

philosophy; develop a greater appreciation of the supervisor's role and contribution to improving library performance; gain an understanding of the skills required for effective supervision; examine individual approaches to supervision in response to the needs and demands of particular situations.

*Instructor:* Lea Wells.

*Date:* June 23, 1989, 9:00 a.m.–5:00 p.m.

*Fee:* ACRL members, \$95; non-members, \$135.

*CEU Credit:* .8.

*Limited to first 35 registrants.*

#### CE 117—APPROACHES TO MANAGING THE PROBLEM PATRON

Have you ever had to interact with individuals in your library who exhibit anger, deviant activity or criminal behavior? These "problem patron" situations can be stressful, emotional, tension-packed episodes in the life of any library employee. This course will prepare you to approach these situations in a professional manner. You will learn techniques to reduce, eliminate or channel the anger

and frustration some library users display. At the end of this course you should feel confident that you can approach these difficult situations, quickly determine the problem, and resolve the situation in a manner acceptable to the patron and the library. Discussions will deal with specific public and technical service activities such as circulation, reference, acquisitions and cataloging. You will also learn strategies to deal with deviant or criminal behavior. You will receive materials and suggestions appropriate to establishing an effective security program in an academic library. Building checklists, staff manuals, patron awareness programs and legal considerations will be covered in practical terms.

*Instructor:* Thomas McNally, Loyola University of Chicago.

*Date:* June 23, 1989, 9:00 a.m.–5:00 p.m.

*Fee:* ACRL members, \$75; non-members, \$135.

*CEU Credit:* .7.

*Limited to first 40 registrants.* ■ ■

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National Library Week

## National Library Week:

### Are you kidding?



By Linda K. Wallace

*Director*

*ALA Public Information Office*

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*A presentation to ACRL's Public Relations Discussion  
Group at the 1989 ALA Midwinter Meeting in  
Washington.*

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**I**t's a given that most people have high expectations for public relations. We PR people have done a great job of selling our own profession.

The American Library Association organized its Public Information Office in the mid-1970s, about the same time that libraries all across the country

jumped on the PR bandwagon. I don't think it was any coincidence that this bandwagon got rolling during a period of high inflation, when local governments were getting stingier with their tax dollars and public libraries were suddenly having to woo public support and justify their budgets in a way they'd never done before.

Suddenly PR was "in." Public librarians, school librarians, even many special librarians, became converts. It's no secret that academic librarians have been the last to jump on the bandwagon. And I note this with some respect, because I think you were smart to see that PR is no panacea, that you can't sell the sizzle without the steak and that style is no substitute for substance.

On the other hand, you may not have been wise in recognizing the benefits to be gained from public relations in general and National Library Week in particular. In fact, some of you may even have been guilty of believing in certain myths about National Library Week. And I'd like to set the record straight.



Get Answers To  
All Your Little  
Questions Too.

Ask A Professional.  
Ask Your Librarian.

National Library Week  
April 9-15, 1989

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**Myth #1: National Library Week is old-fashioned.** Libraries don't need a week. They need year-round promotion.

*Fact: Libraries need both.* National Library Week is a ready-made promotional opportunity to support and enhance your ongoing programs by tying in with the prestige of a national event. Libraries need National Library Week for the same reason that pickle packers need Pickled Pepper Week or the American Heart Association needs American Heart Month. It's a ready-made opportunity to educate, motivate and draw attention to the good things you do year around. National Library Week shouldn't be a one-shot promotion. But it can be a shot in the arm.

**Myth #2: National Library Week only lasts a week.**

*Fact: National Library Week is the focus for a year-around public awareness effort at the national level.* National Library Week is when we at ALA send out press release and editorials, but our public service advertisements and articles run in national magazines, radio and television year around. Only one poster and bookmark carry the National Library Week date. All the other promotional materials that ALA publishes are designed for year-around use. If you haven't seen a copy of the ALA Graphics Catalog lately, please write to ALA Graphics and ask for a free copy; I think you'll be pleasantly surprised at how many will work for college libraries.

**Myth #3: National Library Week is only for public libraries.**

*Fact: Most National Library Week materials can be adapted for use by any type of library—school, college, corporate or special libraries.* The *Library Publicity Book* published annually by ALA is full of ideas—in fact, there's a whole section on how academic libraries can observe National Library Week, written by an academic librarian.

**Myth #4: National Library Week is too much work.**

*Fact: National Library Week is what you make it and what works for you.* For some libraries, it's a week-long celebration with parties, balloon launches and treats. For others, it's a once-a-year poster blitz around campus, a tea for faculty (not a new idea but one that can work if organized effectively). If you do nothing else, I would urge you to use National Library Week as an opportunity to recognize and thank your library staff for their hard work. After all, this is our national holiday, a time to celebrate ourselves. At ALA headquarters, we have a big party with refreshments, contests, door prizes, and a big thank you speech.

**Myth #5: The themes are no good.**

*Fact: The truth is, some of the themes are better than others.* We know it. You know it. Until now, they've pretty much been variations on the theme of use your library. The truth also is that the NLW theme is not going to change the world. It's only a hook to hang other things on. What we at ALA try

to do is provide the sizzle—some high-quality, eye-catching promotional materials that most libraries couldn't otherwise afford and that will help draw attention to the good work of your library.

**Myth #6: I need to spend my time and money promoting my library not National Library Week.**

*Fact: National Library Week is a means to an end not an end in itself.* It's a tool for you to use. In the news business, they call it a news peg which means that what might not be considered story material at any other time of year is news because it's associated with a national event. Also, think about how much stronger the image of your library and libraries nationwide can be if students see a public service ad for libraries on television, hear it on radio, then walk into the student union or your library and see the poster. As educators with a somewhat "captive audience," you in academic libraries are in a position to reach out to young adults and promote a sense of loyalty, respect and support for our nation's libraries.

**Myth #7: I don't have to do anything. ALA does it all.**

*Fact: ALA can provide leadership at the national level in placing articles and public service advertisements with national media.* We can give you tools. But we can't do it for you. National Library Week is your celebration and it's got to be a team effort at the national and local levels.

This brings us to Exhibit A—this year's National Library Week Campaign. This is a historic campaign: the first time in its 31 years that the National Library Week theme focuses on the librarian. We

at ALA are very excited about this campaign. It tells the world that librarians are the information professionals and provide real benefits to real people whether they're a college student, professor or factory worker. We also know this campaign presents a challenge. Self-promotion is not easy. However, I think we all know too well that both our libraries and profession have paid dearly for their modesty both in dollars and respect.

It's simply not enough to do great things if no one knows you're doing them. This National Library Week campaign gives you the tools to do that. The television public service advertisement can be aired on your college TV station. The posters can be hung all over campus. Bookmarks can be given away in the student union or cafeterias. The editorial, press release and print public service print ads in the Campaign Book can be carried in the college newspaper or faculty newsletter.

We at the ALA Public Information Office are working to open doors at the national level. We want you to know we're behind you every step of the way. Call or write anytime. We welcome your questions and suggestions because every year we try to do it better. We also need your help in spreading the word to your colleagues.

The fact that I'm here indicates that you recognize there are benefits to be had for your library and that you recognize the potential of National Library Week. My challenge to you today is to stop talking and start doing—to show your colleagues that National Library Week is nothing to kid about. ■■

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## News from the Field

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### Acquisitions

• **Alfred University's Herrick Memorial Library**, Alfred, New York, has acquired an extensive archive of correspondence by novelist Virginia Woolf (1882–1941), as well as the corrected typescript of her 1926 essay, "Jones and Wilkinson." The items are a gift of Evelyn T. Openhym of Wellsville, New York, a longtime Alfred benefactor. The Woolf acquisitions, which date from 1897 to 1933, include nine letters to the novelist's nephew and biographer, Quentin Bell; 22 to her brother, Thoby Stephen; another 17 and a postcard to essayist and art critic, Clive Bell; and a letter to Stegfried Sassoon. The latter two items have never previously been published.

• **Bowling Green State University's Popular Culture Library**, Bowling Green, Ohio, has ac-

quired a unique collection of books and periodicals, personal papers, and other research materials dealing with the counterculture of the United States from the 1950s to the 1970s. A gift of the estate of William F. Ringle, the collection reflects various aspects of Ringle's teaching, research, and bibliographic work in the areas of cultural anthropology, ethnobotany, and ethnopharmacology, and covers such topics as radical social history and politics, the drug culture, mysticism and spiritual life, communal living, and the underground press. Several hundred rare small press monographs, plus broadsides, leaflets, flyers, pamphlets, and clippings are also included. Ringle, who spent seven years teaching anthropology at Iowa State University, established the Bluff Creek Theoretical Institute, what he hoped would become a subsistence commune of working scholars and artists in Boone,