•A four-video series produced in partnership with the influential blog designspongeonline.com.

•Reference librarian Jessica Pigza and blogger Grace Bonney brought five artists to the library for inspiration; we filmed what happened as well as afterward in the artists’ studios to see what they made.

•Most views happened via an embedded YouTube player on DesignSponge. Combined, the four episodes received TK views.

•The final episode “premiere party”/info session attracted 350 people to the Schwarzman Building.

•However, we must also allow for the fact that there are different barometers of success. In other words, some a/v content—such as the audio generated in “Turn It up @ the Library”—is more about the experience of making them than the number of views they get.