



Polger, Editor in Chief

LETTER FROM THE EDITOR

MARK AARON POLGER

Greetings!

I'm so proud to present the inaugural issue of *Marketing Libraries Journal*, the first, open-access scholarly journal devoted to the marketing of libraries. This issue is completely open access to the reader and there are no author processing fees. Authors' works are under a Creative Commons license (Attribution-NonCommercial-ShareAlike 4.0 (CC BY-NC-SA 4.0)) and they can post their work in their institutional repository or on their personal web site, as long as they give attribution.

Several years ago I thought, "there is no academic journal that focuses solely on the marketing of libraries." There are many academic journals that contain occasional case studies of library marketing campaigns, activities, strategies, marketing plans, re-branding, and marketing research, but there is no single journal devoted to it.

Marketing Library Services (MLS), an established and well-known professional publication edited by Kathy Dempsey (library marketing maven), has been in publication since 1987 (www.MarketingLibraryServices.com). However, MLS is not a peer-reviewed serial and it does not publish academic papers, so there was a gap in scholarly research devoted to library marketing. I felt that there might be an opportunity (and some interest) to start a niche journal devoted to this specific skill set.

This journal is international in scope and our intent is to publish articles from all types of libraries. The first issue of *MLJ* provides a diverse collection of articles. In our feature article **Marketing Competency for Information Professionals**, Dr. Rajesh Singh examines the marketing curricula from 60 ALA accredited graduate schools in the United States and Canada. He argues

that we need to provide more courses with LIS marketing education in library schools so that students will be more prepared when they graduate as information professionals. In **Show, Don't Tell**, Laura McPhail writes about using Grunig's Situational Theory of Publics when segmenting her target audience at the Huntsville Library Foundation. McPhail writes about the process of identifying a medium to persuade latent donors to become more active donors. In **Applying the Creative Process to Library Branding**, Kellie Sparks writes about how to cultivate creative inspiration and how to build a sustainable infrastructure of creativity when developing a library brand. In **Looking Inward for External Success**, Katie Auman writes about staff buy-in and brand ambassadors who "live the brand" in their work. Robin O'Hanlon, Heather Dalal, and Karen Yacobucci share best practices and guidelines in their article **Video Marketing: Best Practices and Simple Tips for Libraries**. Based on their forthcoming book on video marketing for librarians, the authors focus on tips and tricks in the creation of videos for marketing purposes. In **Engaging the Community Through Art**, Kristin Linscott and Beth Morgan discuss how the Plano Public Library embraces art within its organizational mission through exhibits and participatory art. Lastly, in **Canva: A Practical, Accessible Graphic Design Tool**, Katherin DeFord, Christopher P. Curtis, Donald A. Fitzpatrick, Stephanie B. Hill, and Heather Johnson review this web-based software application that can easily create printable marketing material for your libraries.

This first issue would not be possible without the help of an amazing group

of dedicated volunteers who made up this year's editorial board. Thank you to the column editors and peer reviewers who received many submissions in the areas of advocacy, branding, campaigns, "from the trenches", and technology.

I'd especially like to thank the production team of copy and layout editors Laureen Cantwell, Holly Flynn, Elisa Coghlan, Shira Atkinson, Lynné Colbert, and Joanne Quinn who put the final issue together and made it available to you.

I hope you enjoy the first issue!



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