

# Cultivating relationships across campus: How two colleges use author celebration events to market the library

**Lesley K. Mackie**

Instruction and Reference Librarian  
Medicine Hat University

**Nicole L. Gresham**

Reference Librarian  
Colorado College

**Rebecca R. Floyd**

Digital Scholarship Librarian  
Colorado College

**Abstract:** This article discusses how two similar colleges have used author events to market and promote the library by building community across campus. Both Colorado College and Medicine Hat College have successful annual author events. The intent of each event is to feature the success of contributors while promoting library services and resources and building community. The steps involved in hosting these events are discussed to provide the reader with the opportunity to compare the events. The events have been positively received and are supported by faculty, staff, and administration.

**Keywords:** marketing academic libraries, library outreach, events and programming, faculty outreach, community engagement

## Introduction

Increasingly, academic libraries utilize marketing and outreach as an essential part of cultivating relationships with various communities across campus. Colorado College (CC) and Medicine Hat College (MHC) libraries have each successfully launched and maintained author celebration events that

encourage these valuable connections. In this context the term author is inclusive of any author of traditional books and journal articles and any creator of nontraditional works. The two events discussed in this paper occur at two similarly sized small colleges located in Colorado Springs, Colorado, USA, and Medicine Hat, Alberta, Canada. These celebrations support librarians' marketing and outreach efforts to center the library as both a physical and social space in campus life and as a hub of scholarship and creativity. They have also fostered connections among faculty, staff, and librarians.

This article is a reflection on a long-running author celebration event at Colorado College and a newer event at Medicine Hat College, which is based on the Colorado College event. At CC, the scope has expanded from monographs to include all scholarship and creative works by staff and faculty, such as journal articles, poetry, and music recordings. The event at MHC began in 2022 and has included all scholarly and creative works by faculty and staff from its inception. Expanding the focus beyond traditional research and publication is an important part of honoring the creative environment at both academic institutions. This paper will discuss the steps taken to plan and execute the events while highlighting the similarities and differences between the two.

### **Literature Review**

There are several commonalities in the author events described in the literature, and much of the literature focuses on the specific steps taken to establish and sustain these events. Author and creator events are described using a variety of names, such as receptions, celebrations, recognitions, showcases, and awards (Rodriguez, 2021). The author event is often promoted on campus with established library promotional tools, including digital displays and physical displays, and it culminates with an annual or recurring in-person authors celebration (Bonnet et al., 2014; Rodriguez, 2021). However, the COVID-19 pandemic disrupted the in-person component of author events

(Rodriguez, 2021). During and after COVID-19, libraries moved away from in-person events and turned either mostly or exclusively to social media and online marketing and outreach (Mollette & Johnson, 2021; Riehman-Murphy et al., 2022; Shotick, 2022) to highlight scholarship and creations.

Many institutions' events are focused on faculty who have written or edited books, such as the Virginia Tech Authors Recognition Event and Michigan State University's Faculty Authors Celebration (Bonnet et al., 2014; Virginia Polytechnic Institute and State University, n.d.). Others are more comprehensive and recognize scholarly contributions beyond traditional publications, such as the University of Utah's J. Willard Marriott Library's program, "Celebrate U," which recognizes faculty who published an article or book, participated in a major performance or exhibition, commercialized new technology or inventions, or received a major research grant (Wallace et al., 2021). Some programs also recognize staff publications and achievements, such as Edmon Low Library's "Celebrating Books by OSU Authors" (Oklahoma State University, 2020).

One main benefit of marketing an academic library with celebrations such as author events includes having the opportunity to build relationships with stakeholders who are vital to a library's success (Fraser-Arnott, 2023). Outreach is one aspect of marketing and is considered by many to be a key part of the job of an academic librarian (Polger & Okamoto, 2013). In their analysis of the changing ideas on outreach in academic libraries, White-Farnham and Caffrey (2023) argue that outreach can both be seen and act as a key factor in promoting inclusivity in academic libraries. Author events support scholarship and build relationships with academic departments (Bonnet et al., 2014). Author events can become part of the mainline marketing for a college's faculty recruitment program (Riddle et al., 2005). According to Shotick (2022) and Fraser-Arnott (2023), marketing the academic library works to correct a

lack of awareness of library programs, resources, and librarian roles that resulted from the COVID-19 pandemic. The events can attract potential donors and showcase the public relations skills of library staff (Riddle et al., 2005). Library events promote engagement and outreach with campus partners (Fraser-Arnott, 2023; Riddle et al., 2005; Rodriguez, 2021); enhance the role of liaison librarians and increase social contact between faculty and librarians (Riddle et al., 2005); and promote positive faculty perceptions of the library (Fraser-Arnott, 2023). Post-COVID-19, marketing has also reintroduced patrons to the physical space of the library (Schotick, 2022).

On the other hand, some of the literature criticizes the transformation of the academic library into a more commercial space (Elmborg, 2011; Nicholson, 2015). Singh (2009) and Polger and Okimato (2013) report mixed feelings from library staff about marketing the library. Some librarians express discomfort in marketing the library because of that activity's relationship to commerce, and because of many librarians' feelings that the value of the library is (or should be) self-evident (Polger & Okamoto, 2013). Similarly, while libraries as social spaces can be seen as a good thing (Mehta & Cox, 2021; Riddle et al., 2005), some scholars believe that the marketing of a library as a social space undercuts its value as a communal space (Gayton, 2008). Communal spaces or third spaces are seen as distinct from social spaces such as coffee shops or bookstores, and by promoting academic libraries as spaces similar to coffee shops or bookstores, some see a risk of losing the unique, noncommercial value of the academic library (Elmborg, 2011). These concerns are not seen in recent literature. Instead, we see librarians' concerns about marketing efforts centering on poorly-funded and -defined marketing goals and strategies, along with fears of burnout (Haumin & Singh, 2024).

Assessment of library programming usually relies on anecdotal user feedback and attendance metrics (Bonnet et al., 2014; Polger and Okamoto, 2013; Wallace et al., 2021). Some libraries also assess the success of author events with circulation statistics of promoted books (Bonnet et al., 2014). Arguably, more formal assessments such as surveys better establish the efficacy of promotional events (Wallace et al., 2021), but these added assessments are time consuming and can affect the sustainability of programming. Formal assessments are rarely found in the literature about these events.

Keeping track of the publications to be honored can follow a variety of strategies. Liaison librarians can work with their departments (Bonnet et al., 2014) and, along with student workers and other institutional partners, can search databases such as WorldCat and Gobi for institutional markings as well as for author names. Self reporting is also a common strategy (Bonnet et al., 2014; Rodriguez, 2021). Regardless of the strategy, it can be time consuming to track down publications, and because of this there is concern in the literature that this part of the work is not sustainable.

Concern about the sustainability of marketing efforts in the library is discussed in the literature. According to Polger and Okamoto (2013), library staff report that marketing is not their primary function and therefore question the sustainability of marketing efforts because of these efforts' peripheral importance. Similarly, if a related goal such as "goodwill" is the only perceived value of marketing efforts, some librarians feel that the programs will likely not be sustained during budget cuts (Chen et al., 2018; Riddle et al., 2005).

In summary, the narratives surrounding author events in academic libraries often focus on larger educational institutions and events that promote faculty research only. At CC and MHC, the resources are likely more limited than those available for many of the events described in existing literature. Neither school has a position for a librarian who focuses on outreach and marketing. Another difference is that the events at CC and MHC celebrate a broader array of materials and authors than events at many other schools. As this section shows, there are conflicted thoughts on marketing academic libraries and on the sustainability of library programming that requires significant marketing. Finally, while the extent of post-pandemic academic library usage is still an open question, with some scholars questioning whether the COVID-19 pandemic may have altered the library's relationship with patrons permanently (Fraser-Arnott, 2023), the role of author events at CC and MHC seems to resemble that of traditional, pre-COVID-19 in-person events.

### **Comparison of Programs**

Colorado College (CC) is a private liberal arts college located in downtown Colorado Springs, with over 275 full- and part-time faculty and almost 600 full- and part-time staff members. CC offers more than 40 majors and over 50 minors or thematic minors, with one master's degree program. Medicine Hat College (MHC) is a public community college located in Medicine Hat, Alberta, with a satellite campus in Brooks, Alberta. MHC offers more than 40 certificate, diploma, degree, trades, and university studies programs that are supported by 220 faculty and 350 staff, both full and part time. These two colleges each have around 2,000 students, and each library is popular, well visited, and thriving. The following explanations of the individual events include their purpose, history, current planning and preparation, marketing strategies, and assessment.

### **Colorado College**

Colorado College's Charles L. Tutt Library's celebration of authors and creators began in 1996 as the CC Authors Reception, honoring twelve monographs written by CC faculty. After the first event, each subsequent event honored an increasing number of scholarly and creative works, eventually including staff as well as faculty. The event was hosted regularly until 2019, when COVID-19 disrupted the schedule, and the event was not held from 2020 to 2022. Interest in the event was renewed in late 2022, and the celebration held in early 2023 included all works from 2019 to 2022 that had not been previously honored.

Prior to the COVID-19 pandemic disruption, planning for the event was coordinated by the College Archivist with assistance from either the Dean of the Faculty's office or the Crown Center for Teaching. The College Archivist used faculty meeting minutes and college announcements to collect names and titles of works that were published or created. To publicize the event, several scheduled emails were sent to faculty and staff announcing the event, calling for submissions, and inviting people to attend. Each email announcement included an updated list of honorees and served as a reminder to creators to notify the College Archivist about publications and creations from the past year. The College Archivist gathered physical books and printed articles for display during the event, and there were often over 100 items on display because some faculty and staff had been prolific in their publications. Prior to 2020, the celebration had been held either in the library or in the campus faculty lounge, and it was usually catered as a wine and cheese event in keeping with the informal atmosphere desired.

After a three-year hiatus due to COVID-19, the event was reimaged in fall 2022 by the new College Librarian, and it is now known as the CC Authors &

Creators Reception. It is planned and organized by a small committee of librarians and library staff convened by the College Librarian. Scheduling of the event during the second half of the academic year varies from year to year, with consideration given to CC's unique term schedule, administration availability, and religious holidays. Marketing is handled in coordination with the college's Office of Communications and Marketing, and campus-wide announcement and invitation emails are sent by the College Librarian to all faculty and staff well in advance of the date. The event is also added to the college's online calendar and is included in daily email digests sent to staff and faculty during the week leading up to the event. The library's administrative assistant coordinates room reservations, food and drink, and cleanup, with the building manager, food contractor, and housekeeping departments. The library and the Dean of the Faculty's office share the cost for food and printed marketing materials each year.

The primary printed material is the program, which lists authors' and creators' names, job titles, and departments, followed by citations of their work. Two methods are used to collect this list of citations. Creators are asked to submit citations via an online form included in the campuswide announcement emails and shared by liaison librarians directly to their faculty. Additionally, the committee has recently increased its capacity to search for publications and creations throughout the year, using citation alerts from various databases to gather scholarly works published by CC-affiliated authors into a citation manager. Using these two collection strategies, more works are now included in the printed program; however, the organizers know that some works are still missed, especially nontraditional or artistic creations. The program is an important artifact, with copies available at the event, shared

with the Dean of the Faculty's office, and shared online in the college's institutional repository and digital archive, digitalCC.

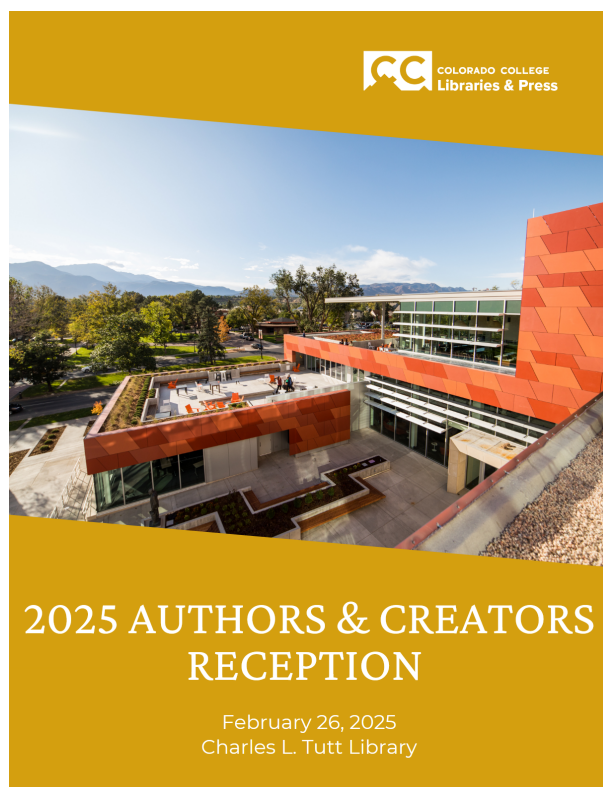
The event itself is two hours long and is held at a library event space in the late afternoon, with setup taking about an hour. This venue allows for a large group of people to gather, for food and drink to be served, and for various types of works to be displayed. Attendees are asked to bring a copy of their work for display. Those in attendance regularly include librarians and library staff, faculty, academic support staff, those honored in the program, and college leadership and administration. The event is open to faculty and staff from across campus; students are not generally included as they have their own scholarship celebrations. The President of Colorado College, the Dean of the Faculty, and the College Librarian are invited to speak each year. Liaison librarians are strongly encouraged to attend for an opportunity to strengthen the relationships with their departments' faculty and staff. The works are displayed to encourage discussion and mingling, with books and articles on tables or magazine racks and videos playing on a laptop, tablet, or television.

The success of the program is measured by unofficial attendance counts, informal conversations during the event between attendees and librarians, and direct or email conversations after the event. A follow-up debriefing meeting is usually held a week or so later to discuss the event and its successes and places to improve. No formal feedback mechanism occurs at this time, although conducting a survey after the event would be helpful in the future as the program expands. Faculty and staff have directly expressed to the organizers and others their gratitude for this annual event to honor and celebrate their colleagues' hard work and accomplishments and to make connections across campus. They enjoy the ability to display and view each other's articles, books,

publications, and other creations. Attendees also regularly acknowledge the importance of the printed program as a memento, with several telling organizers that they read through the citations after the reception to learn about others' scholarship (see Figure 1). The event has many regular contributors and has gained several new ones each year, another indication of the importance of this event to the CC community. The college's president attends the event each year and mentioned the success of it in her spring 2025 State of the College address.

**Figure 1**

*Cover of the printed program for the 2025 Authors & Creators Reception at Colorado College's Charles L. Tutt Library.*



*Note:* Inside the program is a brief agenda, contact information for future submissions, and a listing of each author, their position and department, and their creations.

Over the past year, the Authors & Creators Reception has been used as a template for several highly successful book launches by both faculty and staff. The feedback and observations lead the planning committee to believe the Authors & Creators Reception has an ongoing positive impact on faculty and staff perceptions of the library as a place of scholarship and community. The marketing and outreach accomplished through the event cultivates relationships among liaison librarians, faculty, and staff across campus; keeps the library as a central focus of events on campus; and promotes library resources such as the college repository, the archives, and research assistance services.

### **Medicine Hat College (MHC)**

While the event at CC is currently planned by a committee, the MHC event is organized primarily by the Instruction and Research Librarian, who previously worked at CC. The Instruction and Research Librarian was a new position as of 2022, and the incumbent used the Authors & Creators Reception at CC as a blueprint for the MHC Scholars' Celebration event. As this was a new event at MHC, many steps were needed to introduce the idea, including a formal proposal, a marketing plan, and a budget. The intent of the event was to discover and celebrate research produced at MHC and to introduce the new Instruction and Research Librarian.

A formal written proposal outlining the event was submitted to the Director of Teaching and Learning, whose portfolio includes Library Services, specifically the Vera Bracken Library. This proposal explained the event's purpose and format and included a budget request. The proposal was approved by both the Director of Teaching and Learning and the Vice President,

Academic & Provost. The event, which began in 2022, was scheduled at the end of the academic year, after finals but before faculty leave for the summer.

The decision was made to name the event the Scholars' Celebration to express that the purpose is a celebration of all works created by MHC faculty and staff. The format of the event was intended to be analogous to an art gallery opening with appetizers and drinks and with the room set up so that attendees could wander through the items on display while mingling with colleagues and celebrating their achievements. The proposal clarified that the event was not a conference, and creators were not expected to physically stand by their work.

A budget request is submitted and approved each time the event is held, as the library has different departments willing to assist with expenses each year. The cost is relatively low as it only includes food and drink, both alcoholic and nonalcoholic. Other expenses, such as printing for signage and author labels, are absorbed by the library. Due to the serving of food and alcohol there are additional requirements and forms to be filled out so that other departments around campus, such as security, housekeeping, and health and safety, are aware of the event. As the event is targeted at employees, the serving of alcohol in a restricted space is not an issue.

In 2024, the second time the event was held, all faculty names were searched in subject appropriate databases and Google Scholar to discover which works had been created since the previous event. Additionally, information was used from the previous two years of the college's annual reports. Marketing and requests for participation for this second occurrence included a physical "save the date" card distributed to faculty by the Vice President, Academic & Provost (see Figure 2). The event was also announced in the weekly "On Campus" email sent to employees as well as on distributed

flyers. This marketing campaign served to notify faculty and staff of the event and to solicit items for inclusion in the event.

## Figure 2

*Save the date card for the Medicine Hat College Scholars' Celebration at Vera Bracken Library*



*Note:* On the reverse is an invitation for scholars to send their submissions via email.

Permission is requested from authors before their work is included and, in some cases, the actual work is also requested (e.g., posters or artwork). A form at the library desk can be filled out by those who drop off their work so that proper attribution is displayed. This form also asks whether the creator would like the work returned to them at the conclusion of the event. All creations are included if they have not been part of this event previously and are faculty or staff creations. There have been questions regarding acceptability, to which the response is that the library does not judge the merit of included items.

The two-hour event takes place in the afternoon in the main library space, which is cordoned off. It takes most of the morning to set up and less than an hour to break down. The creations, along with place cards for each author, are arranged around the perimeter of the space so that items from

different departments and different media (e.g., TV monitors or tablets) are intermingled. The creations are arranged in a way to promote mingling and increase discoverability by attendees. The media used to display items are chosen according to availability and best format to display the work. For example, tablets are usually chosen for ebooks and laptops are chosen for art show websites. The library houses many multimedia devices for the college, and to ensure availability for this event they are reserved ahead of time. Additional spaces with tables and chairs are set up throughout the space to encourage casual conversation among attendees.

While feedback has been informal, there have been positives from this event both in terms of marketing the library and librarians as well as in terms of reception of the event. Besides showcasing the library space, library services and resources are also featured at the event in a variety of ways, including table toppers. Librarians are present during the event, mingling with attendees, and serving as liaisons for the library. Librarians have commented that they frequently receive positive feedback from attendees. Another positive impact of this event is that the new Vice President, Academic & Provost now presents three new faculty awards at the event (the Disciplinary Research Award, the Teaching and Learning Research Award, and the Scholarship Award). A red ribbon is printed on the place cards to highlight the nominated authors and the nominated works. The new Vice President, Academic & Provost was so pleased with the 2024 event that they asked that it be changed from a biennial event to an annual event.

While the day of the event is time-consuming, the overall planning is very manageable and easy to integrate into the workload of the Instruction and Research Librarian. Planning starts in January and follows a monthly schedule so that the workload is spread out preceding the event, requiring that a few tasks be performed per month in preparation. Examples of these tasks include

a risk assessment, booking the space, and contacting hospitality regarding catering. As the Scholars' Celebration at MHC is a new event, its long-term sustainability is yet to be determined. There are plans for the creation of a formal survey to be sent to attendees whose names are collected as a finance department requirement at each event. It has been positively received by the Library Director, college leadership and administration, and faculty and staff, as demonstrated by the request to make it an annual event. Currently the benefits outweigh the workload of planning the event, but the impact of and response to the event will be monitored to determine the long-term sustainability.

### **Conclusion**

This article showcases two comparable author events at two similarly-sized colleges. Both events celebrate creative works by college faculty and staff, and both use the library's physical space to host the celebration. The intent of both events is to feature the success of contributors while building community and marketing each library's services and resources. Academic library events centered on celebrating the scholarship and creativity of faculty and staff are one way that libraries can position themselves as the center of campus life, but these events take time and effort and are seen by some librarians as detracting from a library's core mission.

Both events are highly regarded by each institution's leadership and administration and have been successful in highlighting the efforts of library staff in marketing and building community within these two colleges. These programs have been highly successful, as judged by the informal metrics of attendance and participation and the feedback received. While successful, their long-term sustainability is unknown, and the authors foresee at least several more years of this event at both colleges. Ultimately, the enthusiasm of college leadership and administration will determine the sustainability of both events.

Looking forward, the authors anticipate these events to continue as long as they are positively received and supported by leadership and administration. In the future, both institutions have plans to create formal surveys to have better metrics for event planning. CC has already held similar events, such as book launches, following the success of the author events. MHC administration is now considering a student-focused research event inspired by the success of the author events. While the scale of these events might be prohibitive at larger institutions, a goal of this paper is to provide the foundation for others, specifically at smaller colleges, to create similar programs at their institutions to build community.

### **Acknowledgement**

Special thanks to Jessy Randall, Archivist & Curator of Special Collections, for sharing her historical knowledge of the authors' events at Colorado College.

## References

- Bonnet, J., Alvarez, B., & Cordell, S. A. (2014). Let's get this party started. *College & Research Libraries News*, 75(10), 550-559. <https://doi.org/10.5860/crln.75.10.9210>
- Chen, S., Thoulag, J., & Waddell, M. (2018). Diversity and sustainability in library exhibits for outreach and marketing. *Journal of Access Services*, 15(4), 173-183. <https://doi.org/10.1080/15367967.2018.1537795>
- Elmborg, J. K. (2011). Libraries as the spaces between us: Recognizing and valuing the third space. *Reference & User Services Quarterly*, 50(4), 338-350. <https://doi.org/10.5860/rusq.50n4.338>
- Fraser-Arnott, M. (2023). Academic library marketing in the post-COVID world. *The Journal of Academic Librarianship*, 49(4), Article 102744. <https://doi.org/10.1016/j.acalib.2023.102744>
- Gayton, J. T. (2008). Academic libraries: "Social" or "communal?" The nature and future of academic libraries. *Journal of Academic Librarianship*, 34(1), 60-66. <https://doi.org/10.1016/j.acalib.2007.11.011>
- Haumin, L. & Singh, C. I. (2024). Perceptions of digital marketing in academic libraries: An attitudinal study of university librarians. *World Digital Libraries*, 17(2), 91-100. <https://doi.org/10.18329/09757597/2024/17207>

- Mehta, P., & Cox, A. (2021). At home in the academic library? A study of student feelings of “homeness.” *New Review of Academic Librarianship*, 27(1), 4-37. <https://doi.org/10.1080/13614533.2018.1547774>
- Mollette, S., & Johnson, K. (2021). Pre- and post- Covid-19 outreach experiences at Marshall University Libraries. *Journal of Library Outreach and Engagement*, 1(2), 2-7. <https://doi.org/10.21900/j.jloe.v1i2.843>
- Nicholson, K. P. (2015). The McDonaldization of academic libraries and the values of transformational change. *College & Research Libraries*, 76(3), 328-338. <https://doi.org/10.5860/crl.76.3.328>
- Oklahoma State University (2020, March 8). *Edmon Low Library honors faculty and staff for publications at Celebrating Books by OSU Authors*. <https://perma.cc/4KFC-7TXL>
- Polger, M. A., & Okamoto, K. (2013). Who’s spinning the library? Responsibilities of academic librarians who promote. *Library Management*, 34(3), 236-253. <https://doi.org/10.1108/01435121311310914>
- Riddle, J., Le, B., & Mugridge, R. (2005). The value of faculty recognition programs for libraries: More than just “good will.” *Library Administration & Management*, 19(2), 75-81.
- Riehman-Murphy, C., Holloway, A., & Mattson, M. (2022). Cooking up engagement during a pandemic: The international Great Rare Books

- Bake Off between the Penn State and Monash University Libraries. *IFLA Journal*, 48(1), 69–82. <https://doi.org/10.1177/03400352211023087>
- Rodriguez, M. (2021). Absolutely FABulous: Collecting and celebrating faculty-authored books. *College & Research Libraries News*, 82(3), 125–128. <https://doi.org/10.5860/crln.82.3.125>
- Shotick, K. (2022). Library marketing in the “Post-COVID” era. *ILA Reporter*, 40(4), 8–11. <https://perma.cc/B7PG-AU4X>
- Singh, R. (2009). Does your library have an attitude problem towards ‘marketing’? Revealing inter-relationship between marketing attitudes and behaviour. *The Journal of Academic Librarianship*, 35(1), 25–32. <https://doi.org/10.1016/j.acalib.2008.10.017>
- Virginia Polytechnic Institute and State University. (n.d.). *Virginia Tech authors recognition event*. <https://perma.cc/C4TC-UHVW>
- Wallace, W. S., Hatch, G., & Soehner, C. (2021). Measuring the impact of a library-hosted showcase event. *The Journal of Academic Librarianship*, 47(5), Article 102428. <https://doi.org/10.1016/j.acalib.2021.102428>
- White-Farnham, J., & Caffrey, C. (2023). Examining our roots: The origins and evolution of outreach in academic libraries, 1958–2020. *Journal of Library Outreach and Engagement*, 3, 106–118. <https://doi.org/10.21900/j.jloe.v3.1105>.

## About the authors

Lesley Mackie is the Instruction and Research Librarian and a library manager at Medicine Hat College, Medicine Hat, Alberta, Canada. She has a Master of Library Science from Indiana University, a Master of Arts in Anthropology from Georgia State University, and a Bachelor of Science from the University of Alberta. Her primary research area is students' interactions with technology.

Nicole Gresham is a Reference Librarian at Colorado College.

Rebecca Floyd is the Digital Scholarship Librarian at Colorado College in Colorado Springs, Colorado. She has an MLIS and an MA in Geography both from the University of North Carolina - Greensboro, and a BA in Geography from UNC-Chapel Hill. She manages digitalCC, the institutional repository and digital archive of Colorado College, and has interests in OER, Open Access, and promoting the scholarship of the college.

Copyright: © 2026 Mackie, Gresham, and Floyd. This is an open access article distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike License (CC BY-NC-SA), which permits unrestricted non-commercial use, sharing, adapting, distribution, and reproduction in any medium, provided the original author and source are credited.

