendment Issues at Columbia Journalism School. Wu is known internationally for his development of the Net Neutrality theory. Additionally, his work addresses the question of private power, freedom of speech, copyright law, and antitrust law. Don't miss what is sure to be a compelling and topical session.

Fines

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white paper [located at <https://goo.gl/rbwStj>] reveals that the cost to collect fines is almost equal to what is collected." She added that the paper also shows that collecting fines is stressful, time consuming, and promotes adversarial conversations.

Studies show that there is no significant difference in overdue rates between libraries that charge and those that did not. The white paper recommends eliminating overdue fines on at least children's material; eliminating fees for

lost/damaged board books; and adopting a flexible policy of fees for lost/damaged picture books.

Judiane Koch, High Plains Library District (Colo.) said that in their district, the frontline staff has seen a shift after eliminating fines. It is clearer that their role is customer service.

"Fines feel like punishment," Koch said. "We want to remove barriers, promote literacy, and provide equitable access." She added that after 45 days the patron is sent an invoice for the item. "The effect of removing fines has been cost neutral. It is also a savings in staff time."

SAVE THE DATE

PLA 2020 Conference
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Nashville, Tenn.



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Bringing International Titles to Libraries: A Case Study in Locally-Sourced Content

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In 2016, Seattle Public Library met with Ingram during a normal business review. At the time, Seattle Public Library was having difficulty finding material in Somali.

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Seattle Public Library also worked with local Somali organizations to recruit five families to create artwork for the Somali

alphabet book and had four specific goals:

- Develop a community-based project that supports family learning in a culturally sensitive way
- Pilot a project and then decide if they should scale or replicate
- Work with families to understand and prioritize their interests and needs
- Have an end product to be used for Seattle Public Library, Seattle Public Schools, and Seattle Housing Authority programs
- And, six objectives:
- Build parents' capacity to support student learning and the joy of reading
- Help families gain early literacy skills through various languages
- Improve school attendance through building academic support within the family
- Develop community and connections between families
- Generate intergenerational conversa-

tions about culture and identity

- Engage in partnerships across multiple agencies

Seattle Public and Applewood Books quickly created the book to serve a need in their community. With more diverse, global

communities, libraries are seeing success when they identify ways to create or offer unique, relevant content for their patrons.

Learn more at www.ingramcontent.com/somali. This title is available via ipage.

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Two Librarians & A Microphone

How Libraries Relate in a Politicized World

SEASON 3 NOW LIVE!

Life in the information age—preceded by the 24-hour news cycle and the internet—has made the job, gatekeeper of information, more difficult than ever. While improved access has its merits, it has also fragmented our communities. These episodes discuss the role of the librarian in an often politicized world.

Visit booth **301** or
2librariansandamic.com to learn more.



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