

Public Relations Practices in Academic Libraries

Odede Israel

Department of Library & Information science,
Delta state University,
PMB 1, Abraka. Nigeria
israeldede@yahoo.com

Abstract

Purpose- *The paper seeks to increase awareness on library activities that can help in promoting public relations in academic libraries. Academic libraries assist the university in the discharge of their functions by acquiring all relevant information resources necessary for sustaining the teaching, learning, research and public services functions of the universities. Therefore, libraries activities geared towards establishing mutual lines of communication should be of great concern to the library management. This paper also aims to x-ray the roles of librarians as public relations officers in the academic libraries.*

Design/methodology/approach- *The paper uses a descriptive survey research approach to carry out this investigation. Questionnaire was administered to 62 librarians in the selected academic libraries in Delta State.*

Findings- *The investigation reveals that the major activities put in place in the libraries to promote public relations are exhibition and display, selective dissemination of information, user education as well as referral services. While extension and outreach services, regular assessment of staff attitude, regular library publications and Participating in campus extra curriculum activities yielded a low result. Also, the study revealed that librarians play the role of public relations officers in the libraries due to the nature of their services centered on mutual relationship for effective service delivery.*

Originality/ Value- *Public relations is a prerequisite for the effective functioning of academic libraries. There are many activities in the library if provided fully and effectively will help to promote public relations in the library. These activities includes exhibition/ display, provision of information literacy programme, provision of specialized services, extension and outreach services, users education, adequate provision of seating and study facilities, inter-library loan, document delivery, regular assessment of staff attitude, etc.*

Keywords: Public Relations, Academic Libraries

1. Introduction

A public relations is an activity geared towards human relationships to enhance good services. Public relations consist of all forms of planned communications, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding. Therefore, academic librarians as image makers, and indeed, the gateway through which people get in contact with the information rich environment of the library must identify and provide those library activities that are essential and capable of promoting public relations to its fullest. An academic library which is to support the teaching and learning process will naturally have a more extensive programme such as exhibition/ display, provision of information literacy programme, provision of specialized services, extension and outreach services, users education, adequate provision of seating and study facilities, inter-library loan, document delivery, regular assessment of staff attitude, etc

Garvey, (1980) stated that academic libraries being the heart of the university, there is the need for effective public relations. Sound public relations mean the daily application of common sense, common courtesy and common decency in accordance with a continuous program of enlightened self interest. While a constant preoccupation with public relations may lead to undue self-consciousness, nonetheless, a decent respect for the rights and needs of students' faculty and administration must be coupled with a sensitive concern for the good name of the institution which the library represents. Academic libraries being the heart of the institution or the core of the curriculum, there is the need for effective public relations. Gibbons, (2001) noted that as part of public relations of academic library, the librarian should give attention to the needs of students through the various services rendered by the library. Nothing should take priority over the best interests of those for whom higher education is designed; sometimes this means listening to student's suggestions, and sometimes it means initiating policies or programmes that are in the students' best interest. While most students are in university to get an education, many of them wish to acquire it painlessly. The ability of business and organizations to promote their services or to make potential users aware of their products can mean the difference between success and extinction (Kotler, 1997). Librarians and information specialists now argue that to ensure a prominent position within the future world of academic, academic libraries must market their

skills, services and resources (Brunsda, 2002; Dodsworth, 1998; McCarthy, 1994;). Without effective ongoing public relations, academic libraries may appear less relevant and less necessary to future generations of students, faculty and administrators. 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. As such, they have to provide services to their users as effectively as they could. There is great need for librarians to improve and to offer their services upfront. Their existence and role in daily life should not be taken for granted. They have to mobilize for it and project it to have maximum utility (Isaac, 1991). Librarians as the image maker of the institution and in an attempt to support or encourage the teaching and learning process of the institute need to be knowledgeable about the policies and programs of the university. As a person who blows the organization's trumpet through the provision of information, he or she should know in totality the policies and programs of the institution he or she represents and communicate it through services rendered by the library to its users.

Dodsworth (1998) stated that for an academic library to carry out its job satisfactorily, public relations, which involve every action or attitude of the library staff towards its clientele, must be cordial. Also, since our very future survival depends upon our capacity to understand one another, and since knowledge is necessary in the process, education remains the cornerstone of progress. Prytherch (2000) opined that the academic librarian must do everything possible to know the resources of his own library, to eliminate misunderstanding, to create and build positive relations, and to streamline and improve library services, so that he may make his maximum contribution to survival through learning. Akinade (2002) stated that Public relations in academic libraries is a veritable tool in achieving academic excellence and it is relevant in enhancing library services that hails human resources development through education. Public relations of an academic library should aim at interpreting the library objectives and policies as well as promoting the services of the library in order to secure for itself and the institution a maximum goodwill and understanding. Getting along with people is a necessity of life, thus librarians cannot adopt an attitude of isolation. Therefore, academic libraries will achieve their goals and objectives only as long as they command the fullest measures of public relations through the effective provision of services.

2. Review of the literature

Library Activities that Promote Public Relations.

Dodsworth(1998) stated that there are various library activities that promote public relations in academic library, these includes:

Exhibition and Displays:

This service is essentially to advertise the services and resources of a library. This activity is essential as part of library's public relations. A display draws the attention of library users to the services rendered by the library. This activity publicizes the services through illustrative materials on display stands, display boards etc. Exhibition on the other hand, is generally to stimulate readers' interest on a particular area of interest to the user's community. Adekanye (2006) stated that book exhibition are the means of making readers aware of what is available in their libraries. Library exhibition play a vital role in academic libraries because it advertises library services and resources to users. Library exhibition serves as a venue through which the public know of newly acquired materials or new additions to stock of the library.

User Education

Academic libraries provide user education in order to equip user with enough knowledge on the use of the library. Whittaker (1993) asserted that the library as part of its public relations provides user education. User education has to do with the ability of librarians to educate users on how to effectively locate library and information resources and to use these resources to enhance their research and meet other information needs. This will enable the user to utilize the library resources effectively and efficiently. This is because library processes could be so complex that an average user may not easily comprehend. Information is expanding at a fast rate resulting in information explosion, and new resources are being introduced into the library with the advent of IT, which has penetrated almost all the activities of many libraries, it is important to explain the workings of a library to a new user in detail. The ultimate objective is to enable users exploit the resources of a library to the fullest.

Library Publications

Isaac (1991) outlined library publication as a major tool for promoting library services and products. It is usual for a library to issue out publications to guide users in the use of library facilities and resource as part of its public relations tools. Some of the publications include the library guide, brochures, etc. This publication provides detailed and accurate information about the library. It is always written in simple language with minimum librarianship jargons. Usually, library guides are well illustrated with coloured photographs, especially of some landmark areas in the library. It contains the physical and postal addresses of the library, telephone and fax numbers, e-mail and web site addresses. The guide also contains procedures for registration, opening hours, library facilities available etc. Also, libraries produce brochures describing particular facilities in the library. Such facilities described could be “searching CD Rom”, “surfing the world wide web”, “special collection”, etc. Most libraries usually issue handbooks of rules and regulations which stipulate the dos and don'ts in a library. For example, prohibiting foods, drinks, noise, the use of cell phones, etc in the library. Also fines for overdue books, mutilated books, etc, are imposed regularly. This provides for decorum in the library.

The library also produces annual reports which list its major activities in the preceding year. The annual report often highlights important activities of the year, staff movements, statistics on resources, staff training, research and publications, e.tc. In addition to annual reports, libraries produce library update, which is issued monthly, quarterly, or twice a year. The library update provides latest information about the ongoing activities in the library. Another popular publication by the library is the accession list which is a list of publications recently acquired by the library.

Library Orientation/Tours

Bopp and Smith (2001) defined library orientation/ tour as the process which involves taking a group of users or potential users on a guided tour of the library. At the end of the tour, there is usually a special session with the group to discuss the various activities of the library and how readers could benefit from the services of the library.

During the orientation, the library staff provides basic instructions that will cover topics like the history of the library, resources of the library, procedure of the library for borrowing books, number of books that can be borrowed e.t.c. Also, library rules and regulations, handling

of library books, decorum in the library, location of shelves, special facilities such as audio-visual room, internet and CD-Rom facilities, use of library catalogue, etc would be made known to the user. During the library tour, the various departmental heads of the different section of the library will brief the users on what they do and how they can be of assistance to the users. At the end of the guided tour, users could ask questions and the sectional heads would normally answer the question raised. Library guides and other documents prepared in the library to aid the user are often given to the users to take home and study.

Provision of information Literacy programme.

Orr, Appleton and Wallin (2001) define information literacy as the ability to locate, manage, critically evaluate, and use information for problem solving, research, decision making, and continued professional development.

Aina (2004) asserted that a more holistic programme of user-education is referred to as information literacy programme. Libraries especially academic libraries should as a matter of necessity emphasis and provide information literacy programme. Information literacy program is geared towards attaining a competence in the use of library and computer networks/technologies.

The emergence of the information age has presented users with tremendous challenges. Information is growing at exponential rate, technologies for storing, organizing and accessing information are developing and changing rapidly; consequently libraries should provide information literacy program to equip users with necessary skills needed in this information jet age.

Extension and Outreach service.

Library extension service is a service provided by a library, which delivers library materials to members of the community the library is located//local people/institutions that are unable to visit the library themselves. Isaac (1991) stated that academic libraries are mandated to provide information resource to all students including the physically challenge and who for one reason or the other are unable to visit the library. This involves taking library services to them. The library users who benefit from these services are those that are sick, physically challenge, etc especially those within the school health centre and hall of residence. The library

management ensures that books and other reading materials are taken to these people where they are located during a specified period of the week.

Jeevan (2000) noted that university of Aberdeen library in Scotland provide extension and outreach services to students who for one reason or the other are unable to visit the library. This service enables such students to also make use of library resources.

Provision of seating and study facilities:

Libraries are expected to provide seating facilities for its readers so that they can consult and read books of interest to them, hence the need to provide suitable space environment and facilities. Academic libraries provide study carrels for academic activities. The carrels are generally in a secluded place far from the general reading area.

Aguolu and Aguolu (2002) opined that academic libraries provide equipment and other facilities necessary for viewing and listening to audiovisual materials. Also, overhead projectors, microfilm and microfiche readers are readily available in many large libraries to assist users in accessing the relevant information carriers.

Inter-library loan service:

This involves transaction between two libraries. A library which does not have a particular library material desired by one of its clients will borrow the material requested from another library on behalf of the client who needs the material. This service is essential in academic library as no library can afford to provide all information resources needed by its users. Although, not all materials that can be loaned out to libraries through inter-library loans. For example, reference materials, periodical sets are not normally loaned out. Users are able to access large number of information resources through library loan services. The inter-library loan system usually requires that participating libraries sign an agreement on how ILL will be operated. Marshall (2004) noted that such agreement could be respect to the forms that would be used for requesting a library material, conditions of loan, mode of delivery, etc.

Selective Dissemination of Information:

Prytherch(2000) defined Selective dissemination of information as a system usually automated, where literature items are matched against the interest profile of individual or corporate users of an information science and relevant documents or abstracts are supplied to the users immediately. This type of service is common in academic and special libraries. The main

objective of SDI is to provide users with information that will promote their research and other day to day activities. It also relieves the user of the problem of sieving through a large number of documents. Thus, saves the time of the user. This is in line with Raganathan five laws of library science.

This service is more effective if the library staff on a regular basis searches through a mass of literature from which those that are of interest to a particular user are selected and made available to them. Therefore, the library staff must know the profile of users through issuing of forms to be completed by users.

Referrals Service

Amodeo (1999) defined Referral service as a service that directs a reader to another library or an alternative source of information, such as professional organizations, research institutes and individual specialists, which can meet the requirement of a reader. Guinchat (2002) opined that there are situations in which a reader might be directed to another library or an alternative source of information, such as professional organizations, research institutes and individual specialists, which can meet the requirements of a reader. It is usual for reference librarians to maintain a list of referral institutions and experts. The list is updated regularly.

Heiman (2004) also suggest as part of public relations of academic library, librarians should participate as much as possible, in campus activities including students-sponsored events and organization. Such manifestations of interest help dispel the stereotypes still held by students who seldom see or talk with a librarian. As an adviser, or member of the Union Board, or faculty representative on a committee, librarians are enabled to implement their public relations policies, and to do a great deal to break down the barriers between students and library staff. To cultivate students is to build goodwill; to build goodwill is one of the primary functions of effective public relations.

Aguolu and Aguolu (2002) stated that there are other techniques by which academic librarians can aid their public relations program with faculty: (1) Attend departmental, divisional, and faculty meetings, insofar as time allows; (2) Support lectures, concerts, and other events in which other colleagues are interested; (3) Stand ready, at all times, to give extra help in a crisis situation. This may be ordering a book by telegram, securing a needed item through interlibrary loan, or providing a periodical, film or recording on short notice. It is in the day-to-day contacts

with faculty that capsules of goodwill are stored. But at the same time that librarians are “extending” themselves beyond their own four walls, they must be prepared to answer the questions and criticisms based upon misunderstanding or campus gossip. To do so tactfully is to mend fences as they are broken, and contributes to professional esprit de corps. In some institutions a library committee helps the librarian in interpreting policies and services.

Another means of communication beyond the library is through various non-verbal techniques. While there is no unanimity on the type of publication which most effectively serves the faculty, current acquisitions list and faculty bulletins are two examples widely used. These may vary from occasional mimeographed or mutilated publications to the highly professional, printed quarterlies published by some of the larger university libraries. Competition for the reading time of faculty members should convince library administrators that their publications must be attractive yet functional present information accurately yet concisely. Various departments, or individual staff members, can help in this area of faculty public relations by routine techniques that are often effective stimulants to better relations. In the matter of new acquisitions, faculty should expect to be kept informed about books which they have requested. Reference librarians can often bring current articles from periodicals to the attention of a faculty member. An efficient, smooth-functioning, interlibrary loan service is one obvious means of winning faculty goodwill.

Brunsdala (2002) stated that the significance of the library on a given campus may well be due to the professional enthusiasm of the librarian and how effectively this enthusiasm is reflected through administrative personnel from the vice chancellor on down. If librarians are not aggressive propagandists, why should we expect others to recognize the role of the library in higher education?

Conclusively, the importance of public relations to academic libraries cannot be over emphasized, the cumulative effect of public relations is the reputation or prestige gained by an individual, institution, or organization in the community served. As White (1991) reminds us: public relations, in the proper sense of the term, is primarily matter of institutional conduct and only secondarily a matter of publicity. We cannot avoid having public relationships, but we can, by building and maintaining sound and productive relations, control the results. In recent years universities have gone beyond the printed page to bring information to its various publics. First

radio, now television, the picture-brochure and a dozen other methods and media are now used to stimulate public sympathy and support. Since libraries are basic to the purposes of higher education, the librarian of the future will go beyond commonly accepted media and strive, through technological and communicative innovations, to bring together the right material, the right person, at the right moment. The Centre for Documentation and Communication research at Western Reserve University, established at the School of Library Science in 1955, is evidence that the profession is alert to its responsibilities in the exploration of new horizons in addition to the various library activities that promote public relations in the library.

The Role of Librarians as Public Relations Officers in Academic Libraries.

Reeve (2008) opined that the nature of the services rendered by academic librarians all over the world qualify them to play the role of public relations officer for the library; librarians, usually go outside the confines of the library to carve a good image of the library in the minds of the potential users. Isaac (1991) noted that 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 the required goal to fulfillment and therefore has a lot to contribute to make the service of the library a success. Librarians can be referred to as public relations officer of any library due to the nature of the profession, that is, service delivery. He or she is the image booster to the library he or she is working for because of his/ her duties, which deal directly with the users. Thomason (1999) opined that librarians are the intermediary between the users and the library. Librarians can easily know what the users need and what the library has. Therefore, the role of librarians in academic libraries and its relationship with the public relations activities cannot be overstated. Chen and Herson (1982) say: Having services that no-one knows about is as good as having no service at all. They went further by adding that no matter how libraries respond to the need of their users, their value will not be appreciated without an aggressive, systematic and determined programme of publicity to stimulate, inform and attract the information seekers/library users.

Although all library professionals should be involved in public relation activities, those professionals whose work is directly related with the users perform more of public relations activities than the other; The reference librarian and the circulation librarian represents the library to the users even more than the other partners because users direct their queries to them and they provide information services which the library is known for from the beginning till date. Librarians as the image maker and image-bearer of the library have many roles to play in order to ensure a good image for the library. This will involve their relationship with those who deal with the library and also their behavior. Librarians are bridge builder who bring together organizational activities being done in isolation. In the same vein, they co-ordinate the services of the library at the service point making sure that the library, through information provision satisfies its users. Librarians try to blow the library's trumpet through the provision of information and disseminate the already acquired information to serve users. Librarians are also a link between the organization and the outside world, to make known the activities of the organization as stated by Hornby (2000). On the other side, librarians link the users with the information available in the library, or links the information with the users through Selective Dissemination of Information and current awareness service. Librarians have inherent obligations to provide information services to support the educational, recreational, personal and economic endeavours of their user's communities. Librarians establish mutual relationships with users and always appear welcoming in order for the user to find it easy to approach them. Cheerfulness is also essential for pragmatic and mutual relationships between librarians and users. Furthermore, librarians are always ready to get out of their desk to direct the clientele to the shelves and even assist them locate materials which they need to consult to satisfy their information needs. All this are public relations in display within the library. Ezeani (2004) noted that librarians as part of their public relations activities teaches users regularly on how to make effective use of the library catalogue. They also teach the clienteles how to make use of specialized reference materials, how to handle books and the need to obey library rules and regulations.

Katz (1987) stated that as part of the librarian's public relations, they also make an arrangement of inter-library loans since a library can hardly meet all the information needs of her clientele, as no library is self sufficient in meeting users' needs. Also, to serve the users better,

librarians constantly compile bibliographies for quick access to information use by the clientele which is in line with the five laws of library science “save the time of the user”.

The current awareness services rendered by librarians is of great importance to the users as it helps in keeping up to date with the current literatures in a particular subject. Readers can be informed through library public relations activities such as display of new books and other information forums of (printed communications such as newsletters, annual reports, press releases e.t.. Also, another guiding role played by librarians is to make readers aware of the technicality of library usage through issuing of library guild or handbook. All these constitute public relations for libraries all over the world. The public relations officer systematically gathers information related to the activities of the organization, this information is then organized for publication purposes. Likewise, librarians, through library promotion which involve publicizing the services and activities of the library, create awareness about the library among potential users and actual users.

Study Objectives and Methodology- The paper is aim at improving public relations in academic libraries through the provision of library activities that are beneficial to the library and its users. The main objectives of this study then are to:

- Ascertain library activities that promote public relations in the libraries.
- Determine the roles of librarians as public relations officers in the academic libraries.

The descriptive survey method of investigation was adopted for this study. The instrument used in data collection for the study was the questionnaire. The population for the study is 62 which consist of academic librarians in the selected academic libraries in Delta State. The entire questionnaires distributed were completed and retrieved showing 100% response rate.

Analysis and results

Response Rate to the Questionnaire Distributed.

Table 1 shows the response rate to the questionnaire copies administered.

Table 1: Response Rate

Library	No. of Questionnaires Administered	No. of Questionnaires Retrieved	Percentage of Questionnaires Retrieved
Delta State University Library, Abraka.	20	20	32.26
Western Delta University Library, Oghara.	5	5	8.07
Delta State Polytechnic Library, Ozoro.	7	7	11.29
Delta State Polytechnic Library, Otefe-Oghara.	9	9	14.51
College of Education Library, Agbor.	12	12	19.36
College of Education Library, Warri.	9	9	14.51
Total	62	62	100%

The response rate to the questionnaire was 100% and all the information given in the questionnaires were found to be useful in assessing public relations practices in academic library.

Activities that Promote Public Relations in the Libraries.

Table II shows activities that promote public relations in the academic libraries under study.

Activities that Promote Public Relations in the Libraries.		Agree		Disagree		Undecided		Total	
		No.	%	No.	%	No.	%	No.	%
1	Exhibition and display	59	95.16	3	4.84			62	100
2	Provision of information literacy programme	48	77.42	12	19.35	2	3.23	62	100
3	Provision of specialized services	46	74.19	10	16.13	6	9.68	62	100
4	Selective Dissemination of Information (SDI)	50	80.64	7	11.29	5	8.07	62	100
5	Extension and outreach services	14	22.58	48	77.42			62	100
6	Provision of Referral services	49	79.03	12	19.36	1	1.61	62	100
7	Regular library publications.	15	24.19	42	67.74	5	8.07	62	100
8	The library provides users education.	51	82.26	10	16.13	1	1.61	62	100
9	Participating in campus extra curricula activities	16	25.81	46	74.19			62	100
10	Provision of clear signage within and outside the library.	43	69.35	14	22.58	5	8.07	62	100
11	Adequate provision of seating and study facilities	46	74.19	12	19.36	4	6.45	62	100
12	Inter-library loan services	24	38.71	37	59.68	1	1.61	62	100
13	Provision of suggestion box.	23	37.09	30	48.39	9	14.52	62	100
14	Regular assessment of staff attitude towards users	15	24.19	47	75.81			62	100
15	Document delivery services	23	37.09	37	59.68	2	3.23	62	100

Table II revealed that the libraries provide different types of services capable of promoting public relations in the libraries. 59 (95.16%) of respondent agreed that the libraries perform exhibition and displays of information resources as part of its practice to promote public relations. This finding support Cortelt (1995) who stated that the purpose of book exhibition includes informing the users about the holdings of the library as well as promoting public relations. The finding also revealed that 51 (82.26%) of them agreed that the libraries provide user education. This is in line with Whitaker (1993) who noted that libraries, as part of its public relations, provide users education in order to equip users with enough knowledge on the use of the library. While 50 (80.64%) and 49 (79.03%) testified that the libraries offer selective dissemination of information and referral services respectively to promote public relations and serve their users effectively. However, extension and outreach services yielded a low result of 14 (22.58%). This may be interpreted to mean that the libraries do not adequately provide information services to those who for one reason or the other are unable to visit the library. Regular assessment of staff attitude also yielded a low result of 15 (24.19%). This indicates that assessment of staff attitude toward users is taken for granted. Participating in campus extra curriculum activities also yielded a low result of 16(25.81%) This shows that the libraries are not actively involved in such activities where the library can draw itself close to the users. Heiman (2004) suggested that as part of public relations of academic library, librarians should participate as much as possible, in campus activities including students sponsored events and organization.

The Roles of Librarians as Public Relations Officers in the Academic Libraries.

Table III shows the roles of librarians as public relations officers in the academic libraries

Role of librarians as public relations officers in the libraries		Agree		Disagree		Undecided		Total	
		No.	%	No.	%	No.	%	No.	%
1	Librarians go outside the confines of the library to carve a good image of the library in the minds of the potential users.	54	87.10	8	12.90			62	100
2	Librarians usually inform the public about services offered by the library as well as announce new library services and resources.	60	96.77	2	3.23			62	100
3.	Librarians as part of its public relations activities, always assists users with information needs.	60	96.77	2	3.23			62	100
4.	Librarians as public relations officers, bring together organizational activities being done in isolation and co-ordinates the services of the library at the service points, making sure that the library, through information provision, satisfies its users.	56	90.32	6	9.68			62	100
5	Librarians try to blow the library's trumpet through the provision of information and disseminate the already acquired information to serve users.	56	90.32	6	9.68			62	100
6	librarians as the public relation officer of the library advertises the library services by employing public relations tools such as, library tours, media talks, library guide etc.	60	96.77			2	3.23	62	100
7	Librarians always appear welcoming in order for the users to find it easy to approach the reference desk and assist users.	56	90.32	4	6.45	2	3.23	62	100
8	Librarians as part of their public relations activities teaches users regularly on how to make effective use of library such as how to handle books	54	87.10	7	11.29	1	1.61	62	100

	and the need to obey library rules and regulations								
9	Librarians always consult users on information resources in order to liaise with the acquisitions department to purchase in time, books in high demand by users.	52	83.87	9	14.52	1	1.61	62	100
10	Librarians as part of their public relations activities always create opportunities to talk to potential and actual users about the services rendered by the library.	56	90.32	4	6.45	2	3.23	62	100

Table III clearly shows that librarians play the role of public relations officers in the library. A total of 60 respondents representing 96.77 % agreed that librarians go outside the confines of the library to carve a good image for the library as well as advertises the library services by employing public relations tools. Reeve (2008) stated that librarians play the role of public relations officers for the library; he or she goes outside the confines of the library to carve a good image of the library in the minds of the potential users. Also 60 (96.77%) respondents agreed that librarians assist users with information needs as part of the library public relations activities. This corroborates with Lawal (2001) highlighting the functions of librarians among which are assistance and instruction in the library use, location of materials, use of the catalogue and publicizing the services and resources of the library. The least response 52 (83.87%) also agreed that librarians always consults users on information resources in order to purchase on time, books in high demand by users.

Conclusions and Recommendations

It was revealed by the study that the libraries provided an assortment of services such as exhibition/ display, selective dissemination of information, referral services, extension and outreach services, users education, adequate provision of seating and study facilities etc,

however, some of the services such as extension and outreach services, regular assessment of staff attitude and Participating in campus extra curriculum activities yielded a low result. Meaning they were accorded least priority. This may be interpreted to mean that the libraries do not adequately provide information services to those who for one reason or the other are on able to visit the main library. The libraries should effectively provide services to those who could not visit the library for one reason or the other and ensure that they have equal opportunity to make use of library resources, set up a committee that will regularly access the attitude of the staff as well as participate in extra curriculum activities such as taking part in students' week. This will assist in creating an acceptable image for the library. The study also revealed that inter-library loan services and document delivery services were accorded little priority in the libraries. These are major aspect of librarianship that can promote public relations in the libraries. Therefore, it should be given utmost attention.

The study also revealed that librarians in the libraries play the role of a public relation officer by advertising the library services and blowing the library's trumpet through the provision of information and disseminate the already acquired information to serve users among others. The role of public relations officer is an ever-expanding one, therefore, librarians playing these roles must be expose to training regularly to acquire modern techniques in public relations practices. Library management should equip librarians with basic skills in the field of public relations through seminars, workshop, etc. This will help librarians in discharging their duties effectively.

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