

# MARKETING

# Treasures

The newsletter that helps librarians market the services of their libraries and information centers.

ISSN 0895-1799

Vol. 5 No. 6 July / August 1992

## Librarians Share Promotion Ideas, Part 2

In the last issue of *Marketing Treasures*, we described promotion ideas presented by librarians at the Medical Library Association's annual conference in Washington D.C. In the second half of that article, we take a further look at ideas displayed at the conference and then turn our attention to the Special Library Association's conference in San Francisco.

The Craig Memorial Library of Miami Valley Hospital had an interesting idea for their newsletter: the front page featured questions asked by library customers along with a librarian's answer. Questions could be sent anonymously (in the issue displayed, questions were asked by "Confused?!" and "A student."). This is a workable Dear Abby method of getting the clientele to communicate with the library—and sharing information too.

Rochelle Perrine Schmalz of St. Mary's Hospital and Medical Center Library & Audiovisual Services broke away from traditional book and computer images by featuring an abstract logo design on her brochure. The graphic on the front panel, designed in a light turquoise green on white, is made up of three-dimensional triangles and circles in varying sizes true to perspective: bigger up close and smaller farther back. The brochure is also an unusual size, short and wide instead of tall and long. It opens up to a three-panel spread with information on both sides (using up all six available panels), and the graphic from the front panel appears twice more to illustrate the inside copy. The paper is a sturdy semi-gloss. Rochelle said that she wanted her logo to be "dynamic and high-tech" to set her library's image apart. (If you'd like a copy, send a note and a self-addressed, stamped envelope to Rochelle at Library and AV Services, 450 Stanyan St., San Francisco, CA 94117.)

The Medical Library at the Royal Victoria Hospital in Montreal introduced a novel holder for free-standing library information sheets and brochures: an envelope in the shape of a computer diskette sleeve. The library's name and logo are featured prominently on the front, and the envelope easily holds up to seven inserts of various sizes and types. While the idea of keeping loose information

sheets and flyers in a folder is nothing new, the diskette sleeve envelope is not bulky, like some large folders, and therefore it is more likely to be picked up by customers. Also, the envelope is inexpensive to produce, and could be done inhouse. The *Marketing Treasures*' staff thought the idea of converting a diskette sleeve into a folder was a clever one for its obvious link to computer technology.

The Family Library at the Children's National Medical Center submitted an attractive library guide. The color, a deep but not intense blue, conveys stability and comfort. At the bottom the logo, a panda bear ready with his stethoscope, gazes out steadily and reassuringly. This sends the perfect message of understanding and security for the library, whose purpose is to be a resource for young patients and their families. Dotted white horizontal lines, beginning in about the middle of the brochure, carry the eye from the name of the medical center (again in white) at the top to the logo at the bottom. (If you'd like a copy, send a note and self-addressed, stamped envelope to Lyn Ingersoll at 111 Michigan Ave., NW, Washington, DC 20010.)

Linda Wilcox at The Shared Library Services of South Huron Hospital in Ontario produced a poster that equates library services with holiday packages full of goodies. At the top of the bright red poster, the headline reads: "Unwrap What Your Library Has to Offer!!!" Below, pictures of boxes with ribbons list various library services, from performing computer-based and manual research to providing updated information on medical and management topics. The idea of packaging library services like gifts has many possibilities. You could create a large display using real, wrapped packages (like the department stores put in their holiday displays) with cards on each gift box listing the library services offered. The colors and designs of the gift wrap alone would attract attention, but what if you did the display at a special time of year like the holiday season? The display could double as decoration.

The ValleyCare Health Library and Cancer Resource Center at ValleyCare Medical Center developed an eye-catching brochure/library card/bookmark set. All the materials were

Continued on page 3



## Pearls of Wisdom

Have you ever noticed how many two-color promotion pieces almost always are printed in black and another color. If you are in the process of creating a two-color piece, please consider other colors to replace what may have been black. For instance, most text is printed in black. If being printed on white paper, there's no reason why text can't be printed in another dark color—teal, gray, dark taupe, maroon, purple—these and other dark colors will be just as readable as black. Besides contributing to readability, using a color other than black will add an element of color interest to the piece. So don't be limited to "black and blue" ink colors in your next brochure. Get out the Pantone Color Specifier and add some color to your next promotion piece!

It's always a good idea to be on the mailing list of several different speciality advertising firms that specialize in imprinted promotion items. The latest catalog from Best Impressions offers a plethora of ideas for advertising the information center—pens, letter openers, paperclips, or coffee mugs, restickable memo pads, high-lighters, ice scrapers, canvas carryalls, golf balls, calendars magnets, buttons, even a pre-packaged treasure hunt kit with chest, keys, and locks. For a copy of the latest catalog contact Best Impressions at 348 North 30th Rd., P.O. Box 800, LaSalle, IL 61301 or call 800/635-2378 or 815/233-6263.

Many of you have expressed an interest in using cartoons in much the same way you use clip art. The difficulty is that clip art is normally not copyrighted, whereas cartoons definitely fall under copyright law. However, all is not lost. Just as articles and the like may be reprinted with permission of the copyright owner, many cartoons can be reproduced in the same way. There are a number of organizations you can contact to obtain permission to reproduce cartoons on your

own library publications. For example, for Calvin and Hobbes, Cathy, and The Far Side, you can contact the Universal Press Syndicate. Look at the May 1992 issue of *In House Graphics*, published by United Communications Group. It lists eight sources for reproduction permission for approximately 45 specific cartoons. Write *In House Graphics* at 11300 Rockville Pike, Suite 1100, Rockville, MD 20852-3030 or call 301/816-8950 ext. 223.

Your editor received an unusual paper sample from Neenah Paper Company the other day; consisting of a deck of cards, which the company had created to advertise its various papers. The sample brought several promotional ideas to mind. You could inexpensively produce a similar deck of cards describing 52 ways to use your library's services, or 52 most commonly asked questions (with the answers, of course), or 52 reasons why customers should use your information center. It would be easy to take the masters and photocopy the card decks onto index card stock.

Are you interested in producing certificates in recognition of a job well-done? You can order pre-printed certificates with traditional borders from Queblo Images. The certificates are available in several pre-packaged quantities, on white paper, in different ink colors and designs. They are easy to personalize and reproduce on an office copier or laser printer. All certificates are 8 1/2" x 11". Frames and kits for mounting are also available. To order call 800/523-9080 or 515/254-2000 or write Queblo Images, 131 Heartland Blvd., P.O. Box 1322, Brentwood, NY 11717-0698.

Your editor observed an interesting promotional technique used by Harcourt Brace Jovanovich to promote its latest book titles. They create a miniature book (about 5.5" x 4") which uses the front cover of the book being advertised. The miniature looks just like the real book, but the inside pages were blank—for notes. It would be easy to recreate a similar item to promote your library's book-ordering and -borrowing services. Put your library name and logo on the front, and make sure your phone number and address are on the back, outside cover. Talk with your print shop. Many times they have paper scraps that can be recycled into notepads.

The *Marketing Treasures Swap & Shop Notebook* is ready for loan. It contains all the promotion ideas and samples from the Swap & Shops of Medical Library Association and the Special Libraries Association—and it weighs a ton! You should plan on the postage being about \$12-\$15 (U.S. Priority Mail). Any *Marketing Treasures* reader may borrow the notebook for a two week period. Requests are handled on a first-come, first-served basis. Send your request to the *Marketing Treasures* office, c/o Kathy O'Malley. We will bill for postage under separate cover.

Published bimonthly by Chris Olson & Associates, 857 Twin Harbor Drive, Annapolis, MD 21012. 410/647-8706, Fax 410/647-0415. Chris Olson, Managing Editor; Suzanne Pease, Editor; and Kate Daddens, Contributing Writer. Copyright 1992 by Christine A. Olson. All rights reserved. No part of the text of this publication may be reproduced in any form, by microfilm, photocopy, or otherwise, or incorporated into any information retrieval system, without the written permission of the copyright owner. Use and reproduction of Cut & Paste Art is limited to subscribers only. Reproducing any portion of Marketing Treasures Cut & Paste Art for the purpose of resale in clip art services or other publications, without written permission of the publisher, is strictly prohibited.

Annual subscription price (6 issues) \$54.00 U.S., \$59.00 Canada, \$66.00 Overseas. Subscription must be prepaid in U.S. dollars, payable to Chris Olson & Associates.

Back issues and samples are available at \$6.00 for U.S. and Canada. Overseas orders add \$1.50. Additional binders are available at \$4.50 each.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue price.

Starting with Volume 5, Number 1, issues reflect the months spanned by the number 1, e., September-October, November-December, etc.



## Ideas, Part 2 continued from page 1

printed on high-quality semi-gloss, heavy paper. The colors—pastel blues and pinks, greens and purples, along with the image of a water lily, convey a sense of calm and freshness. The over-size brochure opens to photographs of the library with descriptions of its information services and policies. The end panel is a tear-off coupon for a free library card. The accompanying library card and bookmarks carry the same color scheme and water lily image. The back of each bookmark lists either the circulation policy or serves as a helpful form on which a healthcare professional can request information for himself or for a patient. This is a well-done package! (Write to Cheryl Warren at 5575 W. Las Positas, Suite 120, Pleananton, CA 94588 for a sample bookmark.)

As you can see, the Medical Library Association Swap and Shop had lots of promotion materials and ideas to offer. We only had room to describe a few. These and other library promotion materials on display have been included in this year's *Marketing Treasures Swap and Shop Notebook*.

We go now to the Special Library Association's Swap and Shop session, where we found the Cedar Rapids Information Center at Rockwell International combined two good ideas and came up with a winner: a bookmark and a sticker set. The sticker lists the main phone number and the extensions for various library service departments. The piece was apparently designed for in-house distribution, since the address was omitted. The bookmark is made of bright yellow paper and sports a headline that announces National Library Week. The telephone sticker, in blue type on a white background, was attached to the bookmark by Scotch tape on the back. A note urges customers to place the sticker on their telephones "as a handy reference." Bookmarks can be convenient promotion tools because they are easy for people to pick up and take along with them. By including the sticker on the bookmark your chances increase of having the library name and number in an accessible place. And the project can be carried out relatively inexpensively.

The Information Center of the International Foundation of Employee Benefit Plans showcased a handsome brochure. The front panel of the brochure depicts a telephone number pad on which the center's number is featured. The headline reads: "You Can Call On Us." Inside the brochure, the pattern of the number pad (four squares in three col-

umns) is repeated on each panel with a new caption, such as "Help Is Always Available" and "Quick And Easy Access To The Employee Benefits Infosource™ database." The repetition of the pattern graphic gives the brochure visual consistency and emphasizes the Information Center message, "Give Us A Call." The brochure also includes black-and-white photographs, including one of the Information Services staff.

The logo for the Information Center at Armstrong is imaginative and bold. It starts off with a good idea but gets bogged down with details. The design is centered around the initials "IC" set in a fat, friendly typeface. While boxed-in logos are not especially creative, this one works and sets up a frame for the dot over the "i" to escape the box. Turning the dot into a magnifying glass, while it may have a very good intended meaning (yes, we caught the "for" information implication!) detracts from the overall image and is too cute for your *Marketing Treasures* staff. The outside border of "Information Center" loses impact with its repetition by cluttering the parameter. The primary problem with this logo is that the graphic details will get lost when the logo is used below one inch in size. These comments aren't meant to be cruel. Every once and a while your editor sees something that is a step-away from being *really* good. A little more work (lose those details!) and this logo will be a memorable graphic image that can be used on all



types of promotion materials—hand-outs to signs to name badges to overhead slides—visually representing a hard-working and knowledgeable information service team. Go for it!

From Arthur Anderson & Co. comes a brochure that uses a cartoon (shown on the left) to set-up its theme. Turn over the glossy, white front panel of the piece, and the reader finds "...Of The Library". The inside layout is well organized. Necessary information is presented in a clear, concise manner. For example, the organization of the library is carefully outlined and services and collections are all presented in a clear and easy-to-scan style. The back outside panel provides a very good map of the library.



**Don't Let Fear  
Of The Unknown  
Keep You Out...**



**Ideas, Part 2** *continued from page 3*

The EXXON Chemicals BRBC Information Center has adapted the company's tiger mascot to illustrate its promotion materials. A helmeted tiger appears lounging on his elbows atop a stack of books on the front cover of the Center's brochure. Inside, nine layered pages describe the various services and resources offered by BRBC. Simple line-drawings appear on almost every page. Several blank pages are provided for note-taking. The basic colors used are white, black, red, and blue, and multiple colors are used in the tiger graphics, making it stand out loud and clear. The graphic shown here, featuring a coy whoosh of the tail, appeared on a flyer advertising BRBC's open house.

From the ten displays at the SLA Poster Session, your *Marketing Treasures* staff selected three to highlight. First, Deborah Hunt of the Greiner, Inc. Corporate Library at Bissell & Karn presented a display entitled "Marketing the Bissell & Karn/Greiner, Inc. Libraries." Debbie's display was comprehensive with three poster panels: (1) one discussing the library make-up, such as staff, information services, and collection etc.; (2) one displaying the library's publications—newsletter, search request form, brochure, and New Book list; (3) one describing the International Special Librarians' Day and Authors' Day Celebrations hosted by the library, including an invitation, a copy of the company newsletter that devoted its cover story to the celebration, and enlarged photographs of the event inaction.

"Making the Most of International Special Librarian's Day: Promoting InfoSource at Kodak" was displayed by Katie Starr of the Business Information Center at Eastman Kodak. The poster session display presented information about how the nine libraries in InfoSource, a library network at Kodak, held open houses during National Library Week in order to promote the information resources of the network. Each InfoSource location in Rochester gave away letter openers with the InfoSource logo on them, and, in the tradition of open houses, refreshments were served. The brochure package distributed by the Rochester libraries utilized a large folder containing inserts describing InfoSource and its services. The folder included a sleek brochure, containing a bookmark with the InfoSource logo on it. A nice idea: the bottom right hand corner of the inside pocket had a die-cut hole cut into it so that the logo, printed on the same place on every insert, always showed through.

The most memorable display, "Sail Into the World of Information . . . With CRC" was presented by Nina Fried from the Cleveland Public Library Research Center. On top of the display table, Nina not only showcased the center's brochure, rate, and fax cards, but also a mechanical hand with a motor that caused the fingers to move, inviting browsers to come over to the table. If you missed the hand, then the swaying mylar balloon, attached to one of the fingers, definitely caught the eye. Nina's display also included a poster depicting a cruise ship. The ship served to the visually emphasize the sailing theme of her display.

**What's Behind It All?**



Come see at our  
**Open House**

There were seven other fine displays at the SLA Poster Session. The materials from the session and the entire SLA Swap and Shop are included in this year's *Marketing Treasures Swap and Shop Notebook*. (See page 2 for details on how to borrow the Notebook.) Special thanks to Kathy Hubbard and Barbara Fletcher of Brown & Root who organized this year's successful SLA Swap and Shop and made sure your editor got samples of everything.

*A note from your editor:* I observed that the swap and shops are working—promotion ideas are shared by librarians, and the "roots" of many of today's designs and graphic approaches can be traced to brochures produced by other libraries. However, in most instances the new brochure's interpretation is original and cannot be considered an infringement of copyright. No harm done. But your editor did notice a brochure that "borrows" heavily from a brochure produced by another library. It uses identical ink colors, paper color, fold and layout, graphic elements and treatments, and presents the written body copy in a similar manner. It has the "look and feel" of an award-winning library brochure produced 5 years ago. While your editor is not aware of any litigation between the two libraries, a copyright infringement case would not be difficult to prove. Morale of the story: please be careful when you "borrow" ideas from other promotion materials. Don't take them outright. Adapt ideas to your writing and design needs. Use ideas as a jumping off point to create something uniquely yours. If you absolutely have to copy an existing design or text, be sure to get written permission before you go to press, otherwise you may get yourself into legal hot water. Remember, artwork is covered by copyright protection laws.



## Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste Clip Sheet. The sheet presents original artwork in camera-ready form. If you would like previously published clip-art sheets, ask for the Cut & Paste Clip Art Order Form. It shows all the clip art sheets that have appeared in *Marketing Treasures*.

**Routing Slip.** This graphic would make an excellent poster. Show it attached to a commonly read periodical or newspaper. In a black and white treatment, with a caption like "Why Wait for Your Information? Come to the Library!", a poster would be easy and inexpensive to produce. Try the graphic on a bookmark, too. If you're introducing an electronic alerting service, this could be the graphic to use on all the promotion materials.

**When Not Even Perry Mason Can Save You . . .** An updated version of the ol' Sherlock Holmes and magnifying glass theme, this image can promote your computer database searching or your most in-depth research service.

**Sailing Boats.** Any number of headlines can accompany this graphic including, "Getting Information Is a Breeze At the Library." Try enlarging the image, add color with magic markers or crayons, add your headline, have a few copies run off on a color copier and post them on bulletin boards outside of the information center.

**Flying Carpet.** We all know that librarians can locate information like "magic," so we thought a magic carpet would be an appropriate image. Actually you could build an entire promotion campaign around the "magic" theme with images of crystal balls, magic wands etc.

**Without Us You May Not Have A Leg to Stand On.** This would make a great opening slide to a library orientation presentation. Or use it on the front panel of your brochure.

**The Maze.** The obvious headline, "Let Us Help You Through the Information Maze" comes to mind, but there's no reason why you can't think of something else—like "The Information You Can Get at the Library Is Amazing!"

**Worth Every Penny.** Fee-based services will find this graphic handy. You could also insert different coins in place of the penny. (We just took a coin and scanned it.) Consider placing a real coin in place of the graphic.

**Open Book.** Another book graphic to add to the collection.

Editor's Note: *Marketing Treasures* originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from *Marketing Treasures* are now available from [www.LibraryClipArt.com](http://www.LibraryClipArt.com).

## Promotion Gems

The recent Special Libraries Association conference in San Francisco offered a number of excellent programs aimed at marketing topics. Your editor bought audio cassette tapes of these sessions and is prepared to loan them to *Marketing Treasures* readers as she finishes listening to the tapes herself. If you would like to borrow any of the following tapes, send to the *Marketing Treasures* office a self-addressed label, along with \$2.00 for postage, and the names of the tapes that you want to listen to. We'll mail them out first-class for two-week loans, on a first come, first served basis. Tapes available for loan are described below. These tapes can also be purchased from National Audio Video Transcripts, Inc., 4465 Washington Street, Denver, CO 80216; telephone 303/292-2952.

**Time Savers for Solos . . . & Others (Tape #11-82).** Betty Edison, Chuck Peck, Mike Yuen, and Wess-John Murdough are the speakers, with Judith Siess as the moderator. Mike discusses the advantages of Dialog and of networking through Dialmail. Chuck explores the various brokerage services offered by Prentice Hall. Wess-John gives a personal case study of networking, and Betty talks about the various available resources, such as videos, software, and planners like Day Timers, for learning about time management and putting it into effect. Some very solid, helpful information is available in these talks.

**The Consultant and the Special Library Community: An Evolving Relationship (Tape #36-82).** Alice Sizer Warner, Sue Savage, and Sylvia James are the speakers, with Roberta Brody as moderator. Alice reiterates a speech she gave 10 years earlier, elaborating on what it means to be an information consultant and what consultants should do to sell themselves and their services effectively. She also lists five things that have changed in her consulting experience since 1982. Sue discusses three themes: the evolution of consulting; the relationship of consultants with special libraries, among other clients; and what the future holds. Sylvia provides an international perspective on consulting. This session presents a well-rounded view of the information consulting business.

**Information Audit: Getting to the Bottom Line on Customer Needs (Tape #38-82).** Sharon LaRosa and Christopher Neep, speakers, with Beth Dominianni as moderator. Christopher discusses what information centers can do to make their organizations successful and to thereby become successful themselves. Sharon provides an outline for conducting an information audit. Recommended listening.



## Sparkling Reviews

*Capturing Customers: How to Target the Hottest Markets of the 90s.* Peter Francese and Rebecca Pirto. American Demographics Press, New York, 1990. ISBN: 0-936889-05-3.

*Capturing Customers* has one basic theme: the more you know about your customers, the better you will be at offering and promoting your services to them. This book also has a very definite intended use. In the author's words, it is to be a resource for "navigating the high seas of consumer information."

In 186 pages, Peter Francese, founder of American Demographics, Inc., concisely presents the factors involved in market analysis. The book is full of facts, diagrams, and helpful definitions that reduce this complex subject to understandable and manageable terms.

Part One, Marketing and Consumer Trends, discusses the trends of the 1990s that any business should take into consideration when planning a marketing strategy. Although these trends apply to the general population, they can be helpful for information specialists as well. Keep in mind that you are not only dealing with members of your organization in their professional roles, you are also dealing with individuals to whom these broad trends will definitely apply. This section of the book can help you promote to your customers as professionals and as individuals. The trends are, according to Francese: (1) that the population in the United States is growing more slowly every year while at the same time becoming more multicultural; (2) that the population is aging; and (3) that consumer markets are fragmenting. In other words, a 'generic' population no longer exists. For example, there are single women working alongside married women, individuals with children

working with those who have no children, and people with diverse cultural and educational backgrounds working together in the same organization.

Part Two, Consumer Information, presents the fundamentals of consumer information, explaining, for example, demographics and psychographics. (Demographics are data about who customers are—where they live, how old they are, how much money they make, and what sector of the labor force they represent. Psychographics reveal what customers think and what they want. In other words, what they buy and why they buy it.) This section of the book is extremely detailed, and goes beyond what would be needed to market an information center in an organization. However, public librarians will find it important reading.

Part Three, Consumer Marketing, describes ways to use consumer data and databases to improve marketing performance. The final chapters provide detailed how-to lists covering market analysis, service analysis, advertising and promotion analysis, strategic planning, and the power of databases. An appendix provides a partial list of the firms that can help companies analyze current and potential customer markets.

Well-written, informative, and full of general marketing hints, such as "Successful management is the ability to solve problems before they become problems and to identify opportunities," this book is also easy to read. Librarians looking to support their organization's marketing research department will benefit from the book. Especially recommended for any one who wants to work toward making the library a necessary and vital part of the larger organization.

## The Crystal Ball

September 23 "Editorial Skills for Non-Editors." A one-day seminar offered by EEI in Alexandria, VA. Contact: 703/683-7453.

September 24-26 "Frontiers in Services." A two-day conference in Nashville, TN. Sponsored by the American Marketing Association. Contact: 800/343-4439; fax 312/993-7542.

September 30 "Projecting a Positive Image." A presentation by Mary Shermeyer at the SLA Baltimore Chapter meeting in Baltimore, MD. Contact: Sandy Tetelbaum (301 or 410)/328-4245.

September 28 "Producing, Designing, Editing & Writing Newsletters." A one-day seminar offered by The Newsletter Factory in Atlanta. Contact: 404/955-2002.

October 1 "Design for Desktop Publishing: An Advanced Perspective." A one-day seminar offered by Lou Williams Seminars in Washington, DC. Contact: 800/637-7123; fax 312/565-1770.

October 15-16 "Structuring Information to Go Online and On Paper." A two-day seminar offered by Communitec, Inc in Houston, TX. Contact: 800/524-2794; fax 313/996-1529.

October 16 "Maximizing Customer Satisfaction." A mini-course taught by Arlene Faber-Sirkin offered by Rutgers University in Edison, NJ. Contact: Jana Varlejs 908/932-7169.

October 19-20 "Marketing into the Next Century." A conference sponsored by the American Marketing Association in Chicago. Contact: 800/343-4439; fax 312/993-7542.

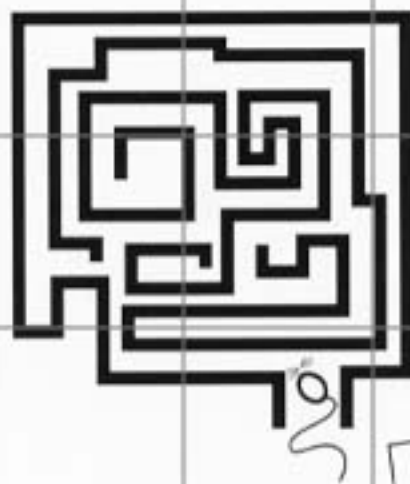
October 26-28 "1992 Marketing Conference." A two-day conference sponsored by the Conference Board in New York City. Contact: 212/339-0290; fax 212/980-7014.



When not even  
Perry Mason  
can save you . . .  
Turn to the  
Information  
Resource Center



Without Us,  
You May Not  
Have A Leg  
To Stand On



Books

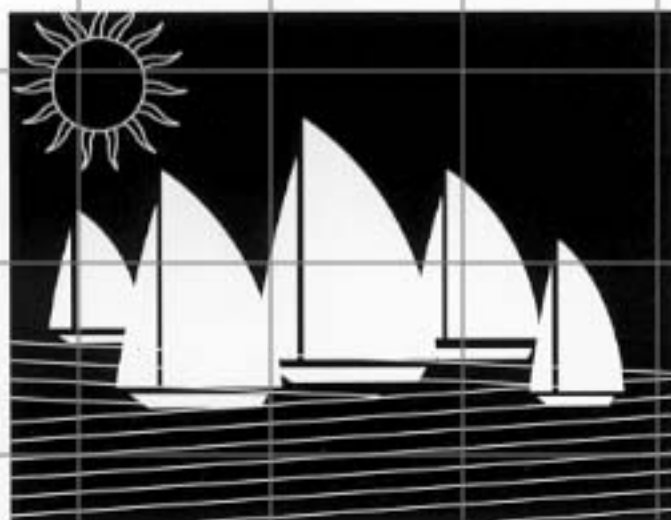


Distribution List

1. Smith
2. Rogers
3. Nichols
4. Greenfield
5. Olson

First Come,  
First Served.

WORTH  
EVERY PENNY





	Issue	Page		Issue	Page
<b>Authors</b>					
Birnbaum, William S. ....	3	6	Federal Home Loan Bank of Seattle Library .....	1	2
Burlingame, Dwight .....	1	6	Greiner Inc. Corporate Library, Bissell & Karn .....	6	4
Coffman, Steve .....	3	2	Half Hollow Hills Community Library .....	3	2
Fenton, Erfurt .....	1	5	Health Sciences Library, East Carolina University ....	5	3
Floyd, Elaine .....	3	2	Information and Media Services, Mountain Area Health Education Center .....	5	1
Francesse, Peter .....	6	6	Information Center at Armstrong .....	6	3
Garvin, David .....	3	5	Int'l Foundation of Employee Benefit Plans, Info. Ctr	6	3
Griffiths, Jose-Marie .....	2	6	Latrobe Area Hospital .....	5	3
Josephine, Helen .....	3	2	Medical Library, Royal Victoria Hospital .....	6	1
Kiger, Estin .....	3	5	Multnomah County Library .....	2	5
King, Donald .....	2	6	New Orleans Public Library .....	3	2
Morrisett, Christine .....	1	5	Queens Borough Public Library .....	1	6
Piirto, Rebecca .....	6	6	Reynolds Metals Company, Alumina Division Technology Technical Information Center .....	5	3
Schaeffer, Mark .....	5	6	Rochester General Hospital .....	5	3
Shimpock-Vieweg, Kathy .....	4	2	Rowland Medical Library .....	5	4
Steeple, Marion .....	3	5	St. Jude Children's Research Hos. Biomed. Library ...	5	4
Westbrook, Diane .....	4	1	St. Mary's Hos. and Med. Ctr. Library & A-V Serv. ..	6	1
			The Shared Library Services, South Huron Hospital .	6	1
			Technology Library Bank of America, San Francisco.1	2	2
			Texas A&M University Library .....	1	6
			University of Michigan School of Library Studies ...	1	2
			ValleyCare Health Library and Cancer Resource Center ,ValleyCare Medical Center .....	6	3
<b>Clip Art</b>					
Border Design .....	2	Art #1			
Crowd of People .....	4	Art #2			
Database Corner, et al. ....	4	Art #2			
Flying Carpet .....	6	Art #3			
Golden Nuggets of Information .....	2	Art #1			
Information...Locating It Sounds Simple Enough .....	2	Art #1			
Information Collage .....	4	Art #2			
March Over to the Library .....	2	Art #1			
Maze .....	6	Art #3			
Open Books .....	6	Art #3			
Routing Slip .....	6	Art #3			
Sailing Boats .....	6	Art #3			
Scale with Computer and Books .....	2	Art #1			
Time Is Running Out .....	2	Art #1			
We Speak Your Language .....	2	Art #1			
What to Look for in an Information Service .....	4	Art #2			
When Not Even Perry Mason .....	6	Art #3			
Without Us You May Not Have a Leg... ..	6	Art #3			
Worth Every Penny .....	6	Art #3			
You're in for a Shock! .....	4	Art #4			
<b>Libraries</b>					
American Library Association Headquarters Library..1	2		<b>Marketing &amp; Library Management</b>		
Arapahoe Library District .....	3	2	Articles as public relations tools .....	4	1
Arthur Anderson & Company .....	6	3	Audiovisual presentations and supplies .....	4	2
Bankers Trust .....	3	5	.....	4	6
Baylor College of Medicine .....	1	6	Bibliographic management software .....	5	2
Business Info Ctr, Eastman Kodak Company .....	6	4	Budget tightening during .....	4	5
Cedar Rapids Info Ctr, Rockwell International .....	6	3	Consultants .....	1	5
Cleveland Public Library Research Center .....	6	4	.....	6	5
Concord Hospital Library .....	5	4	Event sponsorship .....	4	2
Craig Memorial Library, Miami Valley Hospital .....	6	1	Fund-raising .....	1	6
Edison Electric Institute, Library Services Com. ....	4	1	Funding .....	2	2
EXXON Chemicals BRBC Information Center .....	6	3	Information brokering .....	1	2
Family Library, Children's National Medical Ctr .....	6	1	.....	6	5
			Journal title reduction programs, public relations aspects of .....	5	3
			Library evaluation and quality improvement .....	2	6
			.....	3	5
			.....	6	5
			Marketing plans .....	3	5
			.....	4	2
			Marketing resources .....	2	2
			One-person libraries .....	4	5
			Online searching .....	1	5
			Public relations ideas .....	1	2
			.....	5	1
			.....	6	1
			Referrals .....	5	5
			Service providers for .....	5	5
			Strategies .....	3	6
			.....	4	5
			.....	4	5
			Targeting .....	6	6



	Issue	Page
Technology and customer service .....	1	5
Time management .....	6	5

### Recommended readings

<i>Canned Art: Clip Art for the Macintosh</i> .....	1	5
<i>Capturing Customers: How to Target the Hottest Markets of the 90s</i> .....	6	6
<i>The Corporate Guide to the Malcolm Baldrige National Quality Award</i> .....	3	5
"Doing It for Money" <i>Library Journal</i> .....	3	2
"How the Baldrige Award Really Works" <i>Harvard Business Review</i> .....	3	5
"How to Develop a Marketing Plan for a Law Firm" <i>Library Journal</i> .....	4	2
<i>How to Select Bibliographic Management Software</i> ..	5	2
<i>IEG Directory of Sponsorship Marketing</i> .....	4	2
<i>If Your Strategy Is So Terrific How Come It Doesn't Work?</i> .....	3	6
<i>Insights on Information Brokering</i> .....	1	2
<i>Library Development: A Future Imperative</i> .....	1	6
<i>Library Displays Handbook</i> .....	5	6
<i>A Manual on the Evaluation of Info.Ctrs and Serv</i> .....	2	6
.....	3	2
<i>Marketing With Newsletters</i> .....	3	2
<i>National Guide to Funding for Libraries and Information Services</i> .....	2	2
"Not Just Books" <i>Electric Perspectives</i> .....	4	1
<i>One-Person Library newsletter, April 1992</i> .....	4	5
<i>PLA Publications Checklist 1991</i> .....	2	2
<i>Say It With Charts: The Executive's Guide to Successful Presentations in the 1990s</i> .....	4	6
<i>Solutions to Your Public Relations Challenges</i> .....	1	2

### Promotion materials

Blank booklets as .....	6	2
Bookmarks .....	5	4
.....	6	3
Brochures .....	1	2
.....	5	4
.....	6	1
.....	6	3
Bulletin boards .....	5	4
Button badges .....	4	2
Candy .....	5	2
Cartoons .....	6	2
Certificates .....	6	2
Coasters .....	3	5
Coffee mugs .....	3	5
Contests .....	5	4
Deck of cards as .....	6	2
Design of .....	1	2
.....	3	4
.....	3	5
.....	5	1
.....	5	2
.....	5	6

	Issue	Page
Direct mail .....	4	2
Displays .....	5	6
.....	6	4
Engraved items .....	1	2
Envelopes .....	6	1
Folders .....	5	2
Food .....	5	1
Gift image .....	6	1
Glossaries .....	1	2
Ideas for .....	4	4
.....	5	1
.....	5	3
.....	5	4
.....	6	1
.....	6	3
Letter openers .....	6	2
Library cards as .....	6	3
Library guides .....	6	1
Logos .....	5	4
.....	6	3
Memo pads .....	6	2
Mouse pads .....	4	2
Moving hand .....	6	4
Newsletters .....	1	1
.....	2	1
.....	6	1
Paper clips .....	6	2
Posters .....	3	2
.....	3	5
.....	6	1
Product names .....	5	4
Recycled material made of .....	5	2
Reports .....	1	2
Resources .....	2	2
.....	3	2
.....	3	5
.....	6	2
Soda cans .....	5	3
Stamp & ticket books .....	2	5
Stickers .....	6	3
T-shirts .....	3	5
Updating .....	4	3
Workshops as .....	5	1

### Production & Publishing

Desktop publishing .....	1	5
Design promotion materials (See Promotion Materials)		
Design publications .....	2	1
.....	3	1
.....	5	4
Graphics resources & supplies .....	1	5
.....	2	2
.....	5	2
Preparing materials for printing .....	3	4
.....	4	3