

BIENNIAL REPORT OF THE  
PUBLICITY AND PUBLICATIONS  
COMMITTEE

OCTOBER 1941 — OCTOBER 1943

The duty of the N. C. L. A. PUBLICITY COMMITTEE was to interpret Libraries to the people of North Carolina, using the State press, newspaper syndicates, magazines and radio, and to keep librarians informed of the most effective library publicity throughout the State.

The duty of the PUBLICATIONS COMMITTEE was to issue the official organ of the Association, to stimulate group solidarity among librarians as a means of developing the North Carolina Library Association into a strong and mature professional organization; to serve as a clearing house for library news; to assemble information about different library activities in North Carolina and to make this data available to those interested in planning a program of development.

These two committees began the biennium separately but because of resignations have become one committee.

A file of newspaper clippings from typical publicity concerning the VICTORY BOOK DRIVE, various types of publicity representative of the Libraries of North Carolina, and bits of "Publicity Pick-ups" has been kept by the Committee.

Publicity of the *North Carolina Library Association* has centered around the following activities of the Association, its sections and membership:

1. Letter from the President, "Wanted An Armory of Ideas," sent to members, explaining the organization, giving names of the Executive Committee and sections, and requesting suggestions concerning the program and betterment of libraries in the State.
2. *CODE FOR COMMITTEES OF NORTH CAROLINA LIBRARY ASSOCIATION* sent to committee chairmen, to Carl Milam of A. L. A. and to Oscar C. Orman, Chairman of A. L. A. Committee on Chapters and of the Joint Committee on State Relationships. Mrs. Mary P. Douglas planned this Code during her term of office and left it to guide her successor.

3. THE VICTORY BOOK CAMPAIGN, organized through Libraries of North Carolina for the State Campaign.
4. Local Librarians' Clubs, sponsored by the Association. (Organizations exist in Charlotte, Cumberland County, Greensboro, Raleigh, and Winston-Salem).
5. "Mobilizing North Carolina Libraries for Action," letters mailed to librarians by the State Planning Committee.
6. Mimeographed maps and list of members mailed by the Membership Committee.
7. State Aid program and its publicity.
8. School Librarian's publicity concerning "Master Certificates" (Published articles in *N. C. EDUCATION*, *NORTH*

*CAROLINA LIBRARIES*, and in local newspapers.)

9. Radio Scripts.—An attempt was made to start a State Radio Script exchange, and to make transcriptions available for the use of all libraries with radio stations nearby.

The greatest undertakings in the North Carolina Library Association publicity program was the publication of the official organ *NORTH CAROLINA LIBRARIES* which was planned by Guy R. Lyle. The bulletin was published by the Association with five issues printed through the courtesy of J. Vernon Ruzicka, Library Bureau of Remington Rand, Inc. and Gaylord Bros., Inc.

Respectfully submitted:

HALLIE SYKES BACELLI, *Chairman*

#### CHARLOTTE HOTELS

Headquarters of the Biennial Meeting of the North Carolina Library Association, convening October 20 and 21, will be at the Hotel Charlotte, 237 West Trade Street, Charlotte 2, N. C. All sessions of the Biennial Meeting will be held in the Hotel, since, for a mid-week Meeting on Wednesday and Thursday, adequate hotel space will be available. Hotel rates are listed below and those planning to attend the Meeting should make reservations as soon as possible.

##### *Hotel Rates in Charlotte*

<i>Name</i>	<i>Address</i>	<i>Distance from</i>		<i>Rates</i>	
		<i>Headquarters</i>	<i>Single</i>	<i>Double</i>	
Barringer	426 N. Tryon	6 blocks	3.25 up	6.00 up	
Charlotte	237 W. Trade	Headquarters	3.30 up	5.00 up	
Mayfair	237 N. Tryon	4 blocks	2.25 up	3.50 up	
Mecklenburg	516 W. Trade	3 blocks	2.50-3.00	3.50-5.00	
Selwyn	132 W. Trade	1 block	2.25-2.50	3.25-3.50	

Rooms without bath are available at lower rates in some of the above Hotels.

Rooms in smaller hotels not listed are available in Charlotte.

## *Greetings*

NORMAN BERG

MARCIA CARROLL

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