

# CONSIDERATIONS OF LIBRARY SERVICE MARKETING. LIBRARY ADVERTISING. ROLE AND IMPORTANCE OF ADVERTISING IN LIBRARY ACTIVITIES

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***Abstract:** The former part of the paper presents a series of general considerations regarding the role and importance of advertising. The functions of publicity and advertising are presented too. The latter part of the paper deals with library activity promotion. The next, library publicity methods and materials used in library promotion activities are also presented.*

***Keywords:** advertisement, library, mass-media, publicity, advertising policy, announcement.*

## 1. ASPECTS REGARDING THE ROLE AND IMPORTANCE OF ADVERTISING IN ADVERTISING POLICY

Advertising policy, also known as communication policy, encompasses activities aiming at informing the target audience in terms of market services and products. Also called promotion-mix, advertising activities inform audience concerning new offers, attracting new market niches, building trust in some works as well as shaping the identity of certain services. Essentially, the purpose is preserving the spot-light position and credibility in order to influence consumerism behavior for some offers.

Promotion activity provides a set of activities that aim at the following:

- library services and products being known by the user;
- attracting users;
- transforming potential users into actual users by presenting the advantages brought by library services and products;
- maintaining contact with users in order to inform them on the offered products and services as well as to know their motivation and behaviors related to these services and products.

The success of promotion activities resides with the offeror's capacity to focus on the main possibility to convince potential users to

become actual users. Advertising activity must be followed by users' education and formation by means of library documents and products or theoretical debates whose purpose is the users' better understanding of library services and products.

This goal implies two undertakings: knowing users' expectations from the service offer on the one hand, and identifying the most efficient methods for message delivery on the other hand. Advertising is one of the marketing mix components and encompasses several elements: advertisement, publicity, sales promotion, personal sales. By combining them the communication mix is developed, and its role is to help the organization convey information regarding its services and products. Next, we will examine only the first two elements of advertising mix, that is, advertisement and publicity, which can successfully be used by libraries.

### 1.1. OBJECT AND DEFINITION OF ADVERTISEMENT

One may argue that advertising is linked to the invention of the printer at the middle of the 15<sup>th</sup> century by Johannes Gutenberg. This new technology enabled the appearance of newspapers and the first forms of advertisement: posters and pictures. Such a poster appeared in 1472 and was stuck to the

walls of London churches to inform on selling religious books.

Advertising in its modern sense belongs to the 18<sup>th</sup> century although small announcements with individual character occurred in the 17<sup>th</sup> century.

An important moment in advertising history is the year 1836, when the newspaper *La Presse* was sold cheaper than its production cost. This was possible due to the money obtained by selling advertising columns. This approach changed the nature of the newspaper by transforming it from a scarce and expensive product into a cheap and accessible one.

Despite the fact that the two terms are used interchangeably, specialists argue that they are different. Next, we will present several definitions aiming at illustrating the differences between advertising and publicity as well as their characteristics. "Advertising is a non-personal representation of ideas, goods and services for money paid by a sponsor" according to the famous marketing theorist Phillip Kotler.

In 1979, William Weilbacher stated that "advertisement is a media message paid and created by an institution or company that wants to increase the likelihood that the receivers behave the way in which the sender wants them to behave". Armand Dayan considers that advertisement is "paid, unilateral and impersonal communication based on media or other means to favor a product, company or brand identified in the message". This definition emphasizes some features. Thus, it is paid (by a sponsor), unilateral (the message is conveyed one-way, from the sender to the receiver), impersonal (it does not target an individual but rather a certain kind of audience) and media-based.

Advertisement is defined by William Arens and Courtland Bovee as "a non-personal communication paid by a known sponsor, persuasive by its nature and about products, services or ideas". This definition resembles the previous one and underlines the persuasive feature of the advertisement.

Similarly, our literature attempts to define the concept. Thus, Anca Purcarea shows that "advertisement is any non-personal and paid form of communication regarding an

organization and its products". The author also illustrates some characteristics: public, perseverant, expressive and impersonal. In her book *Relatiile publice (Public Relations)*, Cristina Coman states that advertisement is "the set of actions meant to create and convey persuading messages by buying space and time in various media".

In specialized literature, one may find different definitions of publicity which are not clearly separated from advertisement. This confusion may stem from the fact that *advertising* can be translated both by advertisement and publicity.

Jack G. Wiedemann argues: "publicity is the process of drawing public attention to the availability of some goods or services". The well-known *Le Petit Larousse* offers the following definition for publicity: "the activity of making a brand known as well as causing people to buy a product or use a service".

A synthesis of these definitions is made by Guy Lochard and Henry Boyer: "publicity attempts to make a product known to potential consumers in order to ensure that it is sold".

The aforementioned authors Anca Purcarea and Cristina Coman define publicity as "a non-personal and indirectly paid form of presenting an organization and its products". The definition then lists the characteristics of publicity: credible, transparent, dramatic.

Another Romanian theorist, Septimiu Chelcea, shows that publicity is "a set of mass communication techniques whose purpose is to inform the public in terms of the qualities of products or services as well as to influence the public in the sense of purchasing those products and accepting those services". Hence, the characteristics of publicity: information and influence. In this respect, some theorists underline that publicity "is desirable only if it draws attention to the real qualities of products and services". Unfortunately, this aspect is not always present due to commercial reasons.

Although it is hard to generalize in terms of publicity features within promotion mix, Phillip Kotler emphasizes the following: "Publicity is a communication means public par excellence. This confers the product a certain type of legitimacy and suggests a standard offer. Because many people receive

the same message, buyers know that their purchasing reasons will be understood by the others. Publicity is a powerful communication means that allows the sender to repeat the message several times. Also, it allows the buyer to compare the messages sent by competing companies. Large scale publicity speaks volumes about the sender's size, power and success. Publicity offers means to present an organization and its products by artistically using printed materials, sounds and colors. Sometimes, however, the very expressiveness of publicity tools may dilute its message and distract from the meaning of communication.

Therefore, one can distinguish the differences between the two concepts in spite of various controversies and confusions. Whereas advertising has a strong persuasive character, is paid and created by specialists, publicity has an informational role, is unpaid and created by the beneficiary.

Although there are opinions according to which publicity is a social engine that catalyzes economic development, there are also numerous theorists against this idea.

One of the first in this respect is the American sociologist Vance Packard, who argues that publicity is a manipulation tool that drives buyer to do irrational and illogical things. He reached this conclusion after a 1956 experiment, when extremely quick "Buy Coca-Cola" images (1/3000<sup>th</sup> second) were shot during a film. Without being aware of the message, when the film was over the spectators went to the closest bar and drank mainly Coca-Cola in spite of having a wide choice of soft drinks at the same price. A more and more popular issue is that of the moral character of publicity. The economist John K. Galbraight argued in 1967 that publicity was used to create and preserve the desire to be socially accepted and sexually attractive because the basic physiological needs (food, clothes) are easily met, and only the higher ones still need to be met. Another frequent critique refers to the fact that publicity transfers costs on consumers, and thus they pay for the 'privilege' to be persuaded.

Other authors such as Armand Dayan state that publicity and advertising are viewed differently, as important culture figures prove.

Thus, Georges Duhamel (a French novelist, poet and essayist) regards publicity as "a terrible form of abuse, which treats the individual as the most narrow-minded of all animals". Paul Valery (a neo-classical French poet and essayist) asserts that publicity "insults our senses, falsifies epithets, corrupts all qualities and critiques". The sociologist Edgar Morin says that "publicity consists of transforming the product into a mild drug as it tries to inject a doping substance that induces an euphoric effect as a result of its consumption".

John Fische believes that most of publicity is vulgar and irritating. He explains: "popular pleasures must belong to the oppressed and must contain elements of the evasive, scandalous, offensive and vulgar". Consequently, publicity is vulgar as it aims the masses and therefore it must be understood by them. According to Fische, the vulgar character of publicity is natural and necessary. Obviously, one cannot accept this for the current message is more and more educated, whereas the messages can be perceived by young people, who are particularly vulnerable.

Most opponents of publicity and advertising focus on the following:

- publicity persuades customers to buy products and services which they cannot afford;
- publicity relies on emotions rather than reason;
- publicity means repetition.

On the other hand, Blaise Cendrars (French poet and publicist) shows that publicity is "the flower of contemporary life and a token of optimism". In the light of economic, social and psychological components of publicity, each of them has supporters and opponents.

Publicity fans regard it as an economic phenomenon that ensures "the flow" of production to buyers and draws attention to high quality products and services. It opponents, on the other hand, blame it for the speedy depreciation of products, artificial development of production fields and false dimensioning of economic progress.

As a social phenomenon, supporters claim that publicity enhances individual integrity by advancing new life styles and by ensuring collective diversity in the sense of making

appropriate social choices. Critics argue that publicity results in frustration and resentment in the case of those unable to purchase the advertised products thus leading to social conflicts, while the false needs thus created produce confusion in terms of the assumed social roles.

As far as the psychological aspects are concerned, defenders argue that publicity increases the feeling of existences, develop optimism and self-confidence. Opponents believe that publicity affects the hierarchy of values and encourage euphoria, hedonism, narcissism and individualism. Also, publicity blurs the relationship between individual and environment. Unfortunately, both teams start from the idea that publicity is the only factor that influences consumers' behavior. In fact, there are numerous factors that affect them such as experience, age, traditions, price, fashion etc.

## 1.2 THEORIES OF ADVERTISING AND PUBLICITY EFFICIENCY

The previously discussed conflict has led to theories concerning their efficiency. Some of them have been presented by Stan Le Roy Wilson in *Mass-media / mass culture: an introduction*.

### Theory of minimal effects

Supporters of this theory consider that publicity has almost no effect on consumers. One of Gerard Tellis' study of the University of Iowa shows that there is an insignificant correlation between bought products and their publicity, whereas a strong connection has been revealed between low prices and buying intentions.

### “Cutting edge” theory

The role of publicity in influencing attitudes, life styles and culture is seriously disputed. While some blame publicity for creating new cultural trends instead of selling more goods and services, other state that publicity reflects cultural changes rather than influence them. This opinion is illustrated by the following example: although smoking became popular with women in the early 20's,

the first smoking advertisements addressed to women appeared in 1926.

### The A-T-R model

In order to determine a person to buy a product it is not enough to release an advertisement in a newspaper or on TV. Publicity is much more complex, therefore the A-T-R model, consisting of *awareness*, *trial* and *reinforcement* is used:

1. *Awareness*. By repetition and other publicity techniques, the consumer can become aware of a product. Generally, the more ample the publicity campaign, the more aware people become of a product.
2. *Trial*. Repetition is not always enough to determine someone to try a product, therefore many campaigns use different techniques to make people use the product, for instance: posting free samples or using sales.
3. *Reinforcement*. Studies show that after trying a new brand, people return to the previous one unless they are constantly reminded of the new product.

## 1.3 CONSUMER'S INFORMATIONAL ENVIRONMENT

Publicity or advertisements are not the only factors that determine the buying decision. When perceiving a publicity message, consumers use the information they have already acquired. This information, which the sociologist Michael Schudson defines as “the consumer's informational environment”, includes:

- information based on personal experience;
- information provided by family, friends, acquaintances;
- information provided by mass-media, PR, government reports or journalists;
- information coming via consumers' education channels, particularly school, credit institutions or other agencies;
- skepticism related to the credibility of the message environment;
- skepticism related to the credibility of publicity in general;
- information coming via non-publicity marketing channels;
- price.

According to some theories, publicity has a significant impact only if products are cheap. In the case of expensive products / services, publicity does not play a very important role in influencing consumers' behavior.

Due to the large amount of information available nowadays, people are very selective in terms of information. As time goes by and experience gathers, that is, as information is accumulated, people start filtering the new information, which results in the decrease of the success of advertising and publicity.

#### **1.4 ASSESSMENT OF ADVERTISING AND PUBLICITY EFFECTS**

Theorists have noticed that these effects depend on a plethora of factors such as: message type, investment level, market age, competition publicity.

Historically, the assessment methods have been the following:

1. Notoriety assessment is constantly applied before and after the publicity campaign. This method is simple, but it has been criticized in terms of its techniques and methodologies. Many factors can affect the product notoriety: seasonal character, memory dilution, campaign intensity, its duration etc.
2. The impact of measured variables: publicity memory, purchase proximity. This method is criticized because it measures message technique rather than publicity effect.
3. Campaign appraisal: memory and image, notoriety, impact, acceptance, implications and purchase intents. Critics refer to the fact that the absence of standardization hampers interpretation and purchase intent according to the exposure level during the publicity campaign.
4. Assessment of exposure and purchase – consist of watching alterations in the process of purchasing as a result of advertising and publicity.
5. Barometer – is a diagnosis tool that measures brand notoriety and image against the use of product and exposure to mass-media and segmentation of low-, medium- and large-scale buyers.

There is no perfect method to assess publicity effects, and the lack of standardization impedes results application and interpretation. Hence, Juergen Schwoerer states: "The matter of an international standard of assessing publicity effects is rhetoric, and the answer is negative. As there is no agreement regarding the ideal measurement, there are several partial assessment types."

#### **1.5 RELATION WITH MASS-MEDIA**

Apart from the polemics presented above, another controversial issue refers to the relationship between publicity-advertising and mass-media. There are two trends in this respect: the former says that publicity exerts an important control over mass-media, and the latter claims the opposite.

Some critics argue that mass-media dependence on advertising leads to: control over newspapers contents, biased opinions in favor of the "money provider", limitation of subject matters or unfavorable articles concerning paying companies, influence on programs broadcast by radio and TV stations.

It is a fact that approximately 70% of the newspapers and magazines income is made from commercials, whereas TV and radio stations are sustained almost entirely from the advertising beneficiaries by buying their exposure times. The most vulnerable are newspapers, magazines and small radio-TV stations. For instance, the editor of a local newspaper will hesitate to publish an article unfavorable to a "sustaining" company.

Advertisement makers pay particular attention to commercial TV channels with large audience and broadcast potential. They influence decisions regarding programs and support the programs that attract large numbers of viewers. This leads to the decrease of programs quality and the reduction in the number of educational, cultural and informational programs.

#### **1.6 FUNCTIONS OF PUBLICITY AND ADVERTISING**

When examining publicity as a marketing tool, W. Arens and C. Bovee consider that it has the following functions:

1. Identifies and differentiates products;
2. Communicates information about products;
3. Stimulates product distribution;
4. Increases the use of the product;
5. Builds values, preference for brands and loyalty.

Publicity functions are similar to those of advertising, but the original aspect is brought by the advertisement aesthetics:

1. It renders information and persuades the customer to buy products and services;
2. It distracts attention from the price (American theory of market power);
3. It informs public about prices and stimulates competition (theory of market competition);
4. It facilitates the rapid dissemination of innovations and new ideas from which companies and consumers benefit.
5. It cultivates consumers' sensitivity and tastes (aesthetic function). Research has revealed that there are consumers to whom the presentation of a product / service plays a crucial role in the purchase decision. The aesthetics of commercials shapes their artistic side, which expresses ideas and feelings by means of images rather than words. Therefore, many TV commercials rely on image rather than words in order to exploit the public's aesthetic side.

Advertising companies have lately been confronted with *zapping* – the tendency to change the TV channel during commercials. Surveys have revealed that upper-class people change channels more often, that is, they are more selective in terms of what they watch. This phenomenon may reduce rating with at least 10%, which is an important loss for the emitter. Some solutions have been tried:

1. Using attractive people (music or film stars);
2. Introducing stories (medieval battle scenes) to attract attention;
3. Using 15-second-commercial or even shorter.

However, the commercial perception is different and sometimes surprising. The purpose is to make the transfer from the advertisement to the brand, which means that the more someone likes a commercial, the more they will appreciate and buy the brand.

There is also an extreme situation. Although the short-term impact of irritating or offensive commercials is very low, their long-term impact is more significant than that of commercials which determine no reaction at all. The explanation is the following: negative impact commercials are watched more attentively without transferring the negative feelings onto the brand. After a while, receivers forget the cause of annoyance, but remember the brand name and persuasive information.

The former concern the way in which the advertisement is made: attractive, interesting, creative, irritating, whereas the latter have to do with the message: credible, informational, persuasive, relevant, clear.

### **1.7 OBJECTIVES AND PRINCIPLES OF ADVERTISING AND PUBLICITY**

The aforementioned functions serve the achievement of the following objectives:

- Launching a new product / service into the market;
- Changing the image of a product or brand;
- Changing the market positioning of products / services;
- Shaping or changing consumers' attitude;
- Increasing short-, medium- or long-term sales by altering the consumers' purchase behavior.

These objectives depend on factors such as: product life cycle, consumers' preferences, advertising and publicity budget – all of these must be correlated to support advertising and publicity in achieving their goals.

Therefore, specialists have advanced some principles:

- Publicity / advertising must reveal relevant facts as omitting them means deceiving the public;
- Publicity / advertising must not make false statements about competitors or their products / services;
- Publicity / advertising must not offer products / services for sale if this is meant to "steal" the consumers of another product / service sold at higher prices;
- Publicity / advertising must not display false prices that can deceive consumers;

- Publicity / advertising base on people's testimonies must limit to competent witnesses that make statements based solely on their own / real opinion;
- Publicity / advertising must not contain statements or pictures offensive to common sense and decency.

These principles act as an ethical code, but unfortunately they are not always applied due to their restrictive character.

Following them may result in decreasing the efficiency of publicity / advertising and profit.

## 1.8 TYPOLOGY OF ADVERTISING AND PUBLICITY

Publicity is an extremely complex phenomenon that can be classified according to several criteria:

### 1. Target audience

- addresses to the consumer, that is, the one who buys the product for one's own or other individual's use;
- addresses to businesspeople;
- industrial – addresses to those that buy or influence the purchase of industrial products;
- addresses to professionals specialized in a certain field;
- addresses to retailers;
- addressed to farmers and agriculture workers.

### 2. Geographical area:

- local – addressed to consumers from a certain town or commercial area;
- regional – for products sold in a certain area;
- regional – addressed to consumers from a certain regions or country.

### 3. Broadcast environment:

- printed – newspapers, magazines;
- electronic – TV, radio;
- outdoors – banners, in public transportation means;
- direct – by mail;
- IT – via Internet.

### 4. Purpose:

- for products – goods / products promotion;
- for institutions – advertises organizational missions rather than products;
- commercial – promotes goods, services or ideas to obtain profit;

- non-commercial – does not aim at making profit as it is sponsored by charities, NGOs, religious or political groups;
- awareness raising – aims at creating the image of a product or making people familiar with the name of the product;
- behavioral – aims at triggering the receiver's immediate behavior.

### 5. Marketing objective:

- positioning – used to position a product / brand in the market in reply to potential users' needs and desires;
- massive investment – used on saturated markets, e.g. detergents, in which 1% lost or won depends on money at stake. Publicity is omni-present and is meant to be in an advantageous position compared to competitors. This is not intended to be original or creative, but simply to maintain the market niche;
- promotional – used on highly competitive markets and has the purpose of informing on current or future promotional actions meant to alter potential consumers' behavior by trying the product.

Advertisement types are similar to publicity types. However, there are three advertisement types:

- transformational: friendly, containing family, children or animal images, are based on humor and music. It presents few selling arguments, and the brand name is seldom mentioned. These lead to positive feelings and very little irritation;
- purely informative: contain much information and little emotions (similar to publicity);
- frequently repeated: frequently broadcast and resulting in high levels of irritation.

## 2. LIBRARY ACTIVITY PROMOTION

In the structure of marketing complex, an important role is played by library activity, whose methodological, theoretical and historical analysis is presented in numerous scientific materials. Mention should be made that in the past libraries seldom aimed at advertising their own activity. Despite financial difficulties, present libraries positively influence users by means of advertising.

Library advertising is completely different from product advertising. Being a not-for-profit organization, its purpose is not making profit. Libraries are confronted with serious budgetary issues, and the lack of money prevents the development of marketing strategies able to focus on service advertisement. In turn, the lack of advertising hampers the attraction of supplementary funding, which leads to the impossibility of promoting book collections.

An efficient promotion policy involves two concepts: the organization (library), which must coax its advertising efforts on the one hand, and the user (reader).

Any library functions according to the basic principle which states that the user is always right.

Mention should be made that advertising activity of a modern library plays a crucial role in creating a positive image and delineating interaction channels with the public. Advertising principles and rules must start from the users' psychological characteristics as well as the features of the library seen in the context of market competitiveness in the service and information product market.

Advertisements target publicity consumers. It contains factual messages (information regarding the service or product characteristics) or emotional messages (which stir human emotional reactions) that persuade the public to use various library services and products.

One of the basic rules of an efficient advertisement is to ask for the users' response: "Call..." or "Call today..."

The other rules refer to the message clarity and information relevance as far as the target audience is concerned, but also advertisement attractiveness and credibility.

## 2.1. CREATIVITY IN ADVERTISING ACTIVITY

Publicity is creative only if it manages to release the service in question. The proof of creative publicity is the increase of frequency and circulation of library documents rather than publicity itself. There must be creativity

displayed in marketing means (announcements, letters, advertisements, brochures, leaflets, exhibitions etc.) by emphasizing the motivation not by distorting the message.

Creativity stems from science. The advertiser must know everything about library services, targeted users, area in which the library functions, library management, economics, current events, but also the main social trends, connections with mass-media (newspaper and magazine subscriptions, radio, TV) and specialized publications (bulletins, brochures).

The creation process is based on retro-active thinking, that is, we must imagine any user's state of mind when becoming a library user (Why did they do that?, What motivated them in doing this?, What did the library do to influence this motivation?).

The most successful advertising is the one that addresses both mind and emotions, that is, their embedding in the advertising endeavor.

## 2.2. MESSAGE FORMULATION

Message formulation is one of the most important elements of the marketing activity, namely, what and how the library wants to advertise. To ensure success, innovation relates to every stage of this process. The steps to successful publicity are the following:

1. Identifying the dramatic element of the library proposal that must stir users' interest. This consists of collection presentation and the fact that reading is free or almost free of charge;
2. Transforming the dramatic element into competitive advantage;
3. Formulating advantages in a convincing manner. The advantage must be formulated so that it is immediately accepted;
4. Drawing attention. People ignore advertisements. They pay attention only to what interests them, therefore interest must be stirred. The library must be convinced that people are interested in the offered services and products, not only in advertisements and commercials.
5. Persuading the public to do something. The message must tell potential and actual users to



go to the library, ask for information, and require collaboration in various issues.

6. The message must be clearly formulated. The person in charge must know how to deal with things that users do not know.

7. The key to advertising is innovative strategy. It must give guidance and best suggestions regarding the announcement contents.

#### **Publicity message requirements**

Any efficient message should meet the following requirements:

1. Drawing attention. Real and potential users must understand the publicity message.

2. Usefulness proven. The usefulness of the service and product (two-three characteristics) must be mentioned.

3. Quality proven. Statements must be backed up with evidence.

4. Promptitude. Users must be guided, shown the services, and encouraged to ask for additional information.

### **2.3. COMPONENTS OF ADVERTISEMENTS**

1. *Title* is meant to capture receivers' attention, stir their interest, mention the target audience, identify the supplier, emphasize benefits of the offered services or urge users to utilize the service or product.

Marketing research shows that in 75% of the cases only titles are read and only 25% of articles are entirely read, which means that titles play an essential role in readers' decision to read the entire article.

The beginning of any announcement is dedicated to the title, whereas the name of the organization is placed at the end. Title formulation must fulfill two conditions: to present the product or service and answer the question: "How can it be used by the reader?"

2. *Text* must be comprehensible, persuasive, clear, simple, credible and competitive. Without too many adjectives, the text must inform on library services and products by addressing the readers' feelings in a new, pleasant, and comfortable manner. Thus, service or product performances are illustrated as well as its competitive advantage.

3. *Slogan* must be concise and easy to remember and is meant to bring to brand into attention by a name, acronym, photograph or symbols that help identify the library or service or attest the quality of the offer. Sometimes, the brand is embedded in the advertisement logo together with the standard name of the library and even the publicity slogan.

4. *Logo* is the stable form in which the sponsor's name appears, whether it is audio advertising (sound), printed advertisement (image) or TV commercial (sound and image).

5. *Illustration*. Whether it is a drawing or a photograph, the illustration enhances the publicity message by providing service information. The library service advertisement may be illustrated by means of an object symbolizing the activity type (book, magazine, tapes, computer etc.). The message is improved by colors in accordance with the users' traditions and color significance in terms of psychological implications as well as by means of motion in TV commercials or sound in radio commercials.

The main principle of visual commercials refers to the coherence and distribution of their components. Thus, the advertisement involves the receiver, increases their knowledge, sensitivity and style and ensures their professional growth and relations.

### **2.4. FACTORS THAT INFLUENCE THE IMPACT OF PUBLICITY ANNOUNCEMENTS**

Research reveals that rich text announcements are more efficient provided that the text is interesting and explicit in terms of service utility.

The most significant factors in this respect are the following:

1. *Announcement location*. The best newspaper or magazine pages are: the first, the last, the third and the right hand-side pages in general. Also, the upper part of the page is better.

2. *Announcement magnitude*. The larger the announcement, the more efficient it is, whereas two separate announcements are better than one. More small announcements

spread over a long period of time is better than a small number of large announcements.

3. *Image association.* Image is beneficial if it emphasizes the product or service advantages. The best photograph is the one showing the service while performed; the photograph is better than the drawing.

4. *Announcement publication.* Weekends, holidays or leaves will be avoided.

5. *Addressing mode.* The announcement is formulated in the present tense, the 2<sup>nd</sup> person singular, as if the library talks to the user. The vocabulary should be simple and it will avoid epithets or superlatives such as “the best” or “the most efficient” for such formulations may diminish the credibility of publicity messages.

6. *Experiment.* Emphasis is placed on experience and error correction.

## 2.5. RELEASE MEDIA

Publicity efficiency depends on the release media. Selecting a certain release media is complex and difficult.

Media planning implies that this selection is made according to:

- costs related to release media;
- context offered by media;
- audience's preference for certain media.

At the same time, one should consider media competition issues as well as their internal competition.

1. *Television.* This is the most comprehensive media as it persuades users by sensorial presentations. Television combines words and images and penetrates viewers' minds more than any other communication means. Therefore, TV advertising is very expensive. However, one should not ignore that the main library activities (anniversaries, memorials, exhibitions, symposia etc.) are included within informative or cultural programs.

2. *Radio.* Unlike television, radio is more flexible in terms of flexible scheduling, pleasant advertising contexts as well as targeting various geographical areas.

3. *Written press.* Along with radio, this is the most popular media for library advertising. Culture magazines offer the possibility to

place the publicity program in the context of public interest. Both methods use the same subtle mixture of information and suggestion, but they are distinct.

4. *Internet.* Nowadays, the most efficient library advertising method is making a web page. This includes all the necessary library information: collections, building placement, working hours, services, users' induction courses. Many libraries allow access to their bibliographies, offer users' guidance as well as full-text electronic versions of materials that can be accessed from home.

5. *Direct marketing.* This has the advantage of its interactive character. The most likely users are individually contacted via telephone, mail or email, and they can answer immediately by requiring additional information related to the services offered by a particular library. Another advantage is the specialized offer according to various target audiences' characteristics. The main disadvantage is the lack of data bases accurate enough to permit the selective approach of potential users, whereas telephone directories are not updated regularly to allow the creation of reliable data bases.

6. *Electronic mail.* It allows sending message to users and is very useful for inter-library borrowing.

## 3. PUBLICITY AND LIBRARY

Unlike an advertisement for which the library pays a specialist, publicity is the organization's own promotion. The library makes different materials and organizes low-cost activities to create its own image and to promote its services and products.

### 3.1 LIBRARY PUBLICITY METHODS

The main library publicity methods are:

1. *Mail.* It allows contacting the public in the most expressive way starting from the selection of the future subscribers and completion of the loan form.

2. *Bulletin boards* are efficient in reminding the users of the library. These are not publicity

means in themselves, but are very effective when combined with other marketing means. Small announcements include community libraries and increase users' trust in them. Also, they are very cheap.

3. *Small printings*. Calendars, book marks, leaflets containing library service information or printing announcements on plastic bags, envelopes or cards remind people of the library existence and mission. However, these means do not increase library usage in a satisfactory manner.

4. *Publicity leaflets* are cheap to distribute and signal the library services and communication availability.

5. *Personal distribution* takes much time, but is very efficient. This offers the opportunity to directly face the users' needs and also offer information to housebound people.

6. *Guides and catalogues* allow the library to provide details regarding its services and products.

7. *Exhibition*. Libraries can organize exhibitions of books, graphs, photographs, coins, manuscripts, new acquisitions, single author's works, one-topic documents, successive editions of the same book. Exhibits must be efficiently displayed and advertised in visible places. The announcement must mention the title (exhibition topic), date, opening and closing hours, place, organizer etc.

8. *Acquisition rewards*. An efficient promotion method consists of charge reductions, privileged charges for frequent users, charges differentiated on users' categories: pupils, students, unemployed, pensioners, disabled etc. this method stimulates users; flow, but also has a psychological impact of trust and sympathy building among users. Charge reductions and some free services are attractive to many people that are willing to inform themselves, but cannot afford to buy informative materials.

9. *Users' relations* consist of a library sector in charge with offering the users information regarding the library and its services.

10. *Public relations* can make the difference between success and failure if well managed. PR activities involve making direct and systematic contacts with various public

categories in order to popularize the library services. The social involvement allows for developing useful relations (with students, young people, women, disabled etc.) as well as professional relations, which result in the library's increased credibility. PR methods are customized according to objectives and messages. The active presence of mass-media is an essential PR component. Managers, spokespersons and other library, museum or theatre personalities gain popularity by written, radio or TV interviews as well as by articles written by them or by others with reference to their achievements.

Accurate and relevant information helps present services and products, achievements and valuable acquisitions. The public will understand that the offer is made by specialists and will display interest.

In order to value the library assets and services, libraries must use the classical PR tools:

- developing direct relations with mass-media by releasing informative studies and materials;
- organizing or participating in conferences, symposia, seminars on various topics that are interesting for it and for its customers;
- techniques linked to special events: anniversaries, openings, book releases, which cultivate and encourage interpersonal relations;
- participation of library staff and honorary members in professional activities or symposia that draw people's attention to the available materials and services;
- organization by the library of communication sessions and symposia or direct participation in national and international conferences (seen as promotion opportunities);
- hosting exhibitions or cultural events organized by various associations or institutions. Exhibitions are traditional library publicity events;
- printing brochures or leaflets containing library's offer of services and products that are distributed both to real users and to those coming into the library without being subscribers.

By hosting different events (conferences, round tables, debates, TV-related meetings,

musical auditions), libraries play a positive social role.

Nevertheless, most of the people do not participate in cultural activities either because they prefer other past-times or because they are too tired. Many believe that libraries have nothing exciting to offer, whereas reading and books are associated to schooling.

As far as this type of public is concerned, traditional promotional and cultural activities remain inefficient. Therefore, libraries should be preoccupied with this non-public that must be challenged and attracted by stimulating its reading desire in order to restore interpersonal communication. This non-public seems dispersed and hard to persuade, and displays no particular characteristics. Hence, PR may play a decisive role in attracting it.

### 3.2 MATERIALS USED IN LIBRARY PROMOTION ACTIVITIES

The most frequently used materials in this respect are the following:

1. *Leaflet* informs the public in terms of the library characteristics, collections, services, address, working hours, subscription conditions, facilities. This is a small size material used to advertise the library activity.
2. *Brochure* keeps the public up to date concerning the library's life. It is subsequently used for monographic writings or syntheses.
3. *Library monograph* is both a scientific writing and a tool to popularize the library. It comprises the library history, its evolution and achievements, organization, structure, human resources as well as photographs, drawings and annexes.
4. *Local bibliography* is an informative tool consisting of public libraries, that is, a "data base" regarding the community life. It describes the economic, historic, social and cultural profile of that particular area.
5. *Directory* is a scientific and informative writing that orders information according to certain criteria.

6. *Local chronicle* is made of the libraries that must gain and preserve information related to small and medium localities. It is drawn up annually and kept as a manuscript for subsequent research purposes.

7. *Magazine*. Great libraries make use of their own magazines, which contain their accomplishments and problems as well as available cultural acquisitions.

8. *Newspaper article*. In order to use all publicity resources, libraries must be present in the local or central press, which may publish cultural articles on various occasions such as anniversaries or other events.

9. *Cultural note* must contain the following information: when, where, what, who and how an event takes place, but also for what purpose, attendance or consequence.

10. *Review* contains bibliographical data of a piece of writing, its field, contents, remarks related to its foreword, existence of indices, chronological tables, illustrations, annexes. It must be clear and impersonal and must concentrate much information in a limited space.

11. *Signaling*. In case of less significant literary, scientific or technical writings, bibliographical data is accompanied by the field of interest and target audience. Also, it must contain the information elements presented in the review.

12. *Novelty list* informs the users in terms of the documents purchased or donated. The library may draw up and display signaling lists in which writings are put on categories.

13. *Exhibition catalogue*. Libraries organize exhibitions to highlight valuable pieces of their assets or various cultural, scientific or community events. If there are enough financial resources, exhibition catalogues are also considered. Their structure involves an introduction that explains the exhibition purpose and topic, organizers' names, duration and a list of exhibits described in a standardized and unitary manner.