

# PUBLIC RELATIONS (PR) OF LIBRARIES

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# Public Relations (PR)

- ☐ Definition
- ☐ Objectives
- ☐ Facets
- ☐ Programmes

# Definition Of PR

Rex Harlow defines public relations,

“a science through which an organization can consciously attempt to fulfill its social responsibilities and to secure the public recognition and approval necessary to success”

he also calls “public relations the process whereby an organization analyzes the needs and desires of all interested parties in order to conduct itself more responsively toward them.”

# Cont...

Dimock said,

“Public relations are concerned with survival because in the long run no enterprise can continue without public support.”

Dr. Ranganathan,

“well considered publicity is as necessary for the public library as for a commercial firm, in order that the public may know of its existence and of the varied service that it offers.”

# Objectives Of PR

- The main objectives of library public relations programmes are:
- To create library consciousness among the people of the community;
- To spotlight the existence of libraries, where they are located, what do they contain, and to identify the services they can render to help people in their informal self-education;
- To enrich and further develop the subjects on which individuals are undertaking formal education to help people remain well-informed;
- To make constructive use of their leisure hours;
- To become good citizens;
- To help people remain well-informed;
- To appreciate the values of democracy; and
- To increase their theoretical knowledge of their vocations.

# Facets of PR

- Public Relations of a library in actual is “marketing the library”. The facets or basic elements of public relations and marketing are almost same. Some of the important facets are :
  - Overview Of Public Wishes And Aspirations
  - Planning
  - Library Products
  - Promoting The Library
  - Web Marketing

# Programmes of PR

- The some important and generally used methods and techniques of public relations are as follows:
- Press
- News Sheets
- Library Bulletins
- Window Displays
- Radio
- Posters
- Personal Talk
- Library Surveys

ANY  
QUESTION



THANK  
YOU