

Friends of Kentucky Libraries,

Incorporated

JULY - AUGUST
1968

NEWSLETTER

Report on Falmouth Library Donation toward Rent of Building

After a trip which was made to Falmouth by two members of the Executive Committee to visit this disaster stricken community and meet the library board members and workers there, a vote was taken of members of the Executive Committee. A decision was voted to extend help to this library and a check has been sent in the amount of \$600 (including donations totaling \$60.00 received from members). The library building was not harmed by the tornado but the citizens of the town could not go ahead with their plan to pass a library tax to support the new library, with any assurance of success. If the effort already made were killed, now, it would be a very long time, possibly years, before the community could get back to the promising state it enjoyed just before the tornado cut a swath across the town, making matchsticks of many houses. It would take \$600 more to pay the rent on the library building for the remainder of the demonstration period. Members, here is your opportunity to make a donation to a Kentucky community struggling to keep its assets and go forward after a terrific blow. No one who has not seen the damage done by a tornado can even imagine the pitiful sights still to be seen in this town.

The library needs chairs, shelving and many other items but can operate without them if the rent is paid. The librarian is checking out about 80 books a day, even now and the bookmobile driver is doing an even more thriving business - sometimes, twice that much.

Duerson-Oldham County Library, LaGrange

Re-opening

How often have you read in a Newsletter "There will be news about the library at LaGrange, soon." ? At last, we can make good on that promise.

The Duerson-Oldham County Library held open house, Sunday afternoon, May 19, attended by a large crowd of enthusiastic people. The library was bright with newly painted walls, new venetian blinds, new books in colorful jackets, music and framed masterpieces. Refreshments were served by the local Woman's Club. Boy scouts took charge of parking cars as visitors arrived. The fourth grade of a nearby school presented a skit about kinds of books children enjoy reading. This re-dedication was a festive occasion. The effect was owing to a great amount of work by the librarians, volunteer workers, the Woman's Club, teachers, children and patrons. There is no doubt that this newly decorated and stocked library and its bookmobile, parked in front, will both be great successes from the moment the first books are checked out.

Congratulations to LaGrange and Oldham County!

New Branch, Friends of Kentucky Libraries, Incorporated

A group of persons interested in forming a local group of FKL, Incorporated, has already met several times and have elected officers. With such a good start

as it has already made, it looks like a great success and a wonderful asset to the Duerson-Oldham County Library. Congratulations again!

Anyone interested in joining this new group or finding out more about it should contact either the library or the president of the new group - Mrs. Eleanor Kerce, 110 Jefferson Street, LaGrange, Ky. 40031, or the secretary, Mrs. Verna May Ward, Route 1, Box 336, LaGrange, Ky. 40031. This is the very best time to join the group - in the beginning of its history!

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A Thank You to the Kentucky Podiatry Association

How important are your feet? You know, if you have ever had the least bit of trouble with them.

We are indebted to the Kentucky Podiatry Association for a gift of 120 copies of a book: "Walk and Be Happy, a Specialist's Guide to Healthy Feet" by Benjamin Kauth, Pod.D., which are to be given out to bookmobiles, one to each county. For your information: this book is published by John Day, N.Y., 1960, \$3.00.

It is not too often that every bookmobile or library in Kentucky is given a copy of a book. We thank this association for a very generous and thoughtful gift.

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Note: The following notes are on a speech by Mr. Hugh Hunter dealing with a subject of potential interest to members of Friends of Kentucky Libraries, Incorporated. Here you will read of a project which librarians alone cannot usually carry through but which a group or committee of our members would be very good at. It would make a perfect project for any person or group interested in making a priceless contribution of time and effort to a library, and, incidentally, having a wonderful experience.

Library Public Relations

by

Mr. Hugh Hunter, Chairman,
Governor's Planning Committee for
Librarians

Mr. Hunter is convinced that what librarians need in the way of public relations is a better way to tell their story to the public at large. He found this out from a questionnaire he sent to librarians to gather material for a survey made by the Governor's Committee. It is obvious that libraries at present have no effective "window to the public." After a close watch of the daily papers, he has been unable to find much news in them about libraries nor has he heard much on radio or television. One exception to this no-news is that he learned through the paper that a certain county voted against the library tax. This news follows the general pattern that negative stories are printed far more often than is positive.

Mr. Hunter has been reading books on public relations and publicity. (See next page for list of books.) He defines the terms as different. Publicity is a one-way street whereas public relations runs two ways. He divides public relations into: 1. information, 2. persuasion, and 3. integration. In every case, the goal is goodwill, for the service or product involved. He gave a brief history of public relations from the stone age on down. (In the past, of course, it had other names.) He quoted Lincoln's statement, "Public sentiment is everything; without it nothing can happen, with it nothing can fail."

He reminded us that public relations swamp the papers every fourth year - much persuading goes on during an election year.

Business has found it necessary to sell the company more than the product; especially is this true if the product is new. (He instanced air travel.)

Personal relations are important and public libraries need public relations. The libraries have keen competition for the leisure hours - such as sports, art, and television. Without a sales approach, we cannot last on this crowded scene. At present, little is heard of libraries. Apathy is the simplest answer when seeking a reason. Public relations have to be worked on constantly. Always, a deaf ear will be turned to libraries until we make some sort of breakthrough. Librarians, of course, are trained as librarians rather than public relations people and are busy doing their own jobs. However, being a public relations man is another job librarians will have to take over (or assign to others.) The objective of a public relations program for a library is to tell the story to everyone so that it means something personal to each reader. To do that, it will be necessary to have people help - people outside the library field.

Mr. Hunter advised that every library have a committee on public relations which would: 1. evaluate the situation obtaining in the particular library, 2. launch a beginning public relations program, 3. research the weakness and strength of the library, peoples' attitudes toward it, and 4. from this nucleus, form a working group to go on with the program.

Below is a list of books on publicity and public relations on the shelves of the Department of Libraries, Frankfort.

1. Adams, Alex B. - Handbook of Practical Public Relations, N.Y., Crowell, 1965.
 2. Lerbinger, Otto, ed.- Information, Influence and Communication, N.Y., Basic Books, 1965.
 3. Boyd, Malcolm - Crisis in Communication as a Christian, Garden City, N.Y. Doubleday, 1957.
 4. Schoenfeld, Clarence A.-Publicity Media and Materials, Their Roles in Media Public Relations, N.Y., McMillan, 1963.
 5. Simmons, Raymond, ed.-Perspectives in Public Relations. Norman, University of Okla. Press.
 6. Smith, Ralph Lee - The Bargain Huckster. New York, Crowell, 1962.
 7. Kelly, Stanley - Professional Public Relations and Publicity
 8. Bernays, Ed. L. - Public Relations. 1952.
 9. - Engineering of Consent - Norman, University of Okla. 1955.
 10. - Your Future in Public Relations. Rosen Press, N.Y. 1961.
 11. Jacobs, Herbert A.-Practical Publicity, A Handbook. N.Y. McGraw Hill
 - * 12. Loizeaux, Marie D. - Publicity Primer, an ABC of 'telling all' about the Public Library. H. W. Wilson Co., N.Y. 1959. (\$1.50.)
 13. Marston, John E. - Nature of Public Relations. N.Y. McGraw Hill, 1963.
 14. Ross, Irwin. The Image Merchants. N.Y. Garden City. Doubleday. 1959.
- * The only one of these books directed specifically to the library and librarian.

Library Co-operation by Shirley A. Olofson, Information Specialist, Development Services, Information Analysis Center, Office of Development Services, College of Business and Economics, University of Kentucky, Lexington, 40506

Co-operation is a way of reaching a goal.

The department for which Miss Olofson works was established in 1967 with the purpose of disseminating information to business. Free reference service is given. At present, so much information is available on so many subjects that small businesses cannot keep up with it without some service of this kind. Everything today has side issues. (For instance, teflon was developed for other reasons than to line frying pans.) Most industries do not have their own technical libraries and need information to solve their immediate day-to-day problems.

Any business man in Kentucky can use this service at the University of Kentucky and, through it, the services of a computer and he can also get in touch, if necessary, with experts out of state. Miss Olofson's office is also programmed to assist with management problems.

However, the biggest problem facing her office is to make people aware of the help they can get from it. She asks librarians to help in this area. She requests them not to spend time working on this type of question - it should be referred to her office which is equipped to answer it as most libraries are not. She realizes that she needs to send speakers to various areas. She has literature to give away - press releases, etc. She offers, in return for cooperation from librarians that she will cooperate with them in all possible ways.

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Government Publications and Documents by Mrs. Ann Harleston

There are government publications on almost every subject. Many are highly technical, like that on our space program. The Census Department answers all questions in its own field, every fifth year. There is even a census of business. The Department of Commerce has surveys which would interest business men. If you need information, the government will provide it! But you have to know about it and make your order. For further information address: College of Business and Economics, Development Services Information Analysis Center, University of Kentucky, Lexington 40506.

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Donation toward the rent for Fallmouth Library..... \$ _____

COUPON

(All donations are tax deductible)

Signature _____

Please send donation and coupon to
Mrs. Russell Houston, Jr.
Executive Secretary, Friends of Kentucky Libraries, Incorporated
2512 Brighton Drive
Louisville, Ky. 40502