Greetings

—————————————————————————
Letter from the Editor

Mark Aaron Polger
College of Staten Island, City University of New York

Greetings!

I'm happy to present the third issue of *Marketing Libraries Journal* (MLJ), the first, open access scholarly journal devoted to the marketing of libraries. Since the beginning of 2019, there has been some changes to the Journal that I'm quite happy to share.

Based on feedback from the Editorial Board, it has been decided that all article manuscripts will undergo a peer review process. Scholarly submissions will continue to go through a double blind peer review process and practical articles will be reviewed by the appropriate section editor, then go through a peer review process. We believe that this process will be more efficient for authors and reviewers and expedite the production phase.

This issue is smaller than the Summer 2018 issue. Our feature article is by Kathy Dempsey, Founder of *Libraries are Essential Consultancy*, Editor of *Marketing Library Services Newsletter*, and founding Chair of the *Library Marketing and Communications Conference*. Dempsey's article, "A Historical Overview of Marketing in U.S. Libraries: From Dana to Digital", provides an overview of how marketing made its way into libraries through the initiatives of John Cotton Dana, a librarian who was the pioneer of incorporating marketing and public relations into libraries. Her article provides a great historical overview and covers a lot of ground. We're very pleased to include it in this issue.

In "Cross-Functional Marketing: An Alternative Approach to Promoting Library Services and Courses", Jonathan Torres presents a case study of how his library used a cross-functional approach to marketing. They partnered with specific academic departments within the Walton College of Business (WCOB) at the University of Arkansas to promote services and new undergraduate courses for business students. Torres begins with defining Cross-functional marketing, by connecting the term with cross-functional teams from the Management Science discipline, and Relationship Marketing, which places emphasis on developing customer loyalty, engagement, and interaction, rather than focusing on sales and profits. He discusses some of the cross-functional marketing activities his library conducted from 2015-2018. He identifies some of the benefits of this collaborative approach and addresses some of the limitations.

In "Ask Me Anything: Promoting Archive Collections on Reddit", Sara May shows how her library used Reddit, a social media platform, to host an event called "Ask Me Anything" (AMA). She writes

about a successful AMA event hosted by the archivists at the Rochester Institute of Technology. She provides practical tips, such as selecting an appropriate subreddit, how to promote the AMA, and respond to difficult questions.

Lastly, in "Adobe Spark: A Web-Based, Customizable Graphic Design Tool", Samuel and Monique Liston provide an overview of Adobe Spark, a user-friendly, cloud-based graphic design tool that can be used to develop library marketing materials. They provide a description of how the software can be used for marketing libraries and they compare it with other cloud-based graphic design tools on the market.

I'd like to thank the hard work of the peer reviewers who worked on this issue; Bonnie Cohen Lafazan, Nickolas Falk, Jonathan Dolce, Christopher Thiry, Barbie Keiser, Lydia Morrow Ruetten, Ashley Biggs, Nicole Eva, Lynné Colbert, and Dan Vinson. I'd like to thank column editors Kerry McKee and Frank Aviles who worked hard on the articles in their columns. I'd like to thank the Production team for their work on copyediting and preparing the issue for layout; Holly Flynn (project manager for this issue's production) and copy editors Shira Atkinson, Barbie Keiser, and Elisa Coghlan. Lastly, I'd like to extend my thanks to Laureen Cantwell for the layout of this issue.

I hope you enjoy reading this issue of *Marketing Libraries Journal*!

Cheers,

Mark Aaron Polger, Editor-in-Chief
Marketing Libraries Journal
http://journal.marketinglibraries.org
map@marketinglibraries.org