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Marketing to Libraries

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Marketing to Libraries

A Discussion with Maria Fitzpatrick,
Manager, Wholesale, Library and Corporate Sales,
Academic Press

by **Vikki Medaglia** (Bates College)

Friends, Librarians, Countrywomen: At the 1994 Charleston Conference there was a discussion about marketing approaches by various publishers to libraries. Vikki Medaglia, our new column editor (hooray!) recently asked Maria Fitzpatrick of Academic Press about their marketing program. — KS

V. Briefly describe Academic Press: what you publish, how big you are.

M. Academic Press was established in 1942 and has been owned by Harcourt Brace & Company since 1969. Academic Press offices are located in San Diego, London, Orlando, Boston, Japan, and Australia. AP publishes (research) scientific, technical, and medical titles. In 1993, under the imprint AP Professional, a line of professional computer titles, was launched. AP publishes approximately 400 books a year, with a back list of about 8000 titles.

V. What would you like us to know about yourself and your work at Academic?

M. I am AP's US manager of Special Sales which include wholesale, library, catalog, book club and corporate accounts. Two assistants, a catalog product manager, and myself, are responsible for sales, service, and many of AP's promotions, to these customers. The four of us are kept quite busy.

V. Sometimes the term "marketing" is used so broadly that its meaning becomes vague. How would you define "marketing," from a publisher's point of view, and how does AP market to libraries?

M. For Academic Press, "marketing" means providing our market with comprehensive and relevant title information. Librarians, professors and students (who request titles and drive library purchases) are considered when AP designs a marketing plan. AP markets new works to libraries through direct mail, advertisements in library journals, and via cooperative promotions with wholesalers. AP also uses telemarketers to inform libraries about upcoming releases, especially major reference works. We send exhibits and attend major library conferences, and our catalog can be accessed through the Internet. Academic Press has formed a marketing research group to identify the current and future requirements of our major customers, the library market. We expect the group to begin meeting this spring. Librarians from the university, industry, and government sectors will be invited to participate. The North American Council will

continued on page 52

Profiles Encouraged:

Vikki Medaglia

How I got to where I am: I was raised a bedroom suburb of New York City. I went to Mount Holyoke College in Massachusetts and spent my junior year at St. Andrews, Scotland. After completing my M.L.S. at SUNY Albany, jobs were tight. **Where I did it:** My first position was as a dental assistant (in Plattsburgh, NY) to a classmate of my father's from Columbia. I felt fortunate to get a position at **Thayer Public Library** in Braintree, Massachusetts, within a year. I stayed for eight years, had my midlife crisis early,

and moved South for a change of perspective. I spent most of the next decade as a trailing spouse, doing "odd jobs," including retrospective conversion at **SOLINET**, automation at the **Federal Reserve Bank of Atlanta Research Library**, and reference at **Chattanooga-Hamilton County Bicentennial Library**. The last was Technical Services Librarian at the **Oak Ridge Public Library**.

Then what: Facing the end of spousehood, I lucked into a six-month contract at the **University of the South** in Sewanee, Tennessee. I was doing work I'd always wanted to do. We were bringing up their first integrated system (**VTLS**), and I was cataloging some wonderful stuff, including a 1549 **Book of Common Prayer** and 19th-century evangelical pamphlets. (Sewanee is an Episcopal school with a seminary.) Fortunately, **Pat Phillips** and **David Kearly** were as happy with the arrangement as I was (or else they can't count very well), and I stayed for 2 years.

Current job: As the grey hairs increased, I began to yearn for a little more security so I accepted a position, complete with benefits package, as Serials Librarian at **Bates College** in Lewiston, Maine. The job is a challenge, not just because it's serials, but because I'm the first. After 2 1/2 years, we're still working on the job description. I'm also *very* happy to be back in New England, at last.

Activities: I'm distribution editor for the **NASIG** newsletter, and am now editing the "Marketing to Libraries" column in **ATG**.

Family: My son, Townley, and I live with two cats: Gnarly Carly and Billy Doux (that's a pun), one guinea pig: Misha and innumerable dust bunnies.

Most recent accomplishment: Completing my first interview for **ATG** by deadline. (Thanks, Maria!)

Literary tastes (Since I can never remember what I've just read...): I have several books going at a time, and generally manage not to finish the most worthy. My old standbys are **Oscar Wilde** and **Walt Kelly**, always good for elegant language and/or a laugh. I also highly recommend **James Thurber's A Ride With Olympi**.

Pet peeve: The artificial intensity of modern life, which often pressures people to choose between relationships and work. There shouldn't have to be a choice.

Pastimes, hobbies, interests: Music. I'm beginning to sing again after a long hiatus. Townley also sings with a children's chorus and I'm looking forward to duets with him. You can't live in Maine and not like the outdoors: hiking, cross-country skiing, biking, swimming. I have a loom and two spinning wheels, but very little time to do more than accumulate ideas and (fragrant) fleeces.

Where I see myself in 5 years: Managing a collection development team in a setting similar to Bates. But first I want to enjoy the luxury of staying somewhere more than 2 years!

Had I but world enough and time: I'd cruise the Alaska coast. In summer. And hike the Pyrenees. One other thing I want to do — spend a couple of years in a library in China.

Single most important piece of advice: Ridi, pagliacci!

International Book Publishing: An Encyclopedia

by Philip G. Altbach (Boston College)

Early in 1995, the first major reference volume focusing specifically on book publishing will be issued by **Garland Publishing, Inc.** It is international in scope, with coverage of book industries and 29 separate regions and countries. The contributors are also an international group, with authors from more than 20 countries represented. In addition to geographical chapters, there are also 34 essays considering key topics in publishing — from book marketing and bookselling to small presses and university press publishing. This volume, more than 700 double-columned pages in length, is a key resource for understanding book publishing worldwide. Indeed, it is the only comprehensive reference book on the topic. The encyclopedia is also unique because we chose to ask authors to write substantive chapters on carefully selected topics and countries rather than to include short entries on a wider array of subjects. Longer chapters allow more comprehensive coverage,

deeper analysis, and a broader perspective. We are convinced that a selective encyclopedia of this kind will be a valuable and long lasting reference volume.

We chose to focus on the major publishing countries rather than to provide brief surveys of every nation, and most of the world's major publishing nations are included. Examples of the geographical chapters are Germany (**Peter Weidhaas**); Russia (**Gregory Walker**); United Kingdom (**Ian McGowan**); China (**David Wei Ze**); India (**Tejeshwar Singh**); the United States (**Robert E. Baensch**); and Argentina (**Francisco del Carril**). In addition, comprehensive regional essays cover all of the major world regions and provide some coverage of countries not discussed in the individual essays. Each of the geographical chapters includes historical surveys of the publishing industry, a discussion of current trends and future problems, and relevant up-to-date statistical information. Authors have provided

analysis as well as description.

The topical essays have also been chosen to stress the major issues in publishing today. Authors were asked to write from a critical perspective as well as to provide a discussion of current trends. A sampling of the topics are children's publishing (**Sheila Ray**); college textbook publishing (**Naomi Silverman**); feminist publishing (**Florence Howe**); international copyright (**Paul Gleason**); libraries and publishers (**Patricia G. Schuman**); new technologies and pub-

continued on page 53

Marketing to Libraries

continued from page 51

include participants from across the US and Canada. The European Council will include members from a number of European countries. The goal of the Library Council is to gain information useful to Academic Press, which will help us develop products, systems, and services to meet the changing needs of our valued customers.

V. Can you address some of the forces currently driving the library market? What developments do you see in libraries and publishing in the next few years that might have an impact on our working relationships?

M. We continually ask ourselves about the future of libraries. Where the

library market is headed is not always clear to publishers, or to librarians, for that matter, which makes our task all the more challenging. AP wants to publish works in their most useful format, be that print or electronic. Academic Press has recently entered the field of electronic publishing. It's a risky venture at the moment. Libraries say they want CD-ROMs, but then hold-off on making purchases, or they're only willing to pay prices that don't take into account new product research and development. New technology brings with it expensive start-up costs. Existing print editions were generally not produced with subsequent CD-ROM reprints as an option. Therefore, the time and expense it takes to reformat these works must somehow be recouped.

Another issue created by the new electronic media is site licensing. How many

licenses should be included with a product? There are no restrictions if six students are looking at a book together, but what if they're at separate computer terminals? How many concurrent users will be permitted per license? Should publishers allow buyers to network products? One of AP's purposes in setting up the Library Councils is to work through some of these issues.

V. John Steinbeck's father lost his shirt trying to ship iceberg lettuce back east from California in railway cars full of ice. Now, everyone has access to lettuce year-round. Maybe we're in a similar position: in ten years the issues we've been discussing will be standardized and incorporated into our lives. Maria, thank you for talking with me. ☪