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7-2023

## *Public Services Quarterly* Marketing Column Index, 2013-2023

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[\*Public Services Quarterly\*](#) (*PSQ*) is a journal published by Taylor & Francis focused on public services issues in academic libraries. The *PSQ* Marketing Column features essays about a variety of creative and innovative marketing strategies used to highlight collections or promote services in all types of libraries. Its purpose is to provide real examples of how libraries are using marketing and outreach techniques in interesting ways. The column offers practical insight from libraries engaged with marketing. In addition to marketing, the column also features essays on successful programs and events that promote the library.

Katy Kelly at the University of Dayton served as the *PSQ* Marketing Column's editor from 2013 to 2023. This is a list of articles published under her editorship to provide a record of trends and professional insights.

1. Lewey, T. (2023). "How do you do, fellow kids?": Staying relevant with college students on your academic library's social media. *Public Services Quarterly*, 19(3).
2. Dorsett, K. I. (2023). Designing for impact: DEIA social media posts for library resources. *Public Services Quarterly*, 19(2). <https://doi.org/10.1080/15228959.2023.2194701>
3. Blair, J. (2023). Why every library needs design. *Public Services Quarterly*, 19(1), 63–68. <https://doi.org/10.1080/15228959.2022.2157925>
4. Vanness, S., & Dogan, T. (2022). Who tells your story? Highlighting student assistants. *Public Services Quarterly*, 18(4), 316–322. <https://doi.org/10.1080/15228959.2022.2120944>
5. Vadnais, A. M. & Weiss, L. (2022). Fostering connections: the UMass Amherst Libraries outreach series. *Public Services Quarterly*, 18(3), 218–223. <https://doi.org/10.1080/15228959.2022.2084489>
6. Kuehl, S. (2022). Marketing a library in a hockey rink: lessons in embracing change. *Public Services Quarterly*, 18(2), 136–144. <https://doi.org/10.1080/15228959.2022.2047869>
7. Stephens, R. (2022). Getting started with TikTok for library marketing. *Public Services Quarterly*, 18(1), 59–64. <https://doi.org/10.1080/15228959.2021.2008286>
8. Keenan, C. (2021). "Lean" outreach in the time of COVID-19: using online channels to promote an online service. *Public Services Quarterly*, 17(3), 201–207. <https://doi.org/10.1080/15228959.2021.1931632>
9. Henry, A. (2021). Building a library brand: Five strategies for solo marketers. *Public Services Quarterly*, 17(2). <https://doi.org/10.1080/15228959.2021.1896414>
10. Monnier, R. (2021). Pivoting partnership programming during a pandemic: Centennial Celebrations in 2020. *Public Services Quarterly*, 17(1), 53-58. <https://doi.org/10.1080/15228959.2020.1859429>
11. Spencer, K. L. (2020). Black History Month Jeopardy at a PWI: a how-to. *Public Services Quarterly*, 16(4), 265–272. <https://doi-org/10.1080/15228959.2020.1816868>
12. Spina, C. (2020). Accessible and engaging graphic design. *Public Services Quarterly*, 16(3), 194-199. <https://doi.org/10.1080/15228959.2020.1772168>

13. Johnson, E. A., & Vasudev, S. (2020). I cannot be the only one: creating a community of practice for outreach librarians. *Public Services Quarterly*, 16(2), 124-129. <https://doi.org/10.1080/15228959.2020.1738310>
14. Briere, K., & Drifmeyer, K. (2020). Student success pocket-graphic: a mountain of data transformed. *Public Services Quarterly*, 16(1), 48-58. <https://doi.org/10.1080/15228959.2019.1696726>
15. Atilano, M. (2019). Reaching out and reaching in: prioritizing kindness and collaboration with student outreach. *Public Services Quarterly*, 15(4), 352-358. <https://doi.org/10.1080/15228959.2019.1662362>
16. Wilson, S. (2019). Goodbye, Paley...Hello, Charles!: Marketing a library move. *Public Services Quarterly*, 15(3), 256-262. <https://doi.org/10.1080/15228959.2019.1619496>
17. Girton, C., Smeraldi, A. M., & Starkey, J. (2019). Marketing to their Needs: Utilizing empathetic marketing techniques in student outreach. *Public Services Quarterly*, 15(2), 151-162. <https://doi.org/10.1080/15228959.2019.1588834>
18. Wagner, S., & Boatright, B. (2019). Generating and framing content: Strategic multi-platform content marketing in academic libraries. *Public Services Quarterly*, 15(1), 59-67. <https://doi.org/10.1080/15228959.2018.1555074>
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20. Cline, T., & Marcusse, M. (2018). Building a brand and telling a story in perpetual crisis: Launching a sustainable archives marketing strategy. *Public Services Quarterly*, 14(3), 265-274. <https://doi.org/10.1080/15228959.2018.1488644>
21. Kliewer, C. (2018). Library social media needs to be evaluated ethically. *Public Services Quarterly*, 14(2), 170-182. <https://doi.org/10.1080/15228959.2018.1447418>
22. Owens, T. M., & Bishop, K. (2018). "Let's try it!": Library outreach in a culture of yes. *Public Services Quarterly*, 14(1), 75-82. <https://doi.org/10.1080/15228959.2017.1411861>
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24. Munro, K. (2017). At least seven touches: One academic library's marketing and outreach strategy for graduate professional programs. *Public Services Quarterly*, 13(3), 200-206. <https://doi.org/10.1080/15228959.2017.1328297>
25. Flynn, H. (2017). Beyond therapy dogs: Coordinating large-scale finals week activities. *Public Services Quarterly*, 13(2), 117-123. <https://doi.org/10.1080/15228959.2017.1303419>
26. Watson, A. M. (2017). Manage your social media in 5 minutes a day. *Public Services Quarterly*, 13(1), 41-47. <https://doi.org/10.1080/15228959.2016.1268942>
27. Bedenbaugh, R. A. (2016). Marketing is our game: Tackling the library awareness gap. *Public Services Quarterly*, 12(4), 321-328. <https://doi.org/10.1080/15228959.2016.1231603>
28. Todaro, J. B. (2016). Strategic use of marketing for a targeted constituent group. *Public Services Quarterly*, 12(3), 257-262. <https://doi.org/10.1080/15228959.2016.1198245>

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31. Wainwright, A. (2015). Marketing materials made easy: A practical approach to design and distribution. *Public Services Quarterly*, 11(4), 300-306. <https://doi.org/10.1080/15228959.2015.1095670>
32. Schlangen, M. (2015). Content, credibility, and readership: Putting your institutional repository on the map. *Public Services Quarterly*, 11(3), 217–224. <https://doi.org/10.1080/15228959.2015.1060148>
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37. Andrews, E. (2014). “Ignore them and they will come”: Attracting students to academic library events. *Public Services Quarterly*, 10(2), 150–156. <https://doi.org/10.1080/15228959.2014.904211>
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