

NORTH CAROLINA LIBRARIES

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KNOW YOUR LIBRARY PATTERN

Conclusions

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The word KNOW in our survey title might be reflected upon as the key to public library planning, service, governmental agency organization, size of unit, financial support, buildings, book collections, and staff. All the post-war standards, all the A.L.A. or N.C.L.A. standards must of necessity be ineffective until the citizen becomes aware that this so-called *public* library is for *him* and not the indefinite *they*. The college and public school libraries reach their patrons without the necessity of convincing them of the library's service, since their very existence is limited to the boundaries of the specific organization.

If we assume that the public library can be made "known" to everyone within the governmental area sponsoring that library, what efforts are we in North Carolina making to bring this about? The editorial staff of NORTH CAROLINA LIBRARIES in collaboration with several of its professional advisers has set up the following subjects in the tables as measuring rods. Since the implications of these measures are discussed elsewhere in this survey, it will be the purpose of this part to tabulate the data from the returns of 92 out of the 109 North Carolina public libraries for your individual library inventory and comparative study. Are you one of the 54, out of the 92 libraries reporting, who have discussed long time plans with your library board or trustees?

TABLE I
PLANS FOR POST-WAR LIBRARIES

	Bookmobile Service	Increased Book Collections	Additional Trained Librarians	Regional Planning	New Buildings or Additions	Plans Discussed by Board
Number of libraries	50	22	47	22	43	54

In the meantime is your library contacting your people through other means than opening its doors at regular hours each morning?

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Is your library one of the 28 libraries in Table II who are planning reading for the children's summer reading period? Thirty-five libraries do not have the height of shelving convenient for children.

TABLE II
JUVENILE CONTACTS

Number of libraries	Separate Children's Room	Low Shelving	Summer Certificate Reading
	39	57	28

Some outside adult contacts were reported in each library but not all libraries reported diversified contacts. The public library in its use of the word public has spread its walls to the last person in the last corner of the community. Table III might be prefaced with the statement that only two libraries formally addressed themselves to that last corner of their communities—labor groups.

TABLE III
ADULT CONTACTS THROUGH LIBRARIANS' TALKS AND CLUB PROGRAM PLANNING

Clubs	Number of Libraries
Woman's Club	48
Home Demonstration	20
Rotarian	16
Lions	9
Boy Scouts	9
Kiwanis	7
A. A. A.	3
4-H	5
Church groups	29
Labor meetings	2
P. T. A.	31
Woman's Club Program Planning	17
Distributed books for Home Demonstration achievement reading	41

As KNOW and PUBLICITY are considered synonymous in public relation fields, we conclude the public library picture with the reported activities of

the 92 libraries. If a library left publicity questions unanswered, we naturally assumed that no planned publicity was enacted in those libraries.

TABLE IV
PUBLICITY ACTIVITIES

Activities	Number of Libraries
Library in central location	57
Telephone in library	41
Sign legible from street	73
Hours on outside of building	43
Newspaper articles	30
Newspaper columns	20
Up-town display windows	24
Winter lectures	3
Club meeting room schedule	5
Radio	10
Films	5

The KNOW YOUR PUBLIC LIBRARY PATTERN survey may be summarized in the question, "If we are not *actively* aware, are we *aware*?"