

In the

news

Welcome to the March 2008 issue of *C&RL News*. A big challenge facing college and university libraries today is raising our profile and changing perceptions of what we have to offer. Creative marketing is one way to raise awareness of libraries across the campus community. This month, Elizabeth M. Karle addresses invigorating the academic library experience through outreach and programming.

Producing programs can often lead to opportunities to work with groups outside the library. Stacy Brinkman and Frances Weinstein Yates write about collaborating with campus and community organizations in hosting a well-received Japanese cultural festival in their article "Promoting partnership."

Richard Fyffe and William C. Welburn write about potential partnerships of a different kind in this month's scholarly communication article "ETDs, scholarly communication, and campus collaboration."

To help you prepare for the upcoming ALA election, the ACRL Board of Directors asked the two candidates for ALA president to respond to a set of questions about their candidacies and vision for the association. The responses from Camila Alire and J. Linda Williams are available in this issue. A list of ACRL members running for ALA Council is also provided. Make sure to vote in the election, beginning March 17.

Congratulations to Peter Herson (Simmons College), ACRL's 2008 Academic/Research Librarian of the Year. And to all of the ACRL award winners profiled in this issue. Make sure to read about their accomplishments and all the other great articles and columns in this issue, including Internet resources on international radio and television broadcasts on the Web. Enjoy!

—David Free, editor-in-chief
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