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# PUBLIC LIBRARIES ONLINE WEEKLY

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Issue #89

## Trending...The Latest From PLOnline

- Recently I came upon an article about Portland's longest serving librarian, Carol Rogers. She began her career in the Portland, Oregon library system in 1966, and has no plans to retire soon. Over the decades, Rogers has seen basically every modern advancement in library sciences. As I was born in 1966 and recently celebrated my 50<sup>th</sup> birthday, Rogers's work milestone really struck a chord. Read "[The Aging Library Staff.](#)"
- In Toronto, Canada, violent incidents at libraries are up, coinciding with the fact that library staffing levels are down 20 percent. [The city is experimenting with staffless libraries](#) this year, meaning those staff levels will drop even lower. The staffless library is not a concept unique to Toronto, or even Canada. Milwaukee has an [automated, unstaffed library at the Westlawn Gardens housing project](#), a unique approach in some ways, because of the automation factor. But in the UK, Denmark, and other countries in Europe, open (or staffless) libraries are fairly common. Read "[Checking Out Securely: The Challenge of Staffless Libraries.](#)"
- On Monday April 3, 2017 President Trump signed a bill repealing Internet privacy rules. Now Internet service providers can use consumer data without permission. This includes browsing history, geolocation, and financial and medical information. Most directly this can be used to create targeted advertisement. But one has to wonder, what else can this information be used for, and how will this impact libraries? Read "[Big Brother Through the Library.](#)"
- Jenny Adams Perinovic is taking public library outreach services to another level at the Free Library of Philadelphia. As the outreach coordinator for *The Field Family Teen Author Series*, she has the enviable job of working closely with trending authors and students of Pennsylvania's school system. The program works by bringing authors into a school for a face-to-face discussion with students. Participants are given free copies of the author's book, and get to ask the author questions. After attending a *Teen Author Series* session, many students discover a love for reading. The inspiring *Teen Author Series* is a rarity in the public library world. Outreach programs are fossilizing and bookmobiles are

or her book. Read "[Promoting a Lifelong Love of Reading: PL Talks With Jenny Adams Perinovic](#)."

- Having recently moved, I have been barraged with “new home owner” postcards, mailers, and advertisements. Something caught my eye as I was sorting through the mail—an invitation to [NextDoor](#), a private social network just for my neighborhood. I authenticated by using the PIN on the postcard and my phone number. In a rural town along the outskirts of Phoenix, Arizona, where neighbors are at least an acre away, I was instantly connected to hundreds of residents whose posts ranged from “lost mini pony” to “river road flooded out use alt route.” Throughout the first three or four weeks in the new home more “new home owner” mail arrived, but unfortunately I received nothing from the library. Read "[Digital Access Cards for Everyone, Please](#)."



## FYI: The *Public Libraries* Podcast - New Episodes Available

- [Episode 17 - Libraries Ready to Code](#)  
Larra Clark, Deputy Director for PLA and ALA’s Office for Information Technology Policy (OITP) talks with Marijke Visser, Associate Director at OITP, about ‘Ready to Code,’ a new ALA initiative in partnership with Google, that aims to investigate the current nature of coding activities in public and school libraries for youth and to broaden the reach and scope of this work.
- [Episode 18 - PLA's Project Outcome](#)  
PLA’s Project Outcome (PO) is a free online toolkit consisting of surveys, a survey portal, and an interactive data dashboard that helps librarians measure the outcomes of their programs and services. Join us as we discuss this project with Emily Plagman, PO’s Project Manager, and Samantha Lopez, Project Coordinator.

## Midweek Media MashUp

### A Choice Selection of Links for Your Perusal

- [Why Changing Your Life Isn't As Hard as You Think](#)
- [Teen Vogue: Six Ways to Support Libraries](#)
- [Examining the "Aha Moment"](#)
- [138 Short, Animated Introductions to the World’s Greatest Ideas: Plato, Michel Foucault, Simone de Beauvoir & More](#)
- [Technology Tackles the Fitting Room](#)

as possible. Thanks for reading!

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