Shouting from the Rooftops

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Communication can be problematic. Phrases like "preaching to the choir" and "no one reads anymore, especially emails" are examples of some of the issues we face regarding how we communicate. In light of these truisms what exactly can we do to improve the way we communicate?

I think that I take every opportunity to promote this journal. Whenever I hear about an interesting project or a bit of research, I interject and say "Are you planning on publishing that and have you considered the Partnership journal?". Often the response is "What journal?". I flog the journal during job interviews, at conferences, at work, and I send out emails and broadcast on listservs. I am also confident that the editorial board members take every opportunity to promote the journal too. Even without our active participation, library blogs pick up articles or announcements and further disseminate information about this journal, so much so that I get requests from China asking about subscriptions, yet I still encounter librarians in my own province who have never heard of it. I wonder, how can every library association promote the journal on their websites, in their publications and listservs to a total of 8,000 members yet I still encounter colleagues on a regular basis who have never heard of it. The journal receives tens of thousands of hits on the site and articles are downloaded thousands of times. If you google the exact phrase "Partnership: the Canadian Journal of Library and Information Practice and Research" you get over 27,000 hits. So I guess, some people do know about it and perhaps building a participant base just takes time.

So is there anything we can do to better promote the journal? In an effort to at least improve our profile and address some of these problems, the editorial board has decided to create the position of Communication/Marketing Editor. Catherine Baird of McMaster University will take her real-life expertise as Marketing, Communications and Outreach Librarian and use it to create a marketing strategy for this journal. Catherine moves from her position as section editor of the Conference Spotlight into this new role.

I would also like to welcome our new editors: Ann Smith from Acadia University, Section Editor for Theory and Research; Angie Mandeville from the University of Alberta, Section Editor for Innovations in Practice; and Marjorie Mitchell from the University of British Columbia as Section Editor for Professional Development. It is challenging to learn a new publishing system, but our editors have done a stellar job of getting up to speed and publishing some great articles in those three sections. Thank you! And of course, thanks to all the editors, especially Rainer Schira for layout and Catherine Jeanjean for copyediting, not necessarily the most glamorous of jobs, but so essential in the production of this journal.

Please enjoy our fifth issue and if you like what you’re reading, tell someone!