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# Foreword

Howard F. McGinn, Guest Editor

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Americans are natural marketers. How could they not be? American culture, with its peculiar intermingling of capitalism, religion, patriotism, and optimism, makes most citizens boosters of one thing or another. Moreover, Americans receive regular instruction in marketing functions like advertising, product development, and selling every time they turn on the television or radio. The drive to promote towns, institutions, and ourselves is strong in most of us. The drive has manifested itself in disparate events that range from Benjamin Franklin's promotion of the turkey as the national bird to the endless array of North Carolina State University red Wolfpack attire.

Librarians have always promoted their programs and services. It is only within the past few years that the profession has begun to explore business school marketing techniques and theory as ways to serve the customers better. But the fact is, librarians have been successfully marketing services despite the severe financial constraints commonly experienced by libraries. If Proctor and Gamble had to work with the typical library marketing budget, it would still be peddling one brand of soap in Cincinnati.

This issue of *North Carolina Libraries* is intended to supplement the marketing efforts libraries of all types in North Carolina perform daily. It is intended to demystify some of the more peculiar business school language commonly used. It will give practical examples of various types of marketing programs that take place in our libraries every day.

Diane Strauss and Howard McGinn discuss some basic marketing concepts and their library equivalents; Helen Causey discusses that most unloved of marketing terms, selling, from her perspective as a former sales representative turned public library director. Bernard Vavrek, Director of the Center for the Study of Rural Librarianship at Clarion State University of Pennsylvania's Library School examines the role trustees might play in helping the public library market its services, and Charles Montouri talks about the need for the public library director to commit institutional resources to the marketing effort. Several authors explore marketing in spe-

cific settings or to specific library market segments. Barry Miller, librarian at R.J. Reynolds Tobacco Company, writes about marketing in the special library setting; Nancy Rountree analyzes the effectiveness of community college learning resource centers' marketing efforts; Carol Myers describes a community-wide attitude/use study of the Public Library of Charlotte and Mecklenburg County; Diane Thompson reports on a study of library service to the elderly in North Carolina; and Barbara Anderson presents a case study that describes how the Forsyth County Public Library System created and marketed an extensive series of programs to celebrate the Bicentennial of the United States Constitution.

This issue does not pretend to provide a primer on marketing for librarians. Attainment of marketing proficiency is the duty of the individual and is possible only through training and experience. Yet, it is beneficial for librarians to acquire a rudimentary understanding of marketing concepts and terms. Such an understanding helps us in our daily duties and begins to break down the mistrust of business terms displayed by many in our profession. I hope this issue will provide a springboard for an increase in the understanding of marketing and will tempt readers to formally study and apply marketing theory. After all, it's the American thing to do.

