

PUBLICITY BY RADIO

About two hundred small and medium sized public libraries are using the monthly series of radio spot announcements which are issued free of charge by the Public Relations Division of the American Library Association. Each series is concerned with one particular phase of public library activity. It is planned that over a long period of time all types of library work will be covered. The spots are general in tone, so that they may be used with little or no adaptation by any public library. In order to be added to the mailing list, a public library must make arrangements with its local radio station for use of the spots. A sample series may be obtained by writing to the American Library Association, 520 North Michigan Avenue, Chicago 11.