Promoting public library services: with special reference to Malaysia

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PROMOTING PUBLIC LIBRARY SERVICES

WITH SPECIAL REFERENCE TO MALAYSIA

by

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DEDICATION

TO MY HUSBAND, RAZALI — for his love and understanding;
and to my two children, ALONG and ADIK.

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I would like to thank all who have assisted me in the production of this dissertation.

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ABSTRACT

This dissertation examines the various ways in which public library services can be promoted in the effort to increase usage and membership with special reference to Malaysia. Malaysian public libraries have come a long way since the recommendations under the **Blueprint for public library development in Malaysia** in 1968. Today, public library services are being provided by the State Public Library Corporation and other goverment agencies such as the Federal Land Development Authority (FELDA), the Rubber Industries Smallholder Development Authority (RISDA), and the Rural Development Authority (Kemas).

In Malaysia, libraries are seen not only as the educational, informational, recreational and cultural agency, but also as an important uniting force for its multi-racial society. The Goverment realises that the people must be encouraged to read, because only through reading can the Malaysians become an informed society and thus understand the Government policies.

Based on 1987 statistics, only slightly more than 6% out of 16 million population are registered as members of public libraries. Serious efforts have been undertaken by

the library authorities to encourage the public to use the library services. The attitude of "here is the library, come and use it if you wish" must be dropped. Librarians must be sensitive and responsive to the needs of the readers around them; they need to market their services.

As the society becomes more industrialized and complex, librarians face greater problems in trying to satisfy their readers. At this point, they will have to consider adopting the marketing approach in the library organization. Libraries too need to consider a serious public relations programme in bringing the libraries to the attention of the communities they are serving. Librarians now need to go all out in promoting the library services to ensure the support of their funders and their services be utilised fully by the public. This dissertation explores these issues.

LIST OF ABBREVIATIONS

AEAM   Adult Education Association of Malaya

DBP   Dewan Bahasa dan Pustaka

FELDA   Federal Land Development Authority

FMS   Federated Malay States

IFLA   International Federation of Library Association

INTAN   Institut Tadbiran Awam Negara i.e. National Training Institute for Public Administration

MPLA   Malayan Public Library Association

MAMPU   Malaysian Administrative Modernization and Manpower Planning Unit

NBDC   National Book Development Council

NEP   New Economic Policy

PPM   Persatuan Perpustakaan Malaysia

RISDA   Rubber Industries Smallholders' Development Authority

UNESCO   United Nations Educational, Scientific and Cultural Organization

USA   United States of America

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CHAPTER 1

INTRODUCTION

In the early nineteenth century, the role of public libraries in America was educational when they extensively supported adult continuing education. Then extending from the last quarter of the century until the end of World War 1, public libraries began to expand their services by providing two additional purposes : that of recreation and reference. As communities became more heterogeneous in character, the people needed recreational activities as an important component of their lives. Public libraries then assumed responsibilities for recreational services, entertainment and cultural events.

In the United Kingdom on the other hand, the protagonists of public libraries felt that it was a social duty to provide the people with free access to books and other means of enlightenment. Public libraries were expected to act as a counter - attraction to the temptation of 'strong drink' and serve to provide religious teaching and moral uplift. Thus moral improvement was foremost among the aims of the public libraries.

The roles of public libraries are numerous depending on the locality where they exist. These roles tend to change as society develops. Public libraries are unique in that they have no parent institution within which to function. It is easy to identify the role of a college or a school library. It supports the goals of the college concerned, providing services to the students and academic population. But not with public libraries. The objectives are much more diffused and they serve a very diverse clientele. Generally, it can be said that public libraries have four important roles in society to play — educational, informational, cultural and recreational.

The International Federation of Library Association (IFLA) defines public library as,

> "...a library established and financed by a
> local — or in some cases, central — government
> body, or by some other organisation authorised
> to act on its behalf, available without bias or
> discrimination to all who wish to use it."[1]

From this definition, it can be said that the establishment and maintenance of public libraries is a task of government at national and local level. It should be maintained wholly from public funds, and no direct

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charge should be made to anyone for its services. The
public library should offer its services for free and
equal use by all members of the community regardless of
race, colour, nationality, age, sex, religion, language,
status or educational attainment.

Another definition is,

"... an institution exists to provide
materials which communicate experience and ideas
from one person to another. Its function is to
assemble, preserve, and make easily and freely
available to all people the printed and ott.
materials that will assist them...Together they
provide a reservoir of knowledge which suppplies
inquiring minds."[2]

Much of the development of public libraries
throughout the world today is due to the role played by
the United Nations Educational, Scientific and Cultural
Organisation (Unesco), which was founded to promote peace
and spiritual welfare by working through the minds of men
and women.

In 1949, Unesco issued a manifesto on the purpose of
the public library, the Unesco **Public Library Manifesto**,
revised in 1972. This **Manifesto** proclaims Unesco's belief

in the public library as a living force for education, culture and information and as an essential agent for the fostering of peace and understanding between people and between nations,

The Unesco **Public Library Manifesto** identifies the objectives of the public libraries:

i) to contribute to lifelong universal education.

ii) To facilitate appreciation of the achievement of humanity in knowledge and culture.

iii) To be the principal means whereby the record of man's thoughts and ideas, and the expression of his creative imagination, are made freely to all.

iv) To refresh the human spirit by the provision of books and other media for relaxation and pleasure.

v) To assist students.

vi) to provide up-to-date technical, scientific and sociological information.[3]

Public libraries have therefore a positive role to play in our society. They exist to meet the needs of

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communities which differ widely in their circumstances and composition, and in the economic resources at their disposal. Some consist predominantly of elderly and retired people, others of families with a high proportion of young children. It could be an agricultural society in sparsely populated rural areas or an industrial society in crowded inner cities. Whatever is the nature of the population, it is the duty of the public libraries to fulfil the needs of their readers.

1.1 PUBLIC LIBRARY AND ITS SERVICES

It is not easy to express the high idealism of public libraries and to define the principles which underlie their purpose and service. The public library is expected to provide educational tools, facilities for research, and intellectual entertainment, and assist in the conservation of social heritage. There should be no censorship where the collection is concerned (although this may not be practical in reality especially where Malaysia is concerned); no limitation in its service because of race, colour, religion or national origin; and no special privilege for class, group or level. Distance or physical handicap should also be no bar to full access to library services.

The American Library Association have generally

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outlined the public library services in the **Library Bill of Rights** and the **Freedom to Read Statement,**

i) Public library service should be universally available.

ii) A central library or regional centre open to every resident of a natural region should make available the essential resources and personnel of modern service.

iii) The program of each public library should be focussed upon clear and specific objectives.

iv) The public library should be closely integrated with the communities it serves.[4]

Planning for the services of a public library requires a marketing approach as it needs to be based on an analysis of the community and its constituent groups. It is based on the idea of meeting need, rather than simply responding to demand or imposing a "standard" service without real regard for local conditions.

Generally, a public library provides the following services:

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a) Collection.

The collection of a public library should be a living demonstration of the evolution of knowledge and culture, constantly reviewed and kept up-to-date and attractively presented. The materials provided are for lending and reference purposes. There should be:

- Books and periodicals, sound recordings, video recordings, games, computer programmes, pictures and other audiovisual materials for loans to individuals or to groups.

- Quick reference books and information files for use on library premises.

- A collection of standard works, and audiovisual materials of various kinds, for reference and research use on library premises.

To be able to provide the right materials for the users is perhaps the most rewarding task for the librarian. One can imagine the difficulties faced by the librarian who is trying to satisfy a great diversity of readers. Thus a formally- written collection development policy is essential to guide the librarian in building a sound collection. This collection development policy

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statement is actually a document representing a plan and information that is used to guide the staff's thinking and decision making in book selection. The statement, amongst other things helps to improve the quality of collection development by assuring that all librarians selecting the materials know what to do, how to do it properly and what policies lie behind these tasks.

Since the library materials are bought with public funds, the public has the right to expect libraries to have definite and responsible reasons for acquiring and maintaining a collection of library items and for keeping them in top condition to allow for maximum use. Those involved in the selection of materials for a public library must fully understand the purposes of the public library first before attempting to provide materials for the users. Among them are:

- To make available to all citizens young and old, books, periodicals and other graphic records which foster a full, useful and good life which tend to the personal development of the individual or the social development of the community.

- To provide information on any subject which may reasonably be expected to be of value to the public, including the industrial and commercial world.

-    To   encourage   and   promote   the   use   of   books   and
information.

        Having understood the purposes of the public library,
the   next   step   taken   is   in   compiling   the   community
profile.   The   librarian   must   know the community she is
serving. The profile provides information about   different
cultures   which   suggests   needs   that might be met by the
library and therefore the objectives which the library may
wish to achieve.

        The librarian armed with the data gathered could then
proceed to select materials which would appeal   to   people
fitting   into   the   various   categories   outlined.   The
librarian could feel   the   certainty   that   the   materials
chosen   would   be   of interest to readers- at least to the
degree that their readers fitted into the   categories.   A
good collection is itself an attraction to the library.

b) Aids to borrowing

        These include:

-    catalogues   to   identify   and   locate   the   materials
available; bibliographies   to   identify   wider   resources;
booklists   on specific subjects for consultation, purchase

or free distribution.

- reservation of books; interlibrary-loan facilities.

- equipment to enable users to examine the contents of audio-visual materials before borrowing them, and staff to check their condition on return.

c) Facilities for reference and study in the library

Study desks, cubicles and discussion rooms are available for individual or group study. Modern public libraries also provide slide projectors, tape recorders, cassette players, video recorders, microform readers, magnifying glasses and various aids for handicapped people. Normally they are only for use in the premises but there are libraries which lend this equipment for use in the home.

d) Provision of information

The information normally provided is:

- short factual answers.

- for those requiring more detailed research, compilation of bibliographies and reading lists are included.

- an in-depth information service in specific fields.

- community information provided on behalf of central and local government bodies and other organisations.

-   information for visitors to the area, including details of hotels, places to visit and a diary of events.

e) Activities for children

The main aim in providing services for children is to encourage them to visit the library and make it an enjoyable experience. A well-planned programme of activities encourages the use of the books and other materials in the library. This in turn will involve the children in creative activities of many kinds. Some examples of children's activities are:

- storytelling sessions

- handicrafts

- children's theatre (stimulating children's own talents and creativity by helping them to run their own plays and exhibition).

- provision of toys and games for the youngest children.

- involving the children as volunteers in the running of the library, thus making them feel part of the organisation and appreciate more the services provided for them.

f) Cultural and social provision

The public library as a natural cultural centre for the community, brings together people of similar interests. Space and equipment are therefore required for cultural and social activities. Newly-built libraries have included plans for a hall, an auditorium or a theatrette at the initial stage of planning. The following are some examples of these activities:

- exhibitions, lectures, films, concerts, recitals of music and poetry.

- cultural presentations by ethnic minority groups.

- launching of a new book by a local author.

- meetings, etc.

g) Services for the handicapped and other disadvantaged

people. The readers who fall under this category are:

i) The housebound readers.

For this group, the library needs transport or local volunteers for home delivery services. From time to time, with the help of local organisations, it is worthwhile to bring these readers to the library instead. By doing this, the readers can look at the various types of materials available within the library and make better use of them. At the same time this type of outing will lessen the boredom of being confined to their homes.

ii) Readers in residential homes, day centres, prisons, correctional institutions and hospital patients. Services to these readers need cooperation with the institutions concerned.

iii) Blind people and others with reading handicaps. Services to this group include talking books, large-print books, audio recordings and braille literature.

h) Services to ethnic and linguistic minorities.

A large percentage of people in these groups are unable to read the language of the community in which

they are living. Some of them are even weak readers in their own language.

There is an awareness among the public libraries in Great Britain to provide special services to the minorities. For example, the Camden Public Library in London provides books, records and cassettes in 18 different languages, including Vietnamese. Mother-tongue story-telling sessions are organised for younger children. Information packs are available in Bengali, Gujerati, Hindi, Punjabi, Urdu, Chinese and Greek.

i) Services to schools.

Although each school today has its own library, many still rely for support on the public library. The public library provides assistance both to individual teachers and students. Normally a close working arrangement is established between the public library and the local schools. The teachers will arrange class visits to the public library to enable the students to work on the projects that are currently being undertaken in school.

The influence of computers on our everyday life is evident. As we are now in the era of information industry, there is pressure to deliver effective service and a demand for professional skills of a high order. The

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public libraries too will have to respond to this demand. There are two aspects to the automation of libraries. One ,it smoothes the housekeeping activities of the library and two, information services can be dispensed more quickly and efficiently. Through library networking, information and services are made available to all potential users.

1.2 THE IMPORTANCE OF PUBLIC LIBRARIES WITHIN THE MALAYSIAN CONTEXT

Malaysia is a very unique example of a multi - cultural society. Its population of 16.5 million people consists of Malays, Chinese, Indians and also the indigenous peoples of Sabah and Sarawak. (Table 1)

The country is made up of 14 states - Johor, Melaka, Negri Sembilan, Selangor, Perak, Kedah, Pulau Pinang, Perlis, Kelantan, Terengganu, Pahang, Wilayah Persekutuan, Sabah and Sarawak with Kuala Lumpur as the capital city (See Appendix 1 and Appendix 2).

In 1971, the Government embarked on the New Economic Policy (NEP), designed to eradicate poverty irrespective of race, and to restructure society to eliminate the identification of race with economic function and geographical location. Its main objective is to achieve

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Table 1   MALAYSIA: Population estimates by ethnic group

Ethnic Group	1990		Percentage	
	'000			
Peninsular Malaysia				
Malays & other bumiputera	8,493.0		58.1	
Chinese	4,579.2		31.4	
Indian	1,441.1		9.9	
Others	91.9		0.6	
		14,605.2		81.7
Sabah				
Bumiputera (1)	1,294.0		85.3	
Chinese	209.7		13.8	
Indian	8.6		0.6	
Others	5.1		0.3	
		1,517.4		8.5
Sarawak				
Bumiputera (2)	1,242. 2		70.9	
Chinese	490.4		27.9	
Indian	4.6		0.2	
Others	17.4		1.0	
		1,754.6		9.8
Total Population		17,877.2		100

Notes:

1   Includes all the indigenous ethnic groups in Sabah: Malays, sino-natives and natives of Sarawak.

2   Includes Malays, Melanaus, Ibans, Bidayuh and other indigenous.

Source: **Fifth Malaysia Plan,** 1986-1990. p.129.

national unity. Under this Policy, Malaysians are to be provided greater access to better education and health facilities as well as other public services. The provision of public library services is hoped to improve the quality of life of all Malaysians.

The education system has been the major vehicle in promoting integration among all Malaysians. The implementation of the use of Bahasa Malaysia as the main medium of instruction in 1967, served to strengthen the basis for national unity in that it promoted effective communication through a common language. In 1990, the primary school enrolment reaches 2.5 million while the secondary school enrolment is 1,413,900.[5] This figure forms the captive audience of potential adult library users. Unfortunately, the opportunity for these children to read books from their school libraries is very limited. The school libraries are usually open at a specific time for browsing, borrowing and returning activities. The **Blueprint for the School Library Development** published in 1979, revealed that 50% of the school libraries are open for less than two hours during term time.[6] This restricted use is due to lack of staff to manage the library and also because of limited titles available in the collections of school libraries. Thus public libraries are required to fill in this gap.

To get Malaysians to read is another important function for the public libraries. It is believed that a reading society is a better informed society which in turn supports the Government policies. Efforts to get the people to read were started as early as 1972. Malaysians were not reading as much as they should although the literacy rate is very high i.e. 74%. On average the people spent half to an hour per day reading newspapers and 2 - 4 hours a week reading magazines.[7] There are several reasons that can be attributed to this lack of interest:

i) The education system of the country is very much text - book orientated. The students read in order to pass their examinations only.

ii) Lack of reading materials published in Bahasa Malaysia. Out of 1,000 titles that are published annually by Dewan Bahasa dan Pustaka (DBP), the National Language and Literary Agency, 75% are textbooks.[8]That leaves only 25% for general topic.

iii) Poor book distribution network throughout the country. There is a concentration of bookshops in the major towns only, neglecting the rural areas.

It is an undeniable fact that reading is an important

means of promoting the development of human civilization. However, since reading is not directly related to human survival, the development of the reading habit requires sustained and concerted effort in order to make people accept that reading is a necessity of life. Public libraries through their services can help the people to sustain the high literacy rate.

The agency responsible for the promotion of literacy and reading is DBP, set up in 1956 with the objectives of developing and enriching the national language, developing literary talents, publishing and printing books and magazines. Thus DBP has to concentrate its efforts in publishing more books for general public to overcome this shortage of reading materials.

Malaysian readers do not place a high priority on book buying. The only other channel for them to get books is the public libraries. On average, the Malaysians spend very little on buying books i.e. only M$ 27 monthly. Out of this, 1/3 is spent on newspapers, 1/5 on magazines and the remainder on books. The people turn to public libraries for information, for research and for recreation.

Lim Huck Tee stated that generally the functions of public libraries in Malaysia are:

i) To provide freely the basic collections of the best available works in all subject fields and at all age levels for the people of Malaysia.

ii) To serve the primary needs of the people for books and other library materials for the purposes of information with the cooperation of other libraries and agencies.

iii) to introduce to readers works of permanent value whether contemporary and classics, which might otherwise not be known, and

iv) To promote reading and the use of books and libraries as a life long habit.[10]

It is the aim of the Government to create a reading society out of her people and public libraries can assist in achieving this aim.

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CHAPTER 2

PUBLIC LIBRARY DEVELOPMENT IN MALAYSIA

2.1 HISTORICAL BACKGROUND

Public library development in Malaysia can be traced
as early as 1786 with the arrival of the British in the
country. Thirty one years later the British set up the
first public library in Penang, then the Singapore library
in 1884 and the Malacca library in 1881.[1] Although it was
obvious that these libraries were only catered for the
recreational needs of the European community rather than
to the needs of the indigenous population, still they
could be regarded as the precursors of modern public
libraries in the country.

With the establishment of the Federated Malay States
(FMS) in 1896, another two public libraries were set
up. They were the Kuala Lumpur Book Club and the Ipoh
Library in 1931. These subscription libraries survived on
private initiative, membership subscriptions and donations
to function. The only two libraries identified which did
provide a completely free service were the Carnegie
Library in Kota Bahru opened in 1938 and the Butterworth

Library set up in 1954.

In 1951, on the death of the High Commissioner, Sir Henry Gurney, a commemorative fund was set up which was used to establish a number of small libraries. These 'Gurney Memorial Libraries' were established in Seremban and Rembau (both towns are in Negri Sembilan), and in Klang in the state of Selangor.[2] Between the period of 1950-1960, a number of public libraries were seen to spring up, existing merely to meet the reading needs of the elite society.

It is interesting to note that until this point, there was no central agency responsible for the development of public libraries. In 1955, the Malayan Public Library Association (MPLA), a non-profit-making limited company was formed with the main objective of promoting education and culture by establishing public libraries in towns and villages. This Association received funding from the Asia Foundation, the Malayan Chinese Association and the Social Welfare Lottery Board but no support from the Government. By 1957, the year Malaya received its independence there were 231 libraries set up by MPLA with a total collection of 150,000 volumes[3] Unfortunately, this Association became inactive as financial support decreased.

The idea of preparing a public library development plan was initiated by the Adult Education Association of Malaya (AEAM). The Association was conducting adult education classes throughout the country in an effort to wipe out illiteracy. It was realised that if the country were to achieve its independence, then the people must be prepared for it and a literate society was very much desired. Early in 1956 AEAM requested the Malayan Library Group which in 1963 became the Persatuan Perpustakaan Malaysia (PPM) [Malaysian Library Association], to prepare a **Memorandum on Public Library Service in the Federation of Malaya.** This Memorandum was submitted to the Government in the same year but unfortunately it received very little official attention since the Government was busy preparing for independence.

About ten years later at a conference on public libraries in national development, it was resolved that a blueprint for public library development for the country should be prepared. In 1968, The **Blueprint for public library development in Malaysia** was published. This **Blueprint** sponsored by Unesco and the Asia Foundation was prepared by Hedwig Anuar, Director of the National Library of Singapore. Since then this **Blueprint** has been accepted by the government as the basis for public library planning and development. In brief, the **Blueprint** recommends that public libraries should be run by independent public

library corporations on a state basis. The individual states will be responsible for the annual recurrent costs while the federal government will bear the capital costs of buildings, equipment and basic book stock.

Nothing significant can be said about the development of public libraries at this time which was only about 10 years after the country's independence. But the publication of the **Blueprint** marked the beginning of the Government's involvement in the public library development throughout the country.

2.2 ROLE OF THE NATIONAL LIBRARY

The passing of the **National Library Act** by the Parliament in 1972 brought further development for public libraries.   This is in accordance with the recommendation put forward by Hedwig Anuar in her **Blueprint for Public Library Development**, who points out that the role of the National Library of Malaysia is to be the,

> "apex of the total national library system...provide leadership, consultant services for public libraries...channelling of Federal grants for capital expenditure."[4]

The objectives of the National Library Department can

be summed up as follows:

a) to provide leadership and promote co-operation in library affairs in Malaysia;

b) to assist the Government in the promotion of the learning, use and advancement of the National Language (Bahasa Malaysia);

c) to support research and enquiry on a national scale;

d) to provide facilities for the enlightenment, enjoyment and community life of the people;

e) to contribute to the development of cultural relations with the people of other countries , and

f) to provide and promote such other services or activities in relation to library matters as the Minister may direct.[5]

The responsibility towards this development can be seen in the hands of the Director General whose functions are:

a) to advise the Minister on all matters relating to libraries and library services;

b) to promote a nationwide system of free public libraries and library services in Malaysia;

c) to promote and co-ordinate the development and use of the library resources of the nation;

d) to develop and maintain by purchase or otherwise a national collection of library material, including a comprehensive collection of library material relating to Malaysia and its people;

e) to make library material available in such manner as best serves the national interest;

f) to provide bibliographical services, including national bibliographical services and a union catalogue of library collections;

g) to provide modern facilities for the storage, retrieval and communication of information;

h) to promote the advancement of library science and the professional training of librarians;

i) to act as the agency for the national and international lending and exchange of library materials;

j) to lend, sell or otherwise dispose of library
material forming part of the Library;

k) to do such other things as he may deem necessary, in
order to give effect to the purposes and objectives of the
National Library.

In the 1980's, promotional work for state public
library development was undertaken by the National Library
of Malaysia's Division for Planning and Development with
senior officers designated to represent the National
Library on State Public Library Corporations.

The National Library provides technical advice as
well as capital development funds for buildings
renovations, equipment, mobile libraries and basic books
collection. A large number of mobile libraries currently
operating in the rural areas were purchased with Federal
capital development funds for building channelled through
the National Library. Some were purchased with private
sector funds donated to the National Library. As an
incentive to encourage the private sector to donate to the
Department, all such donations are tax exempt.

In terms of public library projects submitted for
Federal funding, the National Library plays a

coordinating role and makes a collective submission to the Federal Government on behalf of all states, after state proposals have been vetted. The Act vests the National Library with a responsibility to coordinate the development and use of the library resources of the nation.

2.2.1 LENDING DIVISION, NATIONAL LIBRARY OF MALAYSIA

The National Library of Malaysia does provide public library services but only for the people within the Federal Territory which consists of the federal capital of Kuala Lumpur and the island of Labuan. [7] Kuala Lumpur was accorded city status in 1974.

Although it is quite unusual for a national library to undertake this responsibility nevertheless it was very much desired at the time it was set up because there was no provision of public library services for the people residing in the new federal capital. The Selangor State Public Library could then concentrate on providing services to the rural areas of Selangor.

The Lending Division was started in 1977 to meet the demands for fiction and light reading materials as well as reference material for home reading. Initially the service was only for those residing or working within the

Federal Territory, but the need to also serve potential readers who have no direct access to the National Library has resulted in an expansion of the lending services with mobile libraries, mini branches, and bulk loan services.

The Mobile Unit provides services to the remote areas within the federal territory. This Unit aims to balance the gap between the 'haves' and the 'have-nots' in terms of library facilities between those who come from the lower income groups living far away from the city centre of Kuala Lumpur. It also solves transportation problems for those needing the library services but who cannot afford to come to the main library.

The bulk loan services are provided to those agencies which provide library services but do not have enough financial allocation to buy books. They include prisons, voluntary organisations, youth associations, old folks' homes and district offices. Under this service, the agency concerned is allowed to take away 200 books for a period of 3 months.[9] These books are then lent out to its members. After 3 months, these books are returned to the Lending Division and replaced with another set of books.

However, it was felt that the Adult Lending Collection was still not being efficiently and effectively utilised and benefited only those residing in

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the Federal Territory. This is particularly important as the collection is a 'national' collection and should therefore be made available to the whole nation. Thus postal loan services were started to enable the lending resources be made accessible to all readers. Under this service, borrowers are informed of new titles acquired by the National Library through the monthly accession lists which are available for their use at all the state public libraries and branches. Requests for specific titles are made through the post. The books are then sent out by parcel post. As a government department, the National Library is not charged any postage fee provided each parcel does not exceed 2 kg. The borrower, however has to pay the return half of the postage.

With the passing of the **National Library (Amendment) Act 1987**, the National Library must change and adapt to the demands of the future. In order to fulfil its role as the national information centre, it will have to concentrate on its legal deposit, preservation, document delivery and bibliographic functions. In this respect, according to Dr. Wijasuriya,

> "...it may be timely to relegate the provision of public library services within the Federal Territory to City Hall."[9]

2.3   THE ROLE OF THE STATE PUBLIC LIBRARY CORPORATIONS

In Peninsular Malaysia, library services are provided by the State Public Library Corporations, established over the period 1969-1982 under the provisions of State Public Library Corporation Enactments as recommended in the **Blueprint.** In Sabah, services are being provided by the Sabah State Library which functions as a Department of the State Government as well as Local Government authorities.   As for Sarawak, services are provided by the state as well as local authorities.

Patterns of public libraries' levels of provision and use are found to vary considerably in different states. Much depends on financial provisions.   Rapid developments have been seen in rich states like Sabah, Sarawak, Selangor and Terengganu. It is also very obvious that the main cities where these state libraries are situated enjoy more advanced and elaborate services compared with those of rural areas.   The state libraries provide mobile libraries to rural areas servicing a number of communities along their designated routes.   Bulk loan services are also a very popular service provided to clubs and association in the rural areas (Table 2).

Generally, the public libraries provide free service to all members of the community. Fees are charged mostly

TABLE 2 : PUBLIC LIBRARIES ACCORDING TO TYPES
(provided by State Public Library Corporations)

STATE	State Library	Branches	Mobile	Rural	Bulk Loan Centres	Mobile Stops	Others*	Total
Johor	1	5	2	–	–	15	1	23
Kedah	1	4	5	–	–	185	–	195
Kelantan	1	4	1	–	10	19	–	35
Melaka	1	2	3	–	4	40	–	50
Negeri Sembilan	1	2	2	–	14	38	–	57
Pahang	1	3	3	–	–	74	–	81
Perak	1	1	2	–	–	52	1	57
Perlis	1	–	3	–	10	56	–	70
Pulau Pinang	1	2	3	–	4	51	–	61
Selangor	1	8	14	16	–	155	–	195
Terengganu	1	7	9	–	14	11	–	42
Wilayah Persekutuan	1	4	1	–	–	11	2	19
Peninsula Malaysia	12	42	51	16	56	707	4	885
Sabah	1	20	7	–	–	168	–	196
Sarawak	1	–	1	–	–	–	81	83
MALAYSIA	14	62	59	16	56	875	85	1,164

* Includes services provided by local council

Source : <u>National Library of Malaysia. Annual Report, 1989.</u>

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for registration of readers and as deposits against the loss or damage of materials borrowed. A significant feature of the public libraries is the special individual 'state collection'. This collection enables the community to consult on state official matters and mainly concern state government services.

2.3.1 SELANGOR PUBLIC LIBRARY CORPORATION

The Selangor Public Library Corporation was formed in 1968 under the Selangor Public Library Enactment. In 1969 it took over the Kuala Lumpur Book Club, and then the Gurney Memorial Library in Klang in 1974. Formerly situated in Kuala Lumpur, the Headquarters is now in Shah Alam, the new capital for Selangor. The new Library, opened to public in 1987 is expected to provide better services now that it has its own new buildings.

Selangor has one of the most developed public library services in the country. One of the functions of the Selangor Public Library is to establish and administer a central library, branch libraries and mobile libraries for the whole of Selangor. Today, it has established 8 branch libraries in Kajang, Banting, Kelang, Kuala Kubu Bahru, Sepang, Sungai Besar, Tanjong Karang and Rawang. There are also at present 13 mobile library units serving 160 mobile stops throughout Selangor. Selangor Public Library's role

in providing services to rural areas also deserves credit.
These rural libraries were opened during the period
1985-1987 as part of the policy to provide a better
service for the rural areas. The community halls were
used as the library premises. At present there are 9 such
libraries found in Olak Lempit, Sungai Buloh, Sungai
Merab, Kuang Ijok, Sabak Bernam, Batang Kali, Sementa and
Dusun Tua.[10]

The Library also set up dual-use libraries in 1982 as
pilot projects. These libraries were located in the
schools. The State Public Library Corporation supplies the
furniture, books and also temporary staff to run the
library services. These libraries can be used by the
students of the schools and also open to the public in
the area.

2.4 ROLE OF OTHER AGENCIES PROVIDING PUBLIC LIBRARY SERVICES

2.4.1 FOREIGN EMBASSIES

Better regarded as information agencies, the British
Council and the Lincoln Cultural Centre are the only two
agencies that are freely accessible to the general public.
Since they operate as subscription libraries, only those
in the middle-income group can afford to join as members.

These two libraries provide very good reference services and are mainly used by teachers, administrators, researchers and other professionals as well as students. The collections are multimedia and are very popular and well-used.

The British Council Library's reference collection comprises mainly representative British works in all fields. It is particularly strong in the following subject areas:

English language and literature

English language teaching

Education

Technology

Management and Business Studies

Law

On the other hand, the Lincoln Cultural Centre specialises in the areas of:

Arts

Economics

Education

International Relations

Science and Technology

and includes representative American scholarly works on Asia (especially South-East Asia).

2.4.2   THE CITY HALL OF KUALA LUMPUR, CHILDREN'S LIBRARY

Opened in 1971, this library is run by the City Hall of Kuala Lumpur under the provisions of the Local Government Act 1976. With the main library in Jalan Tun Razak and the branch library in Taman Tun Dr. Ismail, this library caters for children ages 4-12 living in the Federal Territory. In 1984, the membership was 13,116 with a total collection of 25,444 volumes (main library) and 8,310 volumes (branch library).[11]

Besides the lending facilities, the library conducts several children's activities. They include storytelling, art classes, film/video shows, drama club, puppet group, library visits, competitions and games.

Both the National Library as well as the City Hall of Kuala Lumpur cooperate closely on an informal level and tend to complement each other at the present time.

2.4.3   FEDERAL GOVERNMENT AGENCIES

Besides the state public libraries, a few agencies at the Federal Level are also involved in providing services

specifically for the rural society.

The term rural in the Malaysian context is defined by
the National Language 'luar bandar' which literally means
'outside of urban'. The 1980 census revealed that 8.6
million or about 65% of the population can be considered
rural.[12] These remote rural areas suffer from the lack of
a basic infrastructure such as roads and bridges and their
populations are further characterised by low income
levels, low levels of literacy and high poverty. Much
needs to be done to encourage the rural community to read.

2.4.3.1 FEDERAL LAND DEVELOPMENT AUTHORITY (FELDA)

This agency has been entrusted with the task of
carrying out land development and settlement which gives
the rural people the opportunity to resettle in planned
land settlement projects providing the basis for better
farming, better business opportunities, better living and
a pride of place in the community. FELDA undertakes to
establish all essential public and social amenities in its
projects including library services to all FELDA schemes
through its reading rooms and mobile library services. In
1985, FELDA had a network of a central library at its
headquarters and approximately 360 reading rooms and 7
mobile library vehicles operating in about 367 land
schemes involving some 85,000 settler families making up

more than half a million people in Peninsular Malaysia and Sabah.[13]

2.4.3.2 RUBBER INDUSTRIES SMALLHOLDERS' DEVELOPMENT AUTHORITY (RISDA)

RISDA is charged with the responsibility of coordinating and implementing the Government's long term programmes of modernising and raising the socio-economic status of smallholders. It is estimated that about half a million smallholders are directly involved in the rubber industry. As a service to smallholders, RISDA sets up hostels for their school-age children throughout the country. These hostels are equipped with libraries. In 1985, it was estimated that RISDA had set up about 47 libraries in these hostels.

2.4.3.3 COMMUNITY DEVELOPMENT DIVISION (KEMAS)

Community development in Malaysia according to Norma Abu Seman[14] is a movement to promote a better standard of living of the community. It is a process of informal education and training for people in various areas with the aim of improving their environmental and domestic conditions.

In respect of rural libraries, KEMAS aims to provide

an interim service to the rural people, until such time as the relevant library authorities, in particular the State Library Corporations are able to take over and maintain the service. KEMAS aims to set up rural libraries in at least every parliamentary constituency in the country. In 1985, there were 184 libraries set up by KEMAS throughout the country.[15]

The rural library services organized by KEMAS began in 1971 where it developed out of the changing emphasis from adult education programme to community development programmes. There has been positive response since the beginning especially from students undertaking adult education classes.

Prior to independence, the development of Malaysian public libraries depended much on private initiative and philanthropy. With the acceptance of the **Blueprint for public library development in Malaysia** by the Government in 1968, many in the profession felt that it was definitely a positive step towards development because there was no substitute for government commitment if viable services were to be provided.

As can be seen from the various agencies' involvement in providing library services to the public (Table 3), it can be concluded that the governing authorities in the

Table 3   MALAYSIA: Public libraries according to types
           (provided by agencies other   than   State Public
           Library Corporations.

State	FELDA	RISDA	Rural	Total
Johor	46	1	18	65
Kedah	—	1	12	13
Kelantan	7	2	13	22
Melaka	4	2	13	19
Negeri Sembilan	35	1	17	53
Pahang	83	2	23	108
Perak	9	2	14	25
Perlis	—	1	5	6
Pulau Pinang	—	1	12	13
Selangor	4	1	29	34
Terengganu	10	1	12	23
Wilayah Persekutuan	—	1	8	9
Peninsular Malaysia	198	17	176	391
Sabah	—	—	5	5
Sarawak	—	—	1	1
MALAYSIA	198	17	182	397

Source: National Library of Malaysia. Annual Report,
         1989.

country acknowledged the importance of public library provision for its society. It is now the responsibility of the public library authorities to ensure that all the services are fully utilised.

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CHAPTER THREE

THE MARKETING OF PUBLIC LIBRARIES

3.1 THE NEED FOR PROMOTION

Public librarians are aware that they are not reaching the masses enough; that the libraries are not being utilised fully by society. The United States' Public Library Enquiry in 1947, revealed that:

i) only 33% of adults knew how libraries were financed.

ii) only 40% knew that libraries had other functions than the lending of books.

iii) 25% of library users did not know what the card catalogue was for.

In Great Britain, the National Consumer Council's Report[1] considered public libraries in the country had poor management and failed to develop the resources available for the benefit of consumers.

In Malaysia, there is a relatively low level of

usage of public libraries by the Malaysian community. In
1987, only 6.21% of the total population (Table 4)
registered as members of public libraries. Dr.
Wijasuriya[2] describes the factors leading to this low
level of usage as:

i) Malaysians read very little and have not acquired the
reading habit.

ii) The inadequate number of service outlets whether
static or mobile.

iii) The scarcity of reading materials in the national
language.

iv) Information is available from other sources which are
more appealing and in forms more easily assimilated.

v) A strong oral tradition is still in existence.

vi) Poor public transport facilities.

vii) Poor parking facilities.

viii) Little need for book-based information.

ix) Distrust of printed sources.

Table 4 MALAYSIA: State public libraries membership (Central, branch, mobile and rural libraries) to population based on 1987 statistics.

State	Population	Membership	% of library membership to population
Johor	1,988,385	16,380	0.82
Kedah	1,340,415	141,564	10.56
Kelantan	1,134,755	35,864	3.16
Melaka	555,332	47,631	8.57
Negeri Sembilan	687,209	43,585	6.34
Pahang	989,572	13,688	1.38
Perlis	177,765	24,130	13.57
Pulau Pinang	1,096,280	89,934	8.20
Selangor	1,857,014	264,832	14.26
Terengganu	695,325	59,259	8.52
Wilayah Persekutuan	1,169,591	164,877	14.09
Peninsular Malaysia	13,818,082	917,564	6.64
Sabah	1,342,631	122,007	9.08
Sarawak	1,573,124	—	—
MALAYSIA	16,733,837	1,039,571	6.21

From the above description, public libraries need to go further than just providing services to the public in order to ensure resources are utilised to their maximum. Well-planned programmes and continuous efforts must be undertaken to ensure the libraries are not under-used. It is vital that the public librarians should begin to think of themselves as promoters of their services and not merely as custodians. Library authorities must ensure the use of libraries does not easily fall away, creating a downward spiral of declining use and funding.

To do this librarians must recognize fully the present situation with all its threats and opportunities and acquire new skill and expertise to extend the boundaries of public library provision in new and exciting ways.

Promotion and marketing of libraries have been so sadly neglected for long because they were considered non-essential. Luckily this attitude has changed over the recent years. The librarians' perception of their 'users' have also changed. According to King, [3]this change is caused by:

i) the user's increased knowledge of the range of alternatives available to him.

ii) Government pressure upon local authority services to provide value for money and to ensure that costs are kept as low as possible, while encouraging the growth of income generation.

Public libraries need promotion because they operate in a 'Buyers Market' where services exist within an atmosphere of fierce competition with other elements such as video, personal computers, compact discs and the ubiquitous television ranged against them. Librarians must accept that libraries are in competition for the potential consumer's money and time; that decisions on the policy and administration of libraries affect their ability to be relevant; and that market research can add to the available information.

3.2 HOW TO PROMOTE

Yorke[4] believes that there is no intrinsic difference between the problem faced by a manufacturer seeking increased profits through consumer satisfaction in the use of his product or service, and those faced by a government or local government pursuing an increased subvention through satisfaction of its goals. To succeed both must:

i) Study their markets.

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ii)   Collect   data   on   the   demographic,   economic,
sociological, legal and political factors.

iii) Must be well-informed in the technology of their
particular fields, on the marketing channels available to
them and on the degree of competition they are likely to
face.

iv)   Know   their   consumers, who they are, and where, when
and how often consumption takes place.

v) In the search for data, must learn how to deal
effectively   with   boards,   committees   and   other
'representative' bodies whose articulate expressions of
opinion are not to be assumed to be based on fact.

Librarians face difficulties in planning promotional
events among their clientele. This is because people can
be categorised in relation to communally provided services
in three groups:

i)   People who do not use services because of a number of
reasons for example, prejudice, upbringing or sometimes
literacy difficulties.

ii) People who are unaware of the services / events

available to them even though many of these services are free of charge.

iii) People who regularly support arts-based or other community ventures, and are generally aware of forthcoming events in the community.

3.2.1 ADOPT MARKETING APPROACH

It is very difficult for the public libraries to serve 'the whole community' and because of this librarians will have to find out whom specifically they do serve. According to Garvey[5] and most other authorities in this field, this can be answered through market analysis, a two-part process involving analysis of both the market structure and the consumer. The first part, analyzing the market, involves a four-step process of:

i) Defining the market

ii) Segmenting the market by identifying its different parts

iii) Positioning service in relation to the various segments

iv) Orchestrating efforts to reach and serve specific

markets, not "whole communities" in one fell swoop.

The library's broadest market comprises all the people in the community in which it functions. The actual market consists of people who are ready and able to use the library or who are currently using the facilities. The potential markets can be referred to as those people who might be interested under the right circumstances, for example, if the library were open at convenient hours. The non-market, on the other hand, consists of people for whom the library has nothing of interest or to whom the facility is not available such as non-students or non-literate people.

Once the market has been defined, the next step is to segment the market and one approach to this is geographic. Information on where the people in the community live and work is required in order for the authority to decide whether a branch or mobile service should be made available to the public. Another way to segment the market is by considering demographic variables such as age, sex, family size, income, occupation and education. This information can be obtained from census reports; school, college and company records; and library registration figures. Also useful are state and national reading and library use figures. The third major segmentation variable is psychographic, referring to life

style, attitudes and behavior patterns. User status and user rate are also a part of the market segmentation. User status identifies people as non-users, ex-users, potential users, first timers and regulars; while user rate indicates whether people are heavy or light users.

After defining and segmenting the market, libraries then need to consider their market position- their particular niche in relation to their community. They can sponsor programs combining the efforts and expertise of social, civic, professional, business and special interest groups. Libraries can also provide public interest services not available elsewhere in the community: bulletin boards announcing community activities, services to barter, items for sale, mail-order catalogs and travel information. However, if another organisation is already offering these services to the general public, the library should not compete.

The last step of analyzing the market is orchestration: the act of choosing target segments for services and promotional efforts. The library, for example may choose previously under-served segments of the communities for special attention.

Once the market structure has been analyzed, the library now needs to analyze the consumers in the various

market segments. There are four factors which have to be considered in evaluating consumer behavior :

i) Needs

The needs of the users can be determined by asking people which seervices and materials they would like the libraries to provide and by asking projective questions to determine real but perhaps unexpressed needs.

i) Perceptions

Consumer perception can be established by employing personal interviews. The object of perception rating is to determine how a person views the library; what caused the image; how it might be modified; and the relationship between the viewpoint and the person's behavior.

iii) Preferences

The goal here is to determine which materials and services are more or less valued than others; what should be added if there is increased funding or what should be cut in case of reductions.

iv) Level of satisfaction

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There are various approaches in finding satisfaction or dissatisfaction among the users. One is to establish a system for culling opinions: suggestion or question boxes. Another is to observe behavior, or chat informally with patrons and just generally shop around for opinions about the library. A more informal method is to sample opinion via questionnaires or conducting a mail survey.

Marketing experts agree consumer research fulfils the prime need for a clear definition of the potential market for any service. It is also a process of maintaining good communications between the staff who provide public services and the market served by those services. Finally it will also establish a base of verifiable data on the community. It can be achieved through the use of community profiling technique, which provides a continuously updated data resource of material on the composition of the community. Community profiling aims to maintain a firm, factual mechanism for the reassessment of library services and policies in the light of data collected on the needs and desires of the local community and the level and form of current provision. A major aim of the community profiling must be to provide information :

i) Which will enable services provided to be more closely tailored to the needs of the public.

ii) To make presentation of the services provided more attractive to the public.

Another method of collecting data is the user survey, whose primary purpose is to determine the perceptions of the library service, in whole or in part, held by the people who use it. Once the data is collected, it is then possible to bring together a broad picture of the needs within the community that can be addressed by the library service, the target group that will yield the most suitable audiences and the type of events that can be planned with reasonable chance of success. The next step will then be to decide how best to target publicity at the appropriate groups, to build upon the support of the regular attenders at events in the locality and to begin to approach the problems of attracting those members of the community who are unaware of the range of events happening around them.

The more informed the librarian about the market and consumer variables, the more effectively marketing can be applied to improvements in service and communication and the more effectively possible difficulties can be anticipated and avoided.

Everyone on the staff should be involved in this process. The librarian needs to consider staff opinions

and observations because they can amount to an informal market analysis. *Feedback from the staff regarding patron* complaints, comments and usage difficulties should be encouraged. Their help can be solicited in solving problems and explaining policies and operations (the front desk staff often know more about patrons than anyone in the library).

Next, is to consider the community at large in terms of varying needs and interests. Determining what needs are being met by existing library materials and services and deciding what services and products should be added to the library's program. With the information obtained from the research, the librarian is then able to match the group interests to library interests.

Libraries have to consider creative marketing: identifying markets and their needs, serving them more effectively, and communicating more directly. Libraries must be responsive to changing community needs and adjust their products and services to meet those needs. At the same time, librarians must identify the best channels to reach specified segments of the market. The methods chosen will need to be adapted according to the need, bearing in mind both the target 'audience', the nature of the event and cost.

3.2.2 PERSONAL MARKETING

Librarians serve people; doing this pleasantly and in a spirit of helpfulness is the first step in successful library promotion. The consideration afforded an individual is the one to one communication process betweeen librarian and patron must be the foundation upon which all other library promotion is built. If this foundation is shaky, the best-conceived promotional program will not be successful.

To any user, the library is always a bewildering place and yet he is reluctant to ask questions. Librarians must find ways to reduce this reluctance. If the user is met with indifference or disdain, he will react with dismay, disappointment, frustration or anger. This will lead to loss of interest, or even hostility toward the library- the very attitudes that are most needed to be overcome. Readers need to feel that they are welcome and at ease when they enter the library. The first impression of the library is very important because it can encourage readers to repeat their visits.

Before any kind of special publicity or marketing aid is brought in, even before putting together any kind of plan or proposal regarding the promotion of the service which the librarian is managing, there are several things

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which will determine the use made of the service. Firstly, is the personality of whoever is in charge, whatever that person's title may be. The need to change the professional image of the librarian has been much discussed by the librarians throughout the world. Till today, librarians are still regarded as dowdy, bespectacled women of uncertain years without sex appeal, or wimpish, bearded men, lacking public relations in dealing with library users. Secondly, it may seem that a simple change of title will not make much difference but the reaction of the people who are asked about the librarian's job when she tells him that she is an Information Manager instead of a Librarian has much to tell. This is because the term 'Information Management' implies being involved in the forefront of information Technology development, computers, and a great deal of pressure in the senior management ; while 'Librarianship' on the other hand implies silence, dusty old books and fierce-looking personnel. Yet these both titles refer to the same person- the organiser of knowledge.

In Malaysia, certain states in the country have changed the title of the State Librarian to the Director, State Public Library Corporation (See Appendix III). It is surprising that the public assumes the Director has more authority than the State Librarian or the Library Officer, when in actual fact they are the same level.

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Sometimes it is not possible to change the title. In this case it is necessary to ensure the personality of the librarian is of the right type because it can soon encourage people to come to the library. Friendly, outgoing with a sense of humour, coupled with obvious expertise and intelligence are the qualities that are required of a librarian. The word will soon spread that there is an approachable and reliable information expert in the library.

The personality of the librarian also determines the atmosphere in which the staff work. The librarian must be a hard and conscientious worker but it does not mean that he cannot be a bright, efficient person who has time for a chat with his fellow workers. A good relationship with the staff is essential in order to get their support.

The impression the librarian makes on people alone is not enough. The actual status of the librarian in the hierarchy of the providing organisation is also important. The employer or the funder must recognize this fact. If the employer does not recognize this fact, then the librarian herself must make the effort in making her presence felt.

3.2.3 ORGANIZATIONAL MARKETING

Image awareness i.e. the way we see ourselves, the
way others see us, and the way we would like others to see
us has a lot to do with the particular visual impression
created by the organisation. In this aspect, there is a
need for the library to market its organization. According
to Philip Kotler, organizational marketing is,

"... the management function that evaluates
public attitudes, identifies the policies and
procedures of an individual or an organization
with the public interest, and plans and executes
a programme of action to earn public
understanding and acceptance."[6]

In developing their public image, authorities agree
libraries and librarians have absolutely nothing to hide
and everything to gain. The library must be thought of as
an integral part of the informational and recreational
scene if it is to succeed in the face of all the other
outlets for information and recreation in the modern
world. The need to develop an image of a library as being
important to contemporary life is essential in order to
convince non- members that a library is important to them.
These are all the people who still consider libraries as
storehouses rather than distribution centres of

information.

Generally people today want to know more of what is going on around them. They want this information immediately either because of their own thirst for general knowledge or to make important decisions regarding their business undertakings. Today, speed is no longer a luxury but a necessity. Cash, for example is obtained from the auto-teller machine within a few seconds. The same is expected from a public library. A lot can be done to promote the public library from this angle. Pertinent articles or books can be displayed; photocopied articles can be distributed to those who request for them. This effort would only cost a few pennies and reap a good image in return.It also saves time both for the users and the library staff.

To facilitate the provisions of fast information service to users, a prominent information desk and a telephone enquiry service are essential. Libraries should promote the use of telephone enquiry services during all hours open. This service can be advertised through recurring memos, newspaper articles, signs in the library-informing the public that information can be obtained by simply dialling the library number.

The librarian serves people according to their

priorities and values and essential needs. If a housewife wishes to read murder mysteries, then the librarian serves these needs. It must be remembered that the values and priorities of a librarian are totally on the side of the person served. Professionally, it is the duty of the librarian to fulfil entirely the library needs of the users. Using his or her expertise in locating materials, the librarian seeks to satisfy the patron's requests.

In Malaysia, our emphasis is in providing reading materials in the national language, the Bahasa Malaysia. This is essential as the language is used as a uniting factor for her multi-racial society. But due to lack of materials being written in the national language, books in English still form the main bulk of the library's collection. During the last few years there have been requests from the public for the provision of books in Chinese and Tamil. Slowly public libraries are responding to these requests.

One of the ways to promote the usage of the public libraries is to allow freedom to read and open access to information, which is practicable in countries like Great Britain or America. Unfortunately, this is not so in Malaysia. One can hardly find any book on Communism on our library shelves - the reason is simple: for years now since the Japanese Occupation in Malaya, the Government

has been fighting the Communists. There is no way the Government should take them lightly even though the influence is dying out. In the Government's effort to rid out Communism entirely, books on this subject are totally banned for the public. Should there be anybody requiring these books for their research purposes, a letter of approval from the Ministry of Home Affairs must be produced to the public librarian. Books on sex education too hardly can be found on the Malaysian public library shelves. These books are kept separately by the librarian and only parents can have access to them. It will be sometime to come before sex education will be taught in the schools and the society to accept books on sex to be placed on the open shelves.

Library promotional efforts need to be modified to suit the community that is being served in order to be effective and successful. Developing countries will have to study and evaluate those that can be applied to their society rather than just totally accepting them.

In Malaysia, some attempts at introducing marketing methods have been made but a much more intensive activity is necessary in order to reap the benefits obtained by other countries such as the USA and Great Britain, where marketing techniques have been more intensively applied. As the society becomes industrialized and more complex,

the librarians will need to accept the marketing approach in order to meet the changing needs of their clientele.

3.2.4 ACCESSIBILITY OF LIBRARY SERVICES

It is no use to paint a glowing picture of a library, explaining to the people the many ways in which service can be given, and then welcome them to a dingy, depressing building in a back street which can undo in large measure much of the good work which has already been done to promote the library. The library must be as accessible as possible to the public.

The accessibility of libraries depends upon a number of factors including the closeness of libraries to the community or communities they serve and their location within the community, access to buildings and vehicles in terms of ramps or lifts for the physically handicapped, road patterns, car parking, public transport and telecommunications. Since it is the librarian's responsibility to promote the use of the library resource, therefore his first aim must be to maintain and improve public access to the resources in his charge. Clear guidance regarding access to public library services appears in the standards drawn up by the International Federation of Library Association.

Location and size are critical factors in the accessibility of libraries. If the services are to reach as wide a section of the community as possible, the library must be located in those areas most frequented by the local population. Central libraries should be located close to the main shopping centres within easy reach of colleges, office, neighbourhoods and adjacent to transport termini and carparks. The principal reasons for siting libraries in this way are:

i) A library which is prominent is a permanent advertisement for the service.

ii) The library can be easily found by visitors and moreover because of its distinctive position, the population of the district become familiar with it and even those who do not use it are readily available to direct users.

iii) Many readers combine their visit to their local library with other purposes such as shopping expedition, attendance at a technical college etc. Where the library is remote from other community facilities, its own services are easily overlooked or ignored because of the time factor.

Although a library may offer a full range of services

and may be ideally located in the community, it will never reach its full potential if it is too small. To accommodate as much stock as possible, bookcases will probably contain shelves both too high and too low, as well as be too full of books to be consulted in comfort. These book cases if placed too close together will impede the flow of users. Queues will occur at the issue counters at busy periods and seating in all the public departments is likely to be minimal. These limitations will act as a deterrent to many users.

The library must also be so designed that its presence and its purpose is evident to all potential users. Street guiding is a further help in signifying the presence of libraries. Standard road signs are most appropriate as they are easily recognizable as direction signs by pedestrians and motorists alike. These signs should ideally be placed in the main shopping areas, central car parks and public transport terminals.

The hours of opening must reflect local patterns of use if libraries are to remain accessible. Library services must be made available whenever there is a reasonable need for them. The most advantageous opening hours of each library can be established by undertaking a detailed appraisal survey. The operating hours should be posted at all entrances and should also be visible from

the street. This will avoid readers from having to park their cars just to discover the libraries have been closed for the day. Provisions must also be made for the return of materials when the library is closed. This information must be posted on the door.

The telephone is a necessity in all static libraries. The larger service points will possess telex and teletext systems and have dial-up facilities to national and international data banks. The library should be listed in the telephone directory.

The need for accessibility is also reflected in the Malaysian library buildings. A much more detailed planning is taken when a new building is being built. For those old building, a lot more effort is taken to ensure the public is aware of the existence of the library.

3.2.5 PHYSICAL BUILDING

The actual appearance of the library should be accorded a high level of importance as a way of promoting and marketing library services. The long-term users may be aware that the library is providing a superb range of information services, resources and skills, with a highly trained staff. But any newcomers will be difficult to convince if the services emanate from a scruffy, underlit

building. A prepossessing building not only promotes the usage of libraries among the users but also motivates the staff to work harder and take pride of their working place.

Wherever the library is situated, whether in a building all its own or in shared premises, the chief librarian must make sure that the library's whereabouts is made known to the public. Signs should be placed in appropriate areas, indicating where the library is. In Great Britain, public libraries frequently announce their whereabouts by means of a white roadsign, with a blue surround, and the word "LIBRARY" in black letters on it.⁷

Most modern libraries give a welcoming appearance to the exterior. The use of green plants can make the place look cheerful and warm. The use of glass doors can be very effective. If it is a closed wooden door, words like "LIBRARY - PLEASE ENTER" can be put up to reduce the inhibiting effect especially on newcomers. Noticeboards or stands with screens on them can be put up to attach notices giving details of forthcoming events.

As for the interior, the noise levels should be kept under control. If the floor is made of parquet, the library will need to consider the use of carpet for floor

coverings to reduce the sound of footsteps and to lessen users, especially children from falling down. If it is a new library, the librarian should insist on being consulted about the design of the interior.

The library building, either new or old must be properly maintained. Many buildings are old, poorly designed and lit but with extra efforts the library can be a very welcoming place. Below are some of the things that can be done to improve the building:

i) Use colour and light intelligently to decorate the interior.

ii) Replace old furniture.

iii) Rearrange tables, chairs and racks.

iv) Pay constant attention to the general tidiness and cleanliness throughout the building including walls, floors and grounds.
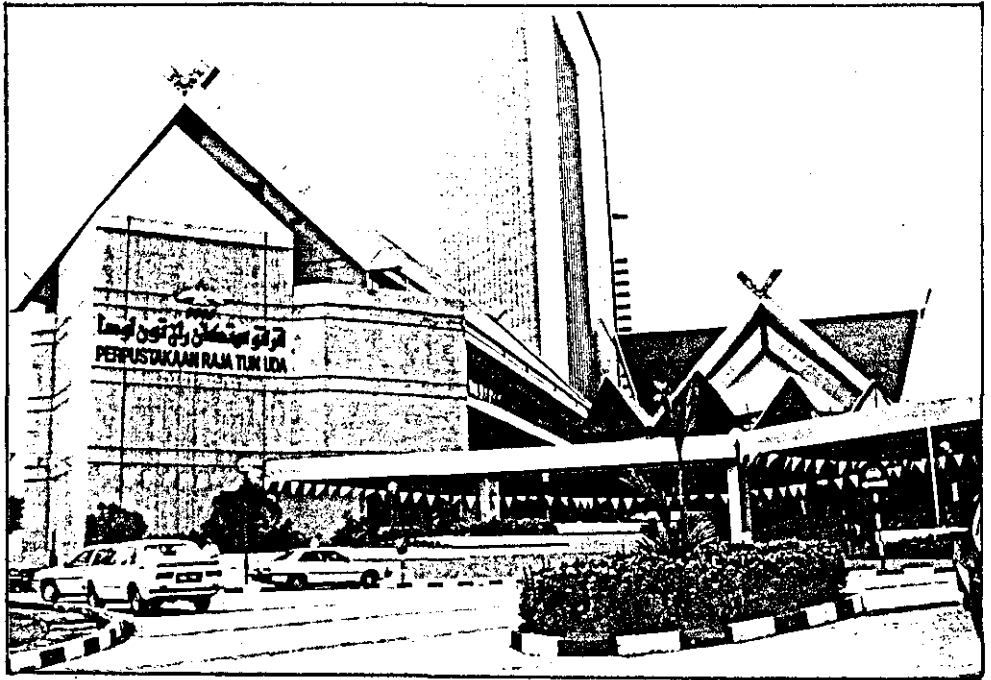
Buildings maintained to a high standard will remain attractive to users and therefore be a significant factor in the presentation of library services. The caretakers and the cleaners must be properly trained because there is all the difference in the world between a library which

is free from dirt and dust and one which is positively clean.

Most of the state library buildings in Malaysia are newly-built during the last ten years. Previously the collections were housed in the old government buildings that needed refurbishment from time to time. A centrally located piece of land of adequate size to include parking facilities is normally hard to find. More often than not, the library has to compete with the other public departments and it is usually a compromise. The preparation of the building plans is normally undertaken by the Public Works Department since the allocation comes from the Federal Government. The librarian sits in the planning committee.

An excellently-sited public library building is the Selangor State Public Library situated in Shah Alam. This new building is situated besides the State Museum, the State Mosque and a recreational park. Its strategic location with ample parking facilities have attracted a large crowd daily since it was opened since 1987 (Photograph 1). The Klang Branch Library also provides ample parking facilities for its users (Photograph 2).

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Photograph 1: The new building of the Selangor State Public Library in Shah Alam.

Photograph 2: The Klang Branch Library

3.2.6 ROLE OF THE LIBRARY STAFF

The majority of the public library users are in direct contact with the staff either at the enquiry desk or at the book issue and return points. The staff are thus a vital element in the operation and promotion of the library services. It is necessary to give particular consideration to the way staff relate to those they seek to serve if they want to present a good image of the libraries and encourage their use to the full. A high degree of rapport must be established between staff and library users. The responsibility for maintaining the affability factor lies with each individual, but only those who by nature or training can and are willing to relate well to patrons should be in the front line of service to the public.

In the day to day contact with the library users, not only verbal language is employed, but also body language. Body language is the most natural method of communication, so natural in fact that we frequently use it unconsciously. Facial or bodily expressions, such as a smile or a scowl mean as much to the recipient as does a sigh or the shrug of shoulders. The way the staff sit or stand or walk, how close they are to the person they are talking to, the tone of voice, whether they look at them or away from them, even how they dress and the neatness of

their appearance, are all part of the communication process and will to some degree invoke a positive or negative response.

The front desk staff must be friendly, approachable, alert and interested in dealing with the public. Library users, especially the first timers always find themselves intimidated by the library buildings and the atmosphere surrounding them. This lack of confidence could also happen to the educated group. Some feel inhibited because they are not aware of the resources the library offers. They do not ask questions fearing they may ask silly questions. In the end they leave the library without getting what they come for. The staff, aware of this problem must make effort to approach these users and try to overcome the users' problems by listening to them patiently.

In order to get a good staff team, very careful selection is necessary. Only suitable candidates should be chosen to fill in the posts. First impressions are usually lasting impressions and the time spent on induction courses for the new staff is really worthwhile. A newcomer needs to be orientated and properly introduced to those under him and those above him. He must be thoroughly familiar with the chain of communication and command within the system and to know to whom he is

directly responsible. It is very important that newcomers should start their careers in the library with the right attitudes. Customers always come first and this attitude must be instilled among all staff.

A happy staff always give their best in carrying out their work. Employees like to feel that they matter to the organisation. A word of praise when something has been done particularly well brings more motivation to the staff. In times of personal distress, sympathy and concern from the boss enhances loyalty to the organisation. The staff should be encouraged to participate in running the library service as it helps to foster good staff relations.

The success of each public library depends upon the leadership of the chief librarian. If he is conscious of his library's image he will indicate the way his staff should present themselves and the attitudes they should adopt in their relations with the public.

Generally the public tend to associate certain standards of dressing with particular occupations. Although the staff may find it annoying to conform to the users' expectations, they will find themselves more at ease if they dress in a style that is expected of them. This should be seriously considered by librarians because

they are reputed to be among the worst- dressed professionals. Neatness and tidiness of appearance are invaluable as they help to convey a sense of authority, reliability and responsibility.

Library services are subject to change and development. New ways are sought to use the library resources more efficiently and effectively. To ensure the continuing development of the service, the library needs to develop the skills and expertise of its employees. An on-going training program for staff at all levels is essential. At the same time the staff needs to be trained in the technique of appraising and reassessing the role the library plays within the community, the effectiveness of that role and their own role within the system.

Decisions relating to the range and quality of services provided by each library system will be matters of policy and as such should have the backing of the library authority. Policy decisions affecting the range and quality of services should be clearly conveyed to the staff and need to be consistently throughout the service. If there is any complaint about the service, the staff then will be able to reply authoritatively, even if subsequently they have to refer the user to a more senior staff. An appreciation of library policy should be included in all staff training programmes from the

induction course onwards.

In Malaysia, greater emphasis to staff training has been given by the government departments which provide counter services. They include post and telecommunication, electricity and water, road transport, immigration and library. Counter staff are sent for courses on how to upgrade counter services and public relations at the National Training Institute for Public Administration (INTAN). A guide " **Panduan Meningkatkan Kualiti Perkhidmatan Kaunter** " ["A Guide to Better Counter Services"] has been prepared by the Malaysian Administrative Modernization and Manpower Planning Unit of the Prime Miniter's Department (MAMPU) and is used as the basic reference for such courses. MAMPU is responsible for effecting changes in the management and administration of the public sector in order to improve its effectiveness, efficiency and productivity in accordance with national requirements.

These courses enable the library staff to deal better with the public and provide excellent services.

3.2.7 OUTREACH SERVICES

In the USA initially, outreach was concerned with drawing people into libraries, in order to encourage them

to make greater use of the mainstream public library services: books and other loans, reference services and so forth. Gradually, librarians accepted that this form of recruiting members had little validity and that the library should concentrate its efforts in the promotion of the public library service by encouraging reading, developing new formats of information packages and redeveloping the library as a community resource for leisure and information, attractive to the greatest possible proportion of the community.

The term outreach can also mean extension activities. According to McColvin,ᵉextension activities can be defined as,

"... by any means to increase the number of readers and the volume of work accomplished."

or,

"... all conscious efforts to increase our work" and to make the library " more useful to more people".

or,

"... seeking by any means to increase the

usefulness and the use made of public
libraries."

The purpose of extension work can be as follows:

i) To inform those who do not use the library service and
to attract them as quickly as possible to that service.

ii) To inform those who use the library but only
partially, generally because lack of appreciation of what
the library can do in other directions than the one which
they are specifically concerned.

iii) To remind readers and non-readers alike of the
library and its resources.

iv) To inform readers of all facilities offered by the
library eg. by reader's guides.

v) As a means of propaganda to enlist support, financial
or otherwise for libraries.

vi) To assist in connection with illiteracy and
backwardness in reading. This is noted especially in
under-developed countries like India or Africa.

In America illiteracy and urban blight grew at

increasingly faster rates in the 1970s.[7]As an effort to combat illiteracy, the Special Extension Services of the Chicago Public Library developed the programme of establishing library facilities in public housing estates. The Library was given an apartment in the estate to be converted into a community reading and study centre. Representatives from the community and the surrounding schools were consulted on the centre's collection and programmes. Only residents of the housing estate were hired as staff. These staff were given a two-week crash course in library use and library operation by qualified librarians. Procedures were cut to a minimum and further instruction was given later as particular needs developed.

By 1970, four such centres were in operation.[10]The centres provided story-telling hours and reading instruction for children, adult education programs, reading clinics for adult illiterates, youth programs including an employment advisory service for school-leavers. Several outside speakers were invited on topics of community interest. The centres were a tremendous success because they offered whatever the residents decided they wanted. At the same time the centres are building a strong sense of community among all ages.

The American concept of community libraries has

proved to be successful too in Malaysia. At present there are three such libraries within the Federal Territory established by the Public Library Division of the National Library of Malaysia and the City Hall of Kuala Lumpur. These "libraries" are actually two-units of the flats (built by the City Hall of Kuala Lumpur) being converted into reading rooms. The National Library provides the collection and the staff to run these libraries. Voluntary staff are recruited from the residents of the housing estates concerned to assist in running these libraries. By doing this, not only can the libraries be opened till late at night (it was found that there are more readers using the services at night after they come back from work), but also more regular extension activities can be carried out for their members.

Extension activities such as storytelling, puppetry, drawing sessions, and handicrafts are very popular with the children. As for the adults, a serious and a well-planned approach has to be considered. This is because most public libraries in the country find it more difficult to encourage the adults than the children to use the library. A good reading list for different categories of users are usually in demand.

Now is the time for public libraries to show they are not moribund institutions sinking into obsolescence, but

community catalysts. Librarians can and must move around their communities and listen to what the people need, hear what they want and then act to provide it.

3.2.8 COMMUNITY INFORMATION SERVICES

The U.K. Library Association Working Party[11] defines community information as,

> "... services which assist individuals and groups with daily problem-solving with participation in the democratic process. The services concentrate on the needs of those who do not have ready access to other sources of assistance on the most important problems that people have to face, problems to do with their homes, their jobs and their rights."

According to the Working Party, there is a greater need for community information provision among the lower socio-economic group. The daily problems that need solution are usually in the fields of housing, employment, consumer affairs, education, family and personal matters, welfare rights and civil rights. Those in this group are unaware of the fact that information can help them, or that they need information, or where to find it, or how to control and use it. The development of community

information services in Great Britain started during World War 2 with the setting up of the Citizens Advice Bureaux. These centres, frequently providing the focal point for the community fulfilled a valuable social function as places where people can just drop in to get information.

In 1979, public libraries began to show interest in the community information services. Watson[12] and others have described that this interest arose after two major developments:

i) There has been a recognition that the public library could play an important role in assisting the flow of information in a democratic society. (In an ideal world, democracy will only work if all members of the society have access to certain basic information.)

ii) The development of outreach services in the late 60s and early 70s. This led to the public libraries developing services to particular groups especially the disadvantaged and the large body of non-library.

Community information service can be provided in three ways:

i) Direct service.

This is where the librarian is engaged in a face-to-face transfer of information with the user and is actively locating local sources of information and making local contacts.[13]

ii) Back-up service.

For this type of service, reference and bibliographical skills are used to produce directories, information packs, current awareness bulletins, up-dated fact sheets and lists, mainly for other professionals to use.

iii) Self-help service.

This is the most healthy alternative pursued by several organisations, in an attempt to make information more accessible, so that individuals or groups can work out solutions to their own problems or identify their rights. The materials - pamphlets, booklets, leaflets on citizen's rights, state and local benefits, ephemeral material lists and directories are collected and compiled to facilitate use.

Generally, the Malaysian society is not aware of how to set about getting information to help solve personal or individual problems. Most of the public libraries have not

attempted to introduce the concept of community information services to the public yet. The reasons could be most Malaysian public libraries are under-financed and under-staffed. It will only be successful with strong administrative commitment, adequate staff training, good publicity, community involvement and responsiveness to community needs. In the context of Malaysia, it is suggested that the establishment of a community information service be undertaken at a basic level which will not involve too much expenditure. Not only will it help to solve the problems encountered by the average person in their daily life by providing them with appropriate information or referring them to an agency which can satisfy their needs, it also has the potential to stimulate greater library usage by bringing non-users to the library and so serve to introduce them to other library services.

Of the three types of community information services, the self-help service would be the most suitable to be adopted by the Malaysian public libraries. User education on how to use the library can be provided for those who come for community information. Indirectly, this will encourage them to come and use the library on their own on a more regular basis.

3.3 PROMOTIONAL EFFORTS IN MALAYSIA

Library authorities in Malaysia agree that the most effective way to promote the libraries is to promote reading not only among youths but the general public as well. To achieve this, the PPM has taken the lead by undertaking a project to promote reading through library use among youths in the Federal Territory. Many parties were responsible for the planning, implementation and assessment of the project. Jointly organized by the PPM and the Federal Territory Reading Campaign Committee, in co-operation with the Department of Culture, Youth and Sports and the National Library of Malaysia, the project was officially launched on 15th February 1986.[14]This pilot project is now being implemented in all the other states of Malaysia as the nation's effort to promote reading.

It is difficult to promote the use of libraries when the public libraries are not providing enough books in the national language for reading. The Government realises that in order to overcome the shortage of books there must be a collective effort of all the agencies involved in the development of books. This led to the establishment of the National Book Development Council (NBDC) in 1968.[15] The Council is represented by all the professional organisations that are involved in the book trade or in book development, and by a number of

government agencies related to book development eg.the DBP, the Ministry of Education, the Publishers Association, the Federation of National Writers Association, Libraries' Association etc. The main objective of the Council is to develop books as a tool of national and social development in the country.

The Public Library Division of the National Library of Malaysia recently embarked on a series of talks to the government departments and secondary schools as one of their efforts in promoting the Library. The talks, centred on the services provided by the Library was also accompanied by a display of a sample of the Library collection . At the end of the talks, registration on the spot was also carried out for the departmental staff as most of them did not have time to go to the Library to enrol as members. It is very difficult to determine how many of those registered really become active members, but now more government staff know of the existence of the Library.

Efforts to promote library usage should be undertaken with serious planning by the library authorities. To ensure success it is recommended that the public library authorities adopt the marketing approach which has proved to be practical especially in dealing with the increasing complex needs of our users today.

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CHAPTER FOUR

PUBLIC RELATIONS IN PUBLIC LIBRARIES

4.1   IMPORTANCE OF PUBLIC RELATIONS

While marketing encompasses the whole process of
exchanging goods and services, public relations involves
the communication and promotional aspects of that
exchange. Public relations is an important part of the
management of the modern business organisation where the
managers need to be concerned with the groups outside the
organisation- consumers, governments and the news media in
their decision making and actions. Rex F.   Harlow defines
public relations as,

> "... A distinctive management function which
> helps establish and maintain mutual lines of
> communication, understanding, acceptance and
> cooperation between an organization and its
> publics; involves the management of problems and
> issues; helps management to keep informed on and
> responsive to public opinion; defines and
> emphasizes the responsibility of management to
> serve the public interest; helps management keep

abreast of and effectively utilize change,
serving as an early warning system to help
anticipate trends; and uses research and sound
and ethical communication techniques as its
principal tools."[1]

In the past, public relations has been considered an
unnecessary task for libraries. But recently it has
become apparent to many librarians that major public
relations efforts are essential if their libraries are to
continue to exist. The reasons are:

i) The support of local government which provides funding
is essential to libraries. The local politicians and
government officials must understand the value of the
services provided by libraries. To ensure this, they must
be sufficiently informed about their libraries to enable
them to appreciate the need to maintain adequate funding
for them.

ii) To establish reputation and credibility for the
library and its services and to minimise opposition. The
image that many people have of libraries is that they do
not see them as being relevant to their everyday lives.

iii) To increase library awareness because funds, once
achieved, must be used to maintain, improve and develop

services. The public must be informed of the vast resources available to them.

iv) It has to be admitted that the word of mouth recommendation from a satisfied reader to a potential one is a slow process and that is why librarians must consider positive public relations policies to supplement the more passive person to person recommendation.

v) Professionalism in librarianship now demands that library managers exploit business techniques for all they are worth. For only in that way can we ensure libraries remain in the forefront of the information society. Public relations is an essential means of achieving objectives, but it must be practicable.

vi) To build confidence in the services a library provides because people are likely to use and support a service in which they have confidence.

vii) To obtain positive recognition not only at national but also at international level. At local level, the director must be the "front man" of his service. His governing body, and his public, must be able to turn to him with confidence whenever the topics of libraries, books and other information media and technology crop up. He must be able to write and speak fluently on behalf of

his calling, especially in front of his governing authority board. He must also project himself at international level in order to keep abreast of the developments in the field of librarianship.

According to Betty Rice [2] there are three types of public relations. The best public relations consists in developing such a sensitivity to the ambience of the library that the slightest alteration in the total design, whether internally or externally caused, will produce an inquisitive alertness upon the part of the trustees and the library director plus a willingness to make necessary adjustments in patterns and plans. The second best is "heading off at the pass" using proven techniques to ameliorate some undesirable situation and thus forestall an open skirmish. Finally, the least desirable i.e. a salvage operation after the library has suffered a defeat in the arena of public opinion.

Genuine public relations is not "making it look good". If the basic product (in the case of a library its services and its collections) is a bad product, no amount of fancy packaging can disguise the shoddy contents over a prolonged period of time. One of the most common misconceptions about public relations is to concentrate on its use of promotion techniques and thus see public relations simply as a synonym for promotion and publicity,

or even worse advertising. Another common misconception regarding public relations is to see it not as a distinctive aspect of management but as an exclusive function of management. Those involved in public relations must remember that:

i) Each programme must be enthusiastically presented. It should be a carefully-planned, continuous programme of identifying, analyzing, and meeting patron needs, as well as effectively communicating with the various publics.

ii) It must be a recognized as a management function, given attention and authority at the top level with the involvement of the entire staff.

iii) The programmes should be more cost-oriented, with a consolidated budget, so that management will know how much they are spending for the results they see. Thus measurement of effectiveness can be related to cost.

It is generally agreed that in small libraries, one staff member should be assigned the overall responsibility for public relations. For the larger library, particularly in urban areas, a professional public relations specialist should be seriously considered. He should have an understanding of the workings of the system but does not need a degree in library science.

In the United States, many large libraries have their own Public Relations Departments headed by public relations professionals, and some even employ specialist journalists, artists, photographers and broadcasters. In the British public library context, these departments simply do not exist. Some authorities, such as Leicestershire, have posts designated for a Public Relations Librarian, while others employ publications officers e.g. Sheffield.[3]

Several advantages can be obtained by employing professional public relations personnel:

i) In general, the press and broadcasting organizations prefer dealing with fellow journalists because they feel that a professional public relations person will prepare and present material in the right form for them to use.

ii) A public relations professional is likely to have more contacts than a librarian entering the work for the first time.

The director of the library should devote his time to planning, encouraging and initiating a public relations programme for the service, but, he should not be too bogged down in administrative detail. There must be a

close relationship between the director and the person responsible for carrying out the day-to-day tasks of public relations. The reason is that easy access to the top is necessary to facilitate checking on facts for accuracy, to arrange community contacts, and to gain prompt action when it is needed. Public relations must operate with the full knowledge and approval of top management if it is to be effective.

The basic qualities required of the public relations specialist are the same whether the individual is a librarian or a public relations professional. Both should have communications skills; must like people and have the ability to get along with them. The ability to write well, quickly and on schedule is important. At the same time he should have a wide variety of interests and be able to accept new ideas and radical solutions.

The professional public relations person's job in a library can be grouped into four general areas of responsibility:

i) Representing the library to its clientele.

ii) Promoting the use of the library by publicizing its resources and services.

iii) Maintaining awareness of all materials of interest to, or about, the library in the local, national, and professional media.

iv) making arrangements for visitors to the library and use of library facilities.

The technical tasks include editorial functions, administrative functions and graphic functions.

There is a general awareness among the public libraries in Malaysia of the importance of having a public relations officer in the department to carry out an intensive promotion activities for the library. Unfortunately due to budget constraints and lack of staff, public libraries cannot afford to employ a full- time public relations officer to carry out the public relations activities. Normally a librarian has to undertake this duty while carrying out professional work at the same time. It is generally accepted that long working experience is really an asset to those involved in this work.

4.2 RELATIONSHIP WITH THE FUNDER

The most crucial aspect of the work of the library director is to persuade his governing body to supply

adequate and continuing financial resources for the efficient operation and development of the service. Every possible opportunity must be taken to publicise, promote and market library services and to keep a high profile within the local council and the community as well as reassuring elected members that the library is giving a value for money service.

The next step in acquiring the necessary funds is to be able to forecast accurately the cost of jobs and services in the coming financial year. The director needs to prepare detailed estimates and to pilot them through his board, committee or council. To do this successfully, he must be adept at report writing, he must anticipate possible questions with pinpoint accuracy, he must be convincing in his replies to those questions and , in short, he must have the most complete and detailed knowledge of the service at his fingertips. An efficient librarian will impress members of his governing body, and they in turn are much more likely to support the service if they feel that the person in command is someone who is dedicated to the service, someone in fact who knows his job from A to Z.

The interaction between the library board and the governing body should continue throughout the year, not only at the time of setting the budget. Quarterly reports

should be prepared to keep them informed.

The director has to be concerned also with the long-term development budget. This calls for such qualities as foresight, imagination, and the capability of being able to think big and for many years ahead.

4.3 STEPS THAT MUST BE TAKEN TO ENSURE SUCCESSFUL PUBLIC RELATIONS PROGRAMMES

i) Planning

For planning to be easy, there must be well-articulated goals and objectives or a long-range plan. The librarian must decide what it is she wants to accomplish. The goals can either be specific or general, short or long term.

ii) Identify the groups to be reached.

Once identified, the librarian needs to see the staff members and leaders of these appropriate groups to find out what their goals and programmes are and explain how they would be enhanced and strengthened by some library services. This effort increases the librarian's contacts with the community leaders.

iii) Budgeting

Once the new objectives have been drawn up and accepted by the management, it will be time to cost them out. At this time only estimates are required rather than exact costs. The current functions of the department must be reviewed to see if they are effective from the public relations perspective, and are cost effective. Once the programmes required to meet the objectives have been identified, the information must now be translated into the functions of the public relations, so that the accounts and budget reports can be understood easily by the auditors. The 1980 survey of the Public Relations Section of the Library Administration and Management Association of the American Library Association, revealed that most libraries did not have separate public relations budget. Margaret Chartrand[4] recommended that between one and three percent of the total library budget be expended on public relations. The breakdown for a public relations budget is as follows:

Staff   40% of the total public relations budget
                 figure

Publications   30%

Equipment   12%

Graphics   2%

Press Room   2%

Exhibits   2%

Audiovisuals   2%

Advertising   2%

Administration 8%

A complete budgeting process serves as the basis of an effective, well-managed public relations programme that supports the overall goals and objectives of the library.

iv) Staff Communication

It is the experience of Britain and America that whilst adequate arrangements are often made for staff training and welfare, hardly a thought is given to keeping staff informed about the progress of the library as a whole, or about the short- term and long- term intentions of the library authority. Generally today, the employees are far better educated than in the past. They do not only desire monetary rewards but also certain levels of

satisfaction from their employment, and expect to be treated with consideration in their relation with their employers. This will surely be applicable in Malaysia also in the long term.

There is an increasing need for better communication between the director and his staff members. The problem of communication can be reduced by having meetings. It is up to the director either to have them regularly or as and when they are thought necessary. It is much better to arrange for such meetings whenever they are deemed essential, with two provisos. First, the director must give plenty of notice of the meeting before hand, and, secondly, a minimum number of meetings must be held each year. Another point to be stressed is that each senior librarian who attends a director's meeting should hold a meeting of his subordinates soon afterwards.

Another medium of communication in large library staff situations is the regular issue of a newsletter or bulletin from the director, and ideally this should be distributed on an individual basis so that every member of the staff is given a personal copy. During an era of recession the information being passed on is more likely to be concerned with economies and reductions in services. During periods like this it is vital to keep staff informed of the latest developments in the library

budgeting process, since library staff at all levels are naturally sensitive about the future.

It is essential that all staff be made aware of ongoing and future public relations activities, because the best plans can be undermined by uninformed staff members who are not committed to the library's goals and objectives. In addition to knowing what is going on and why, the staff needs to be aware of how it will happen. The strategies, timing and possible problems need to be explained so that they' will be able to respond to questions from the public. This involvement will make them feel committed and anxious of the success of the programmes.

v) Utilising publicity media.

Perhaps no single source can provide such widespread coverage of library events, news and policy changes as the local newspapers. A creative public relations personnel in the library can use them effectively. Libraries have in the past had such an unsatisfactory press because librarians have failed to appreciate the elementary facts of public relations life. The editors and journalists are much more interested in subjective news than in the objective. People, not objects, make the most readable news, and readable news is what editors must give their

readers. Therefore the public relations librarian must be able to develop these news into the kind of human interest material which will catch the eyes of the editors. Librarians must also realise the importance of presenting the library pictorially through good photographs, charts or graphs. Never send the editors a dull, routine report of library progress, unenlivened with subject interest, unsupported by pictorial matter, and expect the press to give it prominence.

Making the initial contact with the editor is necessary as it will enable the library public relations officer to identify the person responsible for library coverage and set up a meeting. A joint meeting with both the editor and the reporter covering the library can provide an even stronger liaison. It is important that the officer comes prepared with specific suggestions for this meeting.

The basic way to submit material to the newspaper is through a written press release, and then allow the editor to get back with any unanswered questions or problems. The press release need not be a formal document but it should follow some simple basic guidelines. Among them are:

a) Attractiveness is of prime importance. Those larger

libraries should have specially designed and headed duplicating paper so that the sheet is readily identifiable. All communications must be typed to give a professional appearance.

b) The press release should be brief. Do not try to pack in the maximum information on the grounds that the more that is written the more will be printed.

c) The name of an individual who can supply additional information, including a telephone number must be provided. This enables the editor to contact the person if there is an immediate need.

d) Make several photocopies so that they can be distributed to the other papers.

The radio and television stations must be utilised to broadcast the library promotional activities. Among the possibilities are not only radio talks on what the library does, what collections it has, and who uses it, but also regular book review programmes, the reviewing being done by a team of local librarians; announcements on competitions etc.

Librarians should utilise every opportunities for getting libraries to the fore on television and radio.

Visiting foreign librarians can be arranged to be interviewed. ; organisers for library conferences can be asked regarding the objectives of the coming conference; the chairman for the children's library week can elaborate on the programmes planned for the children throughout the campaign etc.

Fortunately, the awareness of the importance of maintaining good relations with the publicity media also exists among the Malaysian librarians. The activities for the week are aired by the local radio stations. The Public Library Division of the National Library of Malaysia is perhaps the most publicised public library in the country. The reason could be that, being situated in the Federal Territory, it is exposed to various media. The Children's Theatre Group of the Library is regularly invited to perform for television programmes. The role played by the librarian in charge of the activities also deserves mentioning. A natural interest to work with children is an asset in carrying out these activities; a good rapport with the radio and television producers ensures that the librarian will be contacted by these people the next time similar programmes are required.

The library's relationship with newspapers, radio and television is a two-way, continuing process. The media are looking for news, while the library for publicity. The

library public relations officer must not only make a good
initial contact with an editor or station manager, but
must maintain a cooperative association. By keeping aware
of community activities and working with the media, the
opportunity to spread the library's message widely,
inexpensively and frequently is ever present.

There are several audio- visual presentations that
can be used to promote the libraries. Among these the
tape-slide presentation may be highlighted because it is
the cheapest and the easiest to produce. Tape-slide can
be used to convey factual information on library services;
to instruct users; for group viewing to visitors who come
to the library. There are two important steps in the
production of tape-slide: First, is the preparation of
script. It is important to keep in mind the intended
audience in order to correctly choose the suitable form
and style. It is advisable not to put too much
information and an effective presentation should not
exceed 10 minutes. Recording should be carried out in a
proper room because additional unwanted sounds will lessen
the impact of the programme. Secondly, the pictures should
be clear and strict quality control must be applied in
selecting pictures for the programme. In preparing the
presentation, the pictures, the words and the music should
be considered together and matched so as to produce a
whole which will effectively convey the library's message.

4.4 TECHNIQUES OF LIBRARY MARKETING AND PUBLIC RELATIONS PROMOTION

The projection of a positive institutional image is vital for the support and growth of organizations including libraries. How the image of the library is projected, how public opinion and group attitudes are influenced, involves a number of public relations and marketing techniques. The following techniques, have proved to be successful with libraries:

i) Library publications.

Publications produced by public libraries include annual reports, bookmarks, catalogues, diaries of local events, exhibition catalogues, guides to the library, indexes, leaflets, membership forms, newsletters, postcards and many others.

Library publications can be used to record a library's achievements, to inform, to promote and to persuade. They should look good because the public's perception of a library service may well be influenced, consciously or sub-consciously, by the quality of its printed material.

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Stationery such as library tickets, book labels, compliment slips and letter headings help to create an impression of a library as a service organization. Since it reaches those parts of a library's community that other publications do not reach, care must be taken over the design and production of these items because they can be instrumental in promoting a positive image of the library. A centrally-designed stationery promotes the corporate identity of the library.

Care should also be taken over the wording and design of library notices. Librarians should avoid having too many notices in the library. Only certain essential items of information, such as opening hours or details of any new procedures need to be displayed. One important thing to remember: all notices must be kept up- to- date. It is very disheartening when one enters a library and finds out-dated notices still being displayed. Library activities should also be publicized through notices and posters displayed inside and outside library buildings. The professional touch should be given to notices and posters. It is essential that any lettering is well done. This can be achieved by using one of the instant lettering systems available in the market. The posters should be arresting in their colour and design. A logo can be used to associate it with the library and they should be designed by professional commercial artists.

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Although annual report appear only once a year, in the public library context, it is first and foremost a report to the library's governing body; and then a report to the library's community of users and non-users. In preparing the report, the librarian has to decide what to include and exclude. Although the main body of the report should be the account of the year's work, the librarian can also include any special problems or opportunities and a general survey of the library service. Some keypoints to be remembered when preparing annual report:

a) Statistics must be presented in a way that will not put off the reader's interest while reading it.

b) Library jargon should be avoided.

Once the report is published, it is essential to ensure its effective distribution. A well-produced and effectively distributed annual report can improve the library's public relations. Not only does it provide a historical record of the library service, it also demonstrates to legislators and the library community what they are obtaining for their money, boosts staff morale, and shows the value of public library services generally.

Another important public library publication is the

library guide, intended to introduce clients to the
library and its services. It creates an awareness of the
service for the users, and even more non-users, who are
unaware of the full range of facilities available. The
guide should also assist clients in their actual use of
the library, explaining the classification scheme or the
use of the microfiche. An ideal guide should have the
library address, telephone and telex numbers, names of
senior staff, details of opening hours and a brief
description of the full range of services available. Tne
Selangor State Public Library has produced an interesting
guide for its community, (Example 1). Guides should be
given to new users, but efforts should also be made to
reach those people in the community who have not yet used
the library. These guides can be distributed to the
audience when the librarians are giving talks to outside
groups who come to visit the library.

There is no limit as to the variety of library
publications that can be produced by the library. The
only important rule to be remembered is that a high
standard should be applied in their production because it
will affect the image of the library if it is not given
consideration and thus will damage the hard work in
promoting the library as a whole.

Example 1:   Sample Guide of the Selangor State Public
             Library

PERPUSTAKAAN RAJA TUN UDA
SHAH ALAM

BUKU PANDUAN

PERBADANAN
PERPUSTAKAAN AWAM SELANGOR
1989

ii) Displays and exhibitions

Displays can be used to bring clients' attention to
various topics and materials; to exploit and increase the
use of the library's stock; to inform, to bring together
material that may be separated by a classification scheme,
and to improve the general atmosphere of the library. A
well-mounted and strategically sited display, can brighten
a dull library foyer. Local libraries should encourage
the local organizations to put up displays in the library.
Not only will this introduce users to new ideas, but it
can also attract non-users who have an interest in the
activities of the organization concerned.

The availability of a wide range of easily erected
display equipment in the market today, enables the staff
who have the appropriate skills and who are given the
necessary professional help with graphics, to mount
satisfactory displays. To make the display more
interesting, non library objects can be used. For
example, libraries have used sets of gardening tools to
enhance displays of gardening books. The objects
exhibited at the displays can be borrowed from local firms
and organizations. Indirectly, this activity encourages
the involvement of the community around the library. It is
the practice of the Public Library Division of the
National Library of Malaysia to prepare reading lists on

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the subject displayed. A rough survey revealed that these books suddenly caught the attention of the readers although they have been on the shelves long before the displays. Displays should be changed frequently because they lose impact if they are allowed to remain for too long.

Displays need not be restricted to library buildings only. Since the object of a display is to attract new clients, therefore it can be mounted on premises other than library: community halls, swimming pools or even at the hotel foyers or large departmental stores.

Exhibitions provide another opportunity for public libraries to display their wares. A professionally mounted exhibition and the use of photographs and items selected from a variety of audio visual materials can be very effective. A mobile library van can form the basis of an attractive exhibit. It is essential to have on the stand staff who can deal confidently and effectively with enquiries about the library and its services. Librarians should also make the effort to contact the local press and broadcasting organizations to publicize large exhibitions.

4.5 WORKING WITH SPONSORS

Libraries need sponsors to carry out their activities for the public because of the continuing budget cuts they are facing today. Sponsorship, as it concerns library-based promotions, is an aspect of partnership where support- either financial or in another material form is provided by a commercial company, for an activity which is usually unrelated to its business but which is likely to benefit the sponsor, especially in terms of publicity.

Before approaching a sponsoring company, the librarian needs to do some preparation.

i) Planning well in advance which companies to be approached.

Potential sponsors can be found from local businesses, , national companies with local outlets, and other businesses whose main sphere of operation has some connection with the subject of the event. One important thing to remember here is that never try to obtain sponsorship from retailers or wholesalers whose merchandise may earn social disapproval. The event, whatever it may be, may be jeopardised by the outcry which may follow.

ii) Drafting a letter to the Chief Executive of the company concerned.

The case for sponsorship must be clearly stated so that it creates confidence to the firms concerned. The letter must be accompanied by full detailed costs of the promotion, stating what level of funding is sought and where alternative/ complementary funding will come from. A detailed list of what is being offered in return for the sponsorship must be presented.

For a jointly sponsored programme, there will probably be need for 'co-sponsoring' compromises at the planning stages. A co- sponsoring organisation is likely to want to see some reflection of its work in the final plan. To generate enthusiasm it is practical to set up an advisory or planning committee on which representatives of both organisations sit. The sponsors must be kept informed of any significant alterations to the programme.

The project needs to be evaluated after it is over and its success publicised. Suggestions can be made to the state and regional library associations to sponsor the same project. The information about the way the librarian worked with a non- library organisation should be channelled to other librarians. The co- sponsor should be

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given a fair share of the credit. Finally, a letter of thanks should always be sent to the sponsors, together with a full report of the promotion, and a balance sheet, showing a breakdown of expenditure.

4.6 EVALUATION OF LIBRARY PUBLIC RELATIONS PROGRAMMES

Unless the results are evaluated, it is difficult to measure the successes or failures or to learn from failures in public relations activities. Since library is not a money- making agency, it is almost impossible to assign cost and value figures to library public relations as a whole, but it is possible to employ a variety of library use surveys, questionnaires and count systems and to evaluate individual projects, programmes, and publicity techniques.

It is important not to tie the effectiveness rating of the public relations to one or two measuring systems. Since libraries offer a wide range of materials and services in the effort to fill diversified educational, cultural or social needs, it is important to establish diversified measuring techniques. The following are some of the techniques that can be used:

a) Study the needs of the library.

Librarians must make time to sit back and look at the general direction the library is heading. Establishing goal priorities can generate a deeper involvement of staff. They too should know in which way they could contribute to the library movement toward better service. These questions can be asked: Is the library keeping up with trends in the profession? Is the library taking advantage of a systems approach to planning? Questions like these force answers that take overall goals into account. Once overall goals are clear, the need to publicize them internally and externally becomes apparent.

b) The communication channels through which public relations materials are distributed must be identified for the purposes of measuring their anticipated audience and for deciding how best they should be prepared. Media outlets in terms of media format, audience anticipated, time schedules, durability, re-use, educational level must be evaluated. This effort saves time which can be concentrated on improving the materials.

c) 'Pre-test' public relations material.

News releases and displays and the other material designed and intended for the public eye must be examined

carefully before release to the public. Simple words, simple sentences and simple paragraphs need to be used.

d) Determine media responses.

The materials that are prepared for the newspaper editors or the radio and television producers must meet their professional standards if they are to be used by them. Good relationship with them is not enough because they cannot afford to use inept materials. To determine their effectiveness, Sherman[5] suggests the following questions be asked:

- Did the media use the material submitted?

- Was the material changed? A little? Drastically?

- Any comment after the material appeared in the media?

- How did they use it? For example, was it buried on a back page?

e) Compile a record of public responses.

Statistics on programme participation, registration, and circulation can be collected, compared and chartered. Questionnaires can be given to patrons as they leave or

enter the library. Questions can centre on reasons for visiting the library, suggestions for improvements etc. The library should maintain a public relations scrapbook or folder of newspaper clippings and pictures, note on radio and television broadcasts, displays, bookmarks and newsletters. Such a scrapbook serves as a concrete reference that can be referred to at any time. Attention must be given to complaints in letters, on the telephone, and at the front desk.

It is important to evaluate each programme and public relations project as it develops upon termination: what went well and why; what improvements in planning, personnel utilization, and publicity to improve future programmes.

In the era where libraries today face great challenge to be recognized as the informational, educational, cultural and recreational agency, essential to the lives of the people, librarians cannot afford to disregard the importance of public relations. Librarians must acknowledge public relations as one of the functions of management if they are to succeed in promoting the library services.

4.7 FUND RAISING

Funds in addition to those provided by official budgets are often sought in some countries and this is recommended for Malaysia. Constraints on official budgets make other fund raising campaigns important.

These campaigns are either a full-scale campaign to raise money for a new project or to supplement the library's income for everyday operations. Once the library board has made a decision to proceed with the campaign, the board should establish a campaign committee to assist in all phases of planning and implementation. Since the committee should represent a wide range of community interests, it should include key members of the government and labour structure, corporate representatives, educators, foundation and religious leaders. The next step will be the planning and development of the fund raising strategy. Brochures and posters must be printed, mailings must be made, advertisements in local newspapers should be considered and a continuing publicity programme must be designed.

Establishing a starting date for the campaign is essential. The programme planners should also programme a calendar with the dates for each mailing, meetings, library events related to the campaign, newspaper

advertisement programme, spot announcements on the local
radio and television stations.

An alternative to a community-wide fund raising
effort is an appeal to individuals or organizations to
make substantial donations.   In the USA, it is possible to
'sell' a room to one of the more affluent members of the
community: that is, the room will be named after the
individual, or a relative the individual wishes to honour,
in return for a gift enabling its construction.[6] In
Malaysia as in the USA, all donations are tax-exempted. It
is hoped that more donors will come to the front when such
efforts are considered.

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CHAPTER FIVE

CONCLUSION

It is only recently that non-profit organizations including libraries, have come to realise the relevance of marketing activities to the management of their operations. This involvement on the part of librarians in a formalized effort is yet another step in improving the satisfaction of the potential library patrons. For a marketing programme to be a success, commitment from every staff member is required. It also requires integrated marketing where the various departments in the organization must realize that the actions they take have significant effect on the organization's ability to create, retain and satisfy consumers.

This marketing approach is widely accepted among American libraries today, whereas in Great Britain it is slowly taking root. Public libraries in Malaysia will soon have to adopt this approach although at present the need is not that immediate. Public librarians need to be made aware of its importance as the societies they are serving becomes more industrialized and complex.

Libraries can only be accepted by the readers if the product they promote is a good product. Only then the promotional efforts initiated by the librarians are worthwhile. Whether or not, the library chooses to stress public relations or marketing in its organisational philosophy is not terribly important. What is important is that whatever resistance library management has had in choosing any system at all, has been overcome. Only by instigating and maintaining a carefully designed programme of public relations or marketing can the libraries today succeed in building a positive and useful image in the public's eye. Positive public opinion is essential for the library's survival especially in competing for funds for its annual budget. Librarians need to present and nurture a truthful, dynamic image of their institution. Libraries will survive to continue their role in society only if they are convincing in their image projection.

By projecting a positive library image, librarians perform an important part of their basic job. As librarians, they are convinced of the value of libraries, but they cannot continue to assume that this value is recognized or understood by the public at large. Only by making the strongest possible case for libraries can the purpose and value of libraries be conveyed to the public. Librarians must be those who do the job- no one else is going to do it for them.

Below are some of the recommendations that can be considered for the promotion of public library services in Malaysia:

5.1 RECOMMENDATIONS

5.1.1 POSITIVE ROLE BY MALAYSIAN LIBRARY ASSOCIATION

The Malaysian Library Association, the PPM, could be more active in helping to initiate short courses for public librarians. Many are now available on aspects of management, on computer applications, on programmed budgeting, on training, and on other modern techniques impinging upon library administration. Short courses on public relations can be held regularly in conjunction with institutes of public relations. It would not do any harm for library chiefs to attend these courses themselves, and at the same time to send as many senior staff as possible on such courses. The candidate sent by the library to attend these courses , should be asked to circulate summaries to other senior members of the staff, or to give a brief account of what he has learnt to a meeting of senior librarians. This makes it possible for the knowledge and expertise gleaned from the course be spread more widely, thus making more librarians become more public relations conscious.

5.1.2 PUBLIC RELATIONS TO BE TAUGHT AS A SUBJECT IN THE LIBRARY SCHOOL OF THE MARA INSTITUTE OF TECHNOLOGY

It is a welcome development that public relations is now to be taught as a compulsory subject to the student librarians at the Mara Institute of Technology, the only educational institution providing courses in library science. It is hoped that visiting speakers will be invited to address student librarians in the school on public relations. Much could also be done to encourage interest in the subject by arranging displays of library publicity. This subject prepares the students to cope with the working environment once they start their career as librarians.

5.1.3 PUBLICITY FOR SPECIAL SERVICES

In the past too much time and expense has been spent on general publicity. Librarians now should concentrate attention publicising those special activities which appeal to smaller, self-contained audiences. These include audio-visual collections, services to the elderly, handicapped and housebound, special collections for the non-indigenous population, books designed to reduce the problem of illiteracy, books for the partially-sighted, as well as the growth of special collections following the

development of subject specialisation schemes. The library should compile and maintain more specialised mailing lists. Local directories can be used for this purpose. Liaison might be sought with the secretaries of local associations and groups so that, for example, publicity for the local history and archives collection might be sent to all members of local amenities associations, and not merely to the chairmen and secretaries. Closer contacts must also be sought with the members of literary, artistic and scientific societies in connection with the issue of publicity describing library holdings in these fields.

5.1.4 ENCOURAGING CHILDREN TO READ

The effort put in by the Selangor State Public Library in encouraging the children to read should be followed by other public libraries in the country. Every year, Selangor Public Library organises Children's Day where concerts and awards presentation take place. In 1976, the Best Child Library User Award was launched. This award is given to the child who has been the most actively involved with the library's activities, judged by a panel of teachers and librarians.

To ensure that the children are reached, public libraries must work closely with the schools. Teachers and

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librarians can plan together activities for children. There is a need to develop a pool of children's librarians who should be responsible on a full-time basis to organise activities and materials for the children so that they will become properly library-orientated. Library orientation must be taught to children at an early stage, to equip them to be library users of tomorrow.

The present practice where school children are encouraged to visit the public libraries accompanied by their class teachers should be continued. A more carefullydesigned programme need to be considered by the public librarians to improve such visits. For example, after the conducted library tours, the children should be given exercises in library usage. These exercises will help familiarise the children with the library.

5.1.5 COOPERATIVE PUBLICITY

Malaysian public libraries can consider cooperative publicity as an effort in promoting library services. There is enough uniformity in library work to allow for a cooperative approach in the matter of publicity among the state public libraries. Public relations materials such as booklists, reading lists and posters can be produced much more cheaply in bulk for use by by many libraries than if they are produced separately with much shorter

print runs.

Book weeks can be organized quite successfully by individual libraries, but their impact can be even greater if they form part of a regional or national effort.

5.1.6 THE IMAGE OF LIBRARIANS

Librarians should not be too concerned with the **middle-aged spinster with a bun** image. This is basically irrelevant and unimportant. Instead they should be concerned with the view of the librarian and the library as foreboding, boring, complicated, largely inaccessible, or worse irrelevant. The librarians need to project their image because in order to attract people and make them firm supporters, if not regular users, the library has to be seen in a favourable light. The focus should not be on how attractive people think the librarians are, but how useful, necessary and important they are to their education, research and everyday lives and work. Users must feel comfortable with librarians and unintimidated by libraries; they need to know what to expect from the answers they receive and how to use those answers; they need to know exactly how librarians can help them.

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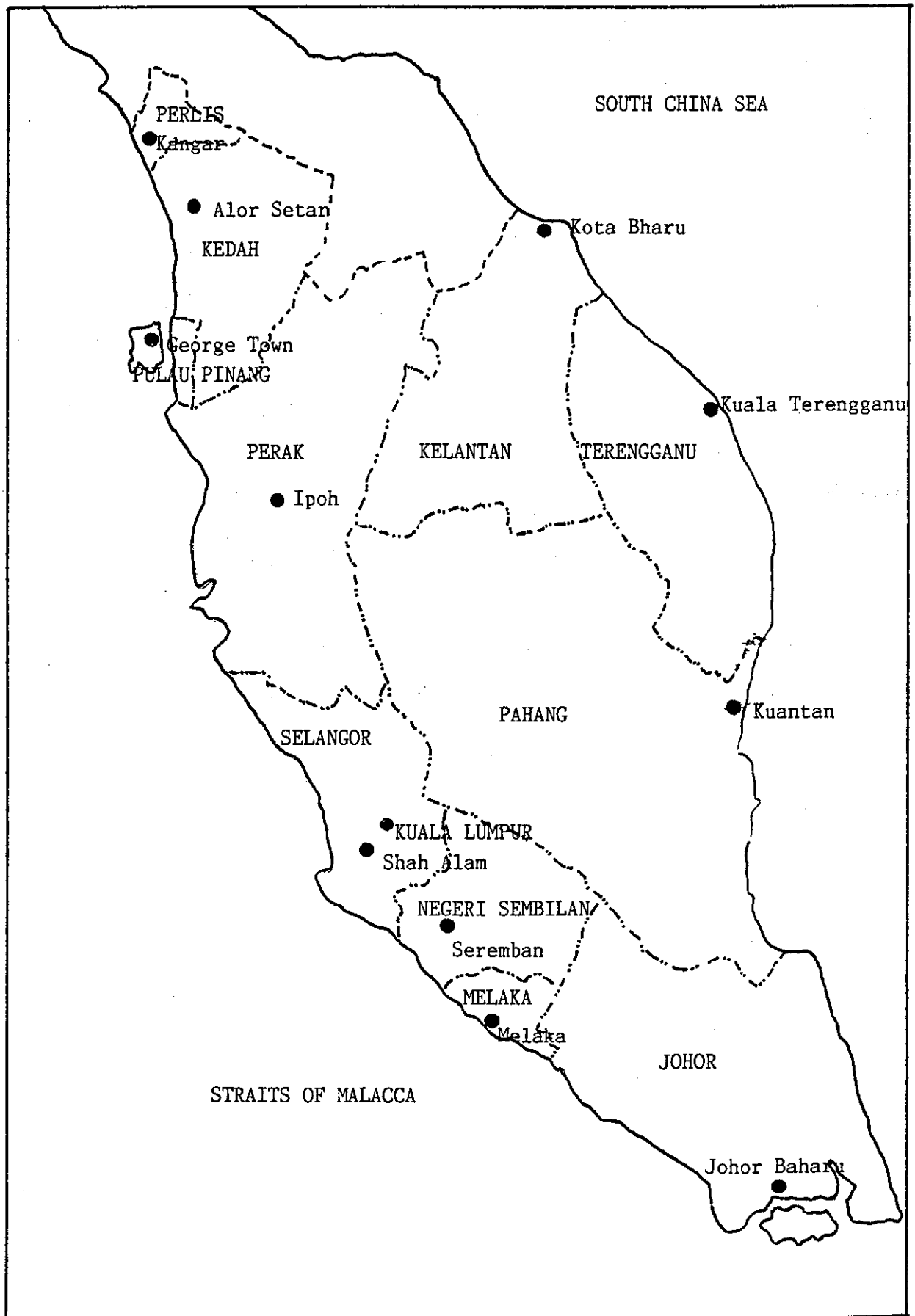
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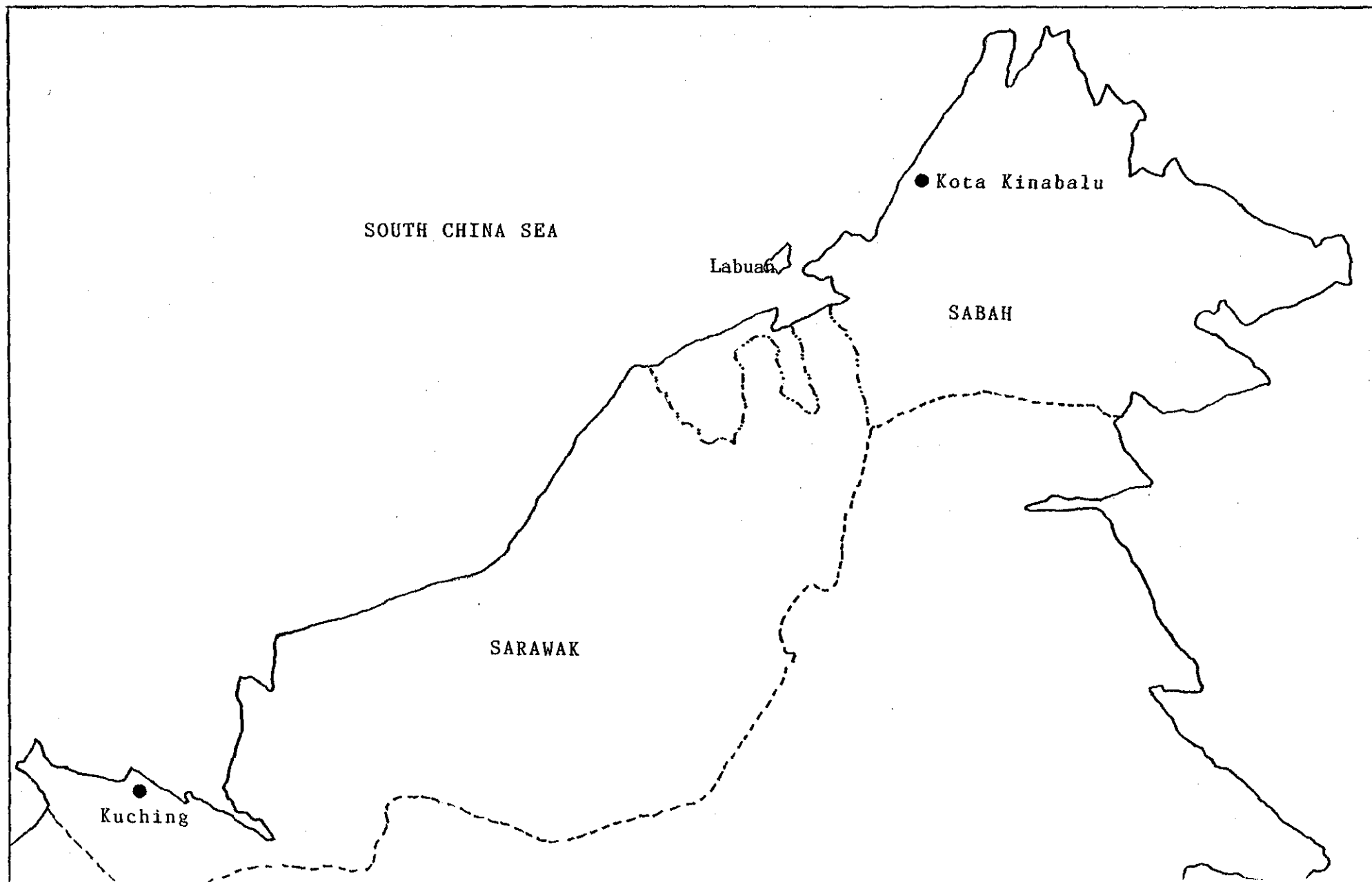
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APPENDIX I - PENINSULAR MALAYSIA

SOUTH CHINA SEA

PERLIS

● Kangar

● Alor Setan

KEDAH

● Kota Bharu

● George Town

PULAU PINANG

● Kuala Terengganu

PERAK

KELANTAN

TERENGGANU

● Ipoh

PAHANG

● Kuantan

SELANGOR

● KUALA LUMPUR

● Shah Alam

NEGERI SEMBILAN

● Seremban

MELAKA

● Melaka

JOHOR

STRAITS OF MALACCA

● Johor Baharu

APPENDIX III

ADDRESSES OF STATE PUBLIC LIBRARIES IN MALAYSIA

1. State librarian

   Johor State Public Library Corporation

   No. 14, Jalan Gertak Merah

   80000 Johor Bharu, Johor Darul Takzim.

   Tel : 07-232446

2. Director

   Kedah State Public Library Corporation

   Jalan Limbong Kapal

   05000 Alor Setar

   Kedah Darul Aman.

   Tel : 04-733592

3. Library Officer

   Kelantan State Public Library Corporation

   Jalan Mahmood

   15200 Kota Bharu

   Kelantan.

   Tel : 09-783570

4. State Library Officer

    Melaka State Public Library Corporation

    First floor, Dewan Hang Tuah

    75300 Melaka.

    Tel : 06-227178

5. Director

    Negri Sembilan State Public Library Corporation

    Jalan Dato' Malek

    70000 Seremban

    Negri Sembilan Darul Khusus.

    Tel : 06-714331

6. Librarian

    Pahang State Public Library Corporation

    Jalan Gambut

    25000 Kuantan

    Pahang Darulmakmur.

    Tel : 09-524017

7.   Librarian

     Perak State Public Library Corporation

     c/o Office of Perak State Secretary

     Jalan Panglima Bukit Gantang

     30000 Ipoh

     Perak Darul Ridzuan

     Tel : 05-503753

8.   Library Officer

     Perlis State Public Library Corporation

     01000 Kangar

     Perlis.

     Tel : 04-764436

9.   Director

     Pulau Pinang State Public Library Corporation

     Second floor, Dewan Sri Pinang

     10200 Leboh Light

     Pulau Pinang.

     Tel : 04-622523

10. Director

   Selangor State Public Library Corporation

   Persiaran Indah

   40572 Shah Alam

   Selangor Darul Ehsan.

   TEL : 03-5597667

11. Director

   Terengganu State Public Library Corporation

   Bangunan Tun Abdul Razak

   Jalan Sultan Ismail

   20200 Kuala Terengganu.

   Terengganu.

   Tel : 09-621100

12. State Librarian

   Sarawak State Library

   Jalan Jawa

   93400 Kuching

   Sarawak.

13. Director

    Sabah State Library

    88572 Kota Kinabalu

    Sabah.

    Tel : 088-54333