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Marketing to Libraries

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The Reference Society

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Geography: Born in Bridgeport, Connecticut, grew up in Fairfield, Connecticut. Lived in New Haven for 8 years. Graduated **Yale College** in 1992 with a B.A. in English. Forded the River for Iowa City, where I finished an M.A. in Communications Studies/Film Studies at the **University of Iowa** in 1994. Re-forded the River for Champaign/Urbana, where I finished an M.S. in Library and Information Science at the **University of Illinois** in 1996. Re-reforded the River for Colorado, to work at the Government Publications Library at the **University of Colorado** at Boulder.

First Library Job: Filing catalog cards for the late **Lee Williams** in the Latin American Collection at Sterling Memorial Library.

Current position: Coordinating collection development for the U. of Colorado Law Library. I also work part time in technical services at the Government Publications Library at the University of Colorado, and have been known to write HTML for pay or pure pleasure.

Building blocks: Worked for more than two years in Manuscripts and Archives at the Yale University Library, and then for two years or so in the Yale Library Circulation Department. I've had the benefit of working in several major research libraries, and in some varied settings: the U. of Iowa Hardin Library for the Health Sciences, the Reference Department at the U. of Illinois Library at Urbana-Champaign, the Newman Foundation Library in Champaign, two branches of the **Denver Public Library**, and now in a major government documents repository and a wonderfully rich legal research collection. **Greg Cotton** at the University of Iowa, **Kathryn Luther Henderson** at the University of Illinois and **Fran Miksa** of the University of Texas made me (and hundreds of others) very excited about technical services. I love acquisitions work in law, because the work involves intensive engagement with all media: print, microforms and digital formats. Some of us love books AND electrons!

Recent professional accomplishments: Helped to develop the 1997 **American Library Association** Reference and User Services Association President's Program, "Towards a New Vision of Reference: Kaleidoscopic Collections and Real Librarians." Developed a bibliography on the topic of "Reference and Collection Development" <<http://alexia.lis.uiuc.edu/~rrichard/RUSA/bib.html>> which some folks are finding useful for its treatment of electronic formats. Helped to develop "StateList: The Electronic Source for State Publication Lists" <<http://www.law.uiuc.edu/library/check.htm>>, a clearinghouse for state government publications checklists available on Internet — a kind of virtual "Monthly Checklist of State Publications."

Best book read in past year: Peter Gomes, *The Good Book*

Hobbies: Taking long walks by Boulder Creek, bicycling, gazing at the Flatirons, singing, looking at art, listening to any kind of music (but especially Poulenc and Palestrina), reading.

Favorite quotations: "A thought which does not result in action is a dream, and an action that does not proceed from a thought is nothing at all." — Georges Bernanos; "Gratitude is heaven itself." — William Blake

Marketing to Libraries

Publishing for Library Markets

by **Barry Lee** (President, The Reference Society)
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Publishing for Library Markets published by Cowles Simba Information (1997, 0-88709-149-7, \$1495) is one of the many special reports Cowles Simba puts out each year.

This report is composed of eight chapters and includes over 50 tables to illustrate its statistics. Key highlights of the report follow:

The libraries questioned spent over \$4.5 billion on information in 1996, up almost 8.5% from the previous year. CD software was the fastest growing media type.

In spite of the rapid increases in electronic media, information is still found predominately in print which makes up 72% of sales to libraries. The most revenue was generated by books, followed by periodicals and journals.

Library budgets have not grown dramatically, although various segments have shown growth. The results show shifts in materials budgets.

Despite an increase in electronic products, publishers reported using traditional methods to reach the library market. The three top methods were direct mail, advertising, and displays at library conferences.

Last year, the revenues from electronic information products accounted for 28% of the entire market.

As of 1996, the United States contained over 138,000 libraries. School libraries accounted for the greatest segment, followed by public, special, and academic libraries.

The academic libraries accounted for approximately half of total print sales to the library market. Their greatest expenditures were for journals. The Special Library segment spent the most for online services.

Libraries accounted for approximately 10% of trade publishers' revenues last year. Many trade publishers created separate marketing divisions to go after the library market. Almost 10% of total book revenues came from the library market. Professional books, university press, and children's books sold well to libraries.

CD software sales are expected to grow at spectacular rates.

Over three quarters of public library funding come from local sources. State funding ran about 12% while federal funds account for about 1%.

Online vendors continue the trend of moving their content and services to the Web.

Large international publishing conglomerates continued to dominate the library market.

Libraries are using consortia and co-ops to negotiate better deals.

CD encyclopedias are stealing market share from traditional print.

The study predicts that the market for online delivery of information will reach \$1 billion by the millenia. 🐾

To review a table of contents of **Publishing for Library Markets**, you may search Simba's Web site at <<http://www.simbanet.com>>.

Gail Schlachter Interview from page 40

GS: When asked to list the rules to successful writing, **David Hellyer** responded "1. Have something to say, 2. Know how to say it, and 3. Be able to sell it." A similar list could be offered librarians who are interested in becoming publishers. It would read: identify a need, use your library skills to fill it, and learn how to sell it. Some more advice: Save up a nest egg and be willing to risk it all on your dream. And, make sure you really want to give up your 8-hour plus day working for someone else for the 16 hours a day you may have to spend working for yourself.

There you have it! Lots of new ideas and topics of conversation to pursue when you see Gail in Charleston! — KS