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# PUBLIC LIBRARIES ONLINE WEEKLY

Wednesday, May 20, 2015      Issue # 2

## Trending...

### New on PLOnline This Week



Is a library still a library without books? In the article [Library of Things Shapes Dialogue on Library Collections](#), Matthew Gunby details the Sacramento Public Library's Library of Things, which lends out instruments, board games, video games, cameras, sewing machines and more. In [Data Librarians in Public Libraries](#), Celia Emmelhain explains how public library data librarians are "opening up the world of

data to the community, helping people to access public data, or hosting workshops on data skills." This week brings another focus on self-publishing, [with a look at a partnership](#) between the Los Gatos (California) Public Library and Smashwords, which teaches high-school students about self-publishing. And don't miss the great ideas in [Hackathons @ the Library](#) by Barbara Alvarez, and [Authors for Libraries](#) by Marybeth Zeman.

## Midweek Media Mash-Up

### A Choice Selection of Links for Your Perusal

- Imagine the STEAM programming possibilities! [Star Walk](#) is an amazing astronomy app which uses the gps in a smartphone to show you exactly what's

with a beautiful, design-led experience of what it feels like to struggle with reading.

- The Case of the Missing Masterpiece(s) -- [Boston Public Library is missing a Rembrandt and a Dürer.](#)
- Thinking about using SnapChat for marketing and promotion? [Here's how one company used](#) the social network for that purpose.
- Looking to up your career game? [Here are the secrets of the most productive people](#) (according to Fast Company).
- Listen to this! [The Brothers Grimm Lunch Break](#): The Complete Fairy Tales of the Brothers Grimm - A few times a week, over his lunch break, narrator Eric Wagoner records, edits, and publishes one of the original 250 fairy tales collected by the Brothers Grimm and translated to English by Dr. Jack Zipes.

### From the March/April 2015 Issue

## The Wired Library – Exercises in Empathy

**By R. Toby Greenwalt**

Our assumptions often translate into a completely different experience for the user. Putting up a sign is no guarantee that something will actually get read -- especially if you have so many signs that they simply become background noise. The sheer variety of web experiences and screen sizes mean that online "signage" is never in the same place for everyone. As others have observed "Work Like a Patron Day" or "Kindness Audits" performed on physical spaces from your users' points of view can really help you see past your own assumptions. Backing this with a simple but consistent testing process can provide the data to illustrate these issues to your peers."

*[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.

50 E Huron  
Chicago, IL 60611  
Contact:  
Kathleen Hughes,  
[khughes@ala.org](mailto:khughes@ala.org)  
Lian Sze, [lsze@ala.org](mailto:lsze@ala.org)

Website  
to the bi-monthly print  
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