About the Author

Kathy Dempsey has been a fan of libraries all her life. After getting her first card in elementary school, she tore through the whole series of Nancy Drew mysteries. In high school, she joined the Library Club so she could work there during study halls. In college, she chose the campus library for her work-study job. After graduation, she worked at several libraries as a paraprofessional for a total of 6 years (Temple University in Pennsylvania, Shenandoah University in Virginia, Handley Public Library in Virginia) in the late 1980s and early 1990s. In 1994, she combined her journalism degree and library experience to get the perfect job with New Jersey-based Information Today, Inc. (ITI), a publishing company that specializes in serials, books, and conferences for the library and information industry. Since joining ITI, Kathy has been the sole Editor of the Marketing Library Services (MLS) newsletter, which covers not only marketing but also related topics, including promotion, advocacy, public relations, fundraising, and outreach.

During the 15 years that Kathy has been monitoring, learning from, and participating in the field of library marketing, she’s been called on to speak about the topic many times, beginning with EBSCO’s Executive Seminar Series back in 1995. She’s also presented library marketing and promotion workshops, conference sessions, and keynote speeches for organizations around the country, including Special Libraries Association regional groups, the New Jersey Library Association, the Library Public Relations Council, the Medical Library Association, the South Jersey Regional Library Cooperative, Dartmouth College Biomedical Libraries, the Pacific Northwest Library Association, the State
University of New York (SUNY) Council of Library Directors, the
Association of College & Research Libraries’ New England Chapter,
and the Associated College Libraries of Central Pennsylvania. She
has also spoken for The Partnership (Canada's national network of
library associations) and at a symposium organized jointly by DOK
and the Technical University of Delft in The Netherlands.

Kathy also worked on Computers in Libraries (CIL) magazine,
begining as Associate Editor in 1995 and working her way up to
Editor in Chief in 2003. She resigned from CIL at the end of 2007 to
devote her full attention to the marketing/promotion side. In 2005,
she officially started her consulting firm, Libraries Are Essential,
which provides “advice and consulting on library marketing, promo-
tion, and public relations.” As her Libraries Are Essential persona, she
has partnered with Dr. Christie Koontz to research and write com-
plete marketing plans for two large organizations (one state library
and one 20-branch public library system). She currently consults and
speaks part-time while she continues to edit MLS part-time.

Over the years, Kathy has written countless articles as a staff
member for Marketing Library Services, Computers in Libraries,
and Information Today. She was also a regular freelance writer for
Information World Review, the U.K.-based information-industry
newspaper, from 1997 to 2003. In addition, she wrote the fore-
words for two books in 2003: The Accidental Systems Librarian and
The Visible Librarian. In 2008, she served as Project Editor for the
unique book/movie combo ShanachieTour: A Library Road Trip
Across America, created by three Dutch library employees who
drove across the U.S. visiting libraries and spreading best practices
to inspire librarians around the world.

Kathy is an active member of the New Jersey Library Association
and has served in its Technical Services section, its Public Relations
committee, and its Newsletter Editorial Board. Most recently, she
became a contributor to The ‘M’ Word, Nancy Dowd's blog about
library marketing. Kathy continues to devote her life to educating
weenies who think that the internet can replace libraries.