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## Christian Periodical Index Corner

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# Christian Periodical Index Corner

Welcome to the first installment of the “Christian Periodical Index Corner.” This regular column will feature news and updates from the Christian Periodical Index (CPI) Team. For this first issue, we thought you might like to know some of the ways your CPI Team has been marketing the Christian Periodical Index.

## Conference Exhibits

ACL/CPI regularly exhibits in exhibit halls at library conferences, including:

- Association of College and Research Libraries (ACRL)
- American Theological Library Association (ATLA)
- Association of Christian Librarians (ACL)

At these conferences, one or two representatives from the CPI Team (usually Beryl Pagan and Jule Kind) set up and work the CPI booth in the exhibit hall during exhibit hours. While in the booth, we answer questions about the index and about ACL, sign librarians up for free trials of CPI, encourage people to enter our drawing for Amazon gift cards, and give away candy ... lots of candy. We also network with other vendors, which is a very valuable part of the experience.

The CPI Team and ACL Home Office have worked hard over the past year to make our booth more professional, investing in a table skirt with our logo, purchasing ACL/CPI shirts for our representatives, and purchasing special promotional items to give away.

## Advertisements in Library Publications

Over the past two years, ACL/CPI has placed full-page, color advertisements in two major library publications: *Library Journal* (June 15, 2012 issue) and *College Research & Library News* (January 2011 issue). The timing of both of these issues was designed to coincide with distribution of that issue at ALA conferences.

## Announcements via ACL listserv

Whenever there is new information about CPI, the ACL listserv is the first avenue for reaching CPI users quickly. So, keep an eye on your inbox!

## Tell a Friend

This is how you, our CPI users, can help:

- Ask other libraries in your local networks if they are familiar with the index. If not, tell them about it.
- Are you part of a consortium? See if they can add CPI to their list of negotiated databases. †

*Beryl Pagan  
Publicity Coordinator  
Christian Periodical Index*



Steve Brown and Jule Kind staff the Christian Periodical Index booth