

PUBLIC RELATIONS AND THE RURAL LIBRARY: A BIBLIOGRAPHY

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Angoff, Allan., ed. Public Relations for Libraries; Essays in Communications Techniques. Westport, Connecticut: Greenwood Press, 1973.

Contains twelve articles on public relations in a variety of libraries. Most of the contributors are library directors who have no training in public relations, but who have found public relations to be an important part of administration.

Anthony, B. "The Unimagined City (Project of the Cumberland County Public Library in Fayetteville, North Carolina)." Public Libraries 17 (Fall 1978): 7-8.

Reports on a project in which the Cumberland County Public Library, with funds provided by a grant from the North Carolina Humanities Committee, sponsored a humanist to interact with the community for four days each week for thirteen weeks.

Ayers, L. "Public Support Programs at Sandpoint." Idaho Librarian 29 (October 1977): 160-2.

Describes ideas and activities implemented to develop the role and services of the Sandpoint-Bonner County Library.

Aaron, S.L. and Fleming, L.D., eds. "Community Education: New Directions for School Media and Public Library Programs." School Media Quarterly 7 (Fall 1978): 9-32+.

Articles include "Role of the School Media and Specialist in Community Education: What is the Role?"; "Public and School Libraries: Partners in the 'big' Picture," and "Combined School-Public Library Programs: An Abstract of a National Study."

"Bank Promotion Helps Libraries." American Libraries 5 (November 1974): 539-40.

Describes how the Atlantic National Banks in five North and Central Florida counties campaigned for more library usage in newspapers, billboards, radio, and television; and raised \$9,160.00 in cash for library books.

Barber, M.E. "Public Relations." In ALA Yearbook, pp. 260-3. Chicago: American Library Association, 1977.

Reports on the public relations activities of various divisions of ALA and an independent committee; describes examples of state public relations programs; relates the successful passage of a bond issue; and discusses public relations workshops.

Bishop, C.A.C. "I Only Work Here: A Matter of Public Relations." New Zealand Libraries 34 (April 1971): 63-7.

Discusses interaction between librarian and patron with emphasis on quality of library service.

Boaz, M.T. "Library Public Relations and Publicity for Survival." California Librarian 38 (October 1977): 35-9.

Defines and examines public relations as well as describes the steps in a public relations program. The author believes a strong public relations program is a vital force in attaining and maintaining library support.

Bobinski, G.S. "Case Studies in Library Public Relations." Kentucky Library Association Bulletin 34 (April 1970): 13-16.

Gives examples of public relations techniques used by various libraries and cites two developments attracting publicity and increased library use, that of extending library hours for the convenience of the patron and elimination of overdue fines.

"Book Hotlines (Public Service Spots on Libraries and Reading)." New Jersey Libraries 11 (March 1978): 25.

Describes Book Hotlines that are available for purchase by libraries on a reel-to-reel tape. The Book Hotlines were written and produced by the Public Information Office of ALA in cooperation with "Booklist."

"Changing Face of Your Community (Panel)." Florida Libraries 22 (Spring-Summer 1972): 242-9.

Panelists at the Florida Library Convention addressed the following issues: why study the community, how to study your community, evaluating the community study, how to coordinate and cooperate with other groups, and the need for library public relations.

Chase, P. "What's in it for You at the Library?" Top of the News 32 (June 1976): 365-7.

Describes the production of a slide show by the Young Adult Librarians of the Enoch Pratt Library for high school students. A questionnaire was prepared in conjunction with the slide show to receive "feedback." The results of the first viewing by a high school class are included.

Cherry, S.S. "Library Opts for Paid Ads to Lure New Patrons." American Libraries 10 (March 1979): 105.

Comments that Minneapolis - St. Paul area radio listeners hear radio spots sponsored by the Metropolitan Library Service Agency (MELSA) advertising the library. Favorable comments to the spots are reported.

Childers, T.A. "Community and Library: Some Possible Futures." Library Journal 96 (September 15, 1971): 2727-30.

"An exploration of the roles which an old institution may find itself playing in a drastically changing world."

Crouch, J.A. "Promoting the Sequoyah Award." Oklahoma Librarian 27 (October 1977): 24-6.

Lists promotional ideas included in a brochure for schools in public libraries prepared by the Promotion Subcommittee of the Sequoyah Children's Book Award Committee.

DeVos, L. "PR Politics: It's Not Who You Know, But Who Knows You." Focus on Indiana Libraries 24 (September 1970): 144-6.

Discusses how to get to know the people, i.e., from City Hall, who should know you and who are in a position to increase the library budget.

Delaney, H.E. "Your Library's Image: Practical Public Relations." Ontario Library Review 57 (September 1973): 190-1.

Describes public relations activities of the Midland Public Library.

Deller, A.M. "How to Reach Out, Even If Your Staff Is Small!" Michigan Librarian 36 (Summer 1970): 13-14.

Lists ways in which a librarian can get out into the community to promote library services especially to non-users.

Dempsey, F.J. "Public Relations." In ALA Yearbook, pp. 218-221. Chicago: American Library Association, 1979.

Cites examples of creative library public relations; reports on the activities of ALA's Public Information Office (PIO) and the Public Relations Section of the Library Administration and Management Association; and states the significance of the White House Conference.

Dockins, G. "Wanted: For the Small Public Library, an Improved Image." Illinois Libraries 55 (April 1973): 250-1.

Focuses on five areas where improvements of libraries are needed.

"Don't Treat Your Public Like Relations." Mississippi Library News 33 (December 1969): 192-4.

Reports on a workshop, "Don't Treat Your Public Like Relations" for Administration Librarians sponsored by the Mississippi Library Commission. Points covered include proper telephone etiquette, willingness of librarians to give total service, standards of dress, putting everyone to work in promoting the library, and how to relate to the public.

Dragon, A.C. "Marketing the Library." Wilson Library Bulletin 53 (March 1979): 498-502.

Advocates libraries adopting a marketing orientation. Discusses four marketing strategies.

Edsall, M.S. "Guidelines for PR Programs; Addenda to Wisconsin Public Library System Standards." Wilson Library Bulletin 72 (May 1976): 98.

Reports on the addenda, which sets up guidelines for library public information programs, to the Wisconsin Public Library System Standards.

Edsall, M.S. Library Promotion Handbook. Phoenix, Arizona: Oryx Press, 1980. 244p.

Intended as a ready reference source to aid library directors, public information officers and library staff members in using the tools of public relations which include publicity, promotion, and communication. Includes a chapter-by-chapter bibliography at the end of the book.

Ehli, G. "Special Report: PR and the Newsletter." Wilson Library Bulletin 53 (November 1978): 213-14.

Describes from personal experience how to produce a newsletter.

Estes, E.G. "All Things to All People." Iowa Library Quarterly 21 (January 1973): 333-7.

Describes programs presented by one library to attract more people to the library. Brief mention is also made on how to go about implementing such programs.

Evans, E.W. "How to Get Publicity for Your Library." Library News Bulletin 36 (October 1969): 258-64.

Explains how to do better publicity for your library, includes information on using the proper tools, what to include in a news release, and how to approach different media.

"Fanfare for the Media." Texas Library Journal 54 (Fall 1978): 168-9.

Describes an open house hosted by the Friends of the Waco Public Library in honor of their friends the media and discusses the value of Friends' organizations to the library.

Fish, J. "Community Analysis: A Planning Tool." Bay State Librarian 67 (June 1978): 17-19.

Although the author believes justice cannot be done on the topic of community analysis in so short an article he describes the process and advocates learning more about it and using it.

Fontaine, S. "Public Relations, Library." In ALA Yearbook, pp. 285-7. Chicago: American Library Association, 1976.

Reports on the grant awarded to the Illinois State Library for a two-year public relations pilot project, the ALA national public relations campaign and benefits to local libraries, the programs sponsored by the Public Relations Section (PRS) of LAD (Library Administration Division)

of ALA, the fellowship awarded to Sue Fontaine of Tulsa "to explore the state of the art of public relations in selected public libraries," and a listing of state and local programs on public relations.

"For Kids and YA's: Balloons, Halloween, Mickey Mouse." Library Journal 103 (December 15, 1978): 2474.

Lists examples of library programs that are of interest to youngsters.

"Forum: Citizen Involvement in Public Libraries." Tennessee Librarian 30 (Summer 1978): 35-6.

Discusses ways in which libraries have increased the involvement of the community in the work and in the interests of the library.

Fullerton, A. "Same Old Image." Bay State Librarian 67 (June 1978): 20-1.

Presents an overview on what the public relations function is. The author contends that only if you understand and apply the process behind public relations will it work.

Gallagher, A. "Publicity in Depth." New Library World 73 (November 1972): 433-4.

Discusses the under-utilization of the library and suggests ways in which to reach people and make them feel at ease in the library.

Garratt, M. "Local Advertising." New Library World 74 (May 1973): 100-1.

The author is concerned with the less common forms of advertising the library and its services. He believes the library, like any other business, should be prepared to spend money on advertising its services. He advocates a relatively inexpensive form of advertising, that of the postmark slogan.

Gerhardt, L.N. "Only Almost Everything! How the Library Will Be Publicized." School Library Journal 25 (December 1978): 7.

This editorial agrees with the statement that "Librarians are fully justified in doing almost anything to publicize their libraries' services" but emphasizes the "almost anything."

"Green Gold System Sponsors Public Relations Workshop." Louisiana Library Association Bulletin 38 (Summer 1975): 50.

Reports on a workshop sponsored by the Green Gold Library System and the Public Relations Association of Louisiana. "The aim of the workshop was to facilitate better communications between the library staffs and the public and between Green Gold member library staffs and the staff at the Library Center."

Grove, P. "Planning, Participation, and Public Relations: Essentials for Trustees." Tennessee Librarian 30 (Fall 1978): 16-18.

Discusses the role of the trustee which requires three types of action, that of planning, participation, and public relations.

Hall, V.S. "Public Relations and the Librarian." Southeastern Librarian 28 (Fall 1978): 177-82.

"The thesis of this paper is that in order to be successful in the profession of librarianship, we as librarians should place good public relations at the top of our list of priorities." Includes a brief discussion of public relations in academic, elementary and secondary school, and public libraries.

Harris, W.B. "Public Relations for Public Libraries." Assistant Librarian 64 (February 1971): 18-19.

From his experience as City Librarian of Plymouth, Harris' intent is to convey how public relations can aid in furthering the purposes and practices of the library profession.

Harrison, Kenneth Cecil. Public Relations for Librarians (by) K.C. Harrison. London: Deutsch, 1973.

The author provides "a wealth of overseas experience with comment on the PR work of libraries in the United States, Scandinavia and elsewhere. All types of library publicity are critically assessed for their worth or otherwise, and he takes an objective look at the successes and failures of the idea of a National Library Week." Includes a select bibliography.

Hartnett, T. "Brief and Beautiful." Connecticut Libraries 19 No. 3 (1977): 49-50.

Reports on a speech dealing with public relations given by Virginia Baeckler at the eighty-sixth meeting of the Connecticut Library Association.

Hemphill, M. "Communication: Establishing Good Public Relations." Illinois Libraries 55 (January 1973): 13-15.

Describes the activities of the Marissa Public Library which has limited resources. The author concludes, "we feel that keeping the library a warm and welcoming place has more effect on public relations than any amount of formal public relations efforts in small communities."

Hoey, P.O'N. "Public Relations: The Soft Sell." Aslib Proceedings 25 (October 1973): 375-80.

The article is from a paper presented at the Aslib one-day conference on Promoting Industrial Library and Information Services, July 4, 1973. Hoey examines what public relations is by comparing it to marketing, the object of public relations, the establishment of good public relations, and the reason for an atmosphere comfortable to the patron, one which is conducive to asking for guidance. A brief list of further reading is included.

"How Does Your Library Grow? (public relations film on library cooperation.)" New Jersey Libraries 10 (April 1977): 21-2.

Reports the completion of the film "How Does Your Library Grow?" narrated by Julie Harris. "The film tells the story of library cooperation, the savings in tax dollars and other benefits while retaining the autonomy of each library."

Howard, E.N. "Public Relations: What it is, With a Bit of What It Is Not." Kentucky Library Association Bulletin 34 (April 1970): 9-12.

Examples are given of what is and is not public relations, and four steps of what a public relations program must include is described.

Ireland, J.C. "Public Relations and the Public Library; An Interview with Ann Gallmayer." Louisiana Library Association Bulletin 34 (Summer 1971): 34-9.

Interviews Ann Gallmayer, head of the Community Relations Office of the New Orleans Public Library, in regard to public relations.

"Isn't it Good to Know? Library PR That Works." American Libraries 6 (May 1975): 285-6.

Reports on two examples of public relations that work. They are radio spots produced by the Mideastern Michigan Library Cooperative; and

activities of the Coordinated Library Information Program (CLIP) directed by Maria Edsall in Madison, Wisconsin.

Kies, Cosette. Problems in Library Public Relations. New York: R.R. Bowker Company, 1974.

Contains twenty-two case studies on public relations set in different libraries with comments following each case.

Kliehauer, S. "The Central Arkansas Library System PR Program." Arkansas Libraries 34 (June 1977): 31-3.

Reports that the Central Arkansas Library System (CALs) received an LSCA grant for a public relations outreach program and the Community Affairs Coordinator, Susan Kleihauer, shares what has been learned in their efforts to promote the library.

Latshaw, P.H. "Evaluating Your Public Relations Program." Ohio Library Association Bulletin 48 (April 1978): 32-5.

Discusses how to evaluate a public relations program, in particular, by checking with the library staff and reporting to management. The author concludes, "The best we can hope for is getting an occasional fix on what seems to be working well in the PR program or what should be scrapped without further notice."

Laughlin, M. "Action Activities; A Program of PR." Learning Today 9 (Summer-Fall 1976): 90-2.

Distinguishes between public relations and public information and discusses public information programs.

Lewis, F. "Practicing Public Relations: A Jigsaw Puzzle (with discussion)." Catholic Library World 49 (December 1977): 221-4.

Stresses the importance of public relations and suggests ways in which librarians can communicate with their publics.

Moore, L.A. "Trends, Innovations and Strategies in Library Public Relations." Catholic Library World 46 (May-June 1975): 430-433.

"The author states that despite the increasing difficulties facing libraries today because of financial problems, there is a re-emphasis on professional goals and a rekindling of enthusiasm in the development of new library programs."

"Library Life (Programs)." American Libraries 9 (December 1978): 646-7.

Cites examples of creative ideas instituted by libraries in California, New York, Kentucky, Thailand, Arizona, and Florida.

"Library Public Relations." Catholic Library World 46 (February 1975): 282-95.

Library public relations is the theme of this month's issue which emphasizes that all types of libraries need a good public relations program. Articles include "Librarian, Teacher, Administrator Relationship;" "College Library Public Relations;" "Library Public Relations: A Comment;" "If the Truth Be Told . . . Some Reflections on the Function of Library Public Relations;" and "Bulletin Boards and Displays."

"Library Public Relations Council. Cited eight libraries for excellence in publicity." American Libraries 2 (September 1971): 857.

Reports that eight libraries were cited for excellence in publicity by the Library Public Relations Council of New York. Categories included best coordinated publicity campaign for a single project; best poster, produced from original art work and distributed throughout the community; and an award of recognition.

"Library Public Relations Council Announces Award Winners." Library Journal 99 (October 1, 1974): 2429.

Names the library winners cited for excellence in library promotion and publicity by the Library Public Relations Council.

"Library Public Relations Council Announces Winners of Library PR Contest." Library Journal 100 (October 1, 1975): 1757.

Cites six libraries and one company for excellence in library promotion by the Library Public Relations Council.

"Library Roundup in Pictures: Better Relationships Between Library and Patrons." Wilson Library Bulletin 44 (February 1970): 596-7.

"These photos, gathered from around the nation, show some of the local innovations and ideas that have made for slightly better relationships between library and patrons and for a mini-revolution in the general library image."

Liebenow, E.L. "Library Public Relations: Needed Service or Expensive Frill?" Pacific Northwest Library Association Quarterly 39 (July 1975): 14-18.

Relates "a brief history and theory of the public relations effort in American business with an attempt to suggest its applicability to a non-profit organization such as the public library."

Loizeaux, Marie Duvernoy. Publicity Primer; An ABC of "Telling All" About the Public Library. 4th ed. New York: H.W. Wilson Company, 1959.

Includes planning the public relations program and a number of publicity examples. Contains a bibliography.

McBride, R. "Community Support and the Library." Illinois Libraries 52 (November 1970): 902-4.

Stresses that community support is essential to the existence of libraries and discusses how to involve people in the community in library affairs.

McGalliard, W.A. "Reaching Your Public." Oklahoma Librarian 22 (January 1972): 24-5+.

Is the text of a speech given at a workshop entitled, "Sharpening Your Public Image." Covers the need for interaction between libraries and the news media and how the media can aid in improving the public image of the library.

McGovern, G. "Damn the Torpedos, Full Speed Ahead! Designing a Public Relations Campaign." PLA Newsletter 16 (Summer 1977): 11-13.

Discusses how to go about designing a public relations campaign in terms of the mission, strategic maneuvers, tactical considerations, and the battle plan.

McNeely, K. "Public Relations in the Library." Idaho Librarian 27 (January 1975): 10-14.

Gives guidelines for librarians who need to work with people at newspapers, radio, and/or television stations. Includes how to write a news story and/or script for the various mediums.

Mangeim, David. "Hustling for the Action Library." American Libraries 10 (February 1979): 65.

Describes the active Spotswood Public Library in New Jersey which David Mangeim directs.

Mangeim, D.S. "Defining Public Relations." New Jersey Libraries 11 (April 1978): 24-7.

Defines public relations using a motorcycle engine as an analogy. Stresses public relations as a process, not a conclusion in itself.

Marchant, M.P. "Public Relations and Library Power." Idaho Librarian 25 (July 1973): 100-6, (October 1973): 139-45.

Includes a discussion on occurrences affecting libraries, public relations regarding libraries, types of power, and power bases outside the library. An emphasis is placed on cultivating local influence networks.

Merrill, F.R. "Public Service Broadcasting and Libraries; Prime Time Public Relations." Wilson Library Bulletin 53 (February 1979): 448-51.

Reports on the Cleveland Public Library's experience in the public service broadcasting field.

Meyers, J.K. "Practical Public Relations." Ohio Library Association Bulletin 48 (April 1978): 19-20+.

Describes public relations ideas for small and medium-sized public libraries which can also be adopted for other types of libraries.

Middleton, D. "About Library Public Relations." Wyoming Library Roundup 28 (December 1973): 11.

Lists publicity ideas from a variety of sources used by the author, a school librarian, in an attempt to bolster circulation.

"Mini-Marathon Raises \$\$ for Alabama Book Budget." Library Journal 104 (May 15, 1979): 1098-9.

Describes a five-mile mini-marathon held by Alabama's Huntsville Madison County Public Library to raise extra money to buy books.

Murphy, L. and Maffini, M.J. "Outline for Organizing Library Programs and for Library Publicity." Atlantic Provinces Library Association Bulletin 41 No. 4 (1978): 77-81.

Part one discusses five stages in putting together library programs.
Part two deals with methods to publicize the library.

"Natrona County Public Library, Natrona, Wyoming. Patron-Oriented Handout." Wyoming Library Roundup 32 (June 1977): 6.

Provides a sample handout for patrons on interlibrary loan service.

"NELA (New England Library Association) Public Relations Workshop." North County Libraries 12 (September-October 1969): 1-12.

Reports on the information conveyed at a public relations workshop held in Boston.

Nelms, W. "Practicing Librarian: Personalizing Service in a Growing Library." Library Journal 103 (March 15, 1978): 623.

Explains how the Bristol Public Library in Virginia-Tennessee is dealing with the problem of less personal contact in growing libraries by implementing a new books advisory service.

Newman, L.N. "Essential Preliminaries to Public Relations Action." Unabashed Librarian No. 25 (1977): 4-5.

Describes four planning steps that precede effective public relations. Also offers additional preliminary actions.

Norton, A. "Why Does a Public Library Need Public Relations?" Catholic Library World 48 (February 1977): 289-91.

"This article presents a picture of what staff is needed for effective Public Relations Programs and what are their duties; the role of trustees and directors; the benefits to communities."

Oboler, E.M. "Public Relations and Intellectual Freedom." Pacific Northwest Library Association Quarterly 38 (April 1974): 17-21.

From a talk for the Oregon Library Association Intellectual Freedom Workshop. Discusses ways to promote intellectual freedom. Oboler professes, "If public relations is really 'the planned effort to influence opinion through acceptable performance and two-way communication;' then the public relations of intellectual freedom must include all of the elements to be successful. Plan and make an effort to influence opinion your way,..."

O'Donnell, P. "Ways in Which Librarians Can Inform the Public About Services and Resources." Wyoming Library Roundup 28 (June 1973): 31-8.

The text of a speech addressed to a general session of the Wyoming Library Association Convention. Discusses what public relations is and how it can be implemented.

O'Rourke, E. "Libraries to Advertise." Assistant Librarian 67 (February 1974): 27-9.

Based on the experience of Lambreth Libraries, O'Rourke discusses what libraries should advertise as well as where. An example of advertising the library is to take the message "out"; as Lambreth does, by taking library displays to events.

Osborne, L. and Meyers, J.K. "Public Relations Problem Solving Model." Ohio Library Association Bulletin 48 (April 1978): 28-31.

Describes a public relations model containing thirteen elements from defining the problem and specifying the objectives to evaluating the results.

Owens, N. "Changing Public Relations." Oklahoma Librarian 20 (July 1970): 14-17.

The text of a speech delivered to a meeting of public librarians and trustees. Discusses the steps involved in creating a new image for your library.

"Pawtucket PR Campaign Brings in Library \$ Vote." Library Journal 104 (April 1, 1979): 787.

Describes how a public relations campaign organized by the director of Rhode Island's Pawtucket Public Library aided in obtaining votes necessary to pass a \$2.5 million bond issue to expand and renovate the library.

Pennsylvania Library Association. "PLA Public Relations Project Interim Report, September 1975." Pennsylvania Library Association Bulletin 30 (November 1975): 121-2+.

Reports on "the PLA Public Relations Project [which] is a 1-year program financed by a \$75,000 grant of Title III LSCA funds made to the Pennsylvania Library Association by the Bureau of Library Development of the State Library of Pennsylvania."

Phelps, T.C. "PR Design and Community Response." Pacific Northwest Library Association Quarterly 36 (April 1972): 4-13.

Discusses public relations programs and publicity and provides examples used by the Salt Lake City Public Library.

Pierce, D. "Setting Priorities in the Public Library; A Selected Bibliography." Public Libraries 17 (Winter 1978): 3-4.

"The selective bibliography. . . is an attempt to provide a basis for planning that involves citizens and staff in group processes and helps place the library in the broader context of community development."

Posner, M. "P.P. (Program Planning) and P.R. (Public Relations): Two Keys to Circulation Success." School Library Journal 22 (February 1976): 15-19.

Describes the steps in program planning and public relations (PPPR).

"P.R.: Where it's at in Michigan Libraries." Michigan Librarian 39 (Summer 1973): 5-16.

Articles include "Public Relations in Academic Libraries," "Library Public Relations and Serendipity," "Strong P.R. a Key Ingredient in Successful Library Events," and "Apprenticeships and Training Programs Booklet Reaches a New Audience."

"PR Contest Winner." New Jersey Libraries 11 (June 1978): 23.

Announces the winning libraries in the 1977 Public Relations Contest sponsored by the New Jersey Library Association. Publicity categories included newsletter logo and stationary, brochures, annual reports, program announcements, promotional aids and audiovisual projects.

Proeschel, D.C. "Notes on Public Relations and Publications You May Have Missed." Public Libraries 17 (Fall 1978): 6-7., (Winter 1978): 5-7.

Lists materials that are free or can be purchased.

"Program Watch: Nostalgia, Sci-Fi, Disasters." Library Journal 103 (December 15, 1978): 2473-4.

Cites examples of how various public libraries around the country are using what is of current interest to people to attract them into the library.

"Publicity With a Purpose...for Libraries on a Shoestring." Library Journal 99 (March 15, 1974): 862-3.

"This information guide 'Publicity with a Purpose' has been prepared by the American Library Association-Children's Book Council Joint Committee to suggest to librarians ways in which they might publicize their library's services to children. The suggestions made are practical approaches to dramatizing services and encouraging library patrons to support library appropriation legislation."

Punch, K. "How to Sell a Library." Ontario Library Review 55 (June 1971): 69-71.

Describes a campaign to sell the library as a useful service to the people.

Quincy, Illinois. "PR Effort Logs Gains in \$\$, Circulation." Library Journal 103 (June 1, 1978): 1120.

Reports how the publicity campaign of the Quincy Public Library in Illinois has resulted in a larger circulation and budget allocation.

"Raising \$\$ for Books in Proposition 13 Country." Library Journal 104 (August 1979): 1512-13.

Describes how money was raised amidst the gloom of Proposition 13 to buy books and materials for the children's department of the Chula Vista Public Library in California.

Redfern, M. "Planning for Runcorn (public library)." New Library World 79 (November 1978): 209+.

Describes the market research study on the community to be served by the library in Runcorn.

Rice, Betty. Public Relations for Public Libraries; Creative Problem Solving. New York: Wilson, 1972.

Provides complete coverage on public relations for public librarians. Includes a bibliography.

"Richmond: Public Relations Workshop." Virginia Librarian 21 (October-November 1975): 11-12.

Reports on a public relations workshop which "stressed the 'ordinary' things that librarians can do to create a favorable impression of their goods and services."

Robbins, Jane Borsch. Policy Information in American Public Libraries: Effects of Citizen Participation. College Park, Maryland: University of Maryland, 1972.

"This study reports the results of a two-part project undertaken in order to assess the extent and possible effects of citizen participation in the policy making process of American public libraries."

Roberts, R.G. "Public Relations in Libraries. In British Librarianship and Information Science, pp. 581-9. Edited by H.A. Whatley. London: Library Association, 1972.

Focuses on the development of public relations in the areas of the use of printed materials, local radio stations, the press, National Library Week, library buildings, and modern management.

Ruef, J.A. "Connecticut McDonald's Does it All for the Library." American Libraries 8 (January 1977): 15.

Describes the support of McDonald's given to the Windsor Public Library which includes a workshop conducted by McDonald's Windsor manager on library staff attitudes toward the public.

"'Scarlet Letter' TV Special: Viewers Guide at Libraries." Library Journal 104 (March 15, 1979): 668.

Citing "Scarlet Letter" as an example, the article reports that, "Libraries are increasingly seen by the promoters of TV shows as a good way to reach people and alert them to the benefits of TV programs of an educational nature."

Schweibish, G.F. "Library Busy Calendar Ad in Local 'Penny-Saver.'" Unabashed Librarian no. 27 (1978): 30.

Contributes the idea of placing a calendar ad each month in the local newspaper of what is happening in the library.

Scilken, M.H. "Realism in Public Library Relations." Library Journal 97 (April 1, 1972): 1246-7.

The author focuses on two factors he believes are contributing to the dismantling of the public library system, that of the growth of school libraries in size and number and the misdirection of public relations in public libraries. He also advocates a nationwide campaign whose appeal should mainly be to nonusers and which should emphasize public library services of which nonusers would approve.

"Selling the Library: Fund Raising and PR." Library Journal 99 (December 15, 1974): 3166.

Lists examples of public relations activities of various libraries around the country.

"Selling the Library: Public Relations Programs and Visibility." Library Journal 99 (August 1974): 1895.

Cites how three public libraries are increasing their visibility.

Shields, G.R. "What Did You Do at the Ball, Cinderella? Public Relations in Libraries." Kentucky Library Association Bulletin 34 (April 1970): 5-7.

Ideas offered by the author include: libraries and librarians should have the advice and counsel of a public relations professional; a solution to the public relations problem can and must be provided by state libraries; and that if libraries choose to do so, there can be cooperative sharing of a public relations professional or services of a professional relations firm.

Sieburth, J.F. and Gleisner, D.S. "Talk Back - A Tool for Public Relations." RQ 17 (Fall 1977): 17-18.

Explains the Talk Back board used by the University of Rhode Island Library which provides dialogue in the form of posted questions and answers between library staff and patrons. Notes from patrons can be in the nature of complaints, questions, and suggestions.

Simmons, M.L. "Public Relations and the Library." In: Intellectual Freedom Manual, pp. 15-20 Part 4. Chicago: American Library Association, 1974.

Focuses on the implementation of public relations.

"The Source: PR and Publicity." See issues of American Libraries, beginning July-August 1975.

Cites examples of public relations and publicity activities of libraries.

South, J.A. "Public Relations for the Public Library." ALA Adult Services Division Newsletter 8 (Winter 1971): 24-5.

Describes a five phase program dealing with public relations for the public library.

Spiegler, G. "Advertise! It Can Work for You." West Virginia Libraries 30 (Fall-Winter 1977): 42-3.

Reports on the creation and installation of four road signs advertising the local public library.

"Spotswood Promotion." New Jersey Libraries 11 (September 1978): 24.

Describes the Spotswood Public Library's public relations campaign in regard to the movie Jaws 2.

Starry, M. "Effective Library Promotion Builds Better Financial Support." Pacific Northwest Library Association Quarterly 38 (July 1974): 17-20.

Attempts to present a mainly theoretical view of library promotion. "This article has argued the relationship between promotion and finance, has suggested an approach to planning promotional events, and has explored some possible ways that the library schools may encourage the promotion of libraries." A bibliography is included.

Stiles, F.M. "Action, How to Get It Started: Effective Public Relations Techniques." Iowa Library Quarterly 21 (July 1972): 292-3.

Describes a workshop presented on public relations.

Swan, J. "New Visibility for the Small PL." Wilson Library Bulletin 51 (January 1977): 424-9.

Discusses public relations and offers suggestions on how small public libraries can increase their visibility. Includes a brief annotated bibliography of helpful sources.

"Technology, Libraries, and Public Relations." Audiovisual Instruction 22 (February 1977): 9-12.

Articles in this issue largely devoted to public relations include "Technology, Libraries, and Public Relations;" "The 'Selling' of Our Profession;" "The Shape of Public Relations: Performance Plus Communication;" "How Educational Administrators View the PR Potential of Multi-Image;" and "A Systematic Approach to Your PR Program."

Tomlinson, N. "Public Relations." New Library World 73 (October 1972): 413-14.

Describes the cooperative public relations efforts and the results received of a year long program commemorating three events.

Usherwood, R.C. "Library Public Relations: An Introduction." In Studies in Library Management, vol. 2, pp. 114-33. Edited by C. Bingley. Hamden, Conn.: Shoestring, 1975.

Topics covered in this introduction to public relations include the press, library publications, non-print media sources, library staff/reader relations, the image of librarianship, resources, and the importance of public relations.

"Virginia Library Tries PR in a Shopping Mall." Library Journal 100 (February 1, 1975): 258.

Reports on how the Portsmouth Public Library signed up new borrowers by booking space in a local shopping mall.

Vaughn, Mrs. S. "Service With a Smile." Idaho Librarian 22 (October 1970): 131-4.

Summarizes the general ideas on the library image conveyed by Dr. Massey in a three day conference in Boise.

Verrastro, C. "Publicity and Public Relations." New Jersey Libraries 7 (November 1974): 12.

Lists five magazines that will accept publicity for library events. The magazines are "Cue" and four New Jersey magazines.

"Volunteer (Story Hour) Festival." New Jersey Libraries 11 (September 1978): 25-6.

Describes the participation of Mercer County Library in the "Volunteer Festival" at the Quaker Bridge Mall in which the library gave story hours.

"Volunteers in Libraries: Guards, Public Relations, Outreach." Library Journal 102 (October 1, 1977): 1996.

Reports on the increased dependence upon volunteers to assist with library programs and service.

Weisenberg, C.M. "Library Public Relations: A Backward Glance." Wilson Library Bulletin 45 (December 1970): 406-7.

Discusses the lack of good library public relations and comments on not seeing any signs for a commitment for public relations among library leaders.

West, V. "What Do You Know? (Press Release Sent to Local Newspapers From the Flint River Regional Library System to Promote Greater Understanding of Library Services in the Region)." Georgia Librarian 15 (May 1978): 31.

Describes the library in general, the regional library concept, and the Flint River Regional Library System.

Whately, H.A. "Untapped Market for the Public Library: A Survey." Library Association Record 80 (September 1978): 447+.

Reports the result of a survey circulated to fifty British public library systems to learn about what is or is not being done to attract non-users to the library and its services.

Whipple, Helene D. Blueprint: A Library's Public Relations Program. Albany, N.Y.: University of the State of New York, State Education Department, New York State Library, Division of Library Extension, 1965.

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Woodress, F. "Small-Town Librarians are Better Informed (Workshops in Library Public Relations)." Kentucky Library Association Bulletin 35 (October 1971): 32-3.

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Wright, A. "Thirst for Publicity." New Library World 79 (January 1978): 253-4.

Comments on the lack of publicity libraries generally receive until for example, the Mansfield Library in Great Britain, makes the headlines when a license to sell alcohol in the library has been applied for. (The library building contains a lecture theatre, a group of meeting rooms, and a coffee bar).

Young, J.F. "What the User Wants When He Wants it: Community Relations for Library Systems." Wisconsin Library Bulletin 69 (March 1973): 83-6.

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