In recent years there has been, on the part of many types of public-service organizations, a growing awareness of the importance of good public relations. Municipalities and other governmental agencies, for example, have become increasingly sensitive to the need for public relations programs in promoting good will and understanding on the part of those who bear the tax load. Many large industrial corporations also recognize the benefits in good will and the financial success which can be achieved through such programs. There is comparatively little in print, however, to show that college and university libraries hold public relations programs in the same high regard.

Lyle and Temple have discussed in considerable detail some of the numerous media which can be used in public relations programs. Other accounts, such as Watkins's short article on college and library publications, and such papers as those by Bauer, Ostvold, and Parker are quite helpful in suggesting important activities. The latter states that before a university community can be library conscious, it must subscribe to a number of ideas and concepts concerning the nature of the library: (1) The book collections are for use; (2) teaching without books is difficult; (3) the library is composed of more than books—it contains films, maps, manuscripts, microcards, and reference tools such as catalogs, bibliographies, indexes, and abstracts; and (4) the librarian is a teacher and the library is a teaching department of the school. No one has yet written a detailed case history of the over-all public relations program of any given college or university library. This lack is to be deplored, and may be due to the fact that there does not seem to be a clear understanding among librarians.
of the exact scope of public relations. More study and investigation in the broad area of public relations programs for college and university libraries is plainly indicated.

Every agency or organization serving any segment of what is broadly termed "the public" is engaged in public relations activities, whether it is aware of it or not. It should also be clear that such activities include much more than mere publicity. According to Temple, publicity is but one phase of public relations. Good library public relations is good library service—publicly appreciated, to paraphrase one succinct definition.

If good public relations is, in fact, good public service publicly appreciated, then the fundamental requirements are those elements which are essential for good library service, including, among others: (1) a friendly and enlightened library administration; (2) adequate book collections; (3) a well-qualified, interested, and courteous staff; and (4) a building adequate in size and designed for convenience of use. Given these resources, any library is basically equipped to provide the library service which is the foundation of a good public relations program. Without such resources or their appropriate utilization in providing effective library service, no other activities of a public relations nature can be depended upon to achieve a substantial and lasting measure of public appreciation for the library.

Library service, no matter how competent, does not in itself make an effective public relations program. There must be other activities designed to provide information about the library and to show readers in what ways the library is indispensable to them.

The effectiveness of public relations programs for college and university libraries has been furthered by the changing nature of library service itself. This, in turn, grew out of the gradual change from the idea that the library's principal role is one of preserving book collections to the concept that every appropriate emphasis should be placed on book use. This evolution in the philosophy of the library's function and its resultant implementation on a broad scale in this country has been of the utmost significance from a public relations standpoint.

The media which can be employed to inform library users about the library are many and varied. Each of them has a potentially worthwhile contribution to make to the over-all public relations program. Because of space limitations, only a selected few of these media are considered in this paper. In many instances the subjective opinions of the author have been injected into the discussion because the avail-
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able literature is either wholly lacking or seriously deficient in descriptions and evaluations. The need for study and investigation in the whole field of public relations has already been noted. The need for studies of the several media is present to a serious degree.

In this paper it is assumed that "the public" for college and university libraries is comprised principally of the student body and the faculty, including such special groups as administrative officials and the library committee. However, townspeople of the community should be included in this primary group whenever the library also serves as the public library. Through appropriate channels, the library should also direct its public relations activities toward the governing body of the institution. The libraries of land-grant colleges and universities, and of other state-supported institutions, such as teachers' colleges, should also include the people of the state and the state legislature in their public relations activities. Other groups which all college and university libraries should reach in their public relations programs include, for example, the alumni, the faculty and students of library schools, and appropriate members of the library profession generally.

Perhaps the most important public relations asset of the library, next to effective library service, is a staff which mingles freely on a friendly and helpful basis with the faculty and students and which welcomes opportunities to discuss formally and informally the resources and services of the library. Such activities may comprise a formal lecture at which a member of the library staff, a visiting librarian, or an author, meets the faculty members or students to discuss books or library matters.

There are many opportunities for the librarian to talk with members of the faculty about the library. One of the earliest of such opportunities which presents itself at the beginning of each academic year is that of addressing faculty members at the opening meetings of major faculty groups. Library seminars to which new faculty members and graduate students are invited are also helpful in promoting good public relations. Departments or divisions sometimes request permission to bring new staff members to the library during orientation programs. Such requests should be eagerly seized upon by the librarian as matchless opportunities to make new friends for the library.

Advantage should also be taken of every opportunity to appear before classes of graduate students to discuss use of the library with reference to specific subject fields. Faculty and graduate students often belong to departmental clubs, and the alert and cordial librarian
will on occasion be invited to talk to such groups. Another opportunity for good public relations occurs when a department head or other member of the faculty brings a prospective staff appointee to the library to talk with the librarian and to examine the library resources available for research and instruction in the individual's special field of work.

There are also many opportunities for the librarian to meet undergraduate students. Members of the circulation and reference staffs have desk schedules, and, for this reason, are not always available for the informal contacts which the librarian and other general administrative staff members can make if they will take the time to be present occasionally in the public lobbies and on the readers' side of the public service desks. Often tactful assistance extended to a perplexed student will secure a permanent friend for the library and will result in many good words being spoken for the library at times and at places when no librarian would ever be present.

It is sometimes customary for divisions to conduct orientation programs of one kind or another for Freshman students. Meetings of this kind furnish a real opportunity for the librarian to demonstrate that he is made of flesh and blood, and that the library is a friendly and indispensable institution, eager to be helpful.

As opportunities arise, the librarian and his staff should engage in public relations work with others besides faculty and students. In one college community during the past year, the superintendent of schools made arrangements with the librarian for all public school teachers to visit the college library to learn about the book collections and to see how the library was prepared to help them in their school activities. Tours of the library were made, and each teacher attending the meetings was given a reader's card.

Random illustrations of public relations through contacts of librarians with faculty, students, and others, have been given. Although it would be difficult to establish any trend which might exist with respect to such activities, it is known that some college and university libraries are much more active in these respects today than they were formerly.

The annual report of the college or university library is a medium of public relations which is spectacularly unsuccessful in reaching a significant percentage of the public served by the institution issuing it. Little progress has been made in changing either the content or method of presentation of the annual report so as to derive any ap-
preciable increase in public relations value from it. One cannot help but wonder how many faculty members and students ever have the opportunity or the interest, for that matter, to read the librarian's annual report.

In a significant study of 500 libraries of institutions of the liberal arts type, Russell and others found that in many instances the distribution of the annual report is severely limited, and that, furthermore, librarians expect very few of those who do receive the report to actually read it. According to Stone, "The writer of the report must have a definite public in mind, because it is their interests and needs which help in determining the content." Fay, as have others, stresses the value of the librarian's report as source material in education on the college level for serious investigators. It may be that the answer lies in the issuance of two reports, one a comprehensive report made available to serious investigators and others interested in detailed information, and the other an abridged, popularized edition for widespread distribution to faculty members and students in behalf of good public relations. Certainly the typical report—which usually begins with what is sometimes a tiresome recital of the names of donors and of recent acquisitions of limited interest and which limits material about library services and use to the back pages, if indeed they are emphasized at all—is so lacking in appeal that from the public relations point of view it is practically worthless.

College and university librarians would do well to look to their colleagues in public libraries and to public relations experts for suggestions on how to revamp effectively their reports in terms of public relations possibilities. While covering the basic facts and trends relative to such topics as circulation and reference work, the Newark, N.J., Public Library report to the Board of Trustees for 1942-45 achieves a fresh approach in design and topography. There are numerous informative articles available on this subject. Shugart, for instance, says, "The psychology is simply this: If a story is worth telling it is worth selling, and selling calls for strategy that will make the reader (any reader) enjoy and follow the report page after page." Crosby believes that "The objective of a good report is to portray the library as a tremendously important, useful, and human institution." Finally, according to Marcus, "no report is likely to be read widely unless it is compellingly interesting in its presentation and contents."

Along with the discussion of annual reports as a medium of public
relations, mention should be made of a relatively new type of library organ which has been inexplicably ignored in the literature—the administrative staff bulletin or newsletter. Examples of such bulletins are *CU News*, University of California; *The Library at Iowa State*, Iowa State College; *Library News*, University of Minnesota; *UCLA Librarian*, University of California at Los Angeles; *Library Information*, University of Washington (Seattle). The *Information Bulletin* of the Library of Congress is perhaps the forerunner of all administrative staff bulletins, and is the only one which has achieved the status of a professional periodical of national interest. Although written primarily for the information of members of the library staff, the administrative staff bulletin has challenging possibilities for use in the public relations program. Much of the information normally contained in these bulletins, if effectively presented, is well suited for this purpose. The systematic release of library information on an informal basis at least once a month in an administrative staff bulletin, in combination with the publication of an annual supplement, makes possible a more timely and effective method of reporting than can be achieved solely through the infrequent and formalized annual or biennial report. The reports of at least two of the recent surveys of college and university libraries have included the recommendation that an administrative staff bulletin be issued. The practice of issuing such organs will undoubtedly become more widespread in the future.

As a public relations medium, the administrative staff bulletin should go to the president, to the deans and other high administrative officials, to members of the library committee, to the alumni secretary, to the student newspaper, and to the college information service, as well as to interested faculty members and student groups. The bulletin should also be sent to such off-campus destinations as libraries, library schools, and former staff members. This writer knows of at least one instance where there is convincing evidence that the president regularly reads the administrative staff bulletin and that the alumni secretary, the college information service, and the student newspaper obtain news items for their own publications from this source. Such indications of use show clearly that the administrative staff bulletin can be a significant factor in the public relations activities of the library.

Another publication which has real if more limited possibilities is the report of the library survey. Comprehensive surveys of college and university libraries in their present form are generally considered
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to date from 1939. In that year Wilson and others surveyed the University of Georgia Libraries and wrote a report that in content and method of presentation has become established as a standard. Included among other types of survey reports is a brief one consisting largely of recommendations and containing few tables or exhaustive analyses of various aspects of library organization, policies, procedures, and operation.

Any type of survey report, when circulated to those primarily concerned with its contents and when publicized effectively, constitutes excellent public relations material. The survey report is invaluable to the librarian in supporting his recommendations to the president and, through the president, to the board of trustees or the legislature. It also provides information of great value and interest for faculty members, students, and others, including the library committee and the friends of the library organization.

The value of carefully planned and expertly executed library exhibits has long been recognized. As is the case with so many public relations media, actual library exhibits have seldom been described in the literature. Reagan reports that because of a dearth of published information she found it necessary to resort to the questionnaire method of obtaining information for her study of library exhibits in liberal arts colleges. She found that only 2 of 731 exhibits about which she obtained information had been publicized in the general library literature. Despite the lack of published information, it can be assumed that every college or university library attempts to maintain at least a minimum program of exhibits.

Two of the factors which tend to limit the number, scope, and complexity of exhibits are a lack of suitable space and equipment, especially in older buildings, and a shortage of available personnel for this time-consuming activity. Happily, however, exhibit materials are becoming more plentiful. Photographic exhibits, perhaps the most popular of all types of exhibits as far as students are concerned, are available from many sources for no more than the cost of transportation. Such exhibits include the annual News Pictures of the Year, sponsored jointly by the School of Journalism of the University of Missouri and the Encyclopaedia Britannica; Life photographic exhibitions; and the Traveling Print Show of the Photographic Society of America. Many worthwhile exhibits can be borrowed from business and industrial firms. Individual faculty members and college departments can, in many instances, supply materials of widely varied character which

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can be integrated effectively with books and other library resources in exhibits that will command widespread attention.

As new library buildings are constructed, the increasing availability of better display facilities thus provided will act as a stimulus to libraries to develop their exhibit programs. New library buildings not only have more bulletin boards, tables, and cases, but ample floor space in strategic locations as well. Moreover, the exhibit areas, without exception, are much better illuminated in new buildings than they ever were in older structures. With better facilities being provided and the supply of inexpensive exhibit materials becoming more plentiful, many libraries are certain to make greater efforts than they previously made to improve their programs of exhibits as one means of maintaining good public relations.

Another medium which has attractive potentialities for public relations purposes is the motion picture made by or for college and university libraries for such purposes as showing library facilities and their arrangement within the building, giving instruction in the use of the library, and illustrating the role of the library on the campus and the means employed to attain the library's objectives. There is even less in print about such films than there is concerning exhibits. In a statement bearing on library services in land-grant colleges teaching agriculture, Jones says that "Films on the arrangement of the library were used by Tennessee, Nebraska, and Wyoming universities, Prairie View A. & M. College of Texas, Alcorn A. & M. College, Mississippi, Colorado A. & M., Oklahoma A. & M. and Maryland State College." Just how applicable these films may be for public relations purposes the author is unable to say, but the fact remains that only a few motion picture films relating to college and university libraries have apparently been made, and not all of these are described in the literature.

Mention should be made of two films which have been made at the University of Illinois. The film "Found in a Book" was produced in the spring of 1936 by the administration class of the University of Illinois Library School. Using two Freshmen as characters, the film is designed to interest high school graduates in the use of library facilities. In 1942 the University of Illinois Library released the film "Contact with Books" to replace the earlier film. It shows the use of the university library by students. The information presented is intended to be applicable to almost any college or university library. It is understood that a new library film is being planned at the Uni-
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versity of Illinois and that the library of the North Carolina Women’s College is also considering the production of a motion picture.

For public relations use, college and university librarians can profitably study such a motion picture as “Library on Wheels,” produced by the National Film Board of Canada to tell the story of the Fraser Valley Union Library and to stress the importance of books not only to the Valley people but to Canadians in general. Another excellent public relations film is the one titled “Books and People, the Wealth Within,” which was produced for the Alabama Public Library Service Division by the Southern Educational Film Production Service. This film shows the Alabama State Library Extension Agency in action, with particular emphasis being placed upon means by which the agency is able to help local communities in establishing county library service.

Films of the quality of the two mentioned above have not been employed extensively as a public relations medium by college and university libraries. One of the deterrents to the production of such films is the relatively high cost. Lack of qualified personnel and availability of production facilities undoubtedly play a part in keeping the number of such films produced to a minimum. It seems likely, also, that slides and film strips, which can be produced less expensively and which have certain advantages in convenience and flexibility of use, will continue to be preferred to motion picture films in many instances. There is no indication that college and university libraries in any considerable number are likely to undertake the production of motion picture films.

Radio has been used by libraries for more than a quarter of a century. An early account of the status of radio broadcasting by college and university libraries was published in 1935. During the following decade, there was little increase in the number of libraries participating in radio programs. A survey made in 1946 revealed that less than one-fourth of the land-grant college and university libraries, for instance, were producing or directing radio programs of any description. This finding was all the more surprising because direct participation in radio broadcasting by libraries of institutions of higher education has largely been confined to those of land-grant colleges and universities. This group of institutions has an obligation to engage in extension education which reaches beyond the confines of the campus to include the whole area of the state. Many of these institu-
tions own and operate their own educational radio stations as a part of their extension work.

The radio programs for individual libraries, including the institutions of the University of Utah,28 University of South Carolina,29 University of Illinois,30 and the Iowa State College,31 have been described in the literature. In general, it can be said that college and university libraries use radio as a medium for popular education and information, for stimulating interest in reading and discussion, and for publicity purposes. There is considerable doubt, however, as to the effectiveness of such radio programs in so far as reaching the faculty and students directly is concerned. If they are broadcast during daytime hours, the principal audience for such programs probably is comprised largely of housewives. The results of a survey of listeners to the book programs broadcast by WOI in cooperation with the Iowa State College Library were published in 1940.32

College and university librarians have been relatively indifferent to the opportunities available for direct participation in radio programs. It may be that librarians question the value of radio programs in terms of the personnel requirements and the staff load involved. L. C. Branscomb30 indicates that the public relations value of the radio programs broadcast over WILL, the radio station owned by the University of Illinois, may be somewhat incidental. There is no reason to believe that experience in this regard at the University of Illinois is not typical for college and university libraries in general. Lyle says that participation in radio "requires part of the time of a member of the staff who has faith in the value of the project, enthusiasm for its advancement and development, and some knowledge of recent scientific studies of the effects of radio on reading."33

The newest of the media available to libraries for use in public relations work is television, by which is meant the production of television programs by or for libraries rather than the placing of television receivers in libraries for the use of readers. It is recognized that the latter use of television does have its public relations advantages. Because of the "freeze" which was placed in effect by the U.S. Federal Communications Commission on the licensing of additional television stations in 1948, only limited areas of the country are served by commercial stations at present and Iowa State College is the only institution of higher education that owns and operates an educational television station. Most libraries, therefore, have had little or no opportunity to experiment with television for public relations or for any other purpose.34
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A survey made by the Television Committee of the American Library Association's Audio-visual Board revealed that thirteen of more than thirty public libraries replying had produced or were producing or sponsoring television programs of one kind or another and that only one of more than forty college and university libraries replying had done so. According to the findings of the survey, the opinions of college and university librarians vary from a feeling of unconcern about television as a medium for book-related programs and other forms of direct participation to the belief that television offers almost unparalleled opportunities for educational, library, and general cultural purposes. The potentialities of television for library public relations as such were not covered in the survey.

Until librarians have gained experience in producing or assisting in the production of television programs, the public relations value of such activities for libraries can only be conjectured. Librarians in the meantime would do well to study the statement of the needs and potentialities of educational television published by the Joint Committee on Educational Television. That television has real possibilities as a powerful force in public relations can readily be surmised by observing the respectful attention paid to it by public officials and candidates for political office. It should also be noted that some public librarians who are using the limited commercial facilities available to them, according to the survey report mentioned above, are of the opinion that television does hold great promise as a medium for public relations.

Television has been characterized as a monster who consumes all the manpower he can get. Librarians should acquaint themselves with the almost incredible demands made by television for personnel possessing a variety of highly specialized talents and skills and with the many man hours of time required for the planning and production of even a single television show. Programs telecast over network facilities and widespread distribution of kinescope copies of library shows may offer at least a partial solution to the financial and personnel problems of libraries wishing to make use of television. It appears to be only a matter of time until libraries make routine, if limited, use of television facilities directly or indirectly for educational and public relations purposes.

The principal need at present relative to public relations for college and university libraries is for facts in the form of published information. Descriptive accounts of the use being made of the various media, as well as of case studies of the over-all programs of selected libraries,
might well be published as the first step in providing such information. Secondly, the inauguration of a comprehensive program of research in this field of activity is long overdue. It is particularly important, for example, that the potentialities of the individual media be studied and evaluated with respect to their applicability in given situations. These measures should go far in providing the body of knowledge needed by those who are responsible for public relations activities in college and university libraries.

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