

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, beginning 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, promotion, and public relations." As her Libraries Are Essential persona, she has partnered with Dr. Christie Koontz to research and write complete 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 forewords 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.