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Issues in Vendor/Library Relations -- Cyrkled

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Using Rare Books — Part 2 from page 80

Mill's *On Liberty* (1850) — individual rights ably defended

Psychology

Pavlov's [*Conditioned Reflexes: an Investigation of the Physiological Activity of the Cerebral Cortex*] (Russian, 1926) — provided a foundation for psychology as an experimental science

Religion

Luther's *An den Christlichen Adel Deutscher Nation: von des Christlichen Standes Besserung* (1520) — Luther used politics to separate religion from politics, and he used religion to promote education, individual judgement, and autonomy.

Breasted's *Development of Religion and Thought in Ancient Egypt* (1912) — using primary sources he translated, Breasted showed that as religion expanded thought contracted

Speeches

Demosthenes' Orations (Greek, 1504; written by 322 BC) — one of the principal models for political oratory

Milton, Areopagitica: a Speech of Mr. John Milton for the Liberty of Unlicenc'd Printing, to the Parliament of England (1644)

Sociology

Dubois, Moeurs, Institutions et Cérémonies des Peuples de l'Inde (1899) — one of the full-est accounts of the ways of life of any people recorded in the 18th Century

Eden's State of the Poor; or an History of the Labouring Classes in England (1797) — the first major statistical analysis of a social problem

Kinsey, Pomeroy, and Martin's Sexual Behavior in the Human Male (1948) — the first major statistical study of sexuality; marked a turning point in social attitudes and legal positions on the basis of established facts that could no longer be denied

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Kinsey, Pomeroy, Martin, and Gebhard's *Sexual Behavior in the Human Female* (1953) — the second

Sports

Jahn's Lehrbuch der von Friedrich Ludwig Jahn unter dem Namen der Turnkunst Wieder- weckten Gymnastik... (1814) — the book that created the sport of gymnastics; Jahn sought a substitute for military training, which had been forbidden in Germany during the Napoleonic Period

Naismith's Rules for Basket Ball (1892) — another of the few major sports wholly invented by one person was basketball; Naismith's goal was to create a safe indoor sport for winter

Weismuller's Swimming the American Crawl (1930) — training methods of one of the most successful athletes of all time in terms of the number of world records broken and the length of time the records were held

Travel

Olmsted's Journey to the Seaboard Slave States (1856) — the first of his trips through the South to study slavery and although the shortest, the most vivid and influential

Parkman's California and Oregon Trail: Being Sketches of Prairie and Rocky Mountain Life (1849) — some of the best accounts written of American Indians

Gene Waddell is an architectural historian and College Archivist at the **College of Charleston** in Charleston, SC. He is author of *Charleston Architecture, 1670-1860* (Wyrick/ Gibbs Smith, 2003) and of a forthcoming book on the Pantheon.

We hope you have enjoyed **Part 2** of **Gene's** list. You can find **Part 1** in the February issue of **ATG**, v.20#1, p.70. — **KS**

Issues in Vendor/Library Relations — Cyrkled

Column Editor: **Bob Nardini** (Group Director, Client Integration and Head Bibliographer, Coutts Information Services) <bnardini@couttsinfo.com>

Thank goodness for the airlines. It's been years since they've provided anything to eat that doesn't resemble dry pet food and on many flights it's no more possible to bring out your laptop and work than it would be on the way to the office on an uptown rush-hour train running through Manhattan. So flying is a good time to read, about the only time possible, too often it seems. Domestic flights today, as much as they are anything else, are airborne learning commons, long narrow study spaces with almost everyone engaged with some kind of text.

For me then, flights are when I am able to do full justice to the daily *New York Times*, a reading project that in the course of a normal, non-traveling workday, seems about as daunting as writing a term paper once did. But when the learning commons is at 30,000 feet, even the obituaries published by the *Times* are within reach, which is how I learned about the death, and life, of **Thomas Dawes**.

Dawes, according to a *Times* death notice late last year, was co-founder of the **Cyrkle**, a pop group whose "brief career," as the newspaper put it, is best (solely, really) known for

its 1966 single, "Red Rubber Ball," a bouncy love song — it truly was bouncy — co-written by **Paul Simon** and sung in nice harmony by the **Cyrkle**. Most Boomers, once reminded of it, will fight with no success as the tune, a neurological virus, plays again and again in their head for days,

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as so many of the one-hit gems of the era will do. The **Cyrkle**, according to *Wikipedia*, was a Pennsylvania frat band discovered by **Brian Epstein** that had one or two other minor hits, opened for the **Beatles** during their 1966 U.S. summer tour, then disbanded in 1967.

What did someone like **Dawes**, readers might idly wonder, do with the rest of his life? The answer, for anyone grappling already with “Red Rubber Ball,” will be clear: **Dawes** went on to write advertising jingles (one of two members of the **Cyrkle** to do this, in fact). He wrote thirty or forty in all, according to the *Times* obituary. And **Dawes** didn’t merely write jingles. He wrote great jingles, compositions and slogans that like the **Cyrkle**’s music can be recalled with ease, even with the passing of decades.

For **Coca-Cola**, **Dawes** wrote “Coke is It.” For **McDonald’s**, “You, You’re the One.” **Dawes** struck twice on behalf of **American Airlines**, “Something Special in the Air,” and, “We’re **American Airlines**, Doing What We Do Best.” Thanks to **Dawes**, a famous soft drink is still known as “**TUP**, the Uncola.” And his masterpiece, written and submitted as a contest entry and even now a jingle almost without parallel, not to mention a great windfall for **Alka-Seltzer**, was “Plop, Plop, Fizz, Fizz.”

Thomas Dawes’ career was a perfect emblem for the dawn years of the Age of Marketing which we all now inhabit. When the late Librarian of Congress **Daniel Boorstin** described celebrities as people who were “famous for being famous” in 1962, he meant it as a criticism. But when that same decade **Andy Warhol** referred to everyone’s 15 minutes of fame, he seemed to be onto something, and by the time the camera manufacturer **Canon** ran ads for the 1990 **US Open** with the tennis player **Andre Agassi** declaring that “image is everything,” the point was made. By now we are so immersed in a culture of marketing — corporate marketing, self-marketing, and every other type — that if all marketing activities were suddenly banned, it would be as if the entire population had lost their car keys on the same morning, or as if under some mass amnesia no one could remember their computer password. Without the routine guidance on what to pay attention to so constantly and reliably provided to all by outlets of all kinds, we’d barely know how to make our way through the week.

Despite an historical image problem that libraries struggle against even today — or maybe because of it — many libraries and librarians have been focused on marketing for a long time. The **American Library Association** and **H.W. Wilson** began awarding **John Cotton Dana** Awards “for outstanding work in library public relations” in 1946. **Dana** was a towering figure of the early public library movement whose work after 1889, when he became director of **Denver Public Library**, and which continued for some 40 years in

Springfield, Massachusetts and Newark, New Jersey, was largely focused on making library services more accessible, through publicity and other means. The very first chapter of the *Public Library Handbook* **Dana** published in 1895 had to do not with cataloging or acquisitions or reference, but with library promotion. “Suppose the beginning of the library is made; keep it before the public,” began **Dana**, who then went on to outline how to accomplish that.

In 2007, seven libraries who today are keeping themselves before the public won **Dana** awards for their efforts, which ranged from **Brooklyn Public Library**’s “Brooklyn Reads to Babies” program, which highlighted the benefits in brain development and creativity when parents read to infants, a campaign publicized by brochures in English, Spanish, Chinese, Russian, Arabic, and Creole; to, in Toms River, New Jersey, **Ocean County Library**’s “Hurricane Katrina — Partners in Caring,” which raised over \$120,000 to help restore devastated branches of Mississippi’s **Hancock County Library**; to the **Wyoming State Library**’s “Wyoming Libraries: Bringing the World to Wyoming,” which featured billboard ads showing the Eiffel Tower as a windmill filling a watering trough for nearby cattle, and which now offers a racy “Mud Flap Girl” bumper sticker, the long-haired girl in silhouette familiar from generations of mud flaps in her usual reclining posture — but in Wyoming, she is reading a book.

So, **John Cotton Dana**, who while in Denver pioneered the idea of open stacks, would be pleased to know that academic libraries through one means or another today, commonly deliver electronic and even print materials directly to their patrons. In Springfield, **Dana** opened up the library’s interior to be more inviting, so today’s library cafes he would no doubt approve. In Newark, **Dana** reached out to the city’s growing business community by opening the first **Business Department**, and he would naturally agree with today’s prevailing idea that the needs of the user community should come first in library planning.

Most directors now are more focused on marketing-related activities than they are on, say, refining the collection development policy. One director entertained me recently over dinner with story after story about his new job, which meant he entertained me by talking almost entirely about fundraising, courting donors and wooing alumni wherever they might be (this university somehow has developed an alumni community in Crete, of all places), and of suddenly noticing, while hand-signing with little personal messages a stack of donor thank you notes provided to him by the development office, that he was about to sign one addressed to himself. While walking out of a library elevator with another director recently, I noticed a flat screen TV for library news on the facing wall and complimented him on the handsome new library logo. “That’s not a logo,” he corrected me, clearly familiar with the marketing technicalities, “it’s a mark,” which he explained is subordinate to a logo, in this case that of the university itself, and which he wears on his lapel.

Really, it should be no surprise that many academic (and other) librarians have become skilled marketers. Some of the world’s best known and most fiercely protected brand names, after all, are those of American universities. No need, it goes without saying, to name them. Nor are lesser known brands in higher education unaware of the power of marketing. *The Chronicle of Higher Education*, for example, recently cited a marketing campaign launched by the **University of Idaho** that will cost the university \$900,000 per year.

Today it’s hard for vendor reps not to notice that lots of libraries have gotten pretty good at marketing. Maybe it began during the 1980s, when **Vartan Gregorian** became president of **New York Public Library** and through his fundraising and other efforts, burnished that institution to the point of glamour. Or, maybe the onset of the Web had more to do with it, since out of the blue there was a new space where each library didn’t have a choice but to invent a version of itself for the world to look at. That effort in online re-invention couldn’t help but spill over into brick-and-mortar space, while a library’s physical re-definition likewise, and this has been a great age for library buildings, somehow probably flows into the avatar version of itself presented on the Web. In some mysterious way, the two presentations probably interact to make each other better.

Companies think hard about marketing too, of course, and the larger the organization the more elaborate the effort. How much goodwill has free bus service won for **Gale**, who countless librarians have to thank for sparing them a soggy walk in the rain, snow, or heat between convention center and hotel? What part have generous ballroom displays of end-of-evening desserts played in the success of **Elsevier**? And those are just **ALA** ventures, accounting for two weeks of the year, with the other fifty used in other ways by large companies like these, and all the smaller companies too, each of which has to devise ways to present a version of themselves to librarians.

Nobody, of course, likes the general idea of being marketed to, that is, of being figured out and categorized in a structured way so that some message hits home and behavior is moved in a direction beneficial to the institution whose message it is. But let’s face it, students and others enjoying their lattes in the library café, faculty whose research and writing accomplishments are celebrated by the library and to whose office or computer the library will willingly deliver just about anything requested, donors with rooms named in their honor, university administrators invited to preside over library events, undergraduates consulting with a librarian in their dorm, a teenager admiring an **ALA** “Read” poster, guests invited to a prestigious author event staged in a grand library space — doubtful that any of these individuals realize at all during these happy moments, or would likely much care if they did, that they’d been **Cyrkled**. 🐼