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# PUBLIC LIBRARIES ONLINE WEEKLY

Wednesday, July 15, 2015

Issue #10

## Trending...

### New on PLOnline This Week



Do you offer self-publishing services for your patrons? Learn more about new self-publishing initiatives in libraries in [Libraries Help Writers Succeed](#).

Another post this week looks at the library as an ecotone. An ecotone can be described as "...a transition area between two biomes. It is where two communities meet and integrate." In [Library as Ecotone](#),

Anthony Molaro explains why

the library can be an ecotone for patrons, a safe space amid the chaos of life. In [Giving to Get: Using Contests to Gather Patron Feedback](#), Loren Klein gives practical ideas on how libraries can use contests and giveaways to generate important patron feedback. And finally, is STEM a well-rounded curriculum when it doesn't include the arts? Su Epstein argues for the importance of the arts curriculum in [STEM Without Flowers is Pretty Bleak](#).

## Midweek Media Mash-Up

### A Choice Selection of Links for Your Perusal

- [Read-Alikes! For Six New York Times Bestsellers](#)
- [Forgotten Writings Found in Dickens-edited Journal](#)

- [Library Summer Meal Programs](#)
- [Pew Center Looks at American's Internet Access](#)
- [Mistakes Companies are Making on Social Media](#)
- [Watch: Trash Cat](#)

## Snapshot

Last week we asked where you like to read in the summer. Surprise! The majority chose The Beach! This week we want to know where you most often get your news. (Click on a choice below. Results will be revealed in next week's issue!)

- [News media website](#)
- [Facebook](#)
- [Twitter](#)
- [Television/Radio news](#)
- [Newspaper or Magazine](#)

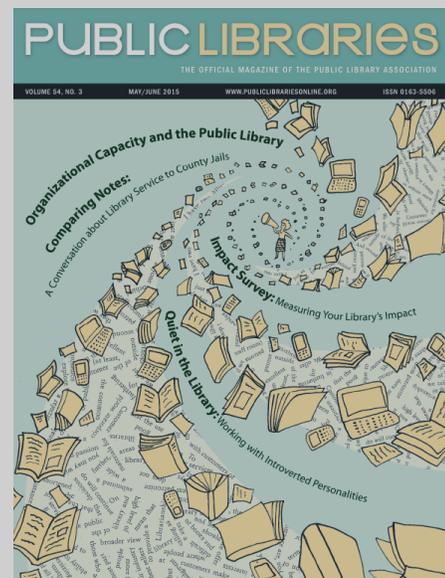
From the May/June 2015 Issue

### President's Message: Pearls of Wisdom

By Larry Neal, PLA President

They say that good things come in small packages and I have often found that the advice and wisdom of others that best stick in my brain come in small phrases and sound bites. Over the years I have accumulated many of these and thought I would share a few of my favorites below.

**Mess up. Fess up. Dress up.** This came from a “how to deal with the media” workshop led by Detroit-area consultant and former broadcast news director Mort Meisner. Bed bugs, flashers, fraud, or controversial weeding of collections? While libraries are often held in the same high regard as baseball and apple pie, they are not immune to the scrutiny of the media especially if it will capture eyeballs or sell papers. The bottom line is that we are human beings serving other human beings and while we often cannot control what others do we can control how we react and respond. Further, while we may not have been the ones to “mess up,” we need to be straightforward about what happened, develop a consistent message about the facts and the plan to move on. To this day I still carry Meisner’s ragged business card in my wallet with basic interview reminders and the key words, “brevity, emo-tion, positive points, preparation.”



provided a multiple-page sheet of tips and suggestions for my future career success. At the top, centered and in bold type was quite simply, “NO SURPRISES.” The message was clear and simple but easy to forget. My board members should never be asked about something major going on at the library—good, bad, or otherwise—about which they are unaware. While trustees are busy people and have their own lives and do not need a detailed account of the day’s events, regular communication and a heads up have always served me well. I have provided this advice, in turn, to my management team and staff. If they’ve had to call the police, if a customer has had a meltdown, or if they hear a community leader make a comment about the library good or bad, a quick heads up can make a huge difference in how I can respond. [Read the entire article here.](#)

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## 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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