

information and criticism. The librarian was apprehensive when the young writers announced they were going to give the library a voice and have the building talk to a drowsy student! But the net effect was surprisingly good.

The Radio Guild provided actors as well as writers. It also provided the incidental music and other sound effects, which amounted to no small task in a one-half hour program. The program finally went through without difficulty. It ran twelve seconds longer than the program director had planned, thus causing the omission of the names of the actors.

The reaction of the university faculty to the program was good. This was an extra compliment as the program was not

planned for them. The radio series and the University Radio Guild both had made it clear that this program was to present the university library to the state.

Listeners who took the trouble to comment said they enjoyed it and that it taught them something about the university library. The educational director of the radio station said that he considered it a model program and that it represented what he thought a college or university ought to do. It combined entertainment with information in a smooth and effective manner.

A few copies of the script for this program may be obtained by writing the librarian of the University of Utah, Salt Lake City.—*L. H. Kirkpatrick.*

University of South Carolina

As one of the results of a staff survey of the University of South Carolina Library in the summer of 1945, the writer¹ formed a committee of himself and two staff members to take charge of publicity. The committee decided that the library should direct its efforts in three directions, each requiring different methods. Posters, exhibits, and items in the student paper would reach the students. The weekly book list and semimonthly social affairs for the various departments, with an off-campus speaker to give them point, would help form closer relations with the faculty. Publicity to the general public, and incidentally to the university administration, required a medium calling attention to the library without advertising specific services. The committee decided upon a series of art exhibits, with stories about them in the Sunday paper, for one of the devices to accomplish their aim. Another device was a series of radio programs.

¹The writer was formerly librarian of the University of South Carolina.

The first season of the university library program began on September 22 and ended thirty-seven weeks later, on June 1. The time was Saturday evening, 7:00-7:15, the station, WCOS, the local affiliate of the American Broadcasting Co. While the other two stations in Columbia also offered free time for the program, WCOS was chosen because it could schedule the broadcasts at the most convenient and favorable hour. The programs were designed to publicize the university, the university library, and libraries in general, by talks on subjects of current or enduring interest. The speakers usually mentioned one or two books or magazine articles, incidentally. The announcer's introduction and conclusion supplied the "commercial" by mentioning the name of the library.

The programs were all talks or interviews, but the subjects varied considerably. Members of the university faculty talked about some aspect of their subject, the history of the university, special resources or

services of the university, such as the mineral collection and the bureau of public administration, or a topic of great current interest, such as Iran and the atomic bomb. Four librarians from the county library and the secretary of the state library board took part in several programs designed to call attention, more or less directly, to the services of both libraries. Local notables talked on four programs, one on state affairs, another on world peace, another on Japan, and the last on the local community theatre. The editor of a new student magazine outlined his plans for the future. A visiting scholar talked about his subject—the history of engineering—and about various books in the university library dealing with his field of interest. Eighteen broadcasts—about half—called attention to the university; nine—mostly book reviews—publicized the library; the others advertised public libraries. Thus, while the subjects ranged from Shaw to Thomas Cooper, the listener heard in each program something about the institutions being publicized.

The program achieved its purpose of calling attention to the university library, at least on the campus. The aim was modest, after all. If the purpose had been to give the general public a more thorough understanding of world, national, and state

affairs, success would not have been so easily attained. A series such as this first year's broadcasts can be arranged with no great difficulty. Radio stations welcome educational programs. The university librarian has a group of trained speakers to call upon—the faculty—and prominent men and women off the campus as well, since they usually like to speak for the university. The techniques of radio presentation consist of a few simple rules which speakers such as these either know or quickly learn. If, as occasionally happens, a program turns out dull or poor, the director of the program need fear no reprisal from an angry sponsor. Moreover, a local program featuring local speakers has a drawing power out of proportion to its merits.

On the whole, the university library program brought good returns, in prestige, during its first year. If continued it may bring in more tangible returns, such as gifts and alumni support. As time goes on it may be used more effectively than in its first year to increase public interest in school and public libraries. With more careful planning, it might become a medium for adult education, informing the people of the state on the vital issues facing the world today. We should take advantage of this opportunity.—*John VanMale.*

Peabody Library School Scholarships

PEABODY Library School is offering for the summer of 1947 six scholarships of one hundred dollars each to students who wish to work toward the M.S. in L.S. degree. Requests for scholarships should be received not later than Apr. 15, 1947. For further information address the Director, Peabody Library School, Nashville 4, Tenn.