


# Slogans to Market Libraries By

by Lynn Connor Merring



I've always been a proponent of marketing the library throughout your organization. I cut my librarian teeth on Herb White's "the squeaky wheel gets the funding." Tom Peters' Management by Walking Around has long been my mantra. But I realize I've missed a vital marketing tool—**SLOGANS!**

Recently Aleta Benjamin (O'Melveny & Myers in Newport Beach, California) posted a request on law-lib for library slogans. Being unable to resist the temptation to

classify and arrange them, I present them for your edification!

## General Library Slogans

- ◆ Librarians do it by the book!
- ◆ Born to search!
- ◆ What's the shortest way from Q to A?
- ◆ Free the bound periodicals! (maybe this should be classified as an inside joke)
- ◆ Librarians—professional know-it-alls
- ◆ Information is power
- ◆ I'm a Librarian—check me out!
- ◆ Librarians make novel lovers
- ◆ Reference is looking up!
- ◆ When you absolutely positively have to know ... ask a Librarian

## Law Firms

- ◆ Law Librarians put the "able" in "billable"
- ◆ Law Librarians—we put the starch in your briefs
- ◆ Let a Law Librarian on your case
- ◆ Your briefs are void without us

## Law School Libraries

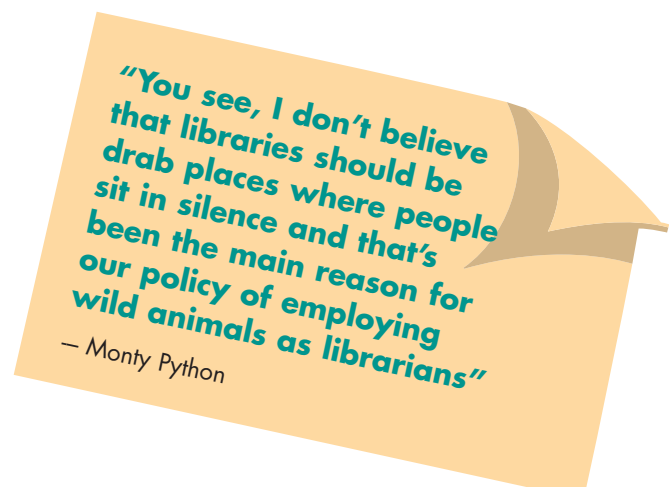
- ◆ See the cites in the Law Library
- ◆ Law Librarians—foot soldiers in the code wars
- ◆ Law Librarians see life in Black's & whites
- ◆ Law Librarians—we throw the book at you. (Well? Haven't you been tempted?)
- ◆ Law Wars—Episode 1: the Library Menace

## Court/Government Libraries

- ◆ Don't approach the bar without a librarian
- ◆ The truth is out there—ask a Law Librarian!
- ◆ Law Librarians have legal connections

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Special thanks to Julie Luppino of Ogletree Deakins Nash Smoak & Stewart PC in Greenville, South Carolina) for the slogan I'm going to hang on my door on the days I really don't want to take it anymore:



"You see, I don't believe that libraries should be drab places where people sit in silence and that's been the main reason for our policy of employing wild animals as librarians"

— Monty Python