

**PUBLIC RELATIONS STRATEGIES FOR INFORMATION SERVICE PROVISION
IN FEDERAL UNIVERSITY LIBRARIES IN NORTH WESTERN STATES OF
NIGERIA**

BY

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P15EDLS8267

**A THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE STUDIES,
AHMADU BELLO UNIVERSITY ZARIA IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTERS OF LIBRARY SCIENCE (MLS)**

**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE,
FACULTY OF EDUCATION, AHMADU BELLO UNIVERSITY, ZARIA**

MAY, 2016

DECLARATION

I hereby declare that this thesis entitle Public relations Strategies for Information Service Provision in Federal Universities Libraries in North Western State of Nigeria'' had been written by me under the supervision of professor Tijjani Abubakar and Dr Baba Shuaibu. Aduku. All literature consulted and cited were properly acknowledge.

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Abubakar Musa Mohammed

Signature

.....

Date

CERTIFICATION

This is to certify that this thesis entitled Public relations Strategies for Information Service Provision in Federal Universities Libraries in North Western State of Nigeria'' by Abubakar Musa Mohammed had met the requirement for the award of masters of Library Science (MLS) of Ahmadu Bello University, Zaria- Nigeria.

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DEDICATION

This research work is dedicated to my father Alhaji, Musa Mohammed, my mother Salamatu and my brother Kabiru Musa.

ACKNOWLEDMENT

I am forever grateful to Almighty Allah (S.W.T.) for his bounties and mercies and also for grace of being alive and healthy throughout the programme.

Special thank goes to my supervisors Prof Tijjani Abubakar and Dr Baba Shuaibu Aduku for their encouragement understanding and patience, for teaching me how to conduct research properly and their constructive criticisms throughout the period of this work despite their tight schedules. My gratitude goes to the Head, Department Library and information science, Dr Abdullahi Musa Ibrahim for my academic success. I am grateful to Prof. Z. Mohammed for his contribution, encouragement, advice and support during the course of this work

I am also grateful to Dr Lawal Umar for his great contribution and support during the course of this work. Worthy to mention is also the contribution of Prof Zakari Mohammed Dr E S Gbaje, Dr Babangida D, late Dr A.A. Lemu, Dr Abu Yusuf, Prof. U. Ibrahim, Prof. I. I. Ekoja, Dr. (Mrs.) H.M. Daudu, Dr. A. Yusuf, Dr. E. S. Gbaje, late Dr. A.A. Lemu, Mal. M. H. Musa, Dr. U. Lawal, Mrs. M. F. Mohammed and Mal. I. Dauda, for the moral and constructive criticisms offered and their willingness to help at all times. My gratitude also goes to Mr. E. U. Nnachi, Mr. Felix, Mrs. F. Illiyasu, Late Malama Amina Abdul, Mal. J. Mustapha, Baba Adamu, and Mama Maria Ishaya for their encouragement and support.

My sincere gratitude goes to the management and staff of Kashim Ibrahim Library, ABU, Zaria, especially Mrs. C. Adikwu, Mal. A. Abdulkadri, Mal. H. Mohammad, Aminu Musa, Hajara Maman (Ayman) Mama Zallah (Head) Madam Roseline (Assistant Head) Mal. Dauda, Mal. Haruna, Hajara (Maman) Mansur and all my colleagues thank you all.

ABSTRACT

This study was carried out to investigate Public Relations Strategies for Information Service Provision in North Western States of Nigeria. Five research questions were raised with respect to the type of public relation knowledge possessed; types of communication media types of PR strategy, and types of PR competency on the information service provision. A survey research method was used for the study. The overall total number of one hundred and forty six (146) library staff from the relevant division of the four selected federal university libraries reference division, serial customers service and ICT were drawn as population and used as sample size for the study. The four selected university libraries were Kashim Ibrahim library ABU Zaria, Bayero university library, Kano Abdullahi Fodio library, Sokoto and federal university library Dutse, Jigawa. Questionnaire was used to collect data for the study. The data collected were presented and analyzed using frequency distribution tables percentages, and histograms. The study found among others providing information at the right possible time politeness with customers, uplifting the standard and status of the library and given full attention to the customers were the major PR techniques use in the selected university library in the north western state of Nigeria. It was revealed that notice board library news letter hand book, news bulleting poster were the popular types of communication media used for communication with the customers in the selected university libraries studied. Also it was found that library facebook, library website, and television were only used in Kashim Ibrahim library; while television radio blogs electronic mailshot, mobile phone were not used in the university libraries studied. Also the application of public relation has significant influence on the information service provision in the selected university libraries in the north western state of Nigeria. This study concluded that pr has indeed improved relationship and has lead to mutual collaboration among university libraries this has also help establish better contact between libraries and customers this give the librarian opportunity to create good image of the library which lead to an increase in the utilization of library resources and service. Lastly, the need for intensified efforts at attracting customers based by university libraries through quality information service provision, training and retraining of library staff, regular communication and feedback from the customers and customers forum should be establish so that potential customers would be free to make suggestion on how to improve the library services have been recommended. The use of public relation strategies like beatifying the library environment and the introduction of information literacy skills should be made compulsory for all categories of academic program in the university was also advocated.

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List of Abbreviations

ABU	-Ahmadu Bello University Zaria
AFUL	-Abdullahi Fodiyo University Library
BUK	-Bayero University Kano
BUL	-Bayero University Library

CD ROM	- Compact Disc read only Memory
ICT	- Information and Communication Technology
JULD	- Jigawa University Library Dutse
KIL	-Kashim Ibrahim Library
NFUL	-Nigerian Federal University Libraries
NUC	- National University Commission
PR	- Public Relations
UDUS	-Usman Danfodiyo University Sokoto

CHAPTER ONE

1.1 INTRODUCTION

1.2 Background to the Study

Public relations is a planned management function, through which public and private organizations such as the libraries seek to win and retain the understanding, sympathy, and

support of their potential and active customers. It is a deliberate planned and sustained effort to establish and maintain mutual understanding between the library and its customers. Public relation activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's resources, programs, and services. According to Dodworth (2012) university libraries assist the universities in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions of their universities. The objectives of any academic Library cannot be achieved without effective public relations. Any library activity, directly or indirectly, is an act of public relations, in as much as it is done to promote the library image and use. The librarian plays the role of public relations officer for the library. He goes outside the confines of the library to carve a good image of the library in the minds of the potential users. Atitufe (1993) says a good number of libraries especially academic libraries offer so many commercial services unknown to users; it is the duty of the librarian to inform the public about these services. The librarian may use handbills to pass on information to people and advertise library services.

The librarian is part of the overall professionals working to bring and therefore has a lot to contribute to make the services of the library a success. The librarian is the image booster of the library is working for because of his duties, deal directly with the users. He is the intermediary between the users and the library. He can easily know what the users need and what the library has. Therefore, the role of the librarian in academic libraries and its relationship with the public relations activities cannot be overstated. Chen (1992) stated that having services that no one knows about is as good as having no service at all. Academic libraries are very important in educational institutions. No matter how libraries respond to the needs of their users, their values will not be appreciated without an aggressive, systematic and determined programme of publicity to stimulate, inform and attract the information

seeker/users. Academic libraries have to convey signals and projected images to their users through public relations that accurately reflect what they are and what they do. It is true that all library professionals should be involved in public relations activities, but those professionals whose work is directly related to the users perform more of public relations activities than the others. The public relations officer in any organization is the image maker and image-bearer of such organization and therefore has many roles to play in order to ensure a good image for the organization. This will involve their relationship with those who deal with the organization and also their behavior. However, Olusegun (2005) the librarians are the image makers, and indeed, the gateway through which people get in contact with the information rich environment of the library.

1.1.1 Public Relation Strategies/ Tools

Public relations strategy is a distinctive management function which helps to establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its numerous strategies. However, public relation is an activity geared towards human relationship to enhance good services. Therefore, in a more comprehensive way, Aitufe (1993) outlined the following public relation strategies:

Public relations use advertisement a great deal. Advertisement in public relations is used to create favorable image of an organization and to service public welfare. It also brings to the public notice, activities and events regarding products or services of the university libraries. Chai (1996) Press Release is a well-written news story meant specifically to project the good image of an organization. The release must be timely, tailored to suit a particular medium and sometimes without a headline. In his own contribution, Kotler, (1992) describes the following as public relations tools:

- a) News: One of the major tasks of an organization is to find or create favorable news about the library or its products or people, sometimes, news stories tire inherent in the

situation and sometimes the public relations persons can suggest events that would create news. News generation requires skill in developing a story concept and researching it extensively, much as a reporter does. But, the public relations person's skill must go beyond preparing news, getting the media to accept press releases and attend press conference calls for marketing and interpersonal Skills.

b) Events: Libraries can draw attention to new products or their activities by arranging special events, which include news conferences, seminars, exhibitions, competitions, anniversaries, and so on, that will reach the target publics, written materials academic libraries can rely extensively on written materials to reach and influence their target users. These include annual reports, brochures, articles and library newsletters and magazines. They should have an appearance and content that is consistent and supportive of the library image. Drypen (2008) Special Events Special events are services organize in other to bring people together for a special purpose is a feature of public relations programs.

c) Exhibitions and trade fairs are useful for both public relations communication and sales promotion. They boost prestige and provide a forum for interacting with and passing information to the public through demonstration, conversations, hand bills, brochures, etc House journals, joint consultations, notice boards, formal meetings conferences, educational activities, special events, photographs of promotional events and features of the organization are also useful for public relations purposes. According to Ibekwe (1994) Library websites are also key strategies to advertise. This principle should be applied to market electronic resources from the library's homepage. To achieved this Castaldo (2008). that academic librarian can help cater to the needs of different groups in the academic community; including students, teachers, and researchers. He added Twitter, that library can use this social media application, as strategies to keep staff and patrons updated on daily activities, like frequently updated collections also users can utilize this platform to type in short messages or status

update. Stephens (2010) Lamented that Youtube is another strategy of information service delivery in libraries in Nigeria; the librarian can use youtube to provide services to their users or events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube. Flickr service; Librarians can use this tool to share and distribute new images of library collections cover page of new arrivals of both books and journals can be disseminated to users via flickr which can also be used to enlighten users on topical issues such as the different pictures of political leaders of the association like Nigerian Library Association, Library registration council of Nigeria, many Public and academic libraries put this to great use. (Thornton, 2009).

1.1.2 Components of Public Relations

The following are components of public relations activities:

Communications: Good public relation is impossible without good communication. Good public relation can only take effect through a process of communication, if there is no effective communication there is no public relation because relations with customers are established by communicating with them. The tried and tested means of winning and maintain public goodwill is communication. According to Vanwachen (2012) Communication with all interested parties is essential if a business is to live securely and go on operating successfully in a changing and increasing demanding world. Public relation communication is a process involving an interchange of ideas and viewpoints between a business or non profit organization and the public to achieve mutual understanding. However, in a more comprehensive definition by Kpangban (1995) communication is a component of public relation activities, communication between an organization and the public is an important part of any public relation, and is also carried out through verbal and non-verbal channels, all organizations and institutions have particular goals. James (2000) Communication is of vital importance, and failure to communicate will give rise to

inefficiency and lack of direction, as pointed out by Beeby (1966) Communication is the establishment of meaning and understanding between people. Library administration is responsible for the control and supervision of a library, and cannot function without good communication. The library as an organization is geared toward serving the users. Therefore, the library needs a way to make meaning and understanding between the clientele and the staff of the library, in order to achieve desired results. (Reitz 2004)

Research findings, according to Frank (2011) is a vital part of public relation because an organization may not know the public opinion about it and what people think and why they have such opinion about an organization are important in helping management established policies. Public relations expert use research and opinion surveys to obtain information from the public; researchers gather information on many problems and opportunity facing the institution, and the library community and determining attitudes and behaviors of publics in order to plan public relations strategies. Public relation activities in the modern world help institutions to cope successfully with many Problems, to build prestige for an individual or group, to promote products. Public relation personnel keep management informed of changes in the opinions of various public i.e. group of people whose support is needed. Taylor & Francis (2013) argue that research is a tool use by pr department to support their plan and action with verifiable facts and figure when and when deemed necessary. For pr purpose as indeed for other purpose the objective of research is either to find out what is known or to confirm something that is expected, pr is more concern with communication research than with advert. According to Radzki (2012) effective Public relations communication begins with simple questions that only the public can answer what you want to know. Public survey and attitude research are carried out opinion research enable an organization to find out what the public wants to know before communicating with them, staff also undertakes studies and interpretation. One of the weakness of contemporary public relations has been the lack of

yardsticks to measure results, evaluation of results deserves a large investment of time and money as professional invest more time and money in evaluation they would increase their precision and extensive feedback is essential to an effective communication programme feedback helps us to correct one past mistakes

1.1.3 Information Resources and Service Provision in University Library

The primary reason of establishing University libraries is to support the universities functions of teaching, learning, research and community services in ways consistent with, and supportive of the institution's mission and goals. Chiweza (2006) supported that the growth of research in all fields of human endeavour is becoming increasingly detailed and sophisticated; Also, the staff and students have realized that library has great roles to play in the provision of information necessary for their day to day research. The library acts as a medium of getting the latest scientific and technological information either in print or in electronic form, for accessibility and use of the library patrons. Library information resources include not only traditional print-on-paper media like books, journals, newspapers, and maps, but also audiovisual materials like cinematograph film records, audiocassettes, video cassettes, projectors, microfiches, Compact Disk Read Only Memory (CD-ROM), computer software, online databases, electronic books and e-journals and other media via the Internet. Halsey (2006) added that libraries maintain collections that include not only printed materials but also art reproductions, maps, photographs, etc. In addition to maintaining collections within library buildings, libraries often offer telecommunications links that provide users with access to information at remote sites. University libraries are often considered the most important resource centres of an academic institution. Hence they should be sufficient in quality, depth, and diversity and current to support the institution's curriculum as posited by Oyewusi & Oycboade (2009).Libraries have an inherent obligation to provide information service to support the educational recreational, personal and economic endeavors of the

members of their respective communities as appropriate to the libraries' individual missions. Information services in libraries take a variety of forms including direct personal assistance, directories, signs, exchange of information from a reference source, reader's advisory service, and dissemination of information in anticipation of user needs or interests, and access to electronic information. Part of building a company's reputation is the role of supplying information to a variety of publics. Libraries send news releases to the media in order to inform the public about earnings, acquisitions, new products and the like (media relations). Companies must respond to inquiries from customers, distributors, government officials and community residents. Olusegun et.al (2005) Abubakar (2001) in his study identified the following information services that are provided by university libraries in Nigeria in order to meet the information needs of their clients. These services are: Similarly, Aina (2004) identified the following information services as major services to be provided by University libraries in its quest to satisfy the information needs of its diverse user groups. These information services are lending services; inter library loan services, document delivery service, reservation services, reference services, selective dissemination of information and so on. While, Aguolu, (1983) suggested that for the university library to meet the research needs of its users in various disciplines, library must promote these essential services which include: Bibliographic services, interlibrary loan services, user education services and creation of special

1.1.4 University Libraries

The history of Universities in Nigeria dates back to 1948 with the establishment of the University College, Ibadan an affiliate of University College London. Development of university libraries in Nigeria cannot be separated from the evolution and growth of universities in the country. The history of library development in Nigeria dates back to pre-independence, when the University of Ibadan and its library were established in 1948. As

pointed out by Aguolu (1996), since independence in 1960, there has been an unrelenting upsurge in the establishment of educational institutions at all levels, but especially at the university level. University libraries, as integral academic parts of universities, generally emerged simultaneously with their parent institutions.

At independence in 1960, the Federal Government of Nigeria wanted to bridge the literacy and administrative manpower gaps existing in various regions of the country. It elected to establish a university in each of the regions in existence at that time. This brought about the establishment of the University of Nigeria in Nsukka, University of Ife (now Obafemi Awolowo University) in Ile-Ife, and Ahmadu Bello University in Zaria. These universities all established libraries to meet the needs of their students and staff. Over the years, universities and university libraries have increased in number. Federal and state governments have opened more universities, while private individuals and organizations are now licensed to operate universities. One hundred and twenty five (125) universities were accredited by the Nigerian Universities Commission (NUC, 2012). They comprised forty (40) Federal universities, 37 state owned universities and 50 private universities spread across the six geo-political zones of the country.

1.2 Statement of the Problem

The main objective of any academic library is to satisfy its users by providing resources to meet their educational, research, information and recreational needs. The library cannot achieve these aims without 'good will' and co-operation of its stakeholders. Thus, the library needs public relations in its effort to achieve its aims. Therefore, high quality information resources and services supplemented by personal contact through public relations

is a necessary requirement. Public relations influence and create confidence in the management and library customers in such a way that they become aware of the services and policies of the library, develop knowledge and understanding of a new reorganization or new initiative introduced by the library. It helps to establish better contact between the library staff and the customers, so that what is known can be enlarged upon and used more fully. Omoba (2007) stated that Public relations bring about co-operation among professional colleagues creating a sense of oneness thereby improving relationship. This relationship can lead to mutual collaboration among university libraries. Public relations helps to establish better contact between the librarians and the customers, this give the librarian opportunity to create a good image of the library which can lead to an increase in the utilization of library resources and services. According to Ogunrombi and Babafemi (1997) the role of communication is not taken seriously as a publicity strategy in Nigerian University Libraries. Therefore, the library authority must be convinced that communication can be used to publicize library stocks; by this means the public will come to appreciate the library services better. However it is expected that library staff should provide maximum cooperation to library customers in order to make them happy and therefore gain high customer satisfaction. The researcher also observed that the objective and goal of any library the provision of timely current and relevant information to the user. Information and communication technology is playing a major role in the field. The internet and other modern media are now used in public relations with the current trend in the world. Why can't Nigerian Federal University libraries adopt public relation in information services provision? Could it be lack of public relation strategies on the part of staff that is abysmal? Could it be lack of in-service training and new techniques to solve problems? Could it be lack of adequate communication media to pass information to the customers? Or information and communication technology that is not available to provide to users?

Therefore, despite the advantages of public relation in academic Libraries as enumerated above most of the Nigerian federal Universities are not making use of public relation as a strategy to secure mutual understanding and promote or build the image of the library for effective service delivery.

1.3 Research Questions

The following are the research questions raised for this study:

- 1-What are the public relations strategies adopted by Federal University Libraries in North Western States of Nigeria for information servicesprovision?
- 2-What public relations techniques are employed by Federal University Libraries in North western states of Nigeriafor information service provision?
- 3-How do Federal University Libraries in North Western States communicate with their customers for public relations services?
- 4-What type of ICT tools are used for public relations for information service provision in Federal University libraries in the North Western States?

1.4 Objectives of the Study

The objective of the study is to examine the public relation strategies in the provision of information resources and services in selected Federal University libraries in North Western States. The objectives of this study include:

- (1) To identify the strategies used in promoting the image among the customers in Federal University Libraries in North Western States of Nigeria

(2) To find out the public relations techniques employed by the library staff in Federal University Libraries.

(3) To identify the communication media used for public relations in Federal University library in the North Western States of Nigeria.

(4) To identify the types of ICT tools available and used in the provision of public relation services in Federal University Libraries in North western State.

1.5 Significance of the Study

The essence of public relations is mutual understanding between the management and its customers. This research would be of immense benefit to many libraries. However, these will only be possible if Nigerian Federal University libraries understand and apply it.

One of the major objectives of academic libraries is to support teaching and learning and to communicate and create awareness on the importance of their services or products, and to have the target audience to patronize them. This study intends to acquaint libraries and information centres with basic strategies and techniques of public relations in the achievement of such objectives or goals. In addition, it would help libraries and information centres build their corporate image in a way that would project their resources and services favourably. It will add to the number of studies and literature on public relations.

1.6 Scope of the Study

The study basically focused on public relations of four (4) selected Federal University libraries in the North western state of Nigeria. These libraries are: Bayero University Libraries, Kashim Ibrahim Library, Federal University Library Dutse, and Abdullahi Fodiyo Library. The study covers public relations strategies for information service provision in

federal Nigerian University Libraries in the North Western State of Nigeria. However, the library staffs who are the subject of the study are the professional staffs of the libraries.

1.7 Limitation of the Study

This study was limited to public Relations strategies for information service provision in federal university libraries in North Western State of Nigeria, due to some constraints which include the spread and distance of the university libraries, shortage of fund require to tour the study area, time within which to complete the project delay cause by respondents.

1.8 Operational Definition of Terms

The following terms are defined operationally to ease their understanding and usage in the study.

Information service: information service is any service intended to provide information for t

Information resources: information resources are materials which they are found in various formats which includes book and non-book materials, electronic resources and of course resources accessible on the internet.

Libraries: is a building or room containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to.

Public relation (PR): is the act of creating and cultivating a good relationship with the user in the Library.

Strategies: is a careful plan or method for achieving a particular goal

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CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents a review of literatures that are related to public relations in the provision of information resources and services. Therefore, the researcher will review the literatures that are relevant to this study under the following sub-headings:

2.2 The concept of public relations

2.3 information services in the libraries

2.4 Public relations strategies and instrument used in the libraries

2.5 Communication Media used for Public Relations

2.6 Application of ICT in public relation for information service provision

2.7 Summary of the review

2.1 Concept of Public Relations

Public relations is a management tool that is increasingly becoming important in the management of organization such as the library, whether private or public, whether they are profit making or nonprofit oriented. It is an essential element in the communication system that enables individuals to be informed on many aspects of subjects that affects their lives. According to Chair (1996), the term public relation connotes, Information given to the public, persuasion directed to modify attitudes and actions efforts to integrate attitudes and actions of an institution with its public and of publics with that institution. Public relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics. Public relation is an activity geared towards human relationship to enhance good services. Public relations are defined as management functions which evaluate public attitudes, identify the policies and procedures of an individual or an organization with the public interest and execute an understanding and acceptance. Aitufe (1993) Also, Dodsworth (1998), says Public relations is an activity aimed at increasing communication and

understanding between an organization or individual and one or more groups called publics. Public relation uses four principal methods to communicate with the public, namely; Advertising, Lobbying Publicity; and Press. Librarians mostly used publicity and press agents to promote public relation in libraries. Olat (2001) Opined that the same methods used in marketing are used in public relations to let people know who and what you are and to build relationships with the media. Examples include press release, newsletters, brochures, annual reports, or well-designed publications. Increasingly, libraries are utilizing interactive social media, such as blogs, twitter and face book, as tool in their public relations campaigns.

Similarly Atilomau & Onuoha (2011)Emphasis that Unlike the traditional tools which allowed for only one-way communication, social media allows the library to engage in two-way communication, and receive immediate feedback from their various stakeholders and publics. Plans may include: a. establishing favourable press relations to get news out about the library on a regular basis. b. Creating publicity for specify services and resources and to create and maintain awareness of library capabilities in the institution. c. Establishing regular communications channels to promote an understanding of your organization internally and externally. d. Maintaining awareness of laws and regulations that affect libraries and lobbying to ensure legislation that helps libraries provide effective services. e. Watching for community and national trends and issues that impact the library's image, and informing library administrators.

Public relations help the library to communicate its existence to the appropriate audience, to the people for whom it has so much to offer. It is therefore necessary for the libraries to design more extensive public relations programme that will increase public awareness of the significant contributions made by academic libraries to further the academic achievement and lifelong learning of students. Israel (2012) observes that librarian discharges their duties by serving users either by providing answers to their queries or users' education or creating

awareness on services rendered by the library which will help to promote maximum utilization of library services and resources. The librarians should deal with isolated activities so as to bring them together just like a public relations officer of any organization and acts as an intermediary between the users and the library resources making them available to users. (Robert, 2002)

The public relations officer tries to blow his/her organization's trumpet through advertisement and publicity. The librarian disseminates the already acquired information to serve users. He is a link between the library and the outside world to make known the activities of the library which is similar to the role of a public relations officer of any organization. Olat (2001) is of the opinion that among which are assistance and instruction in library use, location of materials, use of the catalogue, and use of basic reference tools and sources. They also provide brief, factual information of the ready reference type, to the library patrons by conducting literature searches, interlibrary loans for users, selective dissemination of information to clients. Librarian just like public relations officer of any organization advertises the library by employing public relations tools such as: Library signage (layout); Holding of library exhibitions, Media talks, Notice board for both staff and students, bulletin boards, suggestion boxes and public information desks e.t.c. in another vein Stacks (2005) Tom (2011) argues that in the case of libraries it is to keep the customer aware of the library, to provide them with knowledge about the library's physical features, resources, services, programs, and events, and to let them know about the benefits libraries offer. Marketing and promotion benefit the library by increasing usage, educating users, and increasing or at least maintaining a positive perception of the library.

Every library has public relation in the sense that it has a relationship with the community that it serves but how mutual is the relationship that exist is the concern of the library management. Some academic libraries have the information unit as part of their public

relations programme. This makes the job of the librarian easier. The librarians are just like the public relations officer of any organization ensures that users and potential users of the library have access to resources which he or she does through active promotion of the use of information and library. Sevukan, (2012) establishing a mutual relationship with the users and always appears welcoming in order for the user to find it easy to approach the librarian. He or she gathers information related to the activities of the library, this information is then organized for publication purposes to promote the image of the library. According to Raghuram (2003) argues that the majority of the librarians stressed the fact that “we make house calls.” The willingness of the librarians to leave the library to go to their patrons' offices, points of care, or classrooms was a consistent refrain in the focus groups. Often these outreach functions were performed by librarians acting as liaisons to departments or colleges. OgunrombiandBabafemi (1997) lamented that there should be good human relations in any organization for smooth running of the organization such as being able to communicate effectively with others, also the ability to motivate others and one, ability to go out, give talks/advertise the library, and ability to identify with users' problems.

2.2.1 Public Relations

Those responsible for carrying out the public relations function then communicate the organizations' actions and policies to its publics to bring about goodwill and understanding Raymond, (1994). Smith, (1997), posit that public relations is “the continuing process by which business tries to win the goodwill and understanding of it's customers, it's employees and the public at large; inwardly through self-analysis and correction, outwardly through all means of expression”.

A public relations is a deliberate effort to carry out a conscious management policy, which is distinct from what everybody does in the organization, because every worker at any point in time engages in public relations. Any organization connected with the public in any way has

public relations. Osuji (1990), defines public relations as “a process of creating a favorable public opinion for an organization, institution, individual, and commodity or for intangible things, such as names, so that relevant members of a public who have something to do with these tangible or intangible things may perceive them in a good way.” The Dutch Public Relations Association, opines that public relations is the systematic promotion of mutual understanding between an organization and its publics.” Jefkins (1990), posits that “public relation consist of all forms of planned communication, outward and inward, between an organization and it’s publics for the purpose of achieving specific objectives concerning mutual understandings”. The institute of Public Relations London defines public relations, according to institute of public relation is “the deliberate, planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public”.

However, Aliyu (2005) analyzes and give comprehensive definitions, of the points; the following points are of importance:

A. Public relation is a planned and sustained effort. This means public relations is a well-planned activity. It is goal-oriented and tangible because when there is a plan, there is an intention to achieve a goal. Public relation is a continuous process. It is not what is done today and set aside tomorrow. In fact, the gains of yesterday and today can be retained if the activity continues.

B. To establish and maintain goodwill and mutual understanding is very purpose or objective of public relations. The word “maintain” also goes to show once again that continuation of communication effort is a significant concept in public relations practice. The term “mutual understanding”, denotes that communication effort should be two-way and will result in a “two-way understanding”. In other words, an organization has to send out information and also receive feedback from its “publics”. “Goodwill”: an organization needs the goodwill of

people to succeed. Friendly feeling from the public means a lot, and conscious effort must be exerted to build and maintain it. The public likewise needs the goodwill and support of organizations. C. “Organization” and “Public”: The word “organization” is purposely used and preferred to “company,” since public relations applies to all kinds of organizations which need to be understood. “Public” means that the general public is divided into subdivisions based on their common interest, aspiration and problems. This division or segmentation ensures effective communication with the publics. Public relations messages are normally directed at different publics and not the general public. Though they may vary in their emphasis in certain key areas, the definitions already examined have a good deal in common. A thorough examination of the above definitions, reveal that public relations involve the following key elements:

- A planned effort or management function
- The relationship between an organization and its publics.
- Evaluation of public attitudes and opinions
- An organization’s policies, procedures, and actions as they relate to any organizations publics.

2.2.2 The Importance and Functions of Public Relations

The following functions of public relations have been identified by Smith (1998): ‘Action speaks louder than words’, and all reputation is based on actions not words but words are a necessity if the action is to be known and understood. For Kotler (1999), the functions of public relations in marketing of services include the following:

- Assisting in the launch of new products.
- Assisting in repositioning a mature product.
- Building up interest in a product category.
- Influencing specific target groups.

- Defending product that have encountered public problems.
- Building the corporate image in a way that projects favorably on its Products. Still on the functions of public relations, according to Roger (1994), opines that public relations help to build and maintain the public confidence in the organization's marketing activities. To him, some of the functions of public relations are:

- Improving awareness.
- Projecting credibility.
- Combating competition.
- Evaluating new market.
- Reinforcing the effectiveness of sales promotion and advertisement.
- Introducing new products or services.
- Building brand loyalty, and
- Dealing with customer issue.

From the forgoing, there are eight ways in which public relations contribute to the fulfillment of marketing of services, these are:

- Developing new prospects for new markets, such as people who inquire after seeing or hearing a product release in the news media.
- Helping to sale minor product that don't have large advertising budget.
- Establishing the corporation as an authoritative source of information on a given product.
- Generating sales leads, usually through articles in the trade press about new product and services.
- Providing inexpensive sales literature, because articles about the company and it' services can be reprinted as informative pieces for prospective customers.

- Providing the third party endorsement via newspapers, magazines, radio and televisions, through news release about a company's product or services, community involvement, inventions and new plans Cutlip, cente and broom (1988), present the following as the major functions of public relations:

1. To serve as the central source of information about the organization, and as the official channel of communication between the organization and the public.
2. To bring to public attention through appropriate media, significant facts, opinions, and interpretations which will serve to keep the public aware of the organization's policies and actions
3. To coordinate activities which affects the organization's relationship with the general public, or with special public or groups.
4. To collect and analyze information on the changing attitudes of key public groups towards the organization, and,
5. To plan and administer informational programs designed to fulfill most effectively, the responsibilities and functions outlined above.

2.3.1 Library and Information Services in University Libraries

University libraries have been developing various products and services in order to cultivate, build and maintain relationships with their numerous customers. Among these efforts are the introduction of services and products such as current awareness service; selective dissemination of information: bulletin boards; complaints/suggestion boxes; exhibitions, user education, etc. Also, many University libraries have embraced the Internet technology by establishing their presence on the web. This has tremendously created another opportunity for University libraries through their websites to reach thousands of customers. Additionally, library Website the library website is to guide to the physical facilities that delivers detailed information about the library as well as providing access to all

computer based services. Raghuram (2008) added that library Website provides links to reference sources, tutorials, library projects, and presentations Remote Access Service. University libraries invest huge amount of money on collection development, processing and storage of information resources. According to Kaur and Rani (2007) these resources, which are so expensive, often remain unutilized resulting in wastage of money, time, energy and space. University libraries are established to provide information resources and services in order to support the purpose of the university. Information services can be defined as those activities concerned with the ensuring the availability, accessibility and use of information by users. Andrew (1999) sees information services as services provided by the library which draws attention to information possessed in the library in expectations of a demand. This is done by preparing and circulating new sheets, displaying current arrivals, use of notice boards, abstracts, headlines of articles in current periodicals etc.

However, with the adoption of information and communication technology (ICT) facilities in the library, university libraries could employ any of these ICT facilities like e-mail facilities, SMS alerts, and online databases and websites to showcase what the library has or provide a platform for linkages with other sister university libraries.

According to Adeyemi (1991) University libraries should provide the following information services in order to remain competitive and relevant in information profession. These information services include the following:

- a. Maintenance of adequate stock-monographic and serials
- b. Newspaper clipping,
- c. Indexing and abstracting services
- d. Reproduction and development of reading lists
- e. participant in national and international exchange of information resources.
- f. Recruitment of well trained and dedicated library staff

g. Display and exhibition.

It is important to stress that with the dynamics and growth of knowledge and information, university libraries are expected to provide both manual and automated/online information services in order to meet the ever-growing needs of their users. Based on this (Fabunmi, 2004) cautioned university libraries to work harder to provide information services that is timely in its delivery and easy to understand and use and is delivered by courteous and knowledgeable staff. Also, the advent of ICTs has ushered in new dimensions and challenges in library and information services provision in university libraries. Today, many of the major information services that are provided manually are now available and accessible on the Internet. Interestingly, library users can now search different databases, both online and offline on CDs as well as library catalogues of other university libraries all over the globe.

Abubakar (2001) in his study identified the following information services that are provided by university libraries in Nigeria in order to meet the information needs of their clients. These services are:

Similarly (Aina, 2004) identified the following information services as major services to be provided by university libraries in its quest to satisfy the information needs of its diverse user groups. These information services are summarized below: lending services; inter library loan services, document delivery service, reservation services, reference services, selective dissemination of information and so on. Also, Aguolu (1983) suggests that for the university library to meet the research needs of its users in various disciplines, the library must promote these essential services which include: Bibliographic services, interlibrary loan services, user education services.

Information service is anything that can be offered to a market to satisfy a need. A large assortment of materials, services, and programmes constitute the library's service. A library offers services, either tangible or intangible (e.g. books and Internet access) or

intangible (e.g. personal assistance, or value of the library as a premier community institution). (De Aze2002) says that, "products and services which provide benefits for users and which answer users' most important needs are the core business of the library and information service" Aze de Elliot E. (2002) Seetharama (1998) considers that, without products no organization has reason to exist, there is no task to perform; hence product is the most important factor in marketing.

According to Weingand (1995) asserts that, the library's services can be arranged within a three dimensional structure of the product mix, product line, and product item. Programmes of the library are a product line where product items consist of bibliographic instruction, displays, and lectures. This can be achieved if academic libraries develop the products to meet the needs expressed by the users. Also added that the library has automated its functions under the Library Automation Programme where the bibliographic database of the library collection is available online, with barcodes for circulation, and rare archival and special collections materials have begun to be digitized and stored on CD and the Web to enable scholars in the library and in other countries to access these resources. According to Simon, (2012) Online Public Access Catalogue (OPAC) The searchable digital catalogue of library holdings is available on the campus-wide intranet which gives the bibliographical information of a particular material and on the Web. Also, digital information services are services which the library offers which give access to reference materials such as general and subject encyclopedias. The main focus of the digital information service is to get the right information at the right time to the right users in the right format at the right place. (Khan, 2012). provide services such as contents, abstracts and photocopying services (CAPS), the standing order abstract services, and the Full Text Journal Services. These services serve to reduce the financial burden of subscribing to expensive journals without compromising access to these resources. Delnet services according to Raghuram (2008) offers access to

web-based databases through developing libraries network and also uses the Inter library loan (ILL) system to make ILL requests from a union catalogue of books of more than one million records, periodical article database, and the database of thesis and dissertations. (Khan, 2012)Current awareness bulletinGoa university library provides contents pages for subscribed journals and has created a new monthly newsletter, which contains links to resources and information on developments in subject areas.

2.5 Public Relations Techniques

In order to build relationship with the target audience and maintain it on high level varieties of techniques were used to provide services to customers.Individual capacity building is very important to the success of information service provision.In his own contribution, Kotler (1992) describes the following as public relations tools:

a) News: One of the major tasks of an organization is to find or create favourable news aboutthe library or its products or people, sometimes, news stories tire inherent in the situation and sometimes the public relations persons can suggest events that would create news. News generation requires skill in developing a story concept and researching it extensively, much as a reporter does. But, the public relations person's skill must go beyond preparing news, getting the Media to accept press releases and attend press conference calls for marketing and interpersonal Skills.

b) Events: Libraries can draw attention to new products or their activities by arranging special events, which include news conferences, seminars, exhibitions, competitions, anniversaries, and so on, that will reach the target publics, written materials academicLibraries can rely extensively on written materials to reach and influence their target users. These include annual reports, brochures, articles and library newsletters and magazines. They should have an appearance and content that is consistent and supportive of

the library image. Drypen (2008) Special Events Special events are services organize in other to bring people together for a special purpose is a feature of public relations programs.

c) Exhibitions and trade fairs are useful for both public relations communication and sales promotion. They boost prestige and provide a forum for interacting with and passing information to the public through demonstration, conversations, hand bills, brochures, etc. House journals, joint consultations, notice boards, formal meetings conferences, educational activities, special events, photographs of promotional events and features of the organization are also useful for public relations purposes. According to Ibekwe (1994) Library websites are also key techniques to advertise. This principle should be applied to market electronic resources from the library's homepage. To achieved this Castaldo (2008) that academic librarian can help cater to the needs of different groups in the academic community; including students, teachers, and researchers. He added Twitter, that library can use this social media application, as strategies to keep staff and patrons updated on daily activities, like frequently updated collections also users can utilize this platform to type in short messages or status update. Stephens (2010) Lamented that Youtube is another strategy of information service delivery in libraries in Nigeria; the librarian can use youtube to provide services to their users or events such as important highlights of inaugural lectures, conferences and' workshops are disseminated via the YouTube. Flickr service; Librarians can use this tool to share and distribute new images of library collections cover page of new arrivals of both books and journals can be disseminated to users via flickr which can also be used to enlighten users on topical issues such as the different pictures of emblems of the political leaders of association like Nigerian Library Association, Library registration council of Nigeria, many Public and academic libraries put this to great use. (Thornton, 2009).

According to Muller (2012) outline some identify public relation techniques to be adopted by the organization to effectively manage relationship and as well to secure mutual understanding between the staff and the customers in the library. Namely:

Speaking - Talking to others to convey information effectively. Active Listening - giving full attention to what other people are saying, taking time to understand the points being made asking questions as appropriate, and not interrupting at inappropriate times, react as they do.

Time Management - Managing one's own time and the time of others.

Reading Comprehension - Understanding written sentences and paragraphs in work related documents.

Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Persuasion - Persuading others to change their minds or behavior.

Complex Problem Solving - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

Judgment and Decision Making - Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Negotiation - Bringing others together and trying to reconcile differences.

Active Learning - Understanding the implications of new information for both current and future problem-solving and decision-making.

Service Orientation - Actively looking for ways to help people.

Monitoring - Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Systems Analysis - Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.

Systems Evaluation - Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.

Instructing - Teaching others how to do something.

Management of Personnel Resources - Motivating, developing, and directing people as they work, identifying the best people for the job.

Operations Analysis - Analyzing needs and product requirements to create a design.

Learning strategies - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

2.2.3 Uses of Public Relation Strategy in University Libraries

Strategies are simple fact of business procedure by organization or individuals for certain objectives. According to Loius (2001) Most organization are obsessed with getting new customers which they advertise, plead, cajole, bribe, bend over backwards and sometimes beg to get a new customer Build an unbeatable bundle of products and services, Give customers an incentive to come back, Tap into the power of communities of interest, Stand behind your work and reap the rewards of trust, Support good works and your customers will support you, Show your appreciation to every customer., Know your trophy customers and treat them the best of all, Find out what your customers want and give it to them, Become a customer service champion.

In general, the concept of strategy relates to corporate/organizational strategy that guides the corporation or organization as a whole towards the attainment of its goals. It has been discovered that, many organizations both profit and not for-profit took their customers for granted. This is largely due to the fact that customers often did not have many alternatives on one hand, and organizations including libraries are not well informed of the consequence of not fully satisfying the needs of their customers on the other hand. However, Reichheld (1996) established the assumption that retention of the right customers was as powerful a

weapon as customer acquisition and in some cases more powerful. He added that, "as a customer's relationship with a company lengthens, profit rise. Companies can boost profits by almost 100% by retaining just 5% or more of their customers". Hence, it makes sense for University libraries to spend money developing customer relations strategies rather than continually acquiring new customers. It is noteworthy to mention that when an organization loses a customer due to say poor service or poor product, it does not just lose that person's business, it may lose many potential customers. This may also be applicable to University library where a student asking for a particular information product found to be available on the catalogue but not found on the shelves without any explanation. Alternatively, it might be that the user found the document to be available from his catalogue searches but the librarian was not on seat to attend to customers' requests. With this type of experience, the library user may on one hand not come back again and on the other may not hesitate to discourage his friends, family members, roommates, course mates, associates etc. from patronizing the University Library.

University libraries have objectives to achieve in terms of providing relevant information products and services to numerous customers. It should be one of the basic targets of the University library to ensure that library users are regularly patronizing it and using its products and services. This could be done by establishing trust with customers who is seen as a pre-requisite for any permanent relationship.

For a university library to establish relationship with its customers, it has to adopt several strategies among which is to identify exactly what the preferences, needs and desires of its customers are and adjust its offers accordingly towards meeting those needs, preferences and desires (Vogl,2004).In addition. University libraries need to further develop their offerings for the readers by way of collecting input from their numerous customers. This could be made possible through the use of focused discussions/forums, instituting complaint

management system and conducting periodic customer satisfaction surveys. Top-notch marketing firms have realized that delighting customers involve more than simply opening a complaint management department, smiling a lot, conducting customer satisfaction surveys and being nice. "It should be an organizational culture enshrined in the mission and vision statement of the organization" (Match & Schell, 2002). This implies that University Libraries have to capture the notion of customer centric philosophy in their organizational values which have to be embedded in their mission and vision statement. This maybe the only way to ensure that librarian and other library staff can make library users delighted. In turn, this will certainly guarantee their loyalty to the library system as a whole.

Also, it is indispensable for university library to note that, a customer decision to be loyal or to defect to other competitors is the sum total of many encounters with the organization/company. In this respect, a university library needs to create a branded customer experience" by ensuring that the right personnel, right equipment and facilities are made available for efficient and effective information service delivery to customers. Boone and Kurtz (1998) observed that many buyers form their perceptions of service quality during their service encounters. This implies that frontline employees determine whether customers emerge satisfied or not. They further revealed that, service encounter with clients and customers particularly in service organizations/companies can lead to three outcomes: word-of-mouth communications (negative or positive), service switching and service loyalty.

Based on this observation, Ovara (1997) remarked that a key marketing position in library is the service frontline. Every meeting with a client inside the library or outside is a moment of truth and of opportunity. If the frontline is ill-equipped, fancy strategies from the head come to nothing".

Vtrenz (2004) outlined some major strategies to be adopted by organizations to effectively manage relationships as well as to secure mutual understanding to their customers. Namely.

Build awareness of your brand;

Use variety of offers to retain your customer such as electronic letters, guides, workshops etc.

Build trust by demonstrating from your action that the needs of the customer come before your needs;

Nurture your customer via regular communication. The use of electronic marketing tactics and occasional phone calls could be adopted; and

Another important strategy to use in information service delivery is to measure user's satisfaction periodically. Kotler and Keller (2006) reported that a highly satisfied customer generally stays loyal longer patronize more as the institution introduces new products and upgrades existing products and talks favourably about the institution and its product". They added that organization can only strengthen and boost (their customer retention by delivering high customer satisfactions. This will make it harder or competitors to offer lower prices or inducements to switch. Thus, organizations including university libraries should make it easy for the customer to complain by providing suggestion forms, toll-free numbers, as (hotlines) websites, e-mail, and social media to allow for quick 2-way communication. However, listening is not enough the University Library in particular must respond quickly and constructively to any complaint.

According to Akers (2007) opines that libraries can provide effective library services to their customer base by implementing the following strategies:

- ◆ Delivering consistent quality throughout the library;
- ◆ Consistently offer good service, promote collections by using creativity in developing displays and exhibitions;

- ◆ Make sure that library environment is always clean and inviting; and
- ◆ When you cannot help the customer in getting the right products and services that will match his need, let him/her know what you can do.

Public relation strategy is aims to identify the client base, and to determine and fill its needs, wants, and demands by designing and delivering appropriate products and services. The main focus of the concept is the client, and the goal is client satisfaction. Rowley (2001) calls marketing, the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. Kotler (1999) says, that public relation strategy is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customers and organizational objectives. Under the umbrella term marketing, we study concepts like building customer relationships, branding and corporate identity, marketing communications, price and pricing policy, collecting marketing data and marketing strategy and planning.

- ◆ According to Tom (2011) Friendly and attractive environment will attract users and more questions. A dark and unfriendly environment may limit use to the hard core user. He also emphasis that, a logical, highly visible arrangement should make it easy to find help and particular items in collections. Service points should be well marked and highly visible. The librarian can help to bring awareness of the library materials and services by employing service tools and making use of them effectively. According to Tom (2011) many libraries have found Web 2.0 platforms to be effective as most of today's consumers utilize some form of social media. Therefore, libraries can use this strategies to communicate with consumers through podcasts, blogs, social bookmarking, social networking, videos, photos, wikis, and mobile apps, such tools as current awareness services, selective dissemination of information or exhibitions have a very important aspect to play in public relations activities of the library. However Oliver (2011) added that as librarians become comfortable with social media such

as Twitter, Facebook, and live blogging, ALA should accordingly expand its use of these forms of communication strategies to promote libraries through exhibitions, library services and programmes can be given publicity. Therefore, to achieve this librarian must be engaged in exhibitions which can be used to publicize library resources. The librarian must create an awareness forum, such as an orientation week, education programme for old and new users of the library. A good librarian should master the public relations tools in the library. He should be patient, non-abrasive, and polite, and needs to have empathy. Furthermore, he should readily get out of his office to direct the clientele to the shelves and even assist them locate materials which they need to consult to satisfy their information needs. Isreal (2012), notes that cheerfulness is also essential for pragmatic public relation strategy, because smile on the face during the transaction, the librarian quells the anxiety of the inquirer. Above all, the librarian should be able to communicate effectively; he must understand the language of the profession. He or she must create an opportunity to talk to potential and actual users about the services render by the library. This is also part of the librarian's public relations strategies. According to Odede (2012) librarian should be friendly to all users; also, they must be approachable for any queries, simple to complex. The librarian can help and thereby save users from frustration through public relations strategy like library orientation is a programme that is offered to first year students as an introduction to the library's resources, as well as information on study skills and academic integrity to help and to make their first year experience successful. Programme falls under the umbrella of information literacy and is designed to educate students, faculty and staff in locating and using appropriate print and/or online resources for their research, assignments. Also Gerry (2014) people simply stay away from the library when they have long overdue book we miss these customers. To achieve this therefore, welcome back week have been launched to encourage them come back without warring about any fines they have built up over the months or year. Fines will be waived if

people come into the library and return overdue items. However, the returns have to be done in person. Lednicer (2012) argues that Amnesty day is just one small way to thank our community for the use and support that resulted in the national recognition. Without our supportive community and wonderful staff our library would not be the tremendous community asset “this will allow parents and children the chance to start the school year with a clean record and enable them to check out materials that will help with their studies and classes,” said Mayor Rahm Emanuel. “Regardless of the reason for not returning an item, students with overdue materials can start fresh and take advantage of the Library and its extensive resources for their studies.”

2.4 Communication Media used for Public Relations

Rowley (1998) divides communication channels into personal and non-personal. Personal communication channels are those in which two or more people communicate, and word of mouth is the primary means of communication, although other media such as e-mail are significant. Non-personal communication channels include TV, radio, posters, newspapers, etc. Advertising is important for promoting library services. A library can advertise its products and services in newspapers, scholarly journals, magazines, newsletters, radio, television, Web, etc. Advertisements help in image-building. This can be achieved through short message, or staff can write longer articles on new and existing library services. Librarians can appear on local radio and TV, highlighting the new role the libraries play in the present era. Jaafar (1998) presents the following as communication media in public relation as follows: Brochure, Leaflets, Posters, Newsletters, Extension activities, Library Tour, Library Month/Day, Websites, Electronic Mail/Mailshots, Bulletin Board, Newsgroups, Blogs Special Events.

Advertisement Advertisement brings to the notice activities and event regarding library service of the organisation. The axiom which says, “if you don’t say here I am, nobody will say ‘there you are’”, is anchored on the importance of advertisement to public relations.

Periodicals Periodicals or otherwise known as the House Journals or Magazines are used by the library to communicate with employees and their potential users in the library. Periodicals are instrument use to let people know about the library and the resources they have at their disposal and the services their provided i.e. who you are, and what you are doing. Its periodic nature enables current situations and events to be publicized.

◆ Press Release

This is a well-written news story meant specifically to project the good image of an organization. The release must be timely, tailored to suit a particular medium and sometimes without a headline. In his own contribution, Kotler (1998), describes the following as public relations tools:

◆ News: One of the major tasks of the library is to find or create favourable news about the library services to their potential users, sometimes, news stories are inherent in the situation, and sometimes the public relations persons can suggest events that would create news. News generation requires skill in developing a story concept and researching it extensively, much as a reporter does. But, the public relations person’s skill must go beyond preparing news, getting the media to accept press releases and attend press conference calls for marketing and interpersonal skills.

◆ Speeches: Speeches are another strategy for creating products and service library publicity. Company’s executives must field questions from the media or give talks at trade associations or sales meeting, and these can build or hurt the organizations image. Some organizations carefully chose their spokespersons and also using speech writers and coaches to help improve their delivery.

◆ Events: Libraries can draw attention to new products and services of the library activities by arranging special events. These include news conferences, seminars, outings, exhibitions, anniversaries, and so on, that will reach the target publics.

◆ Written Materials: academic libraries can rely extensively on written materials to educate or creating awareness on services rendered by the library which will help to promote maximum utilization of library resources services. According to Natarajan (2002), library orientation programmes can be used to communicate to the library, users about the library and making them aware of the services; catalogues, shelf-guides and index stands can be used to educate users on how they can easily find library materials on the shelves. He also emphasizes that if proper orientation is given to students on library use through the programmes mentioned above, the library's usage will increase. Giving users an opportunity to air their views is a way of improving library usage and services to influence their target markets. These include annual reports, brochures, articles and library newsletters and magazines. Brochures can play an important role in informing target users about what a product is and how it works, and how it is assembled. Thoughtful articles written by library executives can draw attention to the company and its products or services. Library newsletters and magazines can help build up company's image and convey important news to target markets. They should have an appearance and content that is consistent and supportive of the company's image.

◆ Audio-Visual Materials: Audio-Visual Materials, such as films, slides and sounds, and video and audio cassettes are coming into increasing use as communication tools. The cost of audio-visual materials is usually greater than the cost of printed materials, and so is the impact. They can provide high-impact product demonstrations, and are likely to receive strong attention. In all cases, they should be put together with care, if they are done badly, they can impress the audience negatively rather than positively.

- ◆ Telephone Information Services: A newer public relations tool is a telephone number through which prospects and customers can get information and better service from a company. Ibekwe (1984), opines that the means by which public relations practitioners reach the various publics with communication are numerous, they include the following:
 - ◆ There is press relations; consisting of issuing of news and information through press conferences and news releases, writing or initiating articles that enhances the organization's personality and counter publication, like letters to the editor, designed to correct wrong impressions or to enlighten the public. Press relations also consist of helping journalist seeking information on the organization to have adequate information they need.
 - ◆ Exhibitions and trade fairs are useful for both public relations communication and sales promotion. They boost prestige and provide a forum for interacting with and passing information to the public through demonstration, conversations, hand bills, brochures, etc.
 - ◆ Films are useful for impressing and influencing theatrical audience (i.e. Commercial cinema audiences). Non-theatrical audiences include schools, social clubs, hospitals, youth centers, recreation clubs and members of the general public invited to watch in open fields, and open public halls.
 - ◆ Radio and Television have a wide coverage and provide a potent coverage and medium for public relations communications. Discussion programmes, feature programmes, talk programmes; special spotlights and news inputs have tremendous impact on the public.
 - ◆ House journals, joint consultations, notice boards, formal meetings, conferences, educational activities, special events, photographs of promotional events and features of the organization are also useful for public relations purposes.
 - ◆ Public relations advice on the image aspect of office, firms, invoices, annual report, and company logo and company colors could also be a form of public relations.

2.5 Application of ICT in Public Relation for Information Service Provision

With the advent of ICTs has ushered in new dimensions and challenges in library and information services provision in university libraries. Today, many of the major information services that are provided manually are now available and accessible on the Internet. Interestingly, library users can now search different databases, both online and online on CDs as well as library catalogues of other university libraries all over the globe. With the developments of information and communication technology ICTs and particularly the Internet have brought a lot of challenges on university libraries to the extent that the concept of physical library is being replaced with the concept of virtual library. Also, the Internet and the World Wide Web have created another opportunity for the university lecturers, researchers, students and administrators to retrieve/access whatever kind of information resources they need in their respective homes without necessarily visiting the library. Based on this scenario, Ekpenyong (2003) opines that libraries have to change their attitude and techniques to offer a more proactive service and be aware that they are no longer the sole link between information users and the online store of knowledge.

Natarajan (2002) suggests that libraries should promote the use of information technology as an integral part of library services by using e-mail facility as public relation strategy for information service delivery in the library. He added that the benefit of using e-mail to communicate with customers include building relationships and developing brand loyalty by informing users of new products and services, seminars, events, conducting marketing research by analyzing users messages, and creating and maintaining one-to-one relationships with customers. Similarly, MinkeJ (2003) notes that library services and products can be marketed on the library website by using library web pages as portals to extend reach to the global community. He suggests that for the library Web pages to be effective it should have links to community pages, local schools, local information and

institution sites, other corporate web pages etc. This will help promote and facilitate the spirit of interlibrary cooperation. Kotler, et al (2002) observed that companies are using the Internet to link employees in remote offices, distribute sales information more quickly, and build closer relationships with customers and suppliers. In this perspective, a university library may adopt the Internet platform and architecture to build a website and portals which can be used to connect with numerous categories of library customers. However, the relevance of websites in marketing, Boone and Kurt (1998) observed that organizations provide product information, run sales promotions like coupon offers and contacts, solicit customer feedback and in many cases, set up virtual stores where customers can order merchandise. Singh and Ginmen (2002) lament that libraries have neglected the central role of the library staff in the successful delivery of services to the customer. This has tremendously affected information service provision in such a way that qualified and adequate library staffs are not employed by university libraries. This scenario left university libraries with no other option than to rely heavily on the services of paraprofessionals and non-professional staff to conduct their information business.

However, mounting evidence suggests that there is a close relationship between employee satisfaction and overall customer satisfaction. This implies that, librarians may not satisfy customers if they themselves are not happy. They are likely to spread negative words-of-mouth messages to relatives, friends and acquaintances and these reports can affect the patronage behavior of these clients. Arnold et al (2002) therefore suggest that employee need appropriate coping and problem solving skills to handle difficult customer situations, and their own personal feelings. It is important to state that libraries and other organizations cannot simply rely on dissatisfied customers to voluntarily present their irregularities. Libraries should measure customer satisfaction periodically. In order to measure customer satisfaction, Boone and Kurtz (1998) outlined three major steps to be adopted by

organization: understanding customer needs, obtaining customer feedback and instituting an ongoing program to measure customer satisfaction. Similarly, Kotler et al (2002) emphasized the use of the following methods to track customer satisfactions:

Complaint and suggestion systems;

- ◆ Customer satisfaction surveys;
- ◆ Ghost shopping and
- ◆ Lost Customer analysis

(Kellen, 2002) explains that customer satisfaction surveys once designed can be distributed via a variety of channels: face-to-face, mail, fax, e-mail, web and phone. With the mobile phone and Internet technology, librarians can distribute satisfaction surveys through Short message Service and website. University libraries are social institutions established to promote variety of products and services through interactions with different segments of their communities (customers). Thus, libraries need to understand and cultivate relationships with their users since users are the most basic ingredients in a marketing of a library system. Basant (2000) observed that 'over the years libraries have been building relationships with numerous stakeholders which include book sellers, database providers, library consortia, system analysts and of course, the library users". It therefore follows that in order to create a dynamic university library system that strives towards high customer value delivery it is necessary to cultivate and manage relationships with customers. In this respect, it is the opinion of the researcher that, relationship marketing seems to be an obvious philosophy and strategy for effective and efficient information service delivery. It then follows that, public relation strategies require that all the organization's department/units have to work together as a team to serve the customer. A good working relationship among all departments and employees is essential for the smooth operation of the library. The use of training tools has been found to be effective in training library academic staff. Some of these training tools

include in-house training manuals, software programmes, and self-instruction and vendor annuals. Other methods identified by Kirkpatrick (2007) include individual training by co-worker, individual training by other individual, individual training by supervisor, outside workshops, and in-house

Summary of the Review

This chapter reviews various researches conducted that are related to public relation strategies in libraries. From the public relations strategy considered effective by most of the academic library were those reaching the largest audience. Newsletters and e-mail messages were often mentioned as being particularly useful, although the fact that most of the academic libraries do not publish a newsletter speaks to the high levels of staff time and financial resources that are needed for such an effort. Both newsletters and e-mail are used as instruments for library staff to reach appropriate members of the campus community. Newsletters reach large numbers of people. E-mail, on the other hand, quickly and efficiently targets either small groups such as individual faculty members or large groups such as the entire campus community. Successful receptions and special events, those with either large attendance or good media coverage, are also considered useful.

Establishing a mutual relationship with the users and always appears welcoming in order for the user to find it easy to approach the librarian. He or she gathers information related to the activities of the library, this information is then organized for publication purposes to promote the image of the library. Abubakar (2001) in his study identified the following information services that are provided by university libraries in Nigeria in order to meet the information needs of their clients. These services are:

Similarly, Aina (2004) identified the following information services as major services to be provided by university libraries in its quest to satisfy the information needs of its diverse user groups. These information services are summarized below: lending services;

inter library loan services, document delivery service, reservation services, reference services, selective dissemination of information and so on. Also, Aguolu (1983) suggests that for the university library to meet the research needs of its users in various disciplines, the library must promote these essential services which include: Bibliographic services, interlibrary loan services, user education services and creation of special service. Aguolu and Aguolu (2002) Learning materials might be available, i.e., the library has acquired them, but inaccessible to those who need them for whatever reason (uncataloged, miscataloged, misshelved, etc.). Accessible means that users can identify and use the resources. Both variables have a relationship with the use of library resources. The academic libraries conducts extension activities on occasions such as national Library week, Year of books Programme, etc., in order to improve the image of the library and invite the attention of a large community of users.

The university libraries also prepared attractive brochures with CD-ROM, and leaflets are distributed widely in order to catch the eye of the user community. These are incorporated in its homepage for online users. Also the availability of information resources as used in this context are collections of all text and bibliographic information sources; it also includes information technology such as those that support browsing, authoring and communication like computer and the Internet. As Kotler and Amstrong, (2006) they added that ICTs are also helping organizations to distribute products and services more effectively and efficiently and help them to communicate with customers in large groups or on one-to-one basis. In order for libraries to have a great impact of their services on their users, it is necessary for each library management to aim at managing the library accurately and by providing timely information for all library users. This can be achieved by acquiring relevant library resources in electronic and book materials through purchase and donations from organizations.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology and procedures employed in carrying out the study. It covers the following sub-headings:

- 3.1 Research Method Adopted for the Study
- 3.2 Population of the Study
- 3.3 Sample and Sampling Techniques
- 3.4 Instruments for Data Collection
- 3.5 Validity and Reliability of the Instrument
- 3.6 Procedure for Data Collection and
- 3.7 Procedure for Data Analysis.

3.1 Research Method adopted for the study

Survey research method was adopted for this study. This is because of the numerous advantages attributed to it by statisticians and professionals such as Busha and Harter (1980). Aina and Ajiferuke (2002). Who observed that survey method/design could be conveniently used in the study of large and small populations without sacrificing efficiency in addition to time and money and accuracy. Osuala (1987) also recommended that a study based on large cross-sectional sample should adopt the survey research method for carrying out the study. Muranda (2004) observed that survey research is one of the most popular techniques for collecting quantifiable data. Survey is a form of descriptive research used when dealing with a very systematic collection of data or information from population or a sample of the population. According to Punch (2005), descriptive study or survey often involves summarizing specific factual information into empirical generalization. Sulaiman (2007) also expressed this much, when he said that the aim of a survey research is to obtain information

from sample of respondents that relate to the problem being investigated. The use of survey research method was suitable for this work because the study was aimed at surveying the application of public relations for the provision of information services in Nigerian federal university libraries.

3.2 Population of the Study

The population of this study consists of all the Federal University Libraries in North Western States of Nigeria. The libraries are: Kashim Ibrahim Library, Ahmadu Bello University, Zaria, Kaduna State; Bayero University Library Kano, Kano State, Abdullahi Fodiyo Library Usman Danfodiyo University Sokoto, Sokoto State; University Library, Federal University Dutse, Jigawa State; Federal University Birnin Kebbi, Kebbi State; Federal University Dutsin-ma Katsina Katsina State; Federal University, Gusau, Zamfara State.

However, the subject of the study were, the professional Librarians working in Customer Services Division, Reference Service Division, Serials Division, Information and Communication Technology (ICT) Division of the University Libraries. The choice of the library staff in those divisions was because of the fact that, they are the people involved in the interaction with the users (customers) in the libraries and are regarded as the front line staff.

A survey of the selected university libraries indicated that there is all together 146 library staff in the various mentioned divisions. Below is the breakdown of the numbers of staff in each of the selected Nigerian Federal University libraries:

Table 3.1 Total Number of Staff in Customers Service, Serial, References and information and Communication technology (ICT) Divisions of the Four Selected Federal University Libraries in North Western State of Nigeria.

S/N	University Libraries	Total NO. of Staff
1	K.I.L. ABU,	48
2	B.U.L. BUK	34
3	A.F.U.L UDU,	36
4	U.L.D FUD,	28
Total		146

KEY

KIL: Kashim Ibrahim Library, Zaria

BUL: Bayero University Library, Kano

AFUL: Abdullahi Fodiyo Universty Library, Sokoto

FULD: Federal University Library, Dutse Jigawa

3.3 Sample and Sampling Techniques

Of the seven (7) Federal universities four were sampled. The selected four universities were as a result of being in full operation as at the time the research was undertaken, this implies that the three which were not included were not in operation.

The sampling techniques was stratified random sampling technique because the population distribution between the universities selected are not the same and each of the university library is a unique stratum.

3.4 Instrument for Data Collection

The research instrument used for this study was questionnaire. The questionnaire was structured constructed for the library staff on the public relations strategies for information service provision. The questions were close-ended. The close-ended questions provided options itemized to help respondents provide relevant answers. Structured questionnaire was designed essentially for collecting data on the public relations for information service provision in Nigerian Federal university libraries. On its significance, Osuala(1993) and Sambo (2005) argued that questionnaire is more economical for reasons of time or funds and are directly associated to survey research design. Also, Borg and Gall (1983) describes the adoption of questionnaire as the most common instrument for data collection in survey research. The questionnaire collected data that provided answers to the research questions in the study.

The questionnaire was divided into four (4) sections. Section A and B consisted of one (1) item each on personal data of the responding and the types of public relation strategies used in the university libraries respectively; while section C contained one (1) item on types of public relations techniques employed by University Libraries. Section D had only four (4) items on the Communication media used in the university libraries. Lastly Section E contain two (2) items on ICT facilities and devices used for information services provision in Federal University Libraries in North Western State of Nigeria.

3.5 Validity and Reliability of the Instrument

The questionnaire developed for this study was validated by supervisor (s) of this thesis and research experts to determine the quality of the content. This is necessary because the researcher wanted to make sure the content and construct of the questionnaire were in line with the ability and experience of the respondents. Kerliger (1973) noted that validation by other is an effective method for face to face validation of research instruments.

The reliability of the instrument was established by conducting a pilot study within three (3) weeks at the Kaduna State University Library, because the purpose of the pilot study was to determine the reliability and validity of the instruments and also the choice of this University was because it is not part of the research population of the study, the researcher personally distributed the instrument to 25 library staff. This is in line with Adigun (2011) and Overa (2001) who noted that pilot testing is usually done on a much smaller scale than the main study but under the same or similar condition.

Pilot study was carried out using library staff of Kaduna State University Library. The subjects that participated in the pilot study were 25 library staff (professionals and Para-professionals). The reliability coefficient of the questionnaire was to be 0.86.

3.6 Procedure for Data Collection

The researcher solicited the consent of the authority of the University Librarians and heads of divisions of the selected University Libraries for the administration of questionnaires to their respective staff. Also, the researcher administered the copies of the questionnaire personally with the help of three research assistants who were mainly staff of the respective libraries under study.

However, the respondents were given enough time to fill the questionnaire. The researcher spent three (3) weeks to distribute the questionnaire in the selected federal university libraries.

3.7 Procedure for Data Analysis

The data collected for this research were presented and analyzed using descriptive statistics in order to obtain answers to the research questions formulated. In this regard, frequency distribution tables, percentages tables and charts were used to analyze the data.

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CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents the data generated for the study. Analysis and discussion of findings were also presented. The chapter is presented in the following subheadings:

4.2 Response Rate of the Library Staff

4.3 Data Analysis and Discussion

4.1.1 Response Rate of the Library Staff

Out of 146 copies of the questionnaire distributed to the respondents a total of 112 (92.5%) copies were returned duly completed and also found very usable for this study. The high response rate was due to the fact that the research assistants used were staff in their respective libraries. It could also be attributed to the fact that the respondents were given up to four weeks within which to complete and return the copies of questionnaire.

The response rate of library staff according to their university libraries is shown in Table 4.1

Table 4.1.1 Response Rate of the Library Staff According to their University Libraries.

University Libraries	No of Questionnaire Distributed	No of Questionnaire Return	Percentage of Questionnaire Return %
ABU	48	38	33.9%
BUK	34	22	19.6%
UDU	36	34	30.4%
ULD	28	18	16.1%
TOTAL	146	112	99.9%

4.3

Data Analysis and Discussion

This Section seeks to analyse and discuss the data collected for the study. This is therefore done first through descriptive analysis in line with research question raised in the study.

4.2.1: Public Relations Strategies employed by the Federal University Libraries in North Western State of Nigeria

In order to find out the type of public relation strategies used for information service provision in selected university libraries in North Western States of Nigeria, and respondents were asked to indicate as many strategies used in their libraries. Table 4.2. Fig1 below have showed the responses of the library staff.

Table 4.2 Public Relations Strategies employed by the Federal University Libraries in North Western States of Nigeria.

Public Relation Strategies	Institutions								Total	
	ABU		B U K		UDUS		ULD		F	%
	F	%	F	%	F	%	F	%	F	%
Communication skill	25	65	16	72.7	15	44.1	10	55.5	66	45
Exhibition of library material	37	97.4	21	95.4	30	88.2	7	38.9	95	65
Handling customers problem	37	97.4	21	95.4	15	44.1	12	66.7	85	58
Providing current information	25	65.8	20	90.0	20	58.9	16	88.9	81	55.5
Adequate reading facilities	32	84.2	12	54.5	13	38.9	14	77.8	71	48.6
Friendliness to customers	25	65.	19	56.4	28	82.4	14	77.8	86	59
Friendliness of environment	25	65.8	10	45.4	12	35.2	17	94.4	64	4.4
Library amnesty	38	100	22	100	25	73.5	0	0.0	110	75

KEY

KIL: Kashim Ibrahim Library, Zaria

BUL: Bayero University Library, Kano

AFUL: Abdullahi fodiyo Universty Library, Sokoto

ULD: University Library, Dutse jigawa

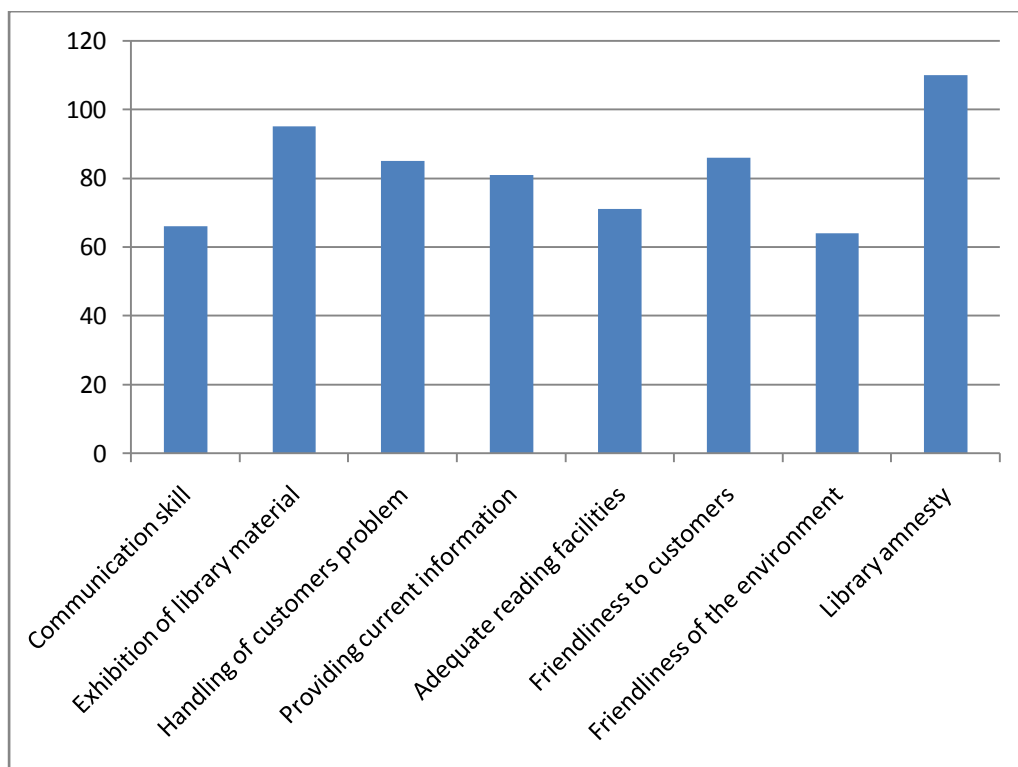


Fig 1 Public relations Strategies employed by the Federal University Libraries in North Western State of Nigeria.

Table 4.2 Fig.1 indicates that out of eight (8) public relations strategies employed by federal university libraries in North western states of Nigeria, it can be seen that the use of library amnesty, exhibition of library materials, handling of customers problem, provision of adequate reading facilities, friendliness to customers with average score of 90% respectively were the major public relation strategies adopted by Federal university libraries with the highest percentages. Also the least public relation strategies adopted by the University libraries include communication skills, friendliness of the environment with score of 25(17.1)

However, it is clear that the four University Libraries were in agreement on the following public relations strategies. These are the use of library amnesty, exhibition of library materials, handling of customers problems communication skills, friendliness to customers. This is in line with the finding of Evans (2013) that exhibition of library materials help to convey information about the operation of the library. Also Gerry (2014) people simply stay away from the library when they have long overdue book we miss these customers, therefore welcome back week have been launched to encourage them come back without any fines they have built up over the months or years. Fines will be waived if people come into the library and return overdue items which have to be done in person.

Also as a follow up to the above, a research question was raised in order to identify the usefulness of public relations strategies for information service provision by Federal university library in North Western states of Nigeria.

Table 4.3 Usefulness Public Relations Strategies employed by the Federal University Libraries in North Western States of Nigeria.

PR Strategies	Institution								Total	
	ABU		BUK		UDUS		ULD		F	%
	F	%	F	%	F	%	F	%	F	%
	38		22		34		18			
Communication skill	13	13	13	10.3	30	20.5	15	10.3	71	49
Exhibition of library material	30	20.5	29	19.9	15	10.3	8	5.8	82	56
Handling customers problem	13	8.9	27	18.5	22	15.8	25	17.1	87	59
Providing current information	15	10.3	30	20.5	12	8.2	5	3.4	62	42
Adequate reading facilities	20	13.7	10	6.9	30	20.5	5	3.4	65	45
Friendliness to customers	30	20.5	20	13.7	20	13.7	12	8.2	82	56
Friendliness of environment	35	23.8	25	20.5	12	8.2	12	8.2	84	57.5

Library amnesty 45 30.8 29 19.9 16 10.9 3 2.05 83 57

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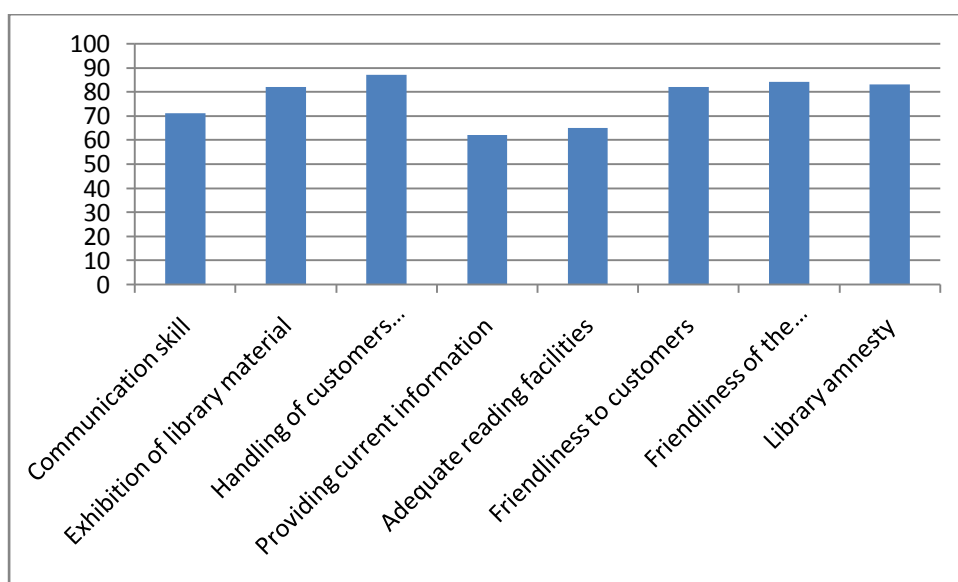


Fig 2 Usefulness of Public Relations by Federal University Libraries for information Service Provision

Table 4.3 and Fig 2 indicated that the following public relations strategies were found very useful in helping the library secure mutual relationship and understanding with their customers. These strategies includes, handling customers problem, library amnesty, exhibition of library materials provision of adequate ready facilities listening skill with the average score of 30% respectively.

Public relationstechniques possessed for information service provision by the Selected University Libraries in North Western State of Nigeria.

This research question was aimed at identifying the various public relationstechniques possessed for information service provision by the Selected University Libraries in North Western State of Nigeria, which a list of public relation techniques possessed was provided for the respondents to tick as many as applicable. Below is the table 4.2 and Fig1 showing the responses?

Table 4.4 Public Relations Technique Possessed for Information Service Provision by the Federal University Libraries in North Western State of Nigeria.

Public Relation Technique Employ	Institution								Total	
	ABU		BUK		UDU		ULD		F	%
	F	%	F	%	F	%	F	%		
Provision of CAS	35	92	18	81.8	28	82.7	12	66.7	93	63.7
Provide ways information service using ICT	30	20.5	20	13.7	32	21.	15	10.8	97	66.4
Provision of SDI	38	100	35	81.8	31	91.2	20	66.7	96	65.8
Given full attention to customers in the library	38	26.0	19	13.0	30	20.4	17	11.6	90	61.6
Seminar/workshop/conference	16	10.9	12	8.2	10	6.9	15	10.8	53	36.3
Actively looking for a way to help people	38	26.0	22	15.0	30	20.5	17	11.6	107	73.3
Politeness with the customers	35	23.9	20	13.7	20	13.7	15	10.9	90	61.6
Time consciousness	34	23.9	21	14.4	20	13.7	15	10.8	104	71.2
Providing referral services to customers	50	34.2	10	6.9	25	17.1	0	0	85	58.2

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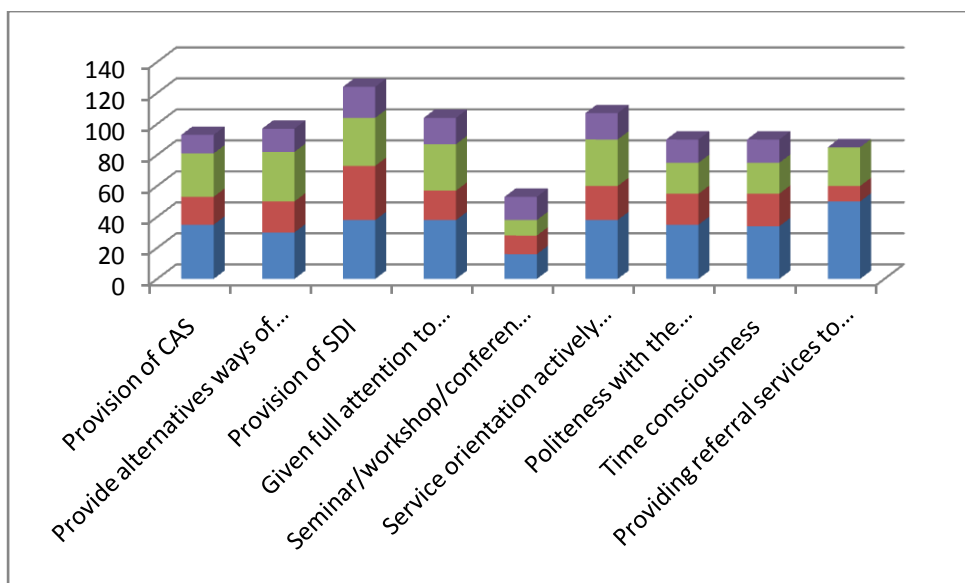


Fig.3 Public Relations Techniques Possessed for Information Service Provision by the University Libraries in North Western State of Nigeria

Table 4.4 Fig 3 showed the responses of the respondents on the public relations techniques adopted by the university library for information service provision in North western states of Nigeria. It can be seen that selective dissemination of information, current awareness service provision of alternative ways using ICT, provision of referral service and provision of information at the right possible time, were the popular public relation techniques used by university library in the North Western States of Nigeria with average score of 90%.

This finding reveals that any library staff under study possessed the requisite public relations techniques for information service provision to function as public relations officer in the respective libraries.

It was also revealed that workshop/seminar conference were the public relations techniques with least frequency score. This is not a welcome idea for the library because the library is rapidly changing and information needs to be customized in order to meet the diverse needs of the customers in the library. However, these staff development have a very

important place in the workplace. This is in line with the findings of Roy(2008) that it's allow the staff to get updated information on key issues their library is concern with.

On other the hand, the university libraries were still in the process of modernizing their library services to cope with the dynamic of the society. This finding is in line with that of Wet (2011) that ICT is a language of the 21 century that librarians need to continuously update their skills to be able to function maximally in an ICT environment. Elisha (2012) confirm that librarians can use ICT facilities to help enhance the value of information service, increase productivity, enhance effectiveness, efficiency, preserve and protect information as well as promote and extent delivery of service to the customers.

Table 4.5 Communication Media used for Public Relations for Information Service Provision by University Libraries in North Western State of Nigeria.

In order to identify the type of communication media used for public relations for information service provision by Federal University libraries in North Western States of Nigeria, a list of communication media was drawn for respondents to tick as many as media as are applicable as table 4.4 and Fig 4.

Types Comm. median	Institutions								Total	
	ABU		BUK		UDUS		UL D		F	%
	F	%	F	%	F	%	F	%	F	%
Notice board	35	92.1	20	90.9	25	73.5	15	83.3	105	72.2
Television	10	26.3	0	0	0	0	0	0	10	6.8
Telephone	0	0	0	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0	0	0	0
Library news	30	78.9	5	20.9	7	20.9	0	0	42	28.8
News bulletins	36	74.7	21	11.8	4	11.8	0	0	61	41.8
Public notice	0	0	0	0	0	0	0	0	0	0
Recalled notice	7	18.4	17	14.7	5	14.7	0	0	29	19.9
Facebook	20	52.6	0	0	0	0	0	0	20	13.7
Brochure	0	0	0	0	0	0	0	0	0	0
Posters	3	7.9	5	8.8	3	8.8	6	33.3	17	11.6
Hand book	25	65.8	10	29.4	10	24.9	30	94.4	75	51.4
Bulletin board	0	0	0	0	0	0	0	0	0	0
Blogs	0	0	0	0	0	0	0	0	0	0
Librar website	37	94.4	0	0	0	0	0	0	0	0

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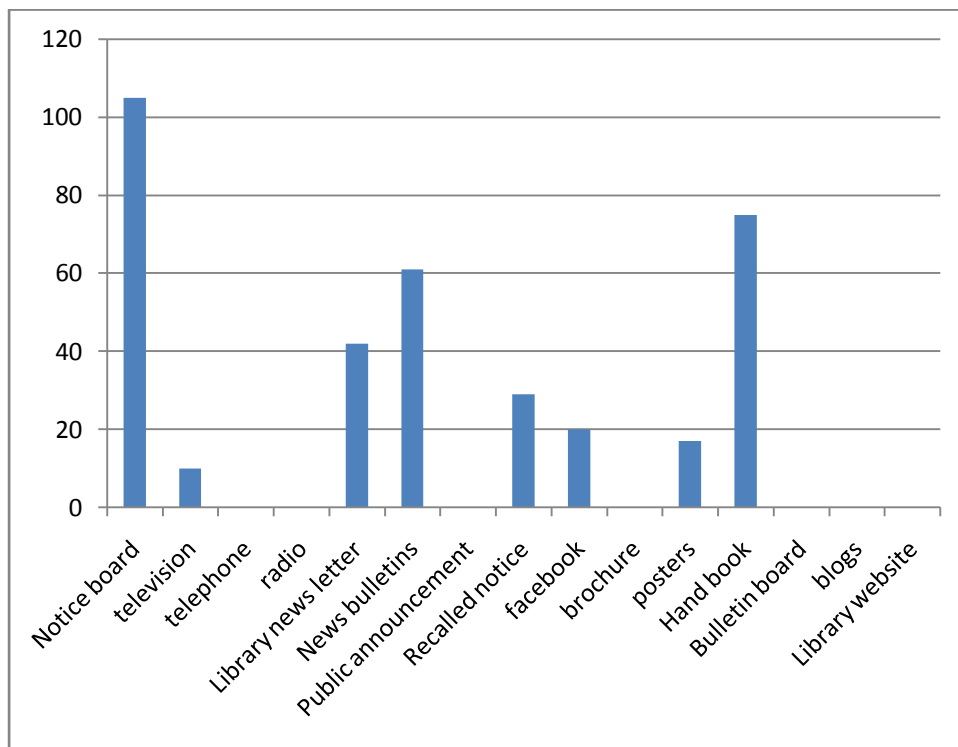


Fig 4 Media used in Communication with Customers by University Libraries

From Table 4.5 and Fig 4 it was discovered that out of 15 media of communication identified by the selected Federal university libraries studied in North Western States of Nigeria, they make use of Notice board more to communicate to their customers with the score 105(72.2%), followed by News bulleting, library handbook, library website library News bulleting and face book respectively. A variety of public relations are available to libraries. According to Sylverna (2013) the most common media of communication is library newsletter, which allows library staff to communicate information to many people quickly and efficiently. Based on the observation by the researcher, it was revealed that many libraries have computer that are connected to the internet which made communication easier

and cheaper. However, some of the respondents complained of non availability of official intranet service or telephones to ease interaction with staff within and outside the library, especially the library with satellite libraries. Surprisingly, face book which is supposed to be most useful flat form in communication recorded no score. Nwabuaeze and Ozioko (2007) noted that some libraries use social media such as you tube and yahoo messenger to source for information that are not available in their own libraries from other libraries abroad and at the same time also use the same medium to create awareness for users who are ignorant of the availability of certain information resources. Other media identified used with the least score in the library studied are library posters, recall notice with the score of 29(19.9%).

Therefore, it was found out that Television, Radio, telephone blogs, Electronic mail/mail shots were completely not used to communicate with the customers in the selected university libraries studied. But Kashim Ibrahim Library used facebook and library websites to communicate to their customers especially on the available information resources and services they have at their disposal. They used facebook to surcease the newly acquired materials in the library. Based on the above analysis, it became evident that notice board, library newsletter, news bulletin, handbook, were the popular types of media used for communication with customers in selected federal university libraries studied. The high use of notice board, and news bulleting by the university library could be the reason that most people are more familiar with the notice board and library newsletter for information.

It was also observed that notice board news bulleting were provided within library building to facilitate communication between the library and library customers. This finding corroborates the findings of Wey (2013) that notice boards are designated for university library for promoting the library materials seminars, conferences and are designated at communication areas.

However, Umar (2010) says the non-availability media such as radio television, Facebook, library website and blogs could be as a result of their non-availability within the university libraries. Although Kashim Ibrahim Library have a very strong and functioning library website where you can have access to their information resources and services online, such as databases institutional repository, even online public access catalogue (OPAC). Based on the above, research question was raised in order to identify the types of information communicated to the customers by the selected University library in North Western State of Nigeria. Below is Table 4.6 and Fig 5 showed the type of information/message communicated to the customers by the selected University library in North Western State of Nigeria.

Table 4.6: Information Communicated to Customers by the federal University Libraries in North Western States of Nigeria:

Information Communicated to Customers	Institutions								Total	
	ABU		BUK		UDU		ULD		F	%
	F	%	F	%	F	%	F	%	F	%
Availability of new arrival of info	33	22.6	16	10.9	22	15.6	20	13.7	91	62.3
Information about returning	20	13.7	25	17.1	20	13.7	0	0	65	44.5
Information about admission list	5	3.4	12	8.2	7	4.8	10	6.9	34	23.3
Information on job vacancies	18	12.3	15	10.8	14	9.6	10	6.9	57	39
Information on seminar, workshop	37	25.3	19	13.0	25	17.1	15	10.8	96	65.8
Information on student metric	30	20.5	7	4.8	8	5.8	10	6.9	55	37.8
Information on convocation	15	10.8	10	6.9	5	3.4	0	0	30	20.5
Library orientation	20	13.7	10	6.9	20	13.7	20	13.7	70	48
Information on scholarship	32	21.9	22	15.0	16	10.9	5	3.4	75	51.3

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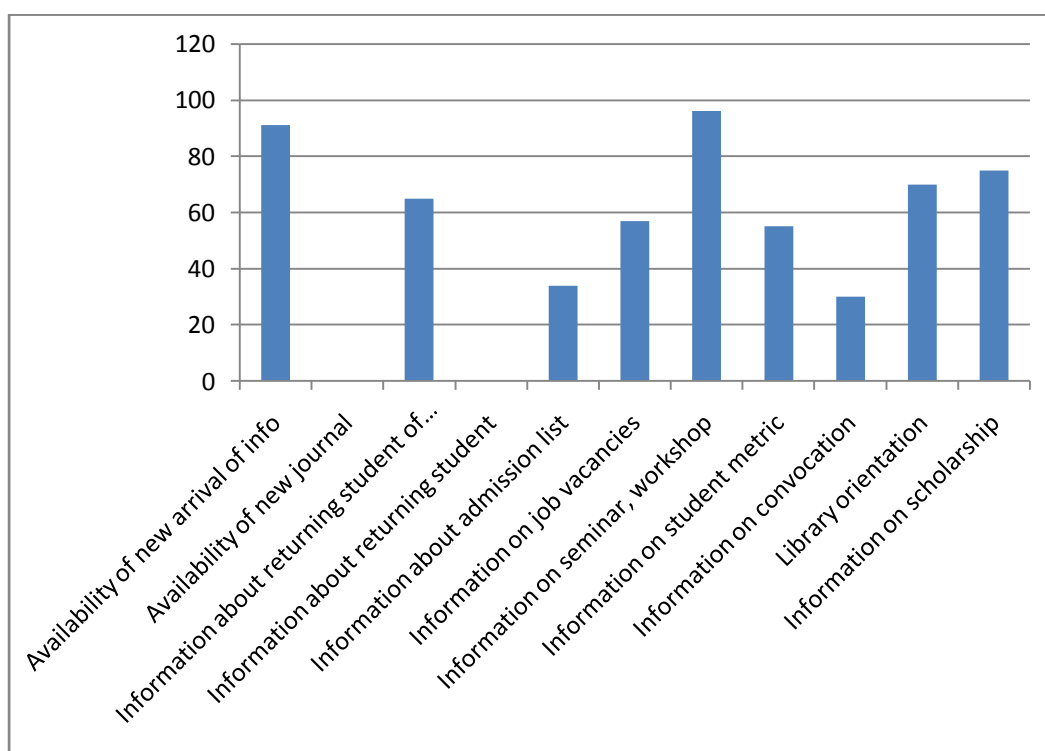


Fig 5 Information Communicated to the Customers by the federal University Libraries in North Western States of Nigeria.

Table 4.6 and Fig 5 portrayed that the selected university libraries communicate different types of information to their customers; in their effort to secure mutual relationship. It was discovered that the types of information communicated to their customers with the highest score were availability of new arrival of information seminars and workshops, information on scholarship, returning of overdue books, library orientation, information on student matriculation and information on job vacancy respectively. While among the types information Communicated by the library with the least frequencies are information on

admission list with the score of 34(23.3%), and information on convocation 30(20.5%) score each respectively.

Therefore, the University Libraries have to realize the need to develop mutual relationship with their customers and also encourage the provision of information through communication and feedback. On its significance, Sweden (2012) have shown that customers feedback can improve the service provision productively, because communication cycle is not complete without feedback from your esteem customers, the absence of feedback makes communication one way process rather than two way process.

From the analysis, it can be concluded that information on the arrival of new information resources, information on scholarship, seminars and workshops, library orientation, job vacancy respectively were the major information communicated to customers by Federal University library in North Western States of Nigeria. This explains the assertion by Umar (2010) that when customers become aware of the organizations operations and became experience in their services delivery their efficiency increase and creates a corresponding improvement in the organization efficiency.

The respondents were further asked to identify the type of customers feedback mechanism used by selected University library in North Western State of Nigeria to secure their customer relationship.

A list of various customers' feedback mechanism was provided for the respondents to tick as many types.

Table 4.7 Types of Customers Feedback Mechanism used for Information Service Provision

Feedback	Institutions								Total	
	ABU		BUK		UDUS		ULD		F	%
	F	%	F	%	F	%	F	%	F	%
Suggestion box	35	92.	18	42.4	30	80.2	12	66.7	95	65
Telephone	0	0	0	0	0	0	0	0	0	0
Facebook	5	13	0	0	0	0	0	0	10	6.8
Personal contact	30	98.9	20	90.9	9	58.8	12	66.7	71	48.6
SMS	0	0	0	0	0	0	0	0	0	0

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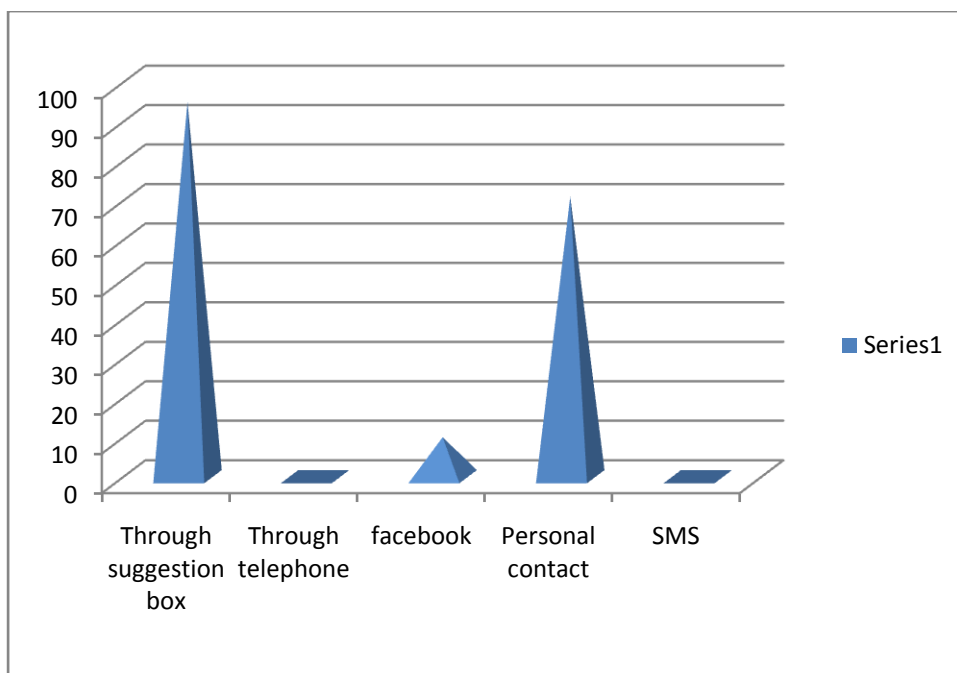


Fig 6 Feedback Mechanism used by Federal University Libraries

Fig 6 showed the responses on the respondent on the feedback mechanism used by four (4) of the selected federal university libraries in the North Western States of Nigeria. It can be seen that suggestion box Follow by personal contact were the commonness feedback used for tracking customers with the frequency of 90 (61.1%) average. This will help a long way in securing mutual relationship with the customers. Also, it was discovered that the least feedback mechanism used by the library to secure relationship for information service provision includes; social media, telephone contact and SMS with the score each recorded no responses. However, some of the respondent's complained of the non availability of the telephone which eases interaction with staff within and outside the library especially with satellite libraries. Telephone information service is a newer Public relation relation tools through which prospects and potential customers can get information and better service. This is in line with the finding of Ibekwe (1994) that telephone service is a means by which public relations practitioners reach the various public with the telephone through bulk SMS.

From the above analysis, it can be concluded that the university library make used of personal contact and suggestion box to secure and maintain relationship for information service provision.

Table 4.8 ICT facilities used by the Federal University Libraries in the North Western State of Nigeria for informationService Provision.

In order to identify the types of ICT facilities used for public relations by the selected University libraries in North Western State of Nigeria,a list of ICT facilities was provided for the respondent to tick as many as applicable. Table 4.8 and Fig 7 showed the responses?

Types of	Institution								Total	
	ABU		BUK		UDUS		ULD		F	%
Scanners	37	25.3	20	13.7	9	6.2	10	6.84	76	52
Computer	38	26.0	22	15.	30	20.5	16	20.5	120	82
Barcode	25	17.1	15	10.3	12	8.21	0	0	52	36
Television	20	13.7	2	1.4	3	2.1	0	0	25	17
Email	5	3.42	23	15.7	30	20.5	12	17.1	83	59
Librar website	2	1.4	2	1.4	2	1.4	2	1.4	8	5.5
Mobile phone	0	0	0	0	0	0	0	0	0	0
Photocopier	10	6.84	21	14.4	20	13.7	10	20.5	81	55
Digital camera	0	0	0	0	0	0	0	0	0	0
Internet	37	25.3	20	13.7	20	13.7	20	13.7	97	66
Flash drive	2	1.4	22	15.0	15	10.3	15	10.3	54	37
OPAC	15	10.3	12	8.21	0	0	0	0	27	18

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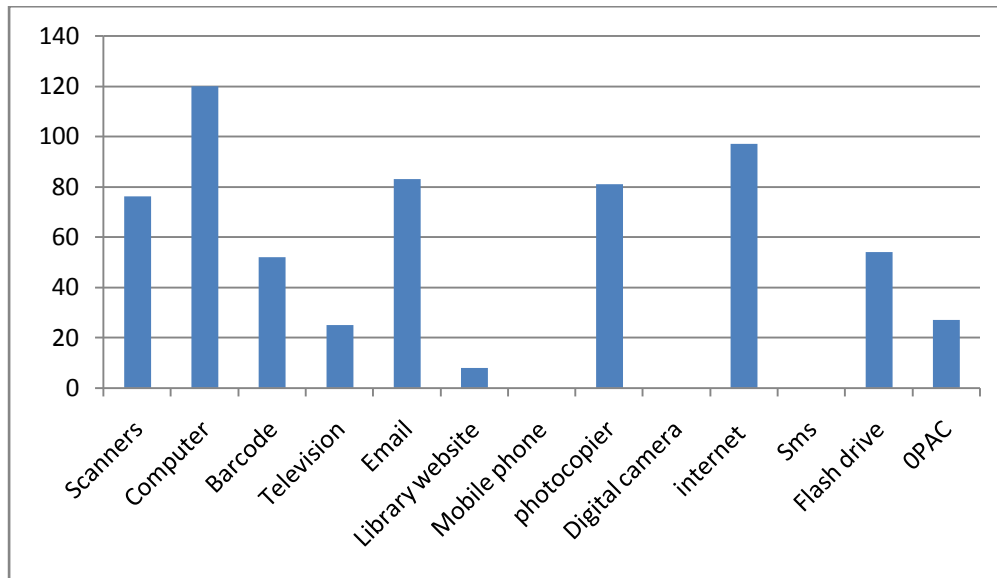


Fig 7: ICT Facilities use for Information Service Provision in University Libraries.

Table 4.11 and Fig 8 indicated that the commonly available ICT facilities used for public relations for information service provision in selected Federal University Libraries in North Western States of Nigeria were computer, internet facilities, Scanner, photocopier with the average score of 82%. Other ICT facilities found to be used by the libraries with the score includee.mail 83 (59%), flash drive 54 (37%), and OP AC with the score of 27 (18%). It was also discover that SMS, mobile phone, were not used for public relations in four of the selected federal university libraries in North Western States of Nigeria. This implies that such technologies are not fully being used or they are very few in the libraries. This might be due to the lack of awareness among the university libraries to use such ICT devices for information service provision. These findings corroborate with Kanu (2007) who lamented

that 68% of the librarians and other library staff indicated that email and other ICT are not frequently used as a means of communication in university libraries in Nigeria.

Based on the above findings, it is clear that university libraries studied have many ICT devices to enable them maintain and secure mutual relationship with the customers in the library.

Table 4.9 Usefulness of ICT facilities used for Information Service in Federal University Libraries in North Western State of Nigeria.

Types of	Institution								Total	
	KIL		BUL		AFUL		ULD		F	%
	F	%	F	%	F	%	F	%		
Scanners	30	26.2	18	12.3	5	3.4	10	6.9	63	43
Computer	40	27.4	20	13.7	30	20.5	20	13.7	110	75
CD ROM	40	27.4	15	10.3	21	14.4	0	0	76	52
Television	8	5.48	2	1.4	4	2.7	0	0	14	9.9
Email	30	20.5	21	14.4	20	13.7	30	20.5	101	69
Library website	40	27	21	14.4	28	19.2	0	0	89	60
Mobile phone	5	3.4	3	2.5	0	0	0	0	8	5.5
Photocopier	30	20.5	30	20.5	30	20.5	20	13.7	110	68
Digital camera	0	0	0	0	0	0	0	0	2	2.9
Internet	35	23.9	30	20.5	30	20.5	18	12.3	113	77
Sms	3	20.6	40	27	0	0	0	0	70	47.9
Flash drive	35	23.9	33	22.6	28	19.2	20	13.7	116	79.5
Opac	28	19.2	40	27	21	14.4	0	0	70	47.

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ULD: University Library, Dutse Jigawa

Table 4.9 and Fig 8 above indicated that out of thirteen (13) ICT devices identified only eight(8) were found very useful for information service in selected Federal University libraries in North Western States of Nigeria. These are internet, computer, email, library website, OPAC, and Photocopier which the library staff in various divisions, observed that customers were frequently using in their libraries. Also, the customers were very much happy with the service. It was also found that ICT devices such as digital Camera, mobile phone, SMS with the least score were found not useful for information service provision in the university libraries. Therefore, this indicates that the four selected federal University Libraries studied do not use any of these ICT devices in the provision of information service to their customers. Also, at University Library Dutse, it was revealed that television, digital Camera SMS OPAC services, the respondent were undecided on the usefulness of the ICT in their library.

Most of the respondents agreed that ICT has enhanced their user's satisfaction this is followed by the improvement of staff productivity and facilitate information service provision. Aderele Adedokun (2011) observed that the development and availability of ICT in the library have today increased and broadened the impact of information at the doorstep, but also place more emphasis on efficient and effective library service to user.

The above analysis showed that computer system, internet facilities, library websites, CD ROM, photocopier, and OPAC were the types of information and communication technology found to be very useful in the selected university library in north western state of Nigeria.

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter deals with the summary of the study, findings, conclusion and recommendations for improvement of Public relations for Information service provision in Federal universities libraries in North Western State of Nigeria libraries.

5.2 Summary of the Study

This study was carried out to investigate the public relations for information service provision in Federal university libraries in North Western States of Nigeria studied. The study found out the public relations techniques possessed among the library staff in Federal university libraries, publicity strategies used in promoting the image among the customers in Federal University Libraries in North Western States, and also the communication media used for public relation in Federal university library in the North Western States of Nigeria, types of ICT tools available and being used in the provision of public relations services in Federal university Library in the North Western States of Nigeria.

To achieve this objective, four research questions were formulated. The review of relevant literature revealed that the public relations will indeed improve relationship which can lead to mutual collaboration among university libraries. Public relations helps to establish better contact between libraries and the customers, this give the librarian opportunity to create good image of the library which can lead to an increase in the utilization of library resources and services. Survey research method were employed in conducting the study. The population of the study were the Federal University libraries in North Western States of Nigeria. The respondents of the study were the staff of the four (4) Federal University libraries in the North Western States from Customer services Division, Serials Division, information and Communication Technology (ICT) and Reference Services Division. A total of 112 samples

were used for the study. The selected University libraries were Kashim Ibrahim Library, Ahmdu Bello University Zaria, Abdullahi Fodiyo Library Danfodiyo University Sokoto, Bayero University Library Kano and Federal University Library Dutse, Jigawa. The instruments used for data collection were questionnaire.

The data collected for the study were presented and analyzed using descriptive statistics. Frequency distribution tables and percentage were used for the study.

5.2 Summary of Findings

The following are the summary of the findings

1 The public relation strategies adopted by Federal university libraries to promote the image of the library were; library amnesty, exhibition of library materials, friendliness to customers and providing current information to user were the popular public relations strategies used for information service provision.

2. The public relations techniques employed by University libraries in North Western States of Nigeria are; given full attention to customers, providing information at the right possible time, teaching and instructing people how to do something and proving alternative way of information service using ICT respectively were the commonness public relations techniques employed. However, Provision of referral services, determining how a system should work are less public relations techniques possessed.

3. Communication media used by the Federal university libraries were, Notice board, handbook news bulletin, library news bulleting were the popular type of media available and frequently used for communication with the customers. Television, Radio telephone and blogs are completely not use for communication with customer in Federal University libraries in North Western States of Nigeria.

4. The ICT facilities that are available and used were, Computer, internet, e-mail photocopier, for information service provision in Federal University libraries in North Western States of Nigeria, email services, flash drive, were also used because of the strong antivirus called Ubuntu. Therefore, allow students to send their assignments online. However television, barcode reader, digital camera, mobile phone SMS service respectively were not popular in the university libraries studied.

5.3 Conclusion

Based on the findings of this study, it could be concluded that university libraries studied have realised the need for the public relation in information service provision as a strategies in order to promote demand for their product and service as well as build relationship with their customers. The use of public relations will enhance the libraries effectiveness within the university and project image and the perception of the university. It may in turn encourage university manager or authority to reward the library with increased resources to further enhance library services.

There is no doubt that if the federal university libraries can fully utilize all the basic component of Public relation like effective communication, listening skills, research and evaluation for information service provision there will be high customer's patronage, appreciation, high customer relationship, and above all high customer's satisfaction with their information service. The challenges of public relations in the libraries if not properly handled will reduce their potentials to achieve the goals and objectives of their parent institution especially through the provision of current and relevant information resources and services that are necessary to sustain teaching, learning and research.

5.4 Recommendations

The following are the recommendation of the study.

1. Every library staff, especially those in reference services Division, customer services Division, Serials Division and information and communication technology (ICT) respectively should be trained and retrained to possessed public relations strategies, such as interpersonal skills, Strategic marketing planning, communication skills, promotion strategies, customers behaviour skills, to serve as public relations point man of the library at all times and in all situation.
2. Library staffs should regards complaints as a tools that help audit their services this will help library identify gaps that need to be closed in terms of customer's relationship. Also libraries should organized customers forum, organized focus group discussion telephone hotlines as avenues for tracking customer's feedback and the use of Short Message Service (SMS) should be highly advocated. This will help a long way in securing mutual relationship with the customers.
3. Media for communication such as telephone service, television, radio and face book, flick should be employed to facilitate communication between the University libraries and their potential customers. Also the University libraries should make it compulsory for both old and new students to have a copy of the library handbook so as to enable them know the rules and regulations of the library, and also know the availability of the library resources and services available for their studies.
4. Telephone SMS, library website, email service should be made available and functional in the university libraries in order to periodically inform their customers of the latest happenings in the library. This will help in providing a quality and relevant information service provision. Finally public relation division should be created in order to handle customer's enquiries for customers concerning library operation.

5.5 Suggestions for Further Studies

The following are suggestion for further studies

1. The impact of Public Relations Strategies for Information Service Provision in Federal College of Education Libraries.
2. This study covers the Application of Public Relation for Information Service Provision in Selected Federal University Libraries. Hence, there is a need for a comprehensive study so as to cover both State and Federal Polytechnic libraries in Nigeria.
3. Assessment of Public relations Tools for Information Service Provision in Private University Libraries.

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Department of Library and Information Science,

Faculty of Education

Ahmadu Bello University,

Zaria.

April, 2014.

Dear Sir,

I am post graduate student in the above mention department carrying out a research on the application of public relations for information services provision in federal university libraries in the North Western State of Nigeria.

Your library has been selected for the study. I therefore urge you to kindly assist to respond to the question raised in the questionnaire. Your responses will be used for research purpose only.

Thank you for your cooperation.

Abubakar Musa MUHAMMED

Mobile: 08069558593

email: abumusa20551@yahoo.com

**QUESTIONNAIRE ON PUBLIC RELATIONS FOR INFORMATION SERVICE
PROVISION IN FEDERAL UNIVERSITY LIBRARIES IN NORT WESTERN STATES OF
NIGERIA**

SECTION A: Demographic Information

Instruction: Kindly tick [] the appropriate box []

1) Gender (1) Male [] (2) Female []

2) Name of Institution:

1. A B U []

2. B U K []

3. U D US []

4. JIGAWA. UNIVERSITY LIBRARY []

3) Which section of the library do you work?

1. Reference service Division []

2. Serial Division []

3. Customer Services Division (circulation) []

4. ICT division/automation/ e-library []

4) **Highest educational qualification**

1. HND []

2. DLS []

3. BLS []

4. MLS []

5. PhD []

6. Others (please specify).....

5) **Working experience.**

1. 0-4 years []
2. 5-9 years []
3. 10-14years []
4. 15-19 years []
5. 21 years and above []

(6) **What is your Designation?**

1. Higher library officer []
2. Assistant librarian []
3. Librarian II []
4. Librarian I []
5. Principal librarian []
6. Deputy university librarian []
7. University librarian []

SECTION B: Customers public relations strategies

7) **What strategies did your library employ to attract customers in the provision of information resource and services in your division?**

- a) Good communication skills
- b) Exhibition of library materials
- c) Handling of Customers problem
- d) Providing current information
- e) Provision of adequate reading facilities
- f) Friendliness to customers
- g) Friendliness of the Environment
- h) Library amnesty

8) **Which of these strategies is use in your library?**

- a) Regular Communication with Customers
- b) Regular Exhibition of library Materials

- c) Proper Handling of Customers problem
- d) Providing current information
- e) Provision of adequate reading facilities
- f) By Friendliness to customers
- g) Beatification of the Library Environment
- h) Library amnesty
- 9) **How useful do you found these Public Relations Strategies in your Library?**

S/N Strategies

- a. Regular communication with the user
- b. Regular Exhibition of library service
- c. Proper handling of customer's problem
- d. Providing current information service
- e. Provision of adequate reading facilities
- f. Friendliness' to users
- g. Beautifying the environment
- h Given regular library amnesty

SECTION C: Public Relations techniques

10) Indicate your public relations techniques employ by your library for information service provision in your library

S/N OPTION

- a. Provision of CAS
- b. Provide alternatives ways of information service using ICT
- c. Provision of SDI
- d. Given full attention to customers in the library
- e. Seminar/workshop/conference
- f. Service orientation actively looking for a way to help people
- g. Politeness with the customers in the library
- h. Time consciousness

- i. Providing referral services to customers

SECTION D: Types of Communication Media used for Public Relations in Information Services Provision?

11) What channel do you used to communicate to your users with the communication media in your library?

- (a) Notice board
- (b) Television
- (c) Telephone contact
- (d) Radio
- (e) Library newsletters
- (f) News bulletins
- (g) Public announcement
- (h) Recalled notice
- (i) Social media
- (j) Brochure
- (k) Leaflets
- (l) Posters
- (m) Handbook
- (n) Electronic Mail/Mailshots
- (o) Bulletin Board
- (p) Blogs

12) **What extent do you found these media useful in your Division when communicating with users in your Library?**

S/N Communication media

- a. Notice board
- b. Television
- c. Telephone

- d. Radio
- e. Suggestion box
- f. Library newsletter
- g. Public announcement
- h. Recalled notice
- i. Library Facebook
- j. Brochure
- k. Social media
- l. Posters
- m. Bulletin Board
- n. Electronic Mail/Mailshots
- o. Handbook

Other specify.....

13) What Information did you communicate to the Customers with the Communication Media in your Library?

- a) Availability of new arrival of information []
- b) Availability of new journals []
- c) Availability of database []
- d) Information about returning of overdue notice []
- e) Information about admission list []
- f) Information on job vacancies []
- g) Information on seminar, workshop conference []
- h) Information on student matriculation []
- i) Information on convocation []
- j) Library orientation []
- k) Information on scholarship []
- l) Training of academic staff []

14) Which feedback Mechanism the Library used to secure the Customers impression on the Information Resources and Services Provided?

- (a) Through suggestion box
- (b) Through telephone call
- (c) Social media
- (d) Personal contact
- (e) S M S

Others specify.....

SECTION E: ICT facilities/devices used in customers public relations strategies.

15) What types of ICT facilities are used in information service provision in your division?

- (a) Scanner []
- (b) Computer []
- (c) Barcode []
- (d) Television []
- (e) E-mail []
- (f) Library Website []
- (g) Mobile phone []
- (h) Photocopier []
- (i) Digital camera []
- (j) Webpage []
- (k) S M S []
- (l) Flash drive []

Other specify

16) How useful are ICT devices/facilities used in the provision of information resources and services in your division?

S/N ICT devices useful Not useful

a. Scanners

- b. Computers
- c. Barcode
- d. Television
- e. e-mail
- f. Library website
- g. Mobile phone
- h. Digital camera
- h. webpage
- i. S M S
- j. Flash drive