

# NEWS

*from*



CLINTON - ESSEX - FRANKLIN LIBRARY  
PLATTSBURGH, NEW YORK

APRIL 1964

## PUBLIC RELATIONS AND THE LIBRARY

What is public relations? Some time ago, FORTUNE MAGAZINE defined public relations as a good performance publicly appreciated because it is adequately communicated. Another definition says that public relations is ninety per-cent performance and ten per-cent publicity. However you define it, it is generally agreed that public relations is everybody's business.

Although libraries as a rule do not employ the Madison Avenue hard sell, urging you to "run, run, run - to your nearest library and get your very own library card," nevertheless we do hold to many of the tenets of the advertising world. Certainly we are aware of our ultimate Consumer, the patron. This awareness is what keeps the library a part of the mainstream of American thought, adding to our resources and expanding our functions to meet the changing needs of the times.

Performance is the item stressed in both definitions. Good performance is contingent upon each person concerned with the library knowing and understanding the goals of the library and the community. Staff and trustees alike must share a common concept of what constitutes good library service and be willing and able to provide it. Publicity, which is just one facet of public relations, is only as good as the performance behind it. One surly, uninformed person at the circulation desk can undo all the library-oriented enthusiasm whipped up by an energetic p. r. man! For to the public, every single person in the library represents it! A pleasant, willing manner, a trained and knowledgeable staff, a collection of books chosen to fit the needs of the community, plus ready access to further sources of information - these are the rocks upon which any successful public relations program must be founded.

Public appreciation is only merited by a good and continuing performance. It is certainly not a one-shot effort. Too many libraries create a splash of publicity during National Library Week - and then spend the rest of the year resting on their laurels. National Library Week is important, but only as one week out of a total of fifty-two that should be planned for good library service brought to the attention of the public. We cannot be satisfied with the status quo but should be constantly striving to attract to the library the people who do not use it, either because they are discouraged from such use by in-library attitudes or because they don't know what the library has to offer them. These people are important to us if we want to grow in scope and diversity.

Once we have confronted the first issue of adequately trained, informed agreeable personnel and a well-chosen book collection, then we can give attention to the mechanics of direct publicity. Use of the local news media will let people know of special events in the library, of displays, new books added to its holdings, of meetings and workshops attended by the staff. Within the library, posters, exhibits, bookmarks and newsletters can round out public perception of its resources. Staff participation in community events and meetings of civic organizations can bring the library story directly to the people - and help those in the library to keep abreast of expanding cultural and technical needs. The phrasing of overdue notices, letters, reminders and news releases can do much to build up or destroy the library image. Heeding the patron's complaints, which may reach attention directly or indirectly, gives the public relations-conscious librarian an opportunity for some soul searching. It may not be that methods or policies are wrong; it may instead be public misinterpretation of the facts. Public relations is a two-way process that requires both skill and empathy in communicating and translating the feelings of the public to the library and of the library to the public.

The climate of public opinion is vital to the library, for we know that the patron is our bread and butter. Without him, no library could exist.

Mary Leggett

## ADULT BOOKS AND SERVICES

ANTHONY F. VECCHIO, ASSISTANT DIRECTOR

### BOOKS RECOMMENDED FOR PURCHASE

Two eras in the American past are brought to life fictionally: John Ehle in *THE LAND BREAKERS* recreates the settling of western North Carolina after the Revolution; Jonreed Lauritzen traces the rise and fall of Captain Sutter and his Californian empire in the time of the great Gold Rush in *CAPTAIN SUTTER'S GOLD*.

An important event in Australian history was the agonizing, ill-fated attempt led by Burke and Wills in 1860 to traverse the unknown continent. Alan Moorehead of *WHITE NILE* and *BLUE NILE* fame expertly recounts the story in *COOPER'S CREEK*.

One of the protagonists in Moorehead's *WHITE NILE* was Richard Burton. A well-written biography, *BURTON*, by Byron Farwell, explores his sensational and many-faceted career as soldier, explorer, author and translator.

The last tragic days of Woodrow Wilson, his campaign for the League of Nations, his breakdown and paralysis, are the subject of Gene Smith's *WHEN THE CHEERING STOPPED*.

Samuel L. Marshall continues his excitingly told chronicles of World War II and Korean battle in BATTLE AT BEST.

In a fine first novel, THE MARTYRED, Richard Kim, a Korean, writes sensitively and movingly of fourteen Christian ministers captured by the North Korean Communists. The story raises and probes such issues as the nature of the mind of man, the problem of good and evil and the human conscience, the meaning of life and death.

And finally, to come back to our own workaday world, there is Hillel Black's THEY SHALL NOT PASS, an exposé of testing practices "from kindergarten I. Q.'s to college entrance exams."

F	Ehle, John	THE LAND BREAKERS Harper 1963 \$5.95
E		
F	Kim, Richard E.	THE MARTYRED Braziller \$4.50
K		
F	Lauritzen, Jonreed	CAPTAIN SUTTER'S GOLD Doubleday \$4.95
L		
371.2	Black, Hillel	THEY SHALL NOT PASS Morrow \$4.95
B		
940.542	Marshall, Samuel L.	BATTLE AT BEST Morrow \$5.00
M		
994	Moorehead, Alan	COOPER'S CREEK Harper \$5.95
M		
B	Farwell, Byron	BURTON Holt \$4.95
B9745f		
B	Smith, Gene	WHEN THE CHEERING STOPPED Morrow \$5.95
W754s		

## YOUNG ADULT AND CHILDREN'S BOOKS AND SERVICES

MRS. BARBARA DOH, YOUNG ADULT AND CHILDREN'S CONSULTANT

Once again it is the time that librarians everywhere ask each other, "What did you think of this year's award winners?" As usual, the recipients of the Newbery and Caldecott awards seldom turn out to be the unanimous choice of librarians. Often there is dissension, reactions varying from surprise to outright criticism.

This year, Maurice Sendak received the Caldecott medal for WHERE THE WILD THINGS ARE. In this book, Max, a small boy, has been sent to his room without supper. He conjures up a fantasy world of wild things which belong to him; he is their king and they do as he says. Eventually he tires of the game and returns to the real world in his room where supper is waiting for him.

Librarians feel strongly either for or against this book. Those who dislike it insist that the book may frighten some children and feel that it is unnecessary to portray this kind of experience in a book for small children. They find the

illustrations nightmarish and disturbing. Librarians who like Mr. Sendak's book argue that Max's adventure is a natural expression of rebellion that all children will understand and appreciate. They add that some children will find the wild things funny, others like to be just a little frightened but that, at any rate, it is apparent that Max is always in control of the situation. However, in view of past endeavor or because of his present book, most librarians will agree that it is time for Mr. Sendak to receive the Caldecott medal.

Emily Neville has won the Newbery award for her book, IT'S LIKE THIS, CAT. Some librarians are surprised by this choice. It is the author's first book for children - an unpretentious story of Dave, in his early teens, growing up in New York. His cat is his confidante; the book explores his relationships with a college friend, his conflicts with his father and his first emotional involvement with a girl.

#### CALDECOTT WINNER

E S	Sendak, Maurice	WHERE THE WILD THINGS ARE Harper \$3.50 lib. ed. available
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#### RUNNERS UP

E L E L E M	Leodhas, Sorche N. Lionni, Leo Mother Goose	ALL IN THE MORNING EARLY Ill. by Evaline Ness Holt \$3.50 lib. ed. available SWIMMY Pantheon \$3.50 lib. ed. available MOTHER GOOSE AND NURSERY RHYMES Ill. by Philip Reed Atheneum \$4.95 lib. ed. available
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#### NEWBERY WINNER

jF N	Neville, Emily	IT'S LIKE THIS, CAT Harper \$3.50 lib. ed.
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#### RUNNERS UP

599 N jF W	North, Sterling Wier, Ester	RASCAL, A MEMOIR OF A BETTER ERA Dutton \$3.95 THE LONER McKay \$3.75
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#### DIRECTOR OF NASSAU LIBRARY SYSTEM TO RETIRE

Librarians in New York State will be sorry to hear of the impending retirement of Mrs. Lillian C. Van Mater, Director of the Nassau Library System. An announcement made by Mr. F. Remington Furlong, Vice-President, Nassau Library System Board of Trustees, stated that Mrs. Van Mater will retire at the end of 1964. Mrs. Van Mater was formerly Director of the Hempstead Public Library; then the Director of the Nassau Library System, giving twenty years of leadership in library development in Nassau County.

## HEADQUARTER HIGHLIGHTS

### NEW YORK STATE LIBRARY SYSTEMS CONFERENCE

The 1964 New York State Library Systems Conference will be held April 2 to April 4 in Syracuse, New York. Miss Emma Walter, Mrs. Daniel T. Manning, Sr., and Mr. Berry will represent the Clinton-Essex-Franklin Library at this conference on the expansion of library services and resources under the new Federal Library Services and Construction Act.

Miss Walter, Director of Plattsburgh Public Library, will represent this library, the largest one belonging to the System. The Plattsburgh Library serves as a reference center for the System and is in process of building up a collection of 100,000 adult non-fiction volumes supplied by the Clinton-Essex-Franklin Library.

Mrs. Manning, AuSable Forks, is President of the Board of Trustees of the three county library and is also a member of the Board of Trustees of the AuSable Forks Free Library.

Mr. Berry, Director of the System, will serve as a discussion leader for that part of the conference directed toward the minimum state standards for chartered libraries.

### APRIL LIBRARIANS' MEETING

The first spring librarians' meeting will be held Monday, April 6, in the auditorium of Plattsburgh Public Library. Mrs. Doh, Mr. Vecchio, and Mrs. Leggett will discuss the selection and ordering processes.

### MAY LIBRARIANS' MEETING

A speaker from Library Extension Division will be present at the May 11 librarians' meeting. In the afternoon, through the courtesy of Mr. L. Newton Hayes, curator, we have arranged a tour of the Kent-DeLord House in Plattsburgh. This historic landmark, preserved as a living reminder of our past, has been featured in a pamphlet printed by the State of New York as one of the four most important historic homes in the State. During a visit there this month, we had the opportunity to talk with Mr. Hayes and hear some of his entertaining anecdotes about the owners, Chancellor Kent and Judge DeLord. Just this brief visit made us realize that the fifty-cent visitor's fee is small indeed in comparison with the pleasure we had in seeing this part of American yesterdays. More information about the museum will appear in the May newsletter. We are sure that most member librarians, being keenly aware of the upsurge of interest in our cultural heritage, will want to take advantage of this special section of the May meeting.

### AUGUST LIBRARIANS' LUNCHEON MEETING

We are very happy to announce that the speaker for our August meeting will be Mr. Maitland C. De Sormo of Tarrytown, New York. He will talk about Seneca Stoddard and his place in Adirondack history. We know you will be interested to learn that Mr. De Sormo is currently working on a biography of Stoddard that promises to be a real addition to Adirondack material. Mr. De Sormo is no stranger to the North Country, having exhibited his large collection of books and photographs of Adirondack people and places at the Saranac Lake Antique Show last summer. Publicity and final arrangements for this event will be announced well in advance. Please remember to keep the date of August 3 free for this meeting.

### NATIONAL LIBRARY WEEK

Plans for this yearly event have been completed. Posters and bookmarks have arrived and will be distributed to each member librarian.

Mrs. Barbara Doh of Headquarters will present a story-telling program on television station W P T Z on Wednesday, April 15, at 1:40 p.m. on Mr. Berdan's program ON THE LOCAL SCENE.

Mr. Jack LaDuke, photographer on the staff of THE ADVERTISER, has scheduled a picture story of the System for the April 2 issue of the paper. Mr. LaDuke has just received a New York State award for excellence in photography.

Headquarters was also pleased to cooperate with Mr. Ira Freedman, Assistant in Public Relations, New York State Teachers Association, in preparing a radio release on bookmobile service which was taped at Headquarters and will be heard on 67 radio stations in the State on Tuesday, April 14. Stations W I R Y, Plattsburgh; W N B Z, Saranac Lake; W I C Y, Malone; W W S C and W S E T, Glens Falls; and W P D M, Potsdam will be among stations carrying this message as a part of the observance of National Library Week.

### DIRECTOR VISITS ROUSES POINT

Mr. Berry visited two libraries in Rouses Point on Tuesday, March 31: the Dodge Memorial Library and the library at Ayerst Laboratories, a pharmaceutical company in that community.

### STAFF CHANGES

Willis Day has resigned his position as page at Headquarters to enter the Armed Services. He has been replaced by Mrs. Estelle W. Mertens.

MEMOS FROM MEMBER LIBRARIES

ESSEX FREE LIBRARY

A food sale held February 15 for the benefit of this library raised fifty dollars.

KEESEVILLE FREE LIBRARY

Mrs. Frank Peterson, Librarian, received her certificate of completion for the five community librarians' courses sponsored by Library Extension Division.

Mrs. Peterson will be the speaker at the April 16 meeting of the Keeseville Kiwanis Club. Her topic will be YOUR LIBRARY AND YOUR COMMUNITY. She will also talk on race-brotherhood at the April 9 meeting of the Harkness-Keeseville Methodist Women's Society of Christian Service.

A check of \$100.00 was given to the Keeseville Library by the Pepsi-Cola Bottling Company of that village.

LAKE PLACID PUBLIC LIBRARY

A gift of garden books for the Silas J. Donzon collection has been received by the library.

WEAD LIBRARY, MALONE

The library was entered Tuesday night, March 24, by thieves who emptied the cash box. Mr. Minnich, Librarian, reported that, other than breaking a window and taking the small amount of money, not much damage was found.

MOOERS FREE LIBRARY

Mrs. Foster Peterkin has been appointed a trustee of the Mooers Free Library at the annual meeting of the Mooers Free Library Association. Mrs. Peterkin replaces Mr. Amos Mousaw who resigned as trustee.

The basement of the Mooers Library is being renovated. Fluorescent lights are being installed and recreational facilities provided for the basement which will be used as a youth center under the direction of an adult supervisor on nights when the library is not open.

R. Edwin Berry, Director

Mary G. Leggett, Editor

