TITLE PAGE

PROMOTION OF LIBRARY SERVICES IN SELECTED PUBLIC LIBRARIES IN NIGERIA

BY

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DECLARATION

I hereby declare that this work was carried out by me under the supervision of Dr. Zakari Mohammed for the award of the Master of Library Science Degree of the Ahmadu Bello University Zaria. It is a record of my own research and has neither been presented in any form for a degree nor is being concurrently presented for any other degree. The work of other researchers mentioned has been duly acknowledged by means of specific references.

22/12/2008

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E. S. MAMMAN

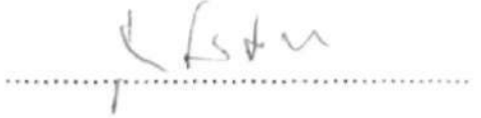
CERTIFICATION

This thesis entitled "Promotion of Library Services in Selected Public Libraries in Nigeria" by Emmanuel Sambo Mamman meets the regulations governing the award of the degree of Master of Library Science of Ahmadu Bello University, Zaria, and his been approved for its contribution to knowledge and literary presentation.



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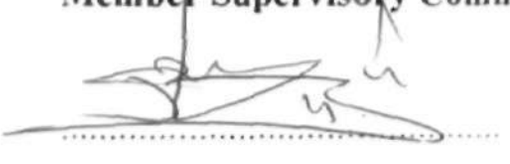
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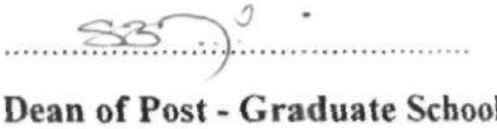
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DEDICATION

This thesis is dedicated to my uncle and his wife; Late Sule -De-Izan and Late Ruth Sule-De-Izan, who were a source of inspiration to my success in life.

ACKNOWLEDGEMENT

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I am finally grateful to my secretary Miss Salome Selleng for her industry in typing the manuscript satisfactorily.

...S.AIM IBRAHIM LIBRARY

E.S. MAMMAN

ABSTRACT

The study examined the services provided by public libraries, strategies of promoting public library services, methods of supporting the promotion of public library services, level of success in promotion of public library services and factors militating against the successful promotion of public library services.

The survey method of conducting research was used for the study. Questionnaires were administered to seven public libraries located in some of the state library boards of the country, viz: Kaduna, Plateau, Lagos, Ondo. ..Edo, Enugu. and Cross River States. This w as followed with personal visits to these libraries by the researcher in other to gather more data for the study All the questionnaires administered were returned completed, thus giving a response rate of one hundred percent. The administration of the questionnaires was restricted to library Managers alone. Users of the libraries studied were not administered questionnaires. This is because the information sought would be most appropriately provided by the library managers.

The study revealed that most public libraries in Nigeria provide a wide range of services, employ diverse methods of promoting their services in publicising and promoting their services; they allocate certain percentage of their budgets for promoting the services; seek assistance from other organisations in promoting the service; and are generally handicapped by inadequate funding in promoting the services.

The study concludes that the state of promoting public library services in the country is fair, but needs improvement It states that if public libraries are to make their impact felt in the communities they are serving, they should receive more funding from the appropriate authorities, exploit the strategies for promoting library services available, ensure the existence of a PR department or unit with qualified personnel, adopt the principle of segmentation in promoting their services, show a positive attitude towards the exercise, and go into partnership w ith other organisations as a means of getting assistance for promoting their services.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND INFORMATION

The origin of Public Libraries in Nigeria can be traced back to the world war era and the colonial period (1935-60). During this period, reading rooms were established in the then regions of the country, notably Northern, Western and Eastern regions, with headquarters in Kaduna , Ibadan and Enugu, respectively. These reading rooms were established mainly for the purpose of War propaganda and enlightenment through the distribution of pamphlets, periodicals, leaflets, posters etc.

With the passage of the war in 1945, the reading rooms assumed a new function, that is that of informing and educating the public. Thus, with this development, book boxes were delivered to reading rooms which existed in the provinces of the former regions. The reading rooms gradually metamorphosed into functional public libraries when in 1967, the country was divided into twelve states. Further division of the country into nineteen states in 1979, thirty states in 1983 and thirty - six states in 1996, led to the establishment of public libraries in each state of the country.

There are presently thirty - six library boards providing public library services in the thirty - six states in the country. Some of these states have branch libraries which are located in the local government headquarters, as a means of reaching the remote areas with the service. In some other states, mobile libraries or bookmobiles are used to reach the more remote areas with the service.

Recent development shows that community - based public libraries are being established just as we have community banks which are ubiquitously established. Such libraries are commonly found in the southern part of the country. Community libraries were established by members of the community in order to ensure the provision of public library service in the area or to argument the one provided by the government.

Another form of Public Library Service that is provided in the Nigeria community is that by the National Library of Nigeria. The National Library of Nigeria provides public library services. However, its services are strictly for reference purpose. The publications are not loaned out to users as in the case of state public libraries. It has branches in some parts of the country such as: Jos - Plateau State, Kaduna - Kaduna State; Ibadan, Oyo State; Enugu - Enugu State; Akure, Ondo State; Lagos - Lagos State; and Abuja, Federal capital Territory (FCT)

The minimum standards for public library systems (1976: 8) succinctly states the objectives and functions of the public library as thus:

OBJECTIVES OF THE PUBLIC LIBRARY

1. To facilitate informal self - education of all people in the community.
2. To enrich and further develop the subjects on which individuals are undertaking formal education;
3. To meet the informational needs of all;
4. To support the educational, civic and cultural activities of groups and organization , and;
5. To encourage wholesome recreation and constructive use of leisure time.

FUNCTIONS OF THE PUBLIC LIBRARY

1. The organization of materials to make it easily accessible to potential users;
2. Providing lending services to ensure that materials may be used at the time and place desired by the public;
3. Providing guidance to assist the user to find what he/she wishes either in the material immediately at hand or in whatever library may possess it;
4 Drawing a programme of public information to make its resources not only available but eagerly sought by its community.

Public library users cut across a wide spectrum of the society. They include manual workers (labourers), carpenters, market women, secondary school students, university undergraduates and students of other tertiary institutions, Doctors, Engineers, Lawyers etc.

It is the varied nature of public library clientele that makes it distinct from other types of libraries. For instance, the academic library caters for the students, researchers and also the academic staff in the institution, while the special library is concerned with the information needs of members of the parent organization, particularly the researchers.

Public libraries are social institutions which contain diverse sources of information on a variety of subjects to serve the reading needs of the public. As Onadiran (1989:11) observed "the usefulness of any public library depends on its ability to serve the community and the encouragement it provides for people of all ages to educate themselves continually".

Public Libraries, like other business organisations have a role to play in the society. They have a service to offer to the pubic. Information, which is the product of their business is required for development of individuals, groups and the society as a whole. Public libraries therefore owe it a duty to ensure that the services they provide get to the public. As the minimum standards for public library systems (1976:7) rightly puts it, "the public library must be guided not only by the demands of those who use the library constantly; it must also be aware of unspoken needs within the community if it is to serve effectively as the open door to the wisdom and experience of all mankind". Thus, the user remains the focal point in all efforts directed at marketing public library services.

Marketing has been defined as the management process responsible for identifying, anticipating and satisfying customers requirements profitably (Moden, 1991). Ryan (1980) sees marketing as "the activities involved in recognising consumer needs, developing products and services to satisfying these needs, and catering and then expanding a demand for these products and services". Marketing then is the process of determining consumer demands for a product or service, motivating its sales and distributing it into ultimate consumption at a profit (Oyeneye, 1997).

Marketing concept is based on the fact the most important managerial task within an organisation is that of understanding the needs and wants of customers in the market, and that of adopting the operations of the organisation to deliver the right goods and services more

effectively and efficiently than its competitors (Moden 1991). Marketing concept could also be regarded as a situation in which organisations appreciate the role of marketing in their businesses as a new way of business thinking or new philosophy.

In developing a marketing mix (which is the product, price, promotion and place) the marketing manager selects the elements to combine in an effort to meet the needs of a target market. The marketing mix reduces the number of variable in the marketing function to four broad classifications: product, price, promotion and place. Product is the nature of the item itself as it is designed to satisfy a predetermined group of customers or a segment. Pricing will depend on the image we want to potray, competitors' prices, and market demand. Promotion may be by newspaper, radio or TV advertising, or point -of-sale promotions. Place implies not only the geographic area of the country chosen, but all the channels and marketing intermediaries (sometimes called middlemen) through which the product moves, plus whatever means of transportation employed enroute to the final user.

Marketing develops as a society and its economy develops. The importance of marketing is better appreciated as the society moves from an economy of agriculture and self-sufficiency to an economy built around division of labour, industrialisation and urbanisation. The historical development of marketing can be appreciated through the following stages:

- Stage one - Agriculture and self-sufficient economy (no need for marketing because there was no exchange)
- Stage two - Division of labour (People concentrated on the production of product they could best produce. Need for exchange arose, but was mainly done locally).
- Stage three - Production of larger quantity and exchange. Need for effective marketing also arose. Middlemen became important) 20 December 2000(Oyeneye, 1997)

The marketing of a product or service by any business organisation does not only help in publicising such a product or service, but also enhances its usability. Bell (1972:7) sees marketing as "a system of integrated business activities designed to develop strategic plans leading to the satisfaction of wants". This view highlights the need for developing a strategy to get the product ready for consumers so that they have an opportunity to buy it, and also to develop what products or services to provide and how best to market them to meet consumer needs and desires.

Most business organisations such as banks, industries, insurance companies, airlines, shopping complex and business centres realise the need to serve their consumers. For instance, schewe and Smith (1980:24) discovered that slogans such as "we do it all for you" and "you are the boss" were being hung in business premises to catch the spirit of the marketing concept. Current trends in society also indicate that more marketing of goods and services are done through the mass media and with posters in order to reach a wider audience and capture potential consumers or users.

The literature on marketing library services have confirmed that public libraries do market their services, albeit this is more practiced in developed countries of Europe and the United States (U.S). Studies by Shappiro (1980), Drake (1982) and Kamp (1991) revealed how in practical terms marketing has aided the attainment of library objectives. Marketing has also made tremendous impact on the management of library and information service (Ryan, 1985); and, there have been interesting revelations on how marketing has had positive effect on specific aspects and services in libraries, such as reference service,. Serials collection and information technologies (Ollerton, 1991; Lyon, 1994, Norman, 1995).

1.2 STATEMENT OF THE PROBLEM

Public Libraries have been in existence in this country for three decades. In this regard one may be tempted to ask the following questions: how public are public library services in this country? How effective have they been in providing efficient library services? From a preliminary survey conducted by this researcher in Kano, Bauchi, Borno and Cross River States public libraries, it was discovered that most of those who use Public Library services do so for the purpose of writing one form of examination or the other; and that very few people use Public Libraries for leisure. This obviously shows that the composition of Public Library users is mostly scholars.

This researcher also noted that it is very rare to find manual or unskilled workers such as cobblers, carpenters, cleaners etc. coming into the library to request for information. For example, it is not common to see a market woman or trader visiting the Public Library to enquire about the recent price increase of goods in the local newspaper. The question that may arise from this phenomena is, why is the use of Public Library in Nigeria one - sided? i.e. mostly scholars? One then wonders whether they have publicised their services enough to create awareness among the target audience to ensure their proper use. It is in the light of this that the researcher has tried to find our how Public Libraries in Nigeria promote their services to their intended audience.

1.3 RESEARCH QUESTIONS

This study seeks to provide answers to the following questions:

1. What library services do public libraries promote?
2. What strategies are employed in the promotion of public library services?
3. What are the methods of financing the promotion of public library services?
4. How successful are public libraries in the promotion of their services?
5. What factors affect the successful promotion of public library services?

1.4 OBJECTIVES

The research is intended to achieve the following objectives:

1. To find out the library services provided by public libraries
2. To identify the strategies used in the promotion of public library services
3. To identify methods of financing the promotion of public library services
4. To determine how public libraries are successful in the promotion of their services
5. To identify the problems militating against successful promotion of public library services and proffer solutions.

1.5 SIGNIFICANCE OF THE STUDY

The study is significant in the sense that if public Library services are marketed, it will encourage and maximise the use of their resources and services.

By continuously evaluating their promotion strategies public Libraries will know which strategies are ineffective and thus effect the necessary changes.

The study is important because when the financial implications of marketing public library services are ascertained, public libraries will be better placed to know how to plan their budgets and allocate finite resources appropriately.

This study will add to the literature on the promotion of library services..

1.6 ASSUMPTION OF THE STUDY

This study is based on the following assumptions:

i. That Library users are more likely to use public libraries much more when the services are promoted.

ii. That Public Librarians will be more aware of their roles in the society when the Library service is promoted.

1.7 SCOPE AND DELIMITATION

The study has been limited seven Public Libraries, that were among the ones established in the sixties. Some of these were in the form of reading rooms before they later metamorphosed into public libraries. They are located in the following states:

i. Cross River
ii. Edo
iii. Enugu
iv. Kaduna
v. Lagos
vi. Ondo
vii. Plateau

These libraries were chosen because of their age of establishment anticipating that their level of services will be higher than the relatively young ones. The study is limited to "promotion" element of the marketing mix.

1.8 OPERATIONAL DEFINITION OF TERMS

The following concepts were defined in the context in which they were utilised in this research thesis:

Advertising - A form of communication intended to promote library service. The message is delivered to users through various media, such as Newspapers, Magazines, Radio, Television, Direct mail and Bill-boards.

Display and exhibitions - These involve showing in the library premises, publications, photographs, slides, films etc on a theme or topic with a view to letting users know what the library has.

Library promotion and publicity - The release of information to the public about the library service through newspapers, magazines, radio, television, etc.

Library Service - The help, aid or assistance given to users in their quest for information from the resources of the library.

Promotion - The process of publicising public library services with the intent of attracting users to the library.

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KASHIM IBRAHIM LIBRARY

Public library - A collection of information source on a variety of subjects, representing the needs of a cross - section or a wide spectrum of the society, and is meant for public use.

Public relations - A planned and sustained effort to establish and maintain goodwill and mutual understanding between the library and users, with the aim of making them (users) patronize the library service.

Strategy - The skilful planning and management of library services, so as to achieve positive results.

Users - Members of the public who patronize libraries with the aim of seeking information.

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

The purpose of this chapter is to review related works on the subject of marketing, particularly the marketing of library services and specifically public library services. The chapter is organised in the following manner: Conceptual Framework Marketing, advertising, public relations; and related literature (marketing library services) Marketing, public relations, displays and exhibitions, and library promotion and publicity.

2.2 CONCEPTUAL FRAMEWORK

2.2.1 MARKETING

Bell (1972) postulates that the literature relating to the marketing concept have emphasized the importance of the consumer as the focal point of all marketing efforts. He defines marketing as understanding the needs and desires of consumers and utilizing resources to meet these needs and desires. scientifically he perceives the concept of marketing as a system comprising integrated business activities designed to develop strategic plans leading to the satisfaction of customer wants.

A comprehensive text on marketing is that by cudiff and Still (1972). Part one of their book is the general introduction and features chapters on the marketing concept; analysing social, technological, and organizational changes that make the concept highly relevant to today

business firm. Part two focuses on markets. Parts three through six are devoted to the four chief components of marketing strategy - products, distribution, promotion and price. Marketing planning and controlling are discussed in part seven. The book has an appendix, and a name and subject index.

Adopting the managerial approach, Luck and Ferrel (1979) show how strategic decisions are applied in marketing. The discussion in the book is divided into five parts, thus: part one discusses the basics of marketing , which includes essential concepts and overall strategy planning; part two is on strategic environmental considerations; part three delves into strategic use of marketing variables; part four touches on strategic management of the firm's products; while part five discusses marketing plans and controls. the book also contains a post script to the student, bibliography and , name and subject index.

In his book 'marketing Principles' Enis (1989) presented marketing concept in managerial tone, compressive perspective, and conceptual and analytical orientation. Divided into six parts, the book discusses the following: Part one - overview of marketing; part tow managerial foundations; part three - the marketing environment; part four - Analysis and strategic formulation; part five - the marketing program, and part six - marketing management in perspective. The book also contains a concluding note, key terms and concepts, questions for discussion, and case studies.

Writing under the caption ' Marketing Concepts and applications,' Scheme and Smith (1980) devoted a chapter to the concepts and elements involved in marketing. According to the authors marketing involves activities that provide satisfaction to consumers. the broad objective of marketing therefore, is to ensure satisfaction in the exchange behaviour of society. They identified five elements related to marketing, viz: inputs, processing, outputs, objectives and feedback. They contend that it is far easier to sell a good or a service that properly matches the needs o r wants of buyers or consumers than it is to sell a product that does not.

A generic approach or discussion of marketing is that given by pride and Ferrel (1985), in which they present a comprehensive framework that integrates traditional concepts with the realities of today. The book also presents the concepts and applications that are most relevant to the marketing decision maker and focuses on the universal concerns of managers who are responsible for marketing decisions. Issues discussed include. the analysis of marketing, product decisions, distribution decisions, promotion decisions, pricing decisions, the marketing environment, marketing management, and selected applications. The book has appendices.

Looking at it from a scientific perspective, Brooks (1988) Opines that the practice of marketing is changing radically. according to him, sometimes in the early 1980s, companies of all sizes and across a range of industries, particularly in the U. S. A., started to find that traditional marketing methods were no longer working, and that new ways had to be found. He further said that with no textbooks to guide them (companies)

or experts with ready made solutions, businesses begin to develop their own rules and to recover lost ground. The book synthesizes the various ways in which the new marketing is being applied by a host of companies.

Presenting a more in-depth spectacle of marketing, Baker (1992) discuses the subject in three parts: part one is an analysis of the nature of marketing strategy and strategic marketing planning (SMP), followed by an evaluation of the external forces (i.e the marketing environment and buyer behaviour) which constrain and proscribe the courses of action available to the organisation. Part two of the book looks at the major policy issues which have to be taken into account in designing the most effective marketing, in which service, developing a marketing culture, the (short - term) marketing plan, control, and recapitulation have been discussed.

Adcock et al (1993) gave a concise view of marketing, in which they discussed the environment and how customers behave, moving through information, and research, to the marketing offering, promotion of that offering, and finally some of the key issues of marketing in action. There is emphasis on practical examples in the text, and these are supported by short case studies and questions for testing.

2.2 Advertising

Produced in a guide form, Lounde's (1969) book explains the role of advertising as a tool of marketing. The different chapters in the book are concerned with: Choosing the agency, establishing a marketing

strategy, developing the creative idea, planning the campaign and researching the effectiveness of advertising and why?; What is the function of an advertising agency and why are they used?; How to choose an agency; How to make the best use of agency departments; and how do agency people think and work? The author also discusses from a practical point of view the work of the various agency groups; Account Executives, Media Planners, the creative people and the Researchers. The book is written in a direct, readable style.

Talking generally on advertising, Longman (1971) provides true insight into the realities of the advertising profession. The author penetratingly illuminates and analysis his descriptive material at every turn. He explains how advertisements are developed; and he examines the media in which they run from the point of view of the advertising decisions maker. Structural concepts are introduced frequently. Mathematical models are presented and used, both as aids in understanding the structure of the advertising process and as normative tools that are actually employed by practitioners. Budgets - the bugaboo of the profession - receive a highly competent treatment.

Hindley and Hindley (1972) showed how advertisement was done in Victorian England i.e 1937 - 1901. They discussed the media; the birth of agencies; promotions and promotional literature; Editors, advertisers and agents; Posters and openers; stunts and Showmen, the Arts of the Copywriter; the Market; Victorian advertising in pictures etc. The book is well illustrated and has an appendix of a list of Victorian Advertising Agencies.

A wider and comprehensive discussion of advertising is that given by Kepper (1973). His book deals with the management, planning, creation and use of advertising and tries to do so in as non-technical a manner as possible. Arranged in seven broad sections, it discusses: The place of advertising, planning the advertising, media creating the advertising campaign advertising management and other worlds of advertising. The books also contains an appendix of tools of advertising, and a glossary of advertising terms.

Reekie (1974) shows how economics could be used in advertising. His book, titled 'The Economics of advertising' discusses the statistical background and plan and purpose of marketing, from conception to maturity, social and ethical problems, how advertising decision are taken, advertising and the theory of the form, advertising and monopoly, advertising and public policy. It concludes by touching on price, profit, protection of the consumer by the consumer movement, legislation etc. The book includes lists of figures and tables

Using the management method, Aaker (1975) shows how decision making could be applied in advertising, specifically those decisions involved with setting advertising objectives, creating advertising campaigns, and measuring advertising results. An overall objectives of the book is to provide an analytical basis for advertising decision making and control. Effort is made to draw on those materials that show promise of helping decision makers generate better alternatives and improve their decision - making process. In that spirit, the communication process and social and regulatory issues are covered in some details.

Employing the critique approach, Lovell and Porter (1975) discuss advertising by bringing a great deal of experience to bear on the subject and doing an analysis of case histories sensitively , with the intension of giving practical advice. They are conscientiously thorough in presenting arguments for and against the relevance of various research techniques at successive stages of campaign development. Finally they offer clear, intelligible guidelines, attractively presented.

Presenting an extensive view of advertising, Guberman (1981) compiles an encyclopaedia of pragmatic ideas people can adapt to meet their specific promotional needs. The book is a well organised volume containing dozens of tips, suggestions, organizing devices and ideas to help people reach effectively their promotional objectives. It contains 52 promotional plans running the gamut from the "blockbuster" to the common place.

In his book 'advertising ': Its place in political and managerial economics, Reekie (1981) looks at the important and controversial subject of advertising at three different levels. First, at a wide environmental level, the author traces the historical reason for the development of mass communication in general and advertising in particular. At the next level the author describes the activity of advertising within the firm in which he states that management technique for assessing both the potential and realised value of advertising campaign are still largely rule-of-thumb. Thirdly, the book moves into a detailed analysis of the market in advertising.

Wademan (1981) gave a concise and detailed account of money making advertising, in which he discusses time-tested techniques for creating persuasive advertising. Other issues discussed include: the pre-emotive idea, the importance of immediacy - Headlines and slogans, Body copy, proof that what you say is time, how to research copy effectiveness, institutional advertising and the human factor, industrial advertising etc.

Portraying a managerial view of advertising, Aaker et al (1992) show how 'advertising' can be a fascinating subject by pulling together what we currently know about how advertising 'work', and drawing lessons from that knowledge for better advertising decision making. The book, which is divided into six parts, discusses the following: part one, which is the introduction, touches on the field of advertising management and advertising planning and decision making; part two discusses the objective setting and market positioning; part three is on message strategy part four discusses message tactics; part five covers media strategy tactics; and part six - the regulatory and social environment. he book contains case studies, with notes at the end of each chapter.

Employing a dialogue approach, Varder (1992) demonstrates how advertising is done at international level. Her book, which is a survey, concentrates on international agency - client relationships. It is based on interviews with all levels of management from a wide range of international agencies based in London. The book provides genuine real - life insights into the challenges of managing advertising programs at the international level. By providing a detailed pictures of past pit falls and successes, it will help practitioners prepare for the huge challenges of the 1990s.

Giving a generic view of the concept of advertising Jacob (1996) discusses in detail the basic components that make up advertising, namely: the advertising agency and the media owner. He states that the budgeting, creation, placing, publishing and checking of advertising campaigning is usually a triple operation requiring the combined efforts of the advertiser, advertising agency and media agent which will also empty numerous ancillary services.

2.2.3 Public Relations

Carlson (1968) presents a wider view of public relations in which he discusses the history, activities, American practice, the profession of public relations - public relations and social sciences, training and research, areas for research effectiveness, relation to power structure, the role of opinion leaders, public opinion research etc. He argues that the practice of public relations has made it necessary for those who communicate on behalf of the special interests of a client to stand up and be counted; and that by readily identifying the sponsors of a particular message, the context in which it is proffered. He regrets that public relations is being continuously viewed in a narrow and stereotyped way in many quarters, and that it is only when the status of public relations is enhanced can it hope to recruit into its ranks persons of superior talent and ethical responsibility.

Published as a beginners' book (Manual of public relations), Bowman and Ellis (1969) give detailed advice on many aspects of the intricate craft of public relations. The book offers the student an outline introduction to subjects of which he needs some knowledge, but in which

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he may not become deeply involved. On some topics, it is necessarily simplified, for reasons of length as well as of assimilation by the student with limited experience. The book discusses: the principles and place of public relations, planning and investigation, personal communication, printed communication, advertising, working in public libraries etc. It has an appendix of IPR code of conduct.

Adler (1974) sees public relations as a marketing aid when he opines that the object of public relations is not to sell a product, but to produce a favourable image of a company and improve on it, if necessary. The image according to him, is the impression, the feeling, the conception, which the public has of a company. He asserts that most large organisations or companies have recognised the value of public relations department or employ a public relations company.

Highlighting the basics of public relations, Nolte (1974) devotes considerable attention to integral parts of public relations such as social, behavioural communicative and management sciences. He shows how these concepts are applied to the actual work of public relations. An analysis of the 700 - member public relations society of America shows that 4% of its members are in business or industry, 27% are the PR counsellors, 8% work for association, 6% are in educational institutions, 5% are employed by health and welfare organisations, 4% are in government and 9% are employed by other types of organisations. The book was not written for professional but amateurs i. e students and beginners.

A work of scholarship deserving readership in public relations is that by Raymond (1976). The author gives a broad look at public relations and dealt in depth with the basics of the subject in the text. The discussion is done within four major sections part one provides an overview of public relations as it relates to American society; part two explains how public relations function is managed; part three, which is the core of the book deals in depth with the dynamics of public relations; and part four is dynamics of public relations, and part five is concerned with careers, ethics, and professionalism.

In his book 'The management of public relations, Ross (19977) discusses public relations from a management angle. The book views the elements and factors necessary for effectively managing external relations (Public relations). The principles outlined in the book are important to all levels of management concerned with business and public administration, to those concerned with specific public relations responsibilities, to engineers, lawyers, financial people, and journalists. The book is generally concerned with the management processes as applied to public (or external) relations and also with the source and nature of attitudes, communication, communicative tools and the management of changes.

Cutlip and Centre (1978), in their book 'Effective public relations', gave a detailed and comprehensive account of public relations. Issues discussed include: introduction to contemporary public relations, staff, status, and functions of the practitioners; the public relations environment; persuasion and public opinion; the tools of communication; public relations and the law; the employee public, the community public; special publics; the mass audience; working with the media; public relations for business etc.

Issued as a conference proceedings, Black's (1980) edited work - bring the Eight Public Relations World Congress Proceedings held in London in 1979, indicates that public relations professionals need to be fully aware of and understand shifts in relationship within both national and international societies and to be able to evaluate and use new techniques and methods in a professional manner to contribute to a more harmonious world society. The speakers were drawn from 16 countries and delegates represented 55 different nationalities, giving the world congress a truly international character. The programme was very concentrated and covered a great variety of subject matter.

Written from a management's perspective, Coulson - Thomas' (1981) book provides a comprehensive, treatment of public relations and it addresses directly the day-to-day issues that confront directors and senior executives responsible for corporate public relations. It avoids the generalisations that affects too many studies in this area and provides examples by cases together with invaluable quick check lists

3 Marketing Library Services

Various forms of publicity should be used to encourage people to use the library. These should include talks given by librarians to adult groups children., exhibitions, publications (booklists, circulars giving information about the library's services, annual reports), newspaper items and articles, radio spot announcements and programmes, television programmes and special campaign (for example, a 'know your library' week). (Heintzes, 1973).

2.3.1 Marketing

Writing under the caption marketing and the information professional' Shappiro (1980) reviews past efforts to utilise marketing techniques in the not for-profit sector He presents marketing as an attitude, an approach, and a set of relevant tools, techniques, and concepts. He proffered recommendations for developing marketing plans for every product - market segment being served. He suggests that librarians be trained as corporate ;information officers. However, he argues that because churches, mosques, universities, hospitals and libraries engage in activities that do not lend themselves to mass production or other cost - saving innovations as demand for their services increases, marketing, therefore has proven less useful to them (i.e not-for-profit institutions) than it has to commercial organisations where increased sales generally facilitate mass production and a marked decline in per unit or per transaction labour cost. This situation is also applicable to the Nigerian Scenario, where most libraries do not engage in commercials or income generating activities. This not withstanding, this researcher strongly sees the need to market the services, especially considering the fact that there are evidences which show that these libraries are heavily used in their respective communities.

Stressing the importance of marketing library services, Drake (1982:30) asks that "a library into which no advertising ever is put may be a nice quiet corner with row upon row of neatly arranged books - - - and that the library is there will be evidenced each month on the cost figures of the company - - - But how many people in the organisation will be leaning upon the library as a source of information necessary to

their work?". Infact, she sees the adoption of the market approach as the most essential and appropriate means of providing efficient library services to users. In her opinion, a market approach assumes nothing about the goodness of a service and is not based on implicit assumptions about customers. According to the author, marketing begins with an investigation of user wants, needs, expectations, and information behaviour. This researcher shares the same view with the author, because libraries that do market their services in Nigeria follow this principle.

In a related publication, Jennings (1984) maintains that there has been considerable interest in the relevance of marketing for library and information services, and that a number of articles have appeared advocating the benefits of marketing techniques for improving library services. She argues that little attention has been given to the meaning of marketing and to the problems and issues involved in transporting it to the non-profit sector. She presents the arguments for and against the validity of extending marketing beyond the business sector. The author also considers the reasons for the success of marketing in business and discusses the consequences of using it in the non-profit enterprise.

Focusing the marketing of Library services on the Nigerian rural community, Ochai (1987) examines the marketing concept and its practicality or otherwise to the operation of a non-profit oriented service organisation, such as the Library. He attempts to justify the applications of the concept in the planning for library provision for the rural communities and concludes that it is a more realistic tool for planning and designing programmes and services than the existing unplanned approach.

In a researched conducted by Hayden (1988) on information scientists and Librarians as a market for view data in the U.K., the study aimed at discovering whether information scientists and librarians constitute an homogenous market or whether the sector could be segmented on the basis of perceived benefits. Qualitative data collection consisted of group discussions with information professionals and interviews with three view data suppliers are discussed. The market before segmentation is examined following a search for data reduction by factor analysis. Cluster analysis shows that the market was not homogenous and respondents are classified into four segment on the basis of their perceptions of the benefits of view data. Discriminant analysis shows the segments to be sound and distinct. A significant association is found between segment membership and use of prestel and of private view data. Thus assignment to segments on the basis of perceived benefits is a predictor of concurrent. Although this type of service (view data) is yet to explore the shores of our country (Nigeria) the researcher sees the relevance of this type of service in marketing library services. It obviously has great potentials in marketing library services.

Similarly, in a survey of 156 reference librarians at four-year colleges and universities in the United States conducted by Pfarrer (1989) about their use of CD - Rom databases for reference purposes, 633 (89%) responded. Almost half (308) are using CD-ROM technology and collectively they own 809 work-stations and use 961 CD -Rom databases. Most (70% 221) not using CD-Rom have plans to acquire it in the future. By 1990, 63% (399) expect to be using CD-Rom for reference purpose. Student enrolment is the most reliable predictor of CD-Rom use in a surveyed library, although the number of reference librarians, respondent age and size of the reference budget also detected

significant differences. About 25% (38) of the institutions with fewer than 1,000 students are using CD-Rom compared to 82% (37) with enrolment exceeding 15,000 students. The popularity of CD-Rom causes many libraries to regulate its use by such measures as requiring appointment and limiting use by lengths of time or frequency. Most (83%/520) respondents believe CD-Rom can be a cost -effective alternative to heavily used on-line databases. Majority of librarians(59% 182) using CD-Rom expect it will lessen future demands for printed reference sources. The use of CD-Rom is only beginning to make impact in libraries in Nigeria. Because of its great advantages over printed works, it is fast gaining acceptability in our libraries and has enormous effect on the library service.

Bryson(1990) sees strategic marketing as an essential part or element in achieving a library or information centres objectives. He discusses markets and market segmentation, market targeting, exchange system analysis, use of competitive portfolio analysis, in managing library stock. He provides a very useful table on issues in strategic marketing analysis for library and information centres. When applied in our setting, strategic marketing has the ability to facilitate the attainment of the library's objectives than otherwise.

Concentrating on the marketing of a particular type of information source (serials) Gaavoda and Osojnik (1990) discuss the problems of periodicals in libraries from different view points. They conclude that, in future, librarians will have to be well educated and trained to be able to work properly with different kinds of materials, to use marketing methods in developing library collections and services, and to perform many of the

functions of public relations. This is not widely practiced in the country but do occur in the form of exhibitions of special collections and the like. Interestingly, workshops and seminars are organised frequently on how to handle the different kinds of information materials in the library.

Highlighting the essentials of marketing information services, Chandler (1991) describes the opportunities and pitfalls involved in a marketing campaign offering broad guidelines and practical suggestions based upon the following promotional tools: advertising; public relations; and sales promotion via brochures, direct mail and exhibitions seminars. The author points out that marketing is about 3 things-knowing who your customers are, an awareness of their needs and a willingness to meet them and making sure they know about you.

Kamp (1991) describes how 89 municipal libraries in Belefeld, Bremen and Dusseldorf have tried to put into practice marketing theory developed as an earlier pilot project in 1986 - 87 by a working party at the German Library Institute. He examines the need to define library objectives and to lay independent rules for fixing marketing goals linked with information, training and leisure needs of users. The author identifies the components of a strategy including financial planning. Maximizing usage and the development of a business culture. The paper also discusses the implementation of library objectives in practice, the measurement of loan patterns and the analysis of statistics. This practice not common in Nigeria as very little effort or research is undertaken in areas to do with marketing library service. Obviously, there is the need to encourage this type of study in Nigeria.

While elsewhere it is only slowly becoming accepted that marketing techniques are also important for libraries, Klaasen (1991) explains how Gutersloch Germany has employed a marketing strategy for over a decade. The actor describes the measure, goals and success. According to him, the primary goal is to determine the needs of the city population reliably and to react accordingly.

Focusing on the promotion of classical music by manufacturers and libraries, Neesam (1991) discusses two distinct and opposing philosophies in the subject of popularising classical music and encouraging its mass consumption. The author regrets the conservation approach to marketing classical music adopted by the recording industry arguing that if the use of classical music in television advertising creates a demand for the music, then the demand would be that greater if the music itself were to be marketed. He explains how this might be done and describes a marketing technique used in the retail area. This type of marketing strategy is not popular in Nigeria, but it is definitely a good idea since musical recordings also form part of library collection. The snag here is that not many public libraries keep music scores in the country. But, again, this should be encouraged.

Considering the changing needs of members for technical and business information in the institution of Mechanical Engineers, Olleran (1991) describes how the information and library service has established a key role within the institution. Issues discussed include: the development of information services, the producing of publications, design opportunities afforded by the new corporate identity programme, developing library and archive services, marketing activities, and member involvement.

Stressing the importance of marketing for information professionals in the face of the current economics climate, Rasab (1991) examines the features of marketing in the management of library and information service. These include marketing planning; the market analysis, the product; price; promotion plan; and place distribution of the services offered.

Looking at marketing library services in information centres, Russell (1991) Explores the notion that the creation of information centres can further the service goals of libraries and other information organisations, in developing countries, by facilitating fund raising and marketing. He notes the experience of the National Agricultural Library and its 15 information centres. Fund raising is another good strategy for marketing library services This is gradually being increasingly used in the country, most especially as library funding is increasingly being reduces.

Based on a presentation given at online information in December 1990, Stjernvall (1991) describes the new library facility at Ericsson Radio Systems the (ERS), Sweden, and expansion of its on-line searching capabilities. He discusses the main features of a Frame-work for marketing plan which was set up to make the library useful to employees. The author describes some of the marketing strategies and methods used to counteract low usage of ERA library. The use of online is yet to become pervasive in Nigeria. Because of its relative cost very few libraries (mostly special) can afford it. However, it is another good method that can boost a library's service.

In a research conducted by Hufnagi (1913), the first part of the study examines the relevance of marketing principles and practice to the development and continuity of the cultural role of the public library. Social, economic and political factors challenging the public library in the United Kingdom and Germany are identified, The public library is now forced to react to these challenges to its existence and the role it plays within the community. The study also examines the broad cultural role of public libraries as outlined in the UNESCO public library manifesto and the IFLA guidelines for public libraries. The author concludes that, in order to attract new visitors, public libraries have to adopt what they offer, to cater for the large group of non-users, and their marketing strategies must turn from product orientation to market orientation.

Similarly, the second part of the study by Hufnagl (1993) examines the relevance of marketing principles and practices to the development and continuity of the cultural role of the public library. The author discusses the concept of marketing, strategic planning, and factors involved in the formulation of a marketing plan. He describes field research carried out in the form of an observation study of 8 public libraries, 4 in U.K and 4 in Germany, which concluded that through the application of marketing concepts, the cultural role of the library can be strengthened and more successfully exercised. The paper suggests guidelines for the service provision and cultural role of public libraries in the future. Certainly, marketing concepts can equally be used in strengthening the cultural role of the library, more so that our society (Nigeria) attracts a lot of importance to culture.

In his article "Marketing anyone?" Tenney (1993) describes the preparation and development of a marketing resource for the state library of Ohio. He states that, marketing and libraries do mix and that a handbook for libraries and information centres was written by Western Reserve Associates after extensive evaluation of its marketing programme at 17 test libraries around the state. The marketing process is described as consisting of 6 elements: self-assessment; market definition; product planning; product creation; selling; and closing the gap. About one third of the book is survey forms and related material, which may be photocopied and used directly, or modified to meet local needs. An appendix discusses several survey methods.

Based on the technicalities of marketing library services, Greyling (1994) explains the importance of and how to market the public library and its materials and services. He indicates the need to be familiar with the book stock, to be aware of the need of library users, and to understand the value of placing advertisements in the local paper of library sponsored events. Sadly enough, not many libraries sponsor events in Nigeria. The few that do are mostly spacial libraries. This is not unconnected with the cost involve in the exercise and not many libraries can afford it. But, sponsored events are a sure way of marketing library service.

Lesakova (1994), outlines the principles of marketing and illustrates these with the example of the library of the Slovak Agricultural Bank. The overall marketing initiatives includes the following elements: improving the range and quality of the services provided, evaluating the

qualitative parameters of services, selecting the right business partners; changing the structure of the library's user group, introducing new working practices, improving the structure of stock; and promoting the library's work.

Using numerous avenue, Lyon(1994) examines some of the different approaches to marketing library services drawing from examples which covers the British Library Science Reference and Information Service (SRIS); Kent County Council; Birmingham City Council's Information Direct Service aimed at large Commercial businesses; and the Institute of Directors

Adopting the use of modern technologies, owl and Morgan (1994) describe how a library, moving into the technology of a post modern world, may begin employing certain techniques borrowed from advertising. According to the authors, large electronic bill boards may be used to flash updates on newly acquired materials offering breakthroughs in various fields. They state that the machine offers a futuristic representation of a key board with 7 buttons listed and number in order of increasing convenience to the patron, which may be depressed in order to call you the desired, information, document or service. This is a marvellous method of marketing library service but is yet to be brought into the country. As modern technologies are fast finding their way into Nigeria, we may sooner than later begin to use this method of marketing library service in our libraries.

Paz (1994) examines the interrelationship between information and communication as well as the relationship between both of them and the information specialist in the process. He also examines the marketing approach in the field of information both for information activities including the marketing of information itself.

Addressing the service to a particular group of users, Walter (1994) examines recent developments in marketing library services to children generally and discusses implications for libraries. The article suggests that children should be recognised as significant customers of library services and important means of attracting adult users. The author concludes that, children themselves are adult users of the future, and libraries would do well to put more effort into developing long-term customer loyalty in their young users. It is important to market library service to an identified user -group and not children alone. This gives the user group a feeling of recognition and belonging, and would consequently boost the service. Provision of library service to an identified user group is prevalent in many libraries in Nigeria and should be continuously encouraged.

Writing under the caption 'The library's product and Excellence, Bushing (1995) stated that libraries have failed to use marketing for three reasons: (1) a misunderstanding that equals marketing with publicity;(2) a lack of understanding of what marketing is and (3) disagreement about the role of the client. He concluded that societal marketing tries to balance patron demands with long-term societal needs in evaluating product excellence. While agreeing with the author's views, this

researcher notes his failure to give practical examples to buttress his point. These points are also relevant to our local scenario in Nigeria, albeit our standard of marketing library services is still low

Norman (1995) relates the marketing concept to library reference services. Highlights include a review of the literature and an over-view of marketing, including research, the marketing mix, strategic marketing audit. He applied marketing principles to reference services through the marketing mix element of product, price and promotion. The author should have expanded the work to cover other types of library service rather than reference services alone, thus giving a comprehensive picture of the library scenario.

Touching on the new information technology Cihak (1997) argues that information professionals should market services to ensure success for their libraries. He describes marketing strategies used by the university of Kentucky college of law library to promote electronic library services; CD-Rom placements, CD-Rom and Internet workshops, ;instruction guides, faculty web pages, online tours, electronic mail, listserv online database support, and multi-media presentation. Also discussed are drawbacks to marketing. Though meant for highly technological libraries, which are mostly located in the industrialised countries, the article has relevance to the Nigerian society, whose libraries are fast embracing the new information technology.

In a very elaborate paper on marketing public library services, Adimorah (1999) discusses the significance of marketing library services to the library community. The initial part of the paper touches on vital issues such as edict establishing the public library, carefully selected Board members, a dynamic leader as the director of the public library services, the library as a good organisational structure with committed staff, well stocked library, innovative services, technologically equipped library, environmentally friendly library and community mobilisation. The later part discusses public library marketing concepts, public library marketing management/strategic planning, public marketing environment, marketing research for public libraries, profiting the public library market and forecasting. The writer concludes that effective marketing of public libraries requires government funding, establishment of a public relations division under the library Director and integrating marketing library services into library schools curricula.

Writing under the title "Marketing as an integral element of library education for libraries" Afolabi (1999) discusses the relevance of marketing to the Library profession. He examines the topics that should constitute marketing education for librarians and the adequacy of marketing - related courses that are offered in the departments of library and information sciences of Nigeria Universities. He concludes by proffering adequate recommendations that will result in better marketing courses in the programmes of Library Schools in Nigerian Universities.

Contributing to a workshop that was organised on marketing library services, Ojoade (1999) discusses the need for libraries to market their services. She traced the origins of library services to the early

Mesopotamia Civilisation and shows how the services were marketed. Her discussion continued by touching on the practice or efforts made by Plateau - State Library Board at Marketing ;it services.

2.3.2 Public Relations

Rice (1972) gave detailed account of publics relations for public libraries , in which she touches on issues such as meeting patrons' needs, communicating with patrons through mass media, developing added channels of communication, attracting patrons through special events and programmes, displays and exhibitions as a public relations tool, friends of the library etc. Unfortunately, most of these activities do not take place in our public libraries. The ones that are prevalent include displays and exhibitions and special events and programmes. This researcher feels more channels of communicating with users should be exploited in Nigerian public libraries.

Writing under the title "practical administration of public libraries" Wheeler and Goldfher (172) are of the view that public relations is not in itself a product, but it is a series of steps to create a relation with citizens so that library services can be improved and can reach a wider circle. They further pointed out that, every citizen is potentially interested in all news and impressions about the library as a public institution. According to them, the public has the right to know everything about its library. They concluded by stating in unequivocal terms that, "everything a library can do and say to build - up public belief that it is alert, active and forward looking, quickly responsive to public demands, interested in progressive methods and economy, operated by devoted and highly

skilled staff, and busily engaged in helping more and more citizens in every category results in good public relations".

Adding to the gamut of literature of public relations, Dowling (1973) takes a look at public relations and the state library, in which he discusses state librarians" perceptions of their library service and emphasizes the role of public relations in attracting users to the library. He draws from his personal experiences of the Ohio Book/Job project, which was mainly to enhance the image of the library in the society by placing libraries in the position of co-ordinating community efforts to provide useful information to human problems. It also serves to illustrate the possibilities for overcoming the barriers to developing a framework for public relations programmes in public libraries. This researcher has observed that public libraries in the country do very little in enhancing their image in the society. Therefore, public libraries need to interact more frequently with the community by coordinating programmes that encourage interaction with the community.

Highlighting the significance of public relations in libraries, Heintze (1973:3) asserts that "a public library depends a great deal upon public opinion for the accomplishment of its purposes". He states that, since its reputation is created by the services it renders, every library large or small, must consider public relations in everything it does. The most important considerations, according to him, are the assembling of a collection of the staff and provision of pleasant and comfortable surroundings for the library. He vehemently agrees that personal contact between the librarian and the borrower are of particular importance. In

this regard, friendliness, a real interest in people and problems, readiness and willingness to use the resources available , says the author, are attributes of the librarian which help to establish a good rapport with the public He recommends that a person coming into the library for the first time should be welcomed and given an explanation of the arrangement of the collection, the use of the catalogue, bibliograhiees, indexes etc.

Casting a critical view at public relations in libraries, Kies (1974) makes highly effective use of the descriptive case study, to demonstrate convincingly the utter 5 inadequacy of any view of the public relations function which is conceived as merely something added onto to separate from the larger programme of library services. The book, which is a collection of case histories comprises a panorama of library public relations efforts, tracing individual programmes in their development across time, relating anticipated goals to actual outcomes, and recording both successes and failures with unstinting honesty. The twenty-two chapters describe a number of different public relations problems and situations. Apparently, the deficiency of the book lies in its failure to include case histories from developing countries, some of which have good public relations programmes in their libraries.

Kerby (1984) conducted a study whose objective was to compare academic achievement, knowledge of library skills, and attitude toward readings of sixth grade students who participated in an ;instructional library programme to those who did not participate in an instructional library programme. The study employed a randomised control-group post test only design. The sample consisted of 410 sixth grade students from

five elementary schools with instructional library programmes who served as experimental group and 330 sixth grade students from five elementary schools without instructional library programmes who served as the control group in on Texas school district.

The instructional programme, based on the district's library curriculum guide, was experienced by the experimental group and not by the control group. The California Achievement Test (CAT), Ohio School Library/Medias Test, and Estes Reading Attitude Scale, measured academic achievement, knowledge of library skills, and attitudes toward reading, respectively. Three factor analysis of variance of the CAT, the Ohio, and the ESD was performed for effects due to treatment, gender, reading ability level and all possible interactions of the effects.

The results showed that no significant differences were found in the mean scores between the experimental and the control group in academic achievement (experimental grouped equalled 7.38 and control group 8.89), and in knowledge of library skills (experimental group equalled 31.67 and control group equalled 30.99), and in attitudes toward reading (experimental group equalled 18.54 and control group equalled 17.98). Such researches are lacking in most developing countries. Considering their value in assessing public relations programmes in libraries, efforts should be made to encourage researches of this nature in our libraries.

Using discussion as public strategy for marketing library service, Exova (1990) examines the theoretical, practical and methodological aspects of readers' discussion groups. The author states that, reader's discussion groups should; stimulate interest in the subject discussed, encourage expressions of points of view; and promote association between reading and personal experience. He presents guidelines on how to organise discussion groups, and concludes that, participants of discussion groups value hearing interesting views and satisfying their need to speak and analyze. This is a very dynamic method of improving Public Relations in libraries but, it is not commonly used in developing countries like Nigeria. When employed, it will surely boost public relations in our public libraries.

Showing how the library could play a vital role in public relations, Nishimura (1990) discusses the suitability of public libraries (in Japan) in holding meetings and library sponsored events. According to the author, the main role of such events in public relations; which enhance provision of materials and also go beyond this to give the library a central role in the community. He states that the events inevitably create more work, and that, activities may over lap with those of community centres. He also gives examples of events held at Matsubara Public Library, Japan, including lectures and an annual library festival. He concludes by suggesting that libraries should play an active role in life long learning . It is apparent that very few public libraries in the country sponsor events. This is obviously due to their poor financial situation. However, given the benefits to be derived from this, public libraries in Nigeria should endeavour to sponsor events, occasionally.

Yanagi (1991) discusses the application of marketing and public relations (PR) theory in the management of a non-profit organisation such as a library in the belief that marketing and PR theory will foster a better relationship between the library and the public. The author reviews the general theory of marketing and public relations and its application in a non-profit organisation. He analyses conditions in the library organisation and the personnel policy necessary, circumstances peculiar to Japanese community which may adversely impact marketing and PR in a library situation. The paper also discusses the benefits of marketing and PR activities and attempts to depict the future of library management .

Pinpointing the importance of media in library public relations, Ashcroft (1994) stresses the importance to library and information services of the effective management of the release of information to the media and the development of media relations. He considers reasons for good and bad press, and advices on the presentation of press releases, the elements of their content and their structure. The author looks at how low additional information should be supplied, and how photographs can be used to illustrate a story. He concludes by considering the need to know the media, and how press releases should be tailored to meet media requirements. This is a cheap method of enhancing public relations in libraries but disappointingly, not many libraries in Nigeria are taking advantage of press release to project their image in the community.

Looking at public relations within an academic setting, Dugan (1994)considers issues surrounding the nature of public relations (PR) in academic libraries. He outlines discussions of this topic in the literature,

and stresses that promotion and publicity are only part of a public relations programme. The author concludes that, a well-planned programme can help in giving direction and focus to all academic library endeavours.

Gonda (1994) reports on the proceedings of a seminar entitled 'Libraries and Public Relations' which was organised by the department of continuing education of the Solvak National Library in cio-operation with the district library of Poprad and which was held in Poprad from 4-5 May 1994. The seminar covered the importance of social communication, the public relations work of the library of Kisicie; the theory of public relations applied by Baden library and the relationship between public relations, marketing and advertising; and the work of public relations department of the Czech National Library. Similar seminars in Nigeria will also enhance public relations in libraries. Interestingly, such seminars are often held in the country.

Stressing the value of public relations in libraries, Kochanova and Tomosova (1994) discuss the public relations efforts of the district library of Zvolen (Czeshloskovakia) which is located in the centre of town where most social activities take place. According to them, as a starting point, and in order to meet user requirements, the library has opened several new departments, including a music, agricultural and literature departments and a video rental section; and that the interior and exterior of the building were also updated. The authors describe the range of education and other special events organised and explain the methods used to promote them. Perhaps for financial reasons, not many public libraries in Nigeria are expanding their services, nor are they renovating the interior and exterior of their buildings.

Writing under the theme 'Public Relations and Public Libraries' Kolozoaryova (1994) discusses the role of Public Relations during the current period of social and economic reform. He describes the efforts of the new management of the District Library of Presov (Czeshslokovakia) aimed at establishing successful relations with the public. According to him, the actual communication process falls into 2 categories: Direct Communication (e.g provision of Library Services and participation in social activities) and Indirect Communication (e.g. production of publications, use of the media). The author explains attempts to meet user's requirements by concentrating on acquisition of popular information sources (legislation, business and legal database) and opening a new section for events organised from 1990 to 1993. This researcher cherishes the idea of opening a new section for events organised within a specific period. When this is encouraged in public libraries in our country, it will definitely help those doing research that covers that period and simultaneously enhance public relations.

Highlighting the role of public relations in a bank library, Lesakova (1994) discusses the public relations work of the library of the Slovak Agricultural Bank which serves 700 users located at numerous branches. Induction seasons are organised for employees during which library staff explain the range of services on offer and the information sources available. The author concludes that, the library provides all traditional services including inter-library loans which however, are restricted to top management due to shortage of staff.

Holding a stock of 1600 books, 350 records and audio cassettes and 150 video cassettes, Papiezova (1994) reports on the public library of Kosic-Saci's (Czechoslovakia) efforts aimed at raising children's and young people's awareness of the importance and use of books and

literature. He discusses the library's practical approach to this task which is based on implementing a differentiated educational programme for Kindergarten as well as school children.

Relating public relations with a particular group of users (children), Trotta (1994) devotes his article to library services for children and youth. He describes what a strong and consistent public relations campaign can do to improve the standing of the public in a small connecticut city, and offers raw life examples and solutions to common hurdles encountered by budget conscious librarians.

2.3.3 Displays And Exhibitions

Garvey (1969) reckons that a service function is always difficult to sell, explain, and evaluate; and displays of various types can be of assistance in selling the tax paying public and budget makers on the value and function of the library and of the various departments in it. Other issues discussed in the book include inter alia: patron X and the library, the publicity message forms of visual publicity, design elements and principles, design components, idea sources, technical details and miscellaneous display ideas etc. The author concludes by sounding a word of warning to librarians staging displays that, they should not attempt more than they can handle; and when in doubt they should stick to the basics by using large simple shapes, black and white with one or two bright colours, large simple captions and perhaps most important of all fresh ideas. The drawback of the book lies in absence of attractive illustrations of displays and exhibitions to support the brilliant ideas therein. Displays and exhibitions are not a common feature in most public libraries in Nigeria, and considering their value in marketing library services, efforts should be made at holding them more often.

Commenting on displays and exhibitions as a public relations tool, Rice (1972) observes that displays and exhibition in public libraries serve two purposes: they provide a show case for aspects of the library's collection and they can attract possible patrons into the library building. She looks at the role of the public relations officer in creating attractive displays, types of displays, case doors, how to arrange displays in which she indicated the need for an insurance policy to cover objects while on display and while being transported to and from the library, what to conclude in displays, the purpose of displays, etc, and stresses the importance of photographs in exhibition. The issue of an insurance policy for objects transported from a particular point to the venue of the displays may not be a welcomed idea for some libraries. This is obviously due to the cost involved, which most public libraries in Nigeria may not be able to bear.

Highlighting the use of displays and exhibitions, Harrison (1973) examines the effects of exhibitions, displays and other activities on the library's image. He looks at exhibitions and displays held inside and outside the library lectures, concerts and other activities and international encouragement (especially that of IFLA). He emphasises the importance of photographs in displays and exhibition but sadly notes that many successful exhibitions that have been held by libraries are not recorded in slides or photographs, at least for pictorial record. He observes that library buildings must contain an auditorium if lectures, concerts, recitals, film shows, play and poetry readings are to be organised successfully, and appreciates IFLA's role which stipulates in its standards for public libraries that the public library should act as a cultural centre for its

community this researcher disagrees with the author's view that an auditorium is necessary for successful displays and exhibitions to take place. Experience has shown that displays and exhibitions have been successfully held in library premises, using a portion of space in the library. This is also obtainable in public libraries in Nigeria.

In her book, 'Effective Library Exhibits' Coplan (1974) holds the view that although libraries have on their shelves books and information relating to many diversified subject only a small percentage of people in their communities know and draw on the collections; and that through eye-catching displays the availability of the various types of printed materials can be emphasised repeatedly, thereby stimulating their use . The book is an exhaustive account on library displays, which is also well illustrated. The author discusses display ideas and arrangement; preparation and techniques; posters; signs and show cards; tips to teachers; library book fairs; diversified display suggestion; etc. The book's strong ment is its beautiful and clear illustrations of displays and exhibitions.

Roy (1978) conducted an experiment in eight small public libraries in Illinois to test several techniques to increase adult circulation of books, a variation of stock turnover rate (STR) referred to as STR A/B.

Three research hypotheses were proposed. First, weeding the collection will significantly increase STR A/B reducing total holdings and increasing circulation. Secondly, introducing multiple displays will not significantly increase STR A/B unless weeding is also used since

displays displace circulation from other cases of the collection to the displayed items. Finally, the greatest increase in STR A/B will occur when both treatment are employed simultaneously.

To test these hypothesis, one pair of libraries was weeded; 11 percent of the adult circulating book collection was placed in temporary storage. Two libraries introduced four to five displays of adult circulating books simultaneously. Both weeding and displays were organised in two libraries. The remaining two libraries served as controls and another weeded nor used displays. The effect of a STR A/B was monitored by recording circulation and changes in library holdings.

Weeding as a single treatment resulted in an average increase in STR A/B 23 percent. However, analysis of variance tests indicated that differences in STR A/B among the four groups of libraries were not significant. These findings indicated that non of the experimental treatments effectively increased STR A/B. The joint use of weeding and arranging book displays did significantly increase circulation and, thus has the potential for increasing STR A/B. Paired t-tests indicated that circulation of particular books increased when the books were placed on displays but both displays in themselves did not increase total circulation.

The author concludes that, libraries that desire to increase the STR in their adult collection should, first, contemplate the usefulness of STR in-house evaluation of performance libraries would do well to then (1) replicate and cross validate these results by applying more stringent and continual weeding along with multiple displays and (2) explore other

approaches to increasing STR This types of research is highly significant in marketing library services, but it requires funding, which most public libraries in Nigeria are finding it difficult to provide.

In a related study, Christensen (1991) examines the themes of public library exhibitions in 1989 as shown by a questionnaire sent by Danish Library School researchers to all full-time, central and Copenhagen libraries. He distinguishes between exhibitions arranged by library staff, those arranged with outside help, and travelling exhibitions, grouped into 12 themes. The author concludes that, if themes are to become more imaginative, given the restraints of money and time, greater use should be made of local talent, sponsorship, and inter library exchange of exhibitions. This researcher does not agree with the author's conclusion which indicated that there should be inter library exchange of exhibitions. This is likely to result in damage or loss of some of the objects, if great care is not taken. This situation is even more difficult in Nigeria, where inter-library loan is fast dying, due to security reasons.

Relating exhibitions with the community's occupations Hoeks (1991) describes how at Doetichem Public Library in the Netherlands regular exhibitions have been a feature of the library's services for some 11 years. According to him, the original idea of holding exhibitions arose from a meeting of senior librarians of the Gelderland province. Subjects for exhibition are considered by a committee of 6 drawn from the library's users. The exhibitions regularly features a display of books linked to a display of craft or trade given by a local personality. Subjects covered in this have included baking bread, silk painting, and bicycle

manufacture. The author concludes that, despite the modest budget for exhibitions of £500 per annum the scheme has been successful in attracting the attention of the press and the public. This researcher is of the view that the composition of the exhibition committee should also include members of staff and not users alone, as this gives the impression that staff are not competent in deciding the theme of exhibitions. In Nigeria, public library exhibitions are not often linked to a display of craft or trade given by a local personality, but on themes decided by library staff.

Illustrating the use of exhibitions as an important part of public relations in libraries, Raab (1991) examines the layout and structure of exhibitions with the emphasis on labelling and signposting, lighting furniture and safety of exhibits. The paper discusses a few basic principles and practical hints for the attractive presentation of books and texts. The deficiency of the paper is that it did not discuss photographs, which is an important element in exhibitions.

Viewing the librarian as an exhibition curator, Simon (1991) describes the origins and operations of the ART centre of Queens College of the City University of New York. She discusses the benefits of art exhibitions for art history students and student artists and examines the main requirements for a successful, effective art exhibition in a library. These include: space, equipment and supplies; Staff; Programme on goals and policies; organisation; publicity; institutional and other support; and funding. The article is an extended version of a presentation made at the Art Libraries Society of North America (ARLIS/NA) conference in New York City in February, 1990.

Lorrimer (1994) reports on the Scottish CD-ROM (SCOTROM) Fair, held in Glasgow, 28 September 1994, focusing on the following products and publications: silver plater's Multimedia Accelerated learning; the British Library (BL) Document supply Centre's new CD-ROM catalogue, Literature on BNB on CD-ROM, and fact sheet for Apple Mac users to access BL titles; systematic upgrade Ltd's Personal Library software; Micro info's CD-ROM Gold service; Bowker - Saur's basic reference/ Bibliographical tools on CD-ROM and in other formats; Book-Data and the Times Educational supplement's extended Book find range; Infomome, London Information's European Union related discs; and the sonny component Video system. This display is of a particular type of information source i.e CD-ROM and its capability; and not a wide range of information sources, as is generally obtained in most displays and exhibitions. CD-ROM is making a headway into Nigeria but is yet to be used for displays in public libraries.

Based on the 5th Library Resources Exhibition which took place at the NEC., Birmingham, U.K 21 - 23 June, 1994, Mason (1994) Outlines some of the exhibits, with special reference to organisations relevant to public libraries. The exhibition covers furniture suppliers, staff training and envelopment, library automation, library book suppliers, copiers, and audiovisual. The author also outlines the lecture programme and events at the exhibition.

In his article "Taking a stand: the market realities of exhibition and display work", Cleve (1995) outlines the potential of exhibition and display work in terms of marketing a library's services. He describes how to plan a display project, and highlights some of the trouble spots commonly encountered in the exhibition work.

2.3.4 Library Promotion And Publicity

In a survey of 33 public libraries in U.K. Conducted by Wheatley (1978), the study showed that only 5 libraries made provision in their estimates for money to be used for library promotion. One other had a sum specifically allocated for advertising. Figures given show that the sums range from 0.001 to 0.23% of the total library budget. The survey also revealed that 10 libraries have their own publicity department, while 3 other libraries made use of the local council's publicity services. It further showed that eight libraries had full or part-time members of staff assigned to public relations work, while six other libraries call upon the council's public relations officer occasionally. The study enumerated types of promotional materials that were used by the 33 public libraries. This study is an indication that public libraries need to consider the issue of promoting their services by allocating a portion of their budget for this purpose, or, alternatively, they should be co-operating with other agencies who can assist them in this venture. Unfortunately, not many public libraries in Nigeria pay attention to promotion and publicity as a means of winning potential users for the library nor do they engage the services of agencies that specialise in this activity.

Guban 'Kova (1984) discusses how displays and exhibitions are used in University libraries to market library services. He describes various forms of promotional activities as practiced by academic libraries of Chebokser (U.S.S.R) such as open days dedicated to a particular University department with a display of relevant literature, library days -when librarians come to new students, day of specialities with titles such as "The economy of electrical energy" - an exhibition in the library of all

material related to the theme. This is an interesting development in academic libraries but, how many University libraries in Nigeria promote their services in this way? Obviously very few!.

Using the electronic media, Nielson (1984) demonstrates how the radio can be used in publicising or promoting library services. He describes a weekly one hour magazine programme "Channel Free Gear", produced by Kolding Public Library (Denmark) and transmitted from Kolding's local station has proved successful in attracting users to the library. The aim is to produce an entertainment and information programme about local cultural life. The programme is written and presented by a music librarian, a children's librarian, a contact librarian and two journalists, among recurring features are: children's corner, the week's author, the library service, News from the music library, and a local topical, often controversial, subject. As laudable as this method of promoting library services is, the problem appears to be that of time. Can all the activities listed by the author be aired within a time frame of one hour? This is even more difficult in Nigeria, where most radio stations are concerned with profit oriented programmes such as advertisements, than service oriented activities.

In another approach, Patrick and Hummel (1985) show that reading clubs can be used in promoting public library services. Their article discusses how the YARC (Young Adult Reading Club) programme at the Bryans Road Branch Library, Charles County, Mary Land, (U.S.) Was organised in promoting the library service. The club promotes reading primarily by sharing their book reviews in their monthly

newspaper, the New YARC Times. YARC members also visit authors and have produced some board games, puzzles and posters. The whole idea of using reading clubs to market or promote the service is a brilliant one, but the idea of promoting reading through book reviews in a regular newspaper demands a lot in a developing country like Nigeria. This requires having the right staff, money and newspaper to effectively do this, and this is inadequate in Nigeria.

Adopting the media approach, Ryan (1985) discusses how Wigan libraries (U.K) uses its local radio to publicize its library services. He outlines the experience gained in preparing and presenting the library spot which Wigan libraries ran on BBC Local Station, Radio Wigan and Leigh, from July to October, 1984.

Employing the use of social associations, Sitiveni (1985) elicits how friends of the library could be used in promoting public library services. His article describes the formation of Suva City (Fiji) friends of the Library Association to promote and assist the library cause and pursue means by which it might benefit. The author outlines its goals and ways in which it set about achieving them, such as story reading and telling, films, video, provision of old examination papers, fund raising, discussions of problems, provision of toys, and organising a social event to co-incide with National Library Week. Using friends of the library association can have a lot of benefits but the fear is that staff may relapse into idleness if care is not taken. Friends of the library association is only beginning to gather momentum in Nigeria and efforts are being intensified to establish more, in the rural areas.

Relating the impact of story telling in promoting use of libraries, Halloworth (1991) explores the broad appeal of tables from many cultures. She opines that children are quick to recognise connections between themes, despite teachers claiming that children are unable to share stories from unfamiliar backgrounds. The author concludes that, merging of cultures tend to share stories from hybrids in both legends and folk-tales; while enduring quality or traditional literature facilitates its retelling for any audience and in any place.

Based upon research undertaken in 1989-90 into the provision of audio-visual and computer (AVC) materials to young people by British Public Libraries, Lonsdale and Wheatley (1991) examine the management of AVC collections, exploring collecting policies, bibliographical aids to collection development and modes of organising the stock. The paper consider the promotion of AVC materials and their place in promotional activities for the young. The article is of more relevance to the practice in developed countries. However, developing countries like Nigeria, who are beginning to adopt the use of the new information technology will find the article useful.

Employing assistance from outside sources, Allen (1993) describes how columbu Metropolitan Library, Ohio U.S.S; has increased library usage over the last 3 years through the addition of sponsors and partners in its communications planning. He states that, the use of corporate and media sponsorship has enabled the library to reach out to audiences of non-users and led to a dramatic increase in the community's awareness of the library. He describes how partnership with relevant community

groups, organisations and businesses helped to increase the use of library services by children aged 5-13. The author suggests activities for building community alliances that will bring about the desired co-operative programmes between the library and its partner organisations.

Considering the usefulness of trademarks in promoting library services, Wudosky (1993) alerts librarians in the U.S. on the danger of infringing trademark rights when developing slogans and other promotions. According to the author, the safest course is to use something unique. He states that, marks already in use in commerce are risky to adapt since the more recognizable they are, the more valuable they are to their owners and the more likely the owner is to aggressively protect. This researcher notes with disappointment the non-use of trademarks in libraries in Nigeria for promoting the services. This may not be unconnected with the limited use of slogans by the few trademarks available, and the unattractive nature of these slogans.

Adopting a 'user centred' approach as the basis for promoting library service, Beer (1994) describes ideas generated by library staff in 4 public libraries in the cape province that aimed at service excellence. The 4 libraries are Goodwood, Brakenfell, Somerset West and Strand, and ideas include: design ideas with young children in mind; posters about information skills; information on library activities displayed on an easel; news bulletin boards, maps; community infirmation on a notice board; guides to Dewey in poster form; and entrepreneur's file; book news; and Friends of the Library events on a notice board; and careers corners. Staff and users can contribute a lot in promoting library service

through suggestions, but care should be taken in ensuring that this does not undermine the position of management as the final decision maker. Most public libraries in Nigeria use a great deal of ideas from both staff and users in promoting library services.

Using a documentary approach, Messenger (1994) presents a critical review of the document "A creative future" the result of the request by the U.K Government that the Arts Council develop a national strategy for the arts, called the National Arts and Media Strategy (NAMS). The author focuses particularly on the document's treatment of local authorities and their role in the arts, including the role of library services in this regard. He concludes that librarians should welcome this document, which is nonetheless considered flawed; and expresses concern that its findings are not being promoted by librarians.

In a paper presentation at the 'under one umbrella' conference at Manchester, U.K. in July 1993, Petty (1994) describes promotional activities undertaken by the Cambridgeshire collection local studies library in Cambridge, U.K. These activities include: local radio programmes;-participation in a heritage show case exhibition; a regular local newspaper column on items in the collection; and talks to local groups. Local studies collection are not common in Nigerian libraries but they can be of immense help in promoting library services, especially when the library liases with the local media outfits in this venture.

Ruth (1994) reports Rebound and Read, a reading programme held at Geneva Middle School in New York and linked to a summer basketball camp, which was designed to encourage reluctant readers,

library non-users and residents of low income housing areas to read and use libraries. She discusses the recruitment of participants and setting up of the camp, and assesses the success of the programme. Such programmes are good in promoting library service but require considerable funding to be successful. In a developing country like Nigeria, these programmes will require sponsorship from other organisations, if they are to be held successfully.

Considering the problems caused to libraries by migration of people with different cultural backgrounds, Sever (1994) shows how the arrival in Israel of immigrants from Ethiopia has presented a unique opportunity of exploring the ways by which the promotion of reading can be achieved among children who come from a primarily oral culture into a basically book oriented social and cultural environment based on literacy. He discusses the role of libraries in this process, mainly that, libraries can facilitate the transition to literacy and also act as socialization agents. He states that, since Ethiopian children are used to oral transmission of information, librarians have emphazied reading along picture books, and the establishment of small reading centres in Ethiopian settlements; and that librarians also strive to preserve Ethiopian traditions and culture by collecting and recording stories, myths, legends and songs. The author concludes that, the efforts of librarians are helping children become Israeli without loosing their original identity.

Focusing on National events, such as library week, Storms (1994) describes how in Flanders (Holland) public library week has been held annually since 1884. The event which was initiated by the Flemish

Organisation for library, Archive and documentation Services, is intended to promote library service both to the public and to the funding authorities. According to the author, each year a different theme has been chosen for the week and contacts have been secured with other organisations. He concludes that, despite positive support for public libraries from government, libraries must continue to seek adequate funding. Library week is one of the National events used in promoting library services in Nigeria, but this not being observed nationally by public libraries, mainly due to funding problems and lack of planning.

Adopting a tourist approach, Verbesey and Catan (1994) show how guided tours could be used in promoting library services. They give an account of an event in the mastics - Moriches - Shirley community Library on Long Island, New York, in which community leaders were invited on guided tours of those areas of the library that are normally off limits to the public. The authors emphasise the benefits of the tours, for the community leaders, the library staff, the library trustees, and the library service. In Nigeria, the tourism industry is yet to reach its potential, as a result using guided tours is not a popular means of promoting public library service. There are however good prospects for using this method in future.

Placing emphasis on a particular type of library information source (patents), Voorde (1994) notes that, because of the difficulties of identifying and locating patent information, the technical language employed in patent descriptions, and the growth of patents issued, patents remain an under used source of scientific information. He states that, in

the Netherlands, the Dutch Working group on Patent Information aims to promote their use within the research community. The author concludes that, the group organises conferences to promote the use of patents and maintains contact at national and international level and has participated in the creation of on-line database of patent literature. The use of patents in promoting library service in Nigeria is yet to be discovered. This is because records of patents are not readily available in public libraries, talk more of having them on-line database. Nevertheless, if efforts are made to provide them in public libraries and their presence made known to the public, they will surely aid in promoting the service.

Bidston (1995) describes how a major county wide book promotion designed and developed by a team of five library staff in Gloucestershire (U.K) was aimed at encouraging customers to try something different, in particular women who found themselves always choosing the same type of book, or had limited time to browse, or had wanted to try something new but didn't know where to start. The author concludes that, high quality publicity materials and author events, 'lucky dips' and fringe activities such as creative writing workshops and a competition all helped make this a very successful promotion. Relevant as they are to the Nigerian scenario, high quality publicity materials and author events, lucky dips and creative writing workshops are not common in Nigeria public libraries. When adopted, they will surely assist in promoting our library services in the country.

Based on the U.K. Library Association Campaign 'Library Power' which was launched in January 1995 Kings (1995) reports on how this is intended as both a celebration of young people and libraries and as a campaign to raise awareness of children's entitlement to library services in public libraries and schools, to demonstrate how important it is that these library services are adequate to support children's development and education. Such campaigns are also relevant to the Nigeria society. Children form a special user group of the public library services in the country, and any thing that would encourage them to use public library service is a welcomed development.

2.4 SUMMARY

This chapter has reviewed the literature related to the subject of research i.e promotion of library services in selected public libraries in Nigeria. This has been done under the following topics: Marketing; Advertising; Public Relations; Displays and Exhibitions; and Library Promotion and Publicity.

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CHAPTER THREE
METHODOLOGY

3.1 INTRODUCTION

The purpose of this chapter is to present the methods and procedures that have been used in conducting the study. They were treated under the following sub-headings: Research method adopted, population of the study, sample size and sampling procedure, instruments for data collection, pilot study, procedure for data collection and procedure for data analysis.

3.2 RESEARCH METHOD ADOPTED

The survey method of conducting research was used in conducting the study. This method enable the researcher obtain current and up-to-date information on promotion of public library services in Nigeria. According to Afolabi (1993:63) "the method (survey method) has the advantage of saving time and money as well as ensuring efficiency". This method has proved to be an economic and effective method of obtaining data on the theme of the research.

3.3 POPULATION OF THE STUDY

Nigeria, with a land mass of about 923,768 sqkm has a population of about 123 million people (World population data sheet 2000). It has 36 states, excluding the Federal Capital Territory (FCT) - Abuja.

The population of the study comprises the first generation public libraries, which existed during the former regional governments (Northern, Eastern, Western and Mid-Western) as libraries and reading rooms. They are:-

1.	Kaduna	7.	Kwara	13.	Edo
2.	Kano	8.	Enugu	14.	Ogun
3.	Borno	9	Rivers	15.	Oyo
4.	Bauchi	10.	Imo	16.	Lagos
5.	Sokoto	11.	Cross-River	17.	Ondo
6.	Plateau	12.	Delta.		

3.4 SAMPLE SIZE AND SAMPLING PROCEDURE

A sample of two public libraries from the 3 larger regions (Northern, Western and Eastern Regions) and 1 from the smaller region (mid West) were chosen for the study. This gives a total of 7 public libraries from the following states carved out of the regions:-

1. Kaduna
2. Plateau
3. Cross River
4. Enugu
5. Lagos
6. Ondo
7. Edo.

These libraries were chosen not only because they form part of pioneer public libraries in the country i.e. those established in the fifties, sixties and seventies but because they are expected to have a better standard of public library services than those established in the eighties and beyond, and which if used would not yield the expected results.

3.5 INSTRUMENTS FOR DATA COLLECTION

Busha and Harter (1980:5) have identify three common data collection instruments that are often used in survey research. These are "the questionnaire, the interview and participant observations".

The main instrument that was used in collecting data is, the questionnaire. The justification for this choice is that, it is not only economical in terms of time and funds, but is also the most suitable and widely used instrument for generating data in the survey method of conducting research.

A questionnaire was designed and administered to librarians/Director of Public Library Services for completion, as a means of generating data for the research.

Interviews and discussions were held with Directors of Library Services as sources of generating more information for the study. On the spot observation of the scenario in the libraries studied was also made in order to acquire more data for the research.

3.6 PROCEDURE FOR DATA COLLECTION

Questionnaires were administered to seven directors of library boards in the samples studied. These were accompanied with covering letters and self-addressed stamped envelopes for return of completed questionnaires.

The researcher paid personal visits to the samples studied and had discussions with the Directors of the libraries. These visits enabled the researcher to personally assess the situation of promotion of library services in the libraries and also confirm the authenticity of the responses in the questionnaires.

The discussions involved questioning the heads of libraries on practical issues to do with marketing their library services. Questions asked hinge on the extent of staff involvement, whether transportation was used, if segmentation is employed in the promotion of the library service and amount spent monthly (if funds were provided for this purpose).

3.7 PROCEDURE FOR ANALYSING DATA

Completed questionnaires were analyzed using descriptive statistics and percentiles. The data relating to the study were grouped into smaller units and each unit or category has been presented in tabular form. Each tabulation was followed by the necessary discussion.

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CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

This chapter analyses the data that was generated, from the questionnaire administered to the seven Public Libraries studied. This has been done under the following sub-headings: Services provided by Public Libraries, strategies for promotion of library services, level of success in promoting public library services, methods of financing the promotion of Public Library Services and problems of promoting Public Library Services.

The seven libraries studied have been arranged in chronological order of establishment, thus:

Cross River State Library Board	-	1945
Kaduna State Library Board	-	1952
Enugu State Library Board	-	1955
Lagos State Library Board	-	1964
Edo State Library Board	-	1971
Ondo State Library Board	-	1976
Plateau State Library Board	-	1977

4.2 RESPONSE RATE

The seven questionnaires were administered personally by the researcher to the libraries studied. This gave 100% response rate. In addition the researcher had discussions with the Directors of the libraries to seek clarification on some silent issues that had to do with the topic of the research.

4.3 SERVICES PROVIDED BY PUBLIC LIBRARIES

Public Libraries Universally, have defined services which they are supposed to provide to their patrons. But, sometimes the standards in Service provision are not met by some public libraries. Hence, respondents were asked to identify which type of services they provide, from the list of library services given. The following is their response.

Table 4.1 Services provided by public libraries in Nigeria

Services	STATES														TOTAL	
	Cross River		Kaduna		Enugu		Lagos		Edo		Ondo		Plateau			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Lending Services	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Reference Services	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Outreach Services	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Audio-Visual Services	1	14.3	0	0	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	6	86
Repro-graphic Services	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Use of conference hall and Premises	1	14.3	0	0	1	14.3	1	14.3	1	14.3	0	0	1	14.3	5	72
Displays and Exhibitions	1	14.3	0	0	0	0	1	14.3	1	14.3	1	14.3	0	0	4	58
SDI and current awareness Services	1	14.3	0	0	1	14.3	1	14.3	1	14.3	0	0	0	0	4	58
Abstracts and Indexing Services	1	14.3	0	0	0	0	0	0	1	14.3	1	14.3	1	14.3	3	43

The data on table 1 shows that all the respondents (7 libraries or 100%) provide lending services. Infact, lending services is one of the core servites public libraries are known to provide, the absence of which may render them ineffective. Seven libraries (or 100%) provide reference services. This is also a fundamental service in any public

library. Any public library that does not have a good reference collection is not likely to provide such services effectively and efficiently. Bankole (1998) aptly described the importance of reference service in public libraries when she said that "Reference service is the most demanding and the most intellectual and brain-tasking aspect of librarianship, the performance of which can make or mar the effectiveness of the overall services of a library, or the image of the library profession as a whole".

All the libraries studied (7 or 100%) provide outreach services in their domain. This is in form of establishment of branch libraries, mobile libraries and mail services. Outreach services are usually provided to areas without any form of library services. In Nigeria, this type of service is mostly provided in rural areas who, due to their remote location from the headquarters cannot benefit directly from the library service. Adimorah (1985:6)in support of this type of service, remarked that "The Onus of getting information down to the societal grassroots lies with public libraries than with any other group".

Six libraries (86%) provide audio-visual services while one library (14.3%) does not. Audio-visual services complement and augment what is available in print form. It is an essential part of public library service. The only library (14.3) which does not provide this (Kaduna State) reported that it used to provide audio-visual services at one time but have lost all the equipments to thieves.

All the respondents (7 libraries or 100%) provide reprographic services (photocopying, duplicating, binding, typing and film production). Apart from ensuring the safety of library documents, these

services bring revenue to the library.

Five of the respondents (72%) allow their conference halls to be used for meetings by the public. This is good because apart from providing use of the library premises to the public, it also afford members of the public to know about the library and the services it provides. The 2 libraries (29%) who indicated the non-availability of this service either do not have conference halls; or do not give them out for public use.

Four libraries (58%) hold displays and exhibitions, as part of the library services provided. Three libraries (43%) do not. Apart from the fact that it forms a basic part of public library services, displays and exhibitions enable users know what information is available in the library. In support of this, Rice (1972:10) observed that "displays and exhibition in public libraries serve two purposes: They provide a show case for aspect of the library collection and they can attract possible patrons into the library building"..

The data in the above table also shows that 4 libraries (58%) provide Selective Dissemination of Information (SDI) and Current Awareness Services (CAS), while 3 libraries (43%) do not. This type of service is essential in public libraries because it does not only cater for specific interest groups but allows the entire public library users know the latest information available in the library. Providing SDI and CAS may not require much funds. The inability of 3 of the libraries (43%) to provide these services in their libraries has to do with their poor staffing, non-challant attitude towards the exercise and inadequate funding.

The researcher's further investigation revealed that 3 libraries (43%) provide abstracting and indexing services, bibliographies and current contents of journals and magazines, while 4 libraries (58%) do not. Likewise, CAS and SDI services, abstracting and indexing services (also called secondary sources of information) enable users exploit primary sources of information in the library. They are aids to the use of library collection. The 4 libraries (58%) that do not provide these services, according to investigation are incapacitated by poor funding, shortage of staff and lack of seriousness about the exercise.

4.4 STRATEGIES FOR PROMOTION OF PUBLIC LIBRARY SERVICES

Considering the fact that there are many strategies of promoting library service, the libraries studied were asked to indicate the channels and strategies they use in promoting their services. Possible strategies were listed and the respondents were asked to indicate the ones they were using. Table 4.2 below gives the various strategies used in promoting public library services .

Table 4.2 Strategies for Promoting Public Library Services

Strategies	STATES														Total	
	Cross River		Kaduna		Enugu		Lagos		Edo		Ondo		Plateau			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
User education programme	1	14.3	1	0	1	14.3	1	14.3	1	14.3	0	0	0	0	4	58
Handbills, pamphlets and posters	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	0	0	6	86
Advertisement in the media	0	0	1	14.3	0	0	1	14.3	1	14.3	1	14.3	0	0	4	58
Displays and Exhibition	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	0	0	6	86
Use of conference hall by the public	1	14.3	0	0	1	14.3	1	14.3	1	14.3	1	14.3	0	0	5	72
Use of Friends of the Library Association and reading clubs	0	0	0	0	1	14.3	1	14.3	1	14.3	1	14.3	0	0	4	58
Discussion in the media	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	6	86
Bulletins on notice boards	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Special events e.g. conferences, Seminars & Workshops	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Internal and external guides	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Distribution of Bibliographic information e.g. accessions lists, Bibliographies	1	14.3	0	0	0	0	1	14.3	1	14.3	0	0	0	0	3	43

The data in table 2 shows that 4 libraries (58%) employ user education in promoting their services, while 3 libraries (43%) do not. User education programmes, though not commonly used in public libraries, is a useful method of promoting public library services. This medium is common in academic libraries because it is easier to assemble users at the beginning of the academic year and conduct them round the library. This is not easily done in public libraries where patronage cuts across a wide spectrum of interests and there are no

organised programmes for users. User education programme is used in promoting the whole services provided in the library since the exercise is meant to acquaint users with the library and the services it provides.

Six libraries (86%) adopt the use of handbills, pamphlets and posters in promoting their services, while one library (14.3%) does not. This is an indication that public libraries realise the usefulness of handbills, phamphlets and posters in promoting and publicising their services, and are taking full advantage of this. The only library (14.3%) which does not use this medium reported it lacks the finance to do so, as production of handbills, phamphlets and posters hinge on the availability of funds. Handbills, pamphlets and posters could be used in publicising the whole services or part of the services provided by the library. For instance, they could be used in highlighting the introduction of a new service in the library, such as audio - visual services or indexing and abstracting services.

Four libraries (58%) said they use advertisements in the media (print and electronic) in promoting their services, while 3 libraries (43%) do not. It is obvious that advertisements in the media attract considerable amount of money. But, sometimes, based on the libraries good rapport with media house, fees are waved or rebates given when they have information to advertise. Advertisement in the media is meant to publicise a specific service or group of services provided in the library. This could be the introduction of SDI and current awareness services or the availability of conference hall for public use.

The electronic media, especially, can be very effective in publicising the library's services. Ryan (1985) showed how Wigan (U.K.) Uses its local radio station to publicise it services. This discovery also supports Nielsen's (1984) findings, in which he describes how a radio programme is used in publicising and promoting the library services in Kolding Public Library (Denmark).

Six libraries (86%) use displays and exhibitions in promoting their services, while one library (14.3%) does not. Displays and exhibitions are a unique method of promoting a library's collection/services (most especially lending and reference collection) and stimulating their use. The findings of this study on this aspect is in line with coplan's (1974) view that through eye catching displays the availability of the various types of printed materials in the library can be emphasized repeatedly, hence stimulating their use.

Five libraries (72%) allow the use of their conference halls and related facilities by the public, while 2 libraries (29%) do not. Allowing the use of public library facilities such as conference halls help in publicising the library services. Besides, there is the financial reward that may accrue from it, if it is on rentals. The failure of 2 libraries (29%) to use this method in promoting their services has been found to be due to lack of a conference hall or management's decision to disallow use by the public. Allowing part of the library premises to be used by the public can be rewarding in the sense that users get exposed to the library's services such as reference, lending and audio-visual services; and sometimes on-going display or exhibition in the library.

The Data collected shows that all the respondents (7 libraries or 100%) promote their services using special events such as conferences, workshops, seminars, library week and the like. These provide good avenues for promoting public library services because the events attract users into the library, thereby encouraging them to patronise the library services. Special events such as conferences, workshops, seminars, library week etc can help in publicising the library services. For instance, library week, which is an annual event can be used in enlightening the public on the library's entire services. In the same vein, participants of a conference or workshop that is holding in the library are more likely to enquire about what goes on in the library. This revelation is in line with the findings of storms (1994) who describes how in Flanders (Holland) public library week has been used to promote library services to both the public and funding authorities.

Four libraries (58%) promote their services using Friends of the Library Association and reading clubs, while 3 libraries (43%) do not. Reading clubs and friends of the Library Association help in promoting public library services through their activities, which are usually concerned with supporting the public library and promoting its services. Associations such as friends of the library and Reading Clubs have the potentials of promoting or publicising the library's overall services or part of it. For example, friends of the library may be interested in strengthening the audio - visual services in the library. Through reading clubs members may eventually get to know the range of services provided in the library. This finding lends credence to papiezova's (1994) findings in which he discovered how Young Adult Reading Club programme in Maryland (U.S.) Was organised in promoting the library service.

Six libraries (86%) said they use discussion in the media (print and electronic) in promoting their services, while one library (14.3%) does not. Discussion about the library services, either in the print or electronic media can have rewarding results in terms of promoting the services. Discussion in the media (especially electronic media) can have very positive effect on the library services or part of it. For example, it could be used to highlight the introduction of new services, which could be local history collection, audio visual services, out reach services, children's services etc.

In the same vein, all the libraries (7 or 100%) said they employ bulletins on notice boards in promoting their services. Bulletins help in keeping users up to date about the library services. Library bulletins, either on notice boards or leaflets have the capability of publicising the library's services. For example, latest additions to the collection could be made public through bulletins. Similarly, the introduction of new service such as reprographic service or announcement of forth - coming exhibitions could be conveyed through bulletins.

All the respondents (7 libraries or 100%) reported that they use internal and external guides in promoting the services. Guides do not only tell users where to locate the various services in the library but save staff time in terms of explaining to users where to find certain services. Guides (internal or external) enable users know where to find certain services in the library. For example, it enables them locate the audio-visual section, the reprographic services area, lending and reference collection etc. Thus, good signposting helps publicise the library's services.

Three libraries (43%) said they distribute bibliographic information such as accessions lists, current contents and bibliographies as a means of promoting their services while 4 libraries (58%) do not. These publications are usually distributed to other libraries or placed on notice boards, so that both library authorities and users would know what has been recently acquired in the library. This method requires money to buy stationaries and post the list to other libraries or place it on the board for users. The negative response on this by 4 libraries (58%) has been found to be due to financial reasons. Accessions lists, bibliographies and current contents enable library users know the recent additions to the library's collection and also what is available on particular subject areas. They therefore have bearing on lending and reference services, especially.

A close observation of events in the libraries studied by this researcher particularly the attitudes and appearance of library staff revealed that the staff in 4 libraries (58%) namely Kaduna, Plateau, Cross River and Ondo States dress very well, are caring and willing to help users, while 3 libraries (43%) namely, Enugu, Lagos and Edo do not. These qualities have the capability of attracting and retaining library users. The physical appearance of staff, in terms of dressing and their attitude towards users of the library can have negative or positive effect on the library service. For example, neat and smart appearance on the part of staff, coupled with a warm and receptive attitude is more likely to encourage greater use of the library's services than otherwise.

Similarly, an assessment of the scenario by the researcher showed that 3 libraries (43%) namely, Plateau Cross River and Edo States have very attractive library environment, furniture and physical structure, while 4 libraries (58%) namely, Lagos, Enugu, Kaduna and Ondo do not. There is no doubt that the condition of these facilities can attract or distract library users. In support of this, Afolabi (1999:8) comments that "Tangibles such as attractive library environment, building, furniture and equipment are also needed to attract users to the library". Libraries with attractive environment and good furniture therefore have the capability of wining more users for their services than those without these facilities

4.5 METHODS OF FINANCING THE PROMOTION OF PUBLIC LIBRARY SERVICES

There is hardly any library that is self-sufficient in terms of monetary allocation to run its services. This is because there are usually more problems than the money can solve. This situation not only calls for prudent management of scarce resources, but also points to the need to look elsewhere for assistance. In this regard, respondents were asked how they finance the promotion of their library service. The following is their responses.

Table 4.3 Methods of Financing the Promotion of Public Library Services

Methods	STATES														Total	
	Cross River		Kaduna		Enugu		Lagos		Edo		Ondo		Plateau			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
By allocating certain percent of the budget	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
By requesting financial assistance from outside	1	14.3	1	14.3	1	14.3	0	0	1	14.3	0	0	1	14.3	5	72
By requesting organisations to sponsor the production of some promotion facilities	1	14.3	0	0	1	14.3	1	14.3	1	14.3	0	0	0	0	4	58
Free coverage from the media	0	0	1	14.3	1	14.3	0	0	0	0	1	14.3	1	14.3	4	58
Free sponsorship by organisations and individuals of library events in the media	1	14.3	0	0	0	0	1	14.3	0	0	0	0	1	14.3	3	14.3

The response in table 4.4 shows that all the libraries (100%) do allocate a certain percent of their annual budget for promoting the service. Infact, discussion with some of the heads of libraries confirmed that it is often more convenient to source for funds internally than rely on external assistance. This finding contradicts Whatley's (1978) study which showed that out of 33 Public Libraries surveyed in U.K. only 5 libraries made provision in their estimates for money to be used for library Promotion.

Five respondents (72%) indicated that they look for assistance from other organisations in promoting their services, while 2 libraries (29%) responded negatively. Discussion held with some of the

Directors of library services revealed that public library budgets are usually not adequate to enable them acquire all that they need. They added that, they sometimes look for assistance from other organisations in connection with promoting the services. The negative response by 2 libraries suggest that they are somehow self sufficient. This discovery supports Russell's (1991) view that "the creation of information centres can further the service goals of libraries and other information organisations in developing countries, by facilitating fund raising and marketing". Thus, this shows that the promotion of library services is likely to attract external assistance. Four libraries (58%) said they request organisations to sponsor the production of some of the publicity materials for them, while 3 libraries (43%) do not. Interviews held with some of the librarians/Directors of the public library services disclosed that requests are made to organisations to sponsor the production of library publicity and promotion materials such as handbills, posters and banners. The 3 libraries (43%) who do not use this method in financing the promotion of their services either have enough funds or have a lukewarm attitude towards the exercise.

Four libraries (58%) said they get free sponsorship from organisations and individuals, for events such as advertisement, discussions and the like, in the media. This serves as a relief in financing the promotion their services. Three libraries (43%) said they do not enjoy free sponsorship from organisations in connection with the marketing of their services. Interviews held with some heads of public libraries and public relations officers showed that polite and good manner of approach to organisations often yield dividend, by way of assistance in sponsoring library events in the media. The

negative reply by 3 libraries (43%) suggests that they are either self-sufficient or do not bother at all to do something about the promotion of their services, in the absence of adequate funding. This finding supports that of Beer (1994) who described how the use of corporate and media sponsorship has enabled the Columbus Metropolitan library, Ohio (U.S.) to reach out to audiences of non-users and led to a dramatic increase in the community's awareness of the library. Partnership with relevant community groups, organisations and businesses should be encouraged, as a means of not only supporting the library services but also gaining more publicity for the library.

In the light of the discovery of ways of supporting the promotion of public library services, the researcher went further to find out the level of success in promoting public library services.

4.6 LEVEL OF SUCCESS IN PROMOTING PUBLIC LIBRARY SERVICES

The respondents were asked to indicate their opinion on the level of success in promoting their services, and, below are their responses:

Table 4.4 Level of success in promoting public library services

Response	STATES														Total	
	Cross River		Kaduna		Enugu		Lagos		Edo		Ondo		Plateau			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Very Successful	1	14.3	0	0	0	0	1	14.3	1	14.3	0	0	0	0	3	43
Successful	0	0	0	0	1	14.3	0	0	0	0	1	14.3	0	0	2	28.6
Not Successful	0	0	1	14.3	0	0	0	0	0	0	0	0	1	14.3	2	28.6

Two libraries (28.6%), namely, Kaduna and Plateau States reported there was no success in the marketing of their services. This is not surprising as these libraries use the least number of strategies in promoting their services (see table 4.2). A follow - up discussion with the heads of these libraries revealed that there is acute financial problem in the libraries for them to do anything meaningful.

Personal interview with the respondents revealed that 3 libraries (43%) namely, Lagos, Cross River and Edo employ market segmentation in promoting their services, while 4 libraries (58%) - Ondo, Enugu, Plateau and Kaduna do not. Market segmentation is the process of dividing the total heterogenous market for a product into several sub markets or segments, each of which tends to be homogenous in all significant aspects (Oyeneye, 1997). The library's market segmentation could therefore reflect age group, such as children, adolescents and adult; or qualification, e.g. primary school leavers, secondary school leavers, undergraduates, post-graduates etc. Market segmentation have proved very effective in promoting library services than using a holistic approach. As Ochai (1987:41) rightly observed "segmentation is particularly useful in developing marketing objectives because it identifies important subgroups in the population as more efficient marketing target than others".

The researcher also discovered that libraries that were successful in promoting their services have public relations units, with a Public Relations (PR) officer, who is in charge of publicising the library services. This finding supports Whatley's (1978) discovery, whose study of 33 public libraries in U.K. showed that majority have their own publicity departments.

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In an attempt to find out why most of the libraries studied are not very successful with the outcome of promotion of their services, the researcher tried to find out the reasons for this.

4.7 FACTORS MILITATING AGAINST SUCCESSFUL PROMOTION OF PUBLIC LIBRARY SERVICES

It is not unusual to find that in most organisations there are bound to be bottlenecks which may impede the realisation of set objectives. In the light of this, respondents were asked to identify the factors they consider as likely obstacles to successful promotion of their services. The information that follows shows their responses.

Table 4.5 Factors Militating Against Successful Promotion of Public Library Services.

Factors	STATES														Total	
	Cross River		Kaduna		Enugu		Lagos		Edo		Ondo		Plateau			
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Inadequate funding	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	1	14.3	7	100
Poor knowledge of marketing techniques	0	0	1	14.3	0	0	0	0	0	0	1	14.3	1	14.3	3	43
Lack of enthusiasm on the part of management	0	0	1	14.3	1	14.3	1	14.3	0	0	1	14.3	0	0	4	58
Shortage of staff	0	0	1	14.3	1	14.3	0	0	0	0	1	14.3	1	14.3	4	58

The data generated in table 4.5 reveals that all the libraries (100%) identified inadequate funding as a serious problem that is affecting the promotion of their services. Interviews held with some heads of public libraries also confirmed this revelation.

Three libraries (43%) indicated poor knowledge of marketing techniques as a problem that is affecting successful promotion of their services, while 4 libraries (58%) did not. It is essential that public libraries have a knowledge of marketing library services if they are to promote their services successfully. Preferably, this should be assigned to a trained public relations officer. Thus the lack of marketing knowledge by 3 of the libraries (43%) seem to suggest that either there are inadequate professionals such as public relations officers in the libraries or their management have a non-challant attitude towards the exercise.

Personal discussion with some heads of public libraries confirmed to the researcher that the management of 4 of the libraries (58%) lack enthusiasm on the subject of marketing library service while 3 of the libraries (43%) don't. Apparently, the success in promoting public library services hinges on a number of factors, one of which is managements attitude toward the exercise.

Four libraries (43%) indicated that shortage of staff is posing a serious problem in promoting their services, while 3 libraries (43%) did not. Libraries that are adequately staffed are more likely to succeed in promoting their services than those that are not. Personal observation of the scenario in some of the libraries further confirmed that 3 of the libraries (43%) have public relations (PR) department and are adequately staffed, while 4 libraries (58%) do not. Investigation by this researcher revealed that the libraries with PR units promote their services better than those without. The public relations officers are primarily concerned with all aspects to do with service publicity and promotion in the libraries.

Investigation by the researcher revealed that the PR Officers in Edo, Cross River and Lagos States (43%) are responsible for promoting the library services; which also means that the PR departments/units are in charge of the exercise in these libraries. In the other libraries (Enugu, Ondo, Kaduna and Plateau States) (58%) the aspect of promotion of library services falls under the Directors of library services.

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CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

The findings of the study revealed that, in terms of services provided by the public libraries studied, all the respondents 7 libraries (100%) provide lending services, reference services and have one form of outreach services or the other; Six libraries (or 86%) provide audiovisual services while one library (14.3%) does not. All the respondents (100%) have reprographic services. Five of the libraries (72%) allow their conference halls to be used by the public, while 2 libraries (29%) do not. Similarly, 4 libraries (58%) undertake display and exhibitions of their products, while 3 of them (43%) do not. Three of the libraries (43%) provide abstracting and indexing services, while 4 of them (58%) do not. This is an indication that public libraries in the country are conscious of their role in the communities they are located, and are confirming with UNESCO manifesto on Public Libraries (1976) which stipulates that Public Libraries should serve as the key to knowledge and general information for the public and must be responsive to their changing needs.

On strategies of promoting public library services, 4 libraries (58%) employ user education programmes, while 3 libraries (43%) do not. Six libraries (86%) use handbills, pamphlets and posters, while one library (14.3%) does not. Four libraries (58%) use advertisements in the media, while 3 libraries (43%) do not. Six of the libraries (86%)

use display and exhibition while one library (14.3%) does not Five libraries (72%) lease out their conference halls for public use while 2 libraries (29%) do not. All the respondents (100%) use special events such as library week, conferences, seminars and workshops to promote their services. Four libraries (58%) use friends of he library Association and reading clubs for the same purpose, while 3 libraries (43%) do not. All the libraries (100%) use bulletins on notice boards promote their services. Three libraries (43%) circulate accessions lists, bibliographies and current contents, while 4 libraries (58%) do not.The researcher also discovered that the public libraries studied in the southern part of the country use more channels and strategies to promote their services and are more successful in doing so than those in he northern part of the country. Five libraries (72%) indicated that they succeed in the promotion of their services, while 2 libraries (29%) responded on the contrary. This finding shows that public libraries in the country need to improve on some of the in the promotion of their library service. The more strategies use by the library in promoting its services the wider the publicity it is likely to receive, and the higher the patronage is more likely to be. Thus, strategies such as user education, advertisement in the media, use of conference hall and library premises, use of friends of the library Association and reading clubs, and distribution of accessions lists, bibliographies etc. need to be intensified.

The researcher's personal assessment of the situation revealed that the staff in 4 libraries (58%) dress smartly, are caring and willing to help users while those in 3 libraries (43%) are not. Similarly, 3 libraries (43%) have attractive library environment, good furniture and

physical structure, while 4 libraries (58%) do not. These have some consequences on the promotion or use of their services. Three libraries (43%) use market segmentation in marketing their services while 4 libraries (58%) do not. These factors or variables are very essential in promoting a library's services. Neat appearance by staff and having the desire to assist users get the information they require is a good strategy for making them (users) want to come to the library again. Similarly, a library that has an attractive environment (internally and externally) good physical structure, adequate reading tables and chairs is a natural eye- catcher to the public. And, libraries that consider segmentation in promoting their services will obviously do better than those who apply the holistic approach.

Regarding ways of supporting the promotion of public library services, all the respondents (100%) said that they allocate a certain percentage of their budget for the exercise. Five of the libraries (72%) indicated that they request for financial assistance from outside, while 2 libraries (29%) do not. Four of the libraries (58%) request some organisations to sponsor the production of sone of the publicity facilities for them while 3 libraries (43%) do not. Four of the libraries (58%) enjoy free sponsorship of library events in the media while 3 libraries (43%) do not. Finance is obviously crucial in ensuring successful promotion of library services. The better the funding the higher the chances of success in promoting the library services. But, when the finding from inside the library is not adequate, it is alway better to look outwards. This could be done through fund-raising or soliciting assistance in kind or cash from individuals and organisations.

Partnership, is perhaps much better when talking about supporting library services in general. A library that indulges an organisation in its affairs is more likely to receive aid in times of need than one that operates in isolation.

On level of success in promoting public library services, 3 libraries (43%) said they were very successful. Two libraries (29%) said they were successful, while another 2 libraries (29%) reported they were not successful. Success in promotion of library services is dependent on a number of factors. This include: Evaluation of marketing goals to determine their achievability, users satisfaction with the services, attention received from media, services reaching targeted audience, marketing audit etc. The findings on this aspect showed that libraries that are not very successfull in promoting their services need to do more than they are doing at present if they are to make meaningful impact in the communities they are serving. They need to take into consideration the factors earlier mentioned, in promoting their services.

On factors militating against successful promotion of public library service all the respondents (100%) indicated inadequate funding. Three of the libraries (43%) identified poor knowledge of promotion techniques while 4 libraries (58%) were discovered to lack enthusiasm towards the exercise, while this was not the case with 3 of the libraries (43%). Three libraries (43%) indicated shortage of staff and public relations officer as posing a serious problem to them in promoting their services while 4 libraries (58%) did no identify this as

a problem. This finding points to the need for improved funding to public libraries for marketing their services and also the need for trained personnel i.e. PR officers in public libraries, who should oversee the marketing of the library services; or the services of a PR consultant could be sought. The former is however preferable because it saves cost. The finding also revealed that library managers need to adopt a positive attitude towards the marketing of their services. It highlights the need for adequate staffing in promoting the library services

5.2 CONCLUSION

The study has revealed that public libraries in Nigeria offer a wide range of services, which is an indication that they are conscious of their obligation to users. It has shown that most public libraries are not exploiting the strategies for promotion of library services that are available. This is largely due to lack of seriousness with the exercise on the part of management and sometimes due to poor funding. Most physical structures of public libraries in the country are not purpose built nor is the environment attractive. This is because the library manager was either not consulted when the plan was at the drawing board or he (Library Manager) did not make the right input.

Similary, the internal setting is not attractive, nor are the reading tables and chairs adequate for use. This can be attributed to managements' non-challant attitude or poor funding or both. Most public libraries are poorly funded and do not bother to go into partnership with other organisations in order to get assistance. This

has been due to the library manager's inability to explain and convince funding authorities, on the library's objectives and its relevance in the community; or lack of innovativeness on his/her part or both.

Most library managers do not find time to relate or interact with media organisations (which is very crucial in promoting library services). The reason is that they are often busy in their offices attending to official matters such that they do not have time to interact with individuals or organisations in the community.

Similary, most public libraries do not have public relations departments, nor do they engage PR outfits promote their services for them. This is mostly due to the lukewarm attitude of library managers and sometimes due to funding problems.

Also, most public libraries do not apply the marketing principle of segmentation in promoting their services. This may be due to ignorance on the part of the library manager about marketing techniques or lack of a PR officer or due to the library manager's non-challant attitude towards promoting the library service.

We can therefore conclude that the state of promotion of public library services in the country is fair, but a lot needs to be done to improve the situation.

5.3 RECOMMENDATIONS

In view of the problems identified by the study, it is therefore recommended that:-

1. Public libraries should exploit all the promotion strategies that are available in promoting library services, for maximum utility of their services.

2. Public libraries in Nigeria should be propped up through government funding to promote their services effectively and efficiently for better utilisation of their services.

3. Every public library should establish a public relations department, which should be vested with the responsibility of promoting the library services. The Library Director should oversee the affairs of the department.

4. Marketing library services should be made an integral part of courses taught in Nigerian Library Schools.

5. Market segmentation, based on users with similar interest should be considered in promoting library services to the public. This ensures effective use of scarce resources and result in greater satisfaction on the side of library users and the library management.

6. Public libraries should go into partnership with other organisations, as, this will enable them get assistance in promoting their services, from such organisations, when the need arises.

7. Library Managers must show interest in promotion of their services and develop a positive attitude towards the exercise. This is very important if they are to succeed in promoting and publicising their services, and achieve the librarys stated objectives.

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APPENDIX ONE

COMPLETION OF QUESTIONARIES ON PROMOTION OF PUBLIC LIBRARY SERVICES IN NIGERIA

Sir/Madam,

I am a post-graduate student of Ahmadu Bello University Zaria, reading the Master of Library and information Science Course. I am conducting a study on the above subject i.e Promotion of Public Library Services in Selected Public libraries in Nigeria. The attached questionnaire is for your completion and return through the bearer or deliverer of the questionnaire.

The results of the research will be made available to you, should you indicate your interest for a copy.

Thank you in advance for your co-operation.

(E. S. MAMMAN)

Plateau State Library Board, Jos.

APPENDIX TWO

QUESTIONNAIRE

SECTION 'A'

6. Name of Library .....
7. When was the Library Established? .....
8. What is the total strength of the Collection? .....
9. What is the approximate number of users (registered) with the Library? .....
5. How many branch Libraries do you have? .....
6. How many Professionals are there in the Library? .....
7. How many Para-Professionals are there in the Library? .....
8. How many Non-Professionals are there in the Library? .....
9. Do you have a Public Relations Department/Section in the Library?
10. If you have answered 'No' to questions 9, who is in charge of Public Relations work in the Library? .....

SECTION 'B'

Please tick against the letter(s), the appropriate answer(s) for each number.

11. What type of Library services does your Library provide?
    a) Lending services
    b) Reference services
    c) Outreach services
    d) Audio-visual services
    e) Reprographic services
    f) Use of conference hall and library premises

g) Displays and exhibitions

h) SDI and current awareness services

i) Abstracting and indexing services

j) Others (please Specify) .....

12. What strategies do you use in promotion of your library services?

a) User education programme

b) Handbills, pamphlets and posters

c) Advertisement in the media

d) Displays and exhibitions

e) Use of conference hall by the public

f) Use of friends of the library Association and reading clubs

g) Discussion in the media

h) Bulletins on Notice boards

i) Special events eg. Conferences, seminars and workshops

j) Internal and external guides

k) Distribution of bibliographic information e.g accession lists, bibliographies, current contents, etc.

13. How successful are you in promotion your library services?

a) Very successful

b) successful

c) Not successful

14. How do you finance the promotion of your library services?

d) By allocating certain percent of the budget

e) By requesting financial assistance from outside

f) By requesting organisations to sponsor the production of some

marketing facilities

g) Through free coverage from the media

h) Through free sponsorship by organisations and individuals, of library events in the media

i) Others (please specify) .....

15. What are the factors militating against the successful promotion of your library services?

j) Inadequate funding

k) Poor knowledge of marketing techniques

l) Lack of enthusiasm on the part of management

m) Shortage of staff

n) Others (please specify) .....

SECTIONS 'C'

16. Could you please comment generally on the state of promoting your library services (if any) .....

.....

.....

APPENDIX THREE



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MAP OF NIGERIA SHOWING 36 STATES OF THE COUNTRY, INCLUDING THE FEDERAL CAPITAL TERRITORY (FCT)