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March 2011

The National Library Of The Philippines (NLP) Relations Services: An Evaluation Using A Proto-Type Instrument

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Philippine Normal University
National Center for Teacher Education

**THE NATIONAL LIBRARY OF THE PHILIPPINES (NLP) PUBLIC
RELATIONS SERVICES: AN EVALUATION USING
A PROTO-TYPE INSTRUMENT**

A Special Project
Presented to
the Faculty of Philippine Normal University
College of Languages, Linguistics and Literature
Department of Library and Information Science
Manila

In Partial Fulfillment
of the Requirements for the
Degree of Master in Education
with Specialization in Library Science

By

JILVEN TESTA AMAR

March 2011



APPROVAL SHEET

This special project entitled, **The National Library of the Philippines (NLP) Public Relations Services : An Evaluation Using a Proto-type Instrument**, prepared and submitted by **Jilven Testa Amar** in partial fulfillment of the requirements for the degree of Master in Education with specialization in Library Science, is hereby recommended for approval.

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ABSTRACT

Title : THE NATIONAL LIBRARY OF THE PHILIPPINES (NLP)
PUBLIC RELATIONS SERVICES: AN EVALUATION USING
A PROTOTYPE INSTRUMENT

Researcher : Jilven Testa Amar

Degree : M.Ed

Specialization : Library Science

Adviser : Miguel M. Cobaria

Key Concepts : Public Relation, Evaluation Instrument

NLP Public Relation/Research and Publications Division

STATEMENT OF THE PROBLEM

Main Problem: What is the status of the existing public relations services of the National Library of the Philippines (NLP)?

Specifically, the study raises the following questions:

1.0. What are the NLP users' perception on the public relations materials and activities of a public library?

1.1 Do they match with those actually conducted by the NLP?



2.0. To what extent is the awareness of the users of NLP and NLP staff on the need of a public relation instrument and their perceptions in terms of:

2.1. users' level of satisfaction and

2.2 effectiveness level?

3.0. What are the implications that may arise from the survey which could be considered in enhancing the NLP promotional program?

RESEARCH METHODOLOGY

The study utilized the descriptive research design which describes a particular situation that exists in a particular time. An interview was conducted prior to the construction of the self- made instrument.

Sixty-eight (68) respondents were chosen through purposive and random sampling. Respondents were composed of twenty-nine (29) actual library users of the National Library of the Philippines (NLP) on the day the survey was conducted, twenty (20) Library and Information Science (L.I.S) professionals who are not only users' of the NLP, but also graduate students from the Philippine Normal University (PNU) whom the researcher believes possessed wisdom that can enhance this study, and representatives from the nineteen (19) sections of the NLP.

Answers given by the respondents through the questionnaires and interview were tabulated and computed using frequency and percentage count for easy interpretation and analysis of the data.



SUMMARY

The main thrust of the present study was to identify the status of the existing public relations services of the National Library of the Philippines (NLP). Specifically, it aimed to find out the NLP users' perceptions on the public relations materials and activities of a public library, if these matches with those actually conducted by the NLP; to measure as to what extent is the awareness of the users of the NLP and the NLP staff on the need of a public relation instrument and their perception in terms of users' level of satisfaction and effectiveness level; and what are the implications that may arise from the survey which could be considered in enhancing the NLP promotional program.

The study applies the descriptive method and had subjects involved such as: twenty nine (29) actual users of the NLP, twenty (20) Library and Information Science professionals, and nineteen (19) NLP staff.

The promotional materials that were assessed were brochures/flyers, bulletin board displays, exhibits, handbook, newsletter, reports, signage/announcements, title board displays, and website, e-library and other social networks.

The promotional activities that were assessed were educational tours, exhibits, mass media campaign, seminars/programs, story telling and puppet shows, virtual tours, and 24/7 reference services.



FINDINGS:

Stated below are the findings of the study:

- 1.0. Users of the National Library of the Philippines (NLP) have identified nine (9) public relations materials and seven (7) activities that a public library must offer.

Of the nine (9) promotional materials, three were mostly cited: website, e-library and other social networks, signage/announcements, and bulletin board displays (as ranked first, second and third respectively).

However, of the promotional activities, most popularly cited ones were: educational tours, seminars & programs, as well as storytelling & puppet shows in order.

- 1.1 It was found out that almost all of the mentioned activities as perceived by the users do match with the lists of NLP promotional tools and activities with the exception of handbook, newsletter, and reports as well as those that they particularly suggested: use of virtual tour, constant mass media campaign, and 24/7 reference services.

- 2.0. In the attempt to measure the extent of the need for a public relation instrument for the National Library of the Philippines (NLP), the study revealed that:

In terms of how library users are aware of the existing Public Relations (PR) services of the NLP, forty percent (40 %) shows highest awareness; 30 % just moderately aware; 19 % slightly aware and 9 % are not aware at all.



Specifically, library users are : much aware by the following public relations activities: tour for all types of visitors, posted signage, bulletin boards, and holding of affairs & celebrations (the first four in order). The rest were rated moderately aware.

2.1 When the level of satisfaction of the National Library of the Philippines Public Relations (NLP-PR) services was surveyed, fifty-six percent (56 %) of the respondents declared that they were moderately satisfied. 26 % were fully satisfied; 15 %, less satisfied; and 3 %, not satisfied at all.

A rating of moderately satisfied was given by the respondents on all activities such as guided tours; signage/signs; announcements on bulletin boards; announcements on other areas of the library; brochures/flyers; holding of affairs and celebrations; and NLP website, e-lib data base and other social networks.

2.2 To find out how effective are the NLP-PR services, 55 % of the responded claimed that they are moderately effective, 23 % agreed that the services are fully effective; 21 %, less effective and 1 %, not effective.



3.0 Some implications did arise from the survey made and these were identified to enhance the National Library of the Philippines (NLP) promotional program. They are as follow:

A. FOR NLP ADMINISTRATORS

- Increase the number of staff, particularly librarians, to ensure effective and efficient services.
- Facilities must be improved to suit the needs of the public and to keep pace with the latest development and trends in the society.
- NLP must provide continuing education to its staff to equip them with knowledge useful for the practice of their profession and to keep them abreast of new developments in their field.
- Proper and close coordination among the management and staff must be strengthened.
- NLP must give emphasis to the principle that as agents of PR services, the staff must be careful of their actions in dealing with clients.
- NLP Administrators must consider other means of promoting its public relations services such as the use of online virtual tours, 24 hours reference services through instant messaging, and use state of the art bulletin boards.
- NLP must have a specific venue to serve as a discussion room.
- NLP budget for PR services must be increased.
- Renovate the physical aspects of the NLP building including the air conditioning



of all areas for convenience.

B. FOR NLP RESEARCH DEVELOPMENT & PUBLICATIONS DIVISION

- Promotional materials must be updated from time to time.
- Exhibits must be placed in an area appropriate for the occasion to make them accessible and visible to the target users.
- Clearer and readable signages must be placed in strategic places.
- Conduct library orientation for the new library users / clientele.

C. FOR NLP STAFF

- Librarians must be approachable.
- Personal grudges among employees must be put aside in performing daily duties so as not to affect the library users.
- Employees in higher positions such as chief of the divisions must boost their staff morale rather than demoralize or destroy their reputation.

D. FOR NLP SUPPORT SERVICES STAFF

- NLP security guards must exercise the highest standard of courtesy in dealing with library clients.



CONCLUSION:

After the many rudiments in describing the present status of the National Library of the Philippines (NLP) promotional program, the researcher came up with the following conclusions:

Any public library is expected to find treasure in and therefore find time in interviewing people concerning the day to day observations on library promotion.

Users can be effectively elicited and be used for checking the present status of a program such as the promotional program of the public library in particular and that of the NLP in general.

Perceptions can also be capitalized as jumping board for possible implications to improve an existing practice such as those applied in library promotional programs.



RECOMMENDATIONS:

The following recommendations are brought about by the analysis of the findings:

- NLP must develop a formal PR Program for the agency making use of this study as a basis.
- NLP must continue to sustain activities that are advantageous to the actual users
- The National Library of the Philippines (NLP) must undertake strong and massive campaigns to eradicate, if not totally eliminate, unawareness among its staff / employees with regards to the existence of its Public Relation (PR) Services. Change must come first from within the organization.
- NLP must put into consideration the use of mass media such as television and radio communications to promote its services.
- The NLP's Research and Publications Division (RPD) being tasked to handle research and cultural activities must strengthen its system in the distribution of promotional materials to ensure effective information dissemination among the NLP staff and the reading public.
- NLP must maximize the use of its present PR services particularly the latest innovative services involving website, electronic library database and other social networks.
- NLP must allocate a substantial budget for marketing and promotions programs.



ABSTRAK

Pamagat : RELASYONG PAMPUBLIKO NG PAMBANSANG
AKLATAN NG PILIPINAS (NLP): ISANG
EBALWASYON GAMIT ANG ISANG PROTOTYPE NA
INSTRUMENTO

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Pampubliko; Pambansang Aklatan ng Pilipinas;
Progrmang Pangrelasyong Pampubliko;

LAYUNIN NG PAG-AARAL

Ang Na ging pangunahing suliranin ng Pag-aaral na ito ay matukoy ang estado ng kasalukuyang serbisyong pangrelasyong pampubliko ng Pamabansang Aklatan ng Pilipinas.

Sa partikular, ang mga katanungan pampananaliksik ay ang mga sumusunod na katanungan:

- 1.0. Anu-anu ang mga persepsyon ng mga mambabasa tungkol sa mga materyales na gamit at mga gawaing pangrelesayong pampubliko ng isang pampublikong aklatan?
 - 1.1. Ang mga persepsyon bang ito ay nag match sa programa ng NLP?



- 2.0. Anu ang lawak ng pagka-unawa tungkol sa pangangailangang magkaroon ng instrumentong pampublikong relasyon ng mga mambabasa at kawani ng NLP na may patungkol sa:
- 2.1. lebel ng satisfaction at
 - 2.2. lebel ng pagiging epektibo?
- 3.0. Anu-ano ang mga implikasyong bunga ng pagsasagawa ng sarbey na maaaring e konsidera ng NLP upang ma mapabuti ang programang pangrelasyong pampubliko?

PAMAMARAAN NG PANANALIKSIK

Ang ginamit na paraan ay ang descriptive research design na nagpapaliwanag ng isang partikular na sitwasyon sa isang akmaing panahon. Ang metodong pagbibigay panayam ay ginamit din bago makagawa ng instrumento.

Animnapu't walong (68) ang naging kalahok sa ginawang purposive at random sampling. Dalawampu't siyam (29) sa kanila ay aktwal na gumagamit ng Pambansang Aklatan ng Pilipinas (NLP) at dalawampo (20) ay mag-aaral ng paaralang gradwado ng Pamantasang Normal ng Pilipinas (PNU). Labing siyam (19) naman ang nagrepresenta sa naturang institusyon.

Ang mga kasagutang nalikom ay pawang inalisa at ginawan ng mga tables matapos na ang mga datos ay makuhanan ng "computed frequency at percentage count".



MGA KINALABASAN NG PAG-AARAL:

Ang mga sumusunod ay ang mga naging resulta ng pag-aaral:

1.0 Ang mga mambabasa ng Pamabansang Aklatan ng Pilipinas ay nakatukoy ng siyam

(9) na materyales na gamit at pitong (7) mga gawaing pangrelesayong pampubliko na pwedeng ialok ng isang aklatang pampubliko.

Sa siyam (9) na promosyonal na materyales, tatlo (3) ang pinaka gamit, ito ay ang: website, e-library, at iba pang social networks, signage/announcements, at ang bulletin board display (base sa una, pangalawa at pangatlong pagkasunod-sunod na ranggo)

Subalit, sa mga promosyonal na Gawain ang pinaka popular ay ang mga sumusunod: educational tours, seminars at programa, gayun din ang story telling at puppet shows base sa pagkasunod-sunod.

1.1 Natuklasan na halos lahat ng mga nasabing gawain na nabangit ng mga mambabasa base sa kanilang persepsyon ay magkatukma sa mga nakalistang promosyonal na kagamitan ng NLP maliban sa handbook, newsletter, at mga reports, gayun din ang kanilang mga minungkahi tulad ng: pagamit ng virtual tour, konstant na kampanyang pangmaramihan, at 24/7 na serbisyong pang reperens.

2.0 Sa pagpursige na masukat ang lawak sa pangangailangang magkaroon ng instrumentong pampublikong relasyon ng NLP, natuklasan na:

Sa parteng gaano nalalaman ng mambabasa ang kasalukuyang relasyong pampublikong serbisyo ng NLP, kwarenta porsyento (40 %) ang nagpakitang may



mataas na kaalaman; trenta prosyento (30 %) ang tama lang ang pagkakaalam; labin siyam na prosyento (19 %) ang di gaano, at siyam na porsyento (9%) ang hindi nakakaalam.

Sa partikular, ang mga mambabasa ay lubhang nakakabatid ng mga sumusunod na gawaing pangrelasyong pampubliko: tour for all types of visitors, posted signages, bulletin boards at pagkakaroon ng pagtitipon at selebrasyon (ang unang apat sa pagkakasunod-sunod).

Ang iba pa ay may marking hindi gaanong batid.

2.1 Nang e survey ang lebel ng satisfaction ng serbisyong relasyong pampubliko ng NLP, limampung-anim na porsyento (56 %) ng mga responde ang nagsabing tama lang ang kanilang pagkakontento, dalawampung-apat na porsyento (24 %) and sobrang nakontento, labin-limang porsyento (15 %) ang di gaano, at talong porsyento (3 %) sa lahat ang hindi na kontento.

Ang mga mambabasa ay nagpahiwatig ng tama lang na pagkakontento sa mga gawain tulad ng guided tours; signage/signs; announcements sa bulletin board; announcement sa lahat ng lugar sa library; brochures/flyers; pagsagawa ng program at selebrasyon; at NLP website, e-lib data at iba pang social networks.

2.2 Para mapatunayan kung gaano ka epektibo ang serbisyong relasyong pampubliko ng NLP, limampung-limang porsyento (55 %) ang nagsabing katamtaman lang itong epektibo; dalawampung-tatlong porsyento (23 %) ang nagsabing ito ay sobrang epektibo; dalawampung-isang prosyento (21 %) ang



hindi gaanong epektibo at isang porsyento (1 %) ang nagsabing hindi ito epektibo.

3.0 Mga ilang implikasyon ang natukoy dahil sa survey na ginawa upang mapa-unlad ang programang pangpromosyon ng NLP. Ang mga ito ay ang mga sumusunod.

Mga implikasyong nabuo ng pananaliksik tungo sa ikauunlad ng programang pangpromosyon ng NLP:

A. PARA SA ADMINISTRASYON NG NLP

- Magdagdag ng sapat na bilang ng empleyado upang masiguro ang epektibong serbisyo.
- Ang mga kagamitan ay dapat na mapaunlad upang matugunan ang mga pangangailangan ng publiko at upang makaagapay sa mga bagong kalakaran.
- Ang NLP ay dapat magbigay ng tuluy-tuloy na kaalaman para sa ikagagaling ng mga empleyado.
- Dapat magkaroon ng maayos at epektibong koordinasyon ang administrasyon ng NLP at mga empleyado.
- Ang NLP ay dapat magbigay diin sa mga prinsipyong nauugnay sa relasyong pampubliko. Ang lahat ay dapat na maging maingat sa kanilang pakikitungo sa lahat.
- Ang Administrasyon ng NLP ay dapat magsaalang-alang ng ibang paraan sa pagpromote ng mismong programa para sa relasyong pampubliko sa pamamagitan ng paggamit ng online virtual tours, 24 hours reference services na gamit ang instant



messaging, at state of the art bulletin boards.

- Ang NLP ay dapat magkaroon ng lugar para sa iba't ibang diskusyon.
- Dapat taasan ang supportang pangpinansyal para sa promosyon ng aklatan.
- Dapat ayusin ang iba't ibang bahagi ng gusali ng NLP na sana'y gawing air - conditioned.

B. PARA SA NLP RESEARCH & PUBLICATIONS DIVISION:

- Mag-update ng iba't ibang uri ng gamit pang-promosyon.
- Magdaos ng mga eksibit sa tamang lugar at akma sa bawat okasyon.
- Dapat magkaroon ng mas malinaw at nakaka-ingganyong mga patalastas sa mga nararapat na paglagyan nito.
- Magkaroon ng oryentasyon sa mga bagong gumagagamit ng aklatan.

C. PARA SA NLP STAFF

- Ang mga librarians ay dapat na maging kaaya-aya sa lahat ng sandali.
- Ang mga personal na alitan ay dapat isan-tabi alang-alang sa ikabubuti ng serbisyo.
- Ang mga empleyadong may mataas na tungkulin ay dapat na maging ehemplo sa mga nakabababa.

D. NLP SUPPORT SERVICES STAFF

- Ang mga security guards ng NLP ay dapat na laging nag o-observa ng mataas na kalidad ng paggalang.



KONKLUSYON:

Matapos ang mga detalye ng pagtukoy sa pangkasalukuyang estado ng programang pang promosyon ng Pambansang Aklatan ng Pilipinas (NLP), and mananaliksik ay naghahain ng mga sumusunod na konklusyon:

- Ang anu mang uri ng aklatang pampubliko ay inaasahang maging pala-oberba ng mga gawaing pang promosyon at ang isang mahusay na halimbawa ay ang pagsagawa ng panayam sa mga tao.
- Ang mga mambabasa ay makapagbibigay ng mga objektibong opinion tungkol sa kalagayan ng programang pang promosyon ng aklatang pampubliko sa partikular at maging ng NLP sa pangkalahatan.
- Ang mga persepsyon ng mga mambabasa ay mapapakinabangan ng ganap bilang implikasyon, sa pagpapabuti ng kasalukuyang library promosyonal program.

MGA REKOMENDASYON

- Ang ginawang pag-aaral ay nais maghayag ng mga sumusunod na dapat gawin:
- Ang NLP ay dapat na magdebelop ng isang pormal na programa tungkol sa relasyong pampubliko na ang ginamit na basehan ay ang pag-aaral na ito.
- Ang Pambansang Aklatan ng Pilipinas (NLP) ay dapat na magsustina ng mga gawain para sa kapakinabangan ng mga mambabasa.
- Ang NLP ay dapat magsakatuparan ng mainam at malawakang kampanya upang



mawala ang suliranin tungkol sa kawalan ng kaalaman na ang NLP ay mayroong serbisyong na may kinalaman sa relasyong pampubliko. Ang pagbabago'y dapat magsisimula sa loob mismo ng institusyon.

- Ang NLP ay dapat na magkonsidera na ang gamit ng mass media tulad ng telibisyon, radio, at iba pang gamit pang komunikasyon ay para sa promosyon ng mga serbisyo.
- Ang Research and Publications Division ng NLP na naatasang mamuno sa pananaliksik at mga gawaing pangkultura ay dapat na magpatibay ng mga metodong magagamit lalung-lalo na sa pamamaraan ng pamamahagi ng mga impormasyon at materyales na pang promosyon.
- Ang NLP ay dapat na magmaksimays sa paggamit ng lahat ng mga serbisyong pangpromosyon lalung-lalo na ang mga makabagong paraan tulad ng website, e-lib data base, at mga social networks.
- Dapat na maglaan ng malaking pananalapi para sa promosyon ng pambansang aklatan.



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CHAPTER 1

THE PROBLEM AND ITS SETTING

Introduction

A close observation of the daily services of a public library launches an idea that, more often than not, librarians can be made aware of the need to categorize activities for public relations. Servañez (2004) brought this matter to the attention of those professionally concerned. She said that librarians do not consider arranging for exhibits and sponsoring lectures/ symposia, etc., as major components of library services, and that some librarians still regard involvement in arts/ cultural activities as outside of the core functions of a public library service. Although, some librarians feel that part of what they do is indeed a public relations function, public librarians in general do not have a systematic, regular, and continuing public relations program which is needed for marketing the total readers' services program. A public relations program ensures the necessity and significance of the library and should be part and parcel of all policy documents of the library system.

As a result, the "public relations" of public libraries are done only as the occasion for them arise, by one or two librarians or anyone assigned by the chief librarian, and without the benefit of planning and budgeting. Another consequence is that public relations activities of libraries come and go without any effort of assessing what public libraries and their librarians have done. Without such assessment, nobody knows how much and to what extent public libraries perform public relation activities. But prior to this, a research venture has to be thought of concerning an instrument that would measure



the effectiveness of all existing activities pertinent to Public Relations (PR). However, the instrument on assessing the activities, by itself, needs to prove its validation.

Further, it is perceived that evaluation results will lead to a further development of a formal document that would serve as the National Library of the Philippines' Public Relations Program (NLP-PRP).

The Research and Publication Division (RPD) as one of the nine (9) Divisions of the National Library of the Philippines (NLP) is mandated to handle scholarly research about works of people on arts, literary, and culture. In this regard, it publishes the Philippine National Bibliography, Research Guides Series, Special Bibliographies, Newsletter and Annual Report. The Division also takes charge of library's cultural events, exhibits and library tours. (For the guidance of the reader concerning the total profile of NLP please refer to Appendix A.)

Being a part of the Division, and even for the fact that the researcher has been working with the NLP for six (6) years, most of his responsibilities are concentrated on performing public relations function. His work background, therefore, serves as a stimulus for developing and evaluating a public relation instrument for the NLP.

Conceptual Framework

Indeed there is a must for developing a public relations instrument for evaluation purposes. The instrument has to be effectively developed once the various existing public relations activities are identified. The librarians should not run short of covering all the actual activities so as not to miss any. The instrumentation creates an opportune time to



think of several activities that a public library such as - the National Library of the Philippines Research and Publications Division (NLP-RPD) - would intend to do or offer as services as needs would arise.

A strong affirmation can be made; i.e. the evaluation results will lead to a further development of a formal document that would fittingly be referred to as the National Library of the Philippines Public Relations Program (NLP-PRP). This NLP-PRP can likewise be subject to future enhancements through a deeper exploration so that it can serve as a prototype for other public libraries.

Based on the above unifying beliefs, a paradigm was formed. (see Figure 1). As gleaned from it, out of reading possible and varied professional readings on public library promotion, commonalities are blended into a set of description in terms of promotional tools and activities. Once done, an instrument is developed through data are gathered to find out which ones match those of the National Library of the Philippines (NLP) as they are also assessed by users both outside clients & library staff. These data plus recommendations from them would serve as guides for improving present library promotional program of the NLP.

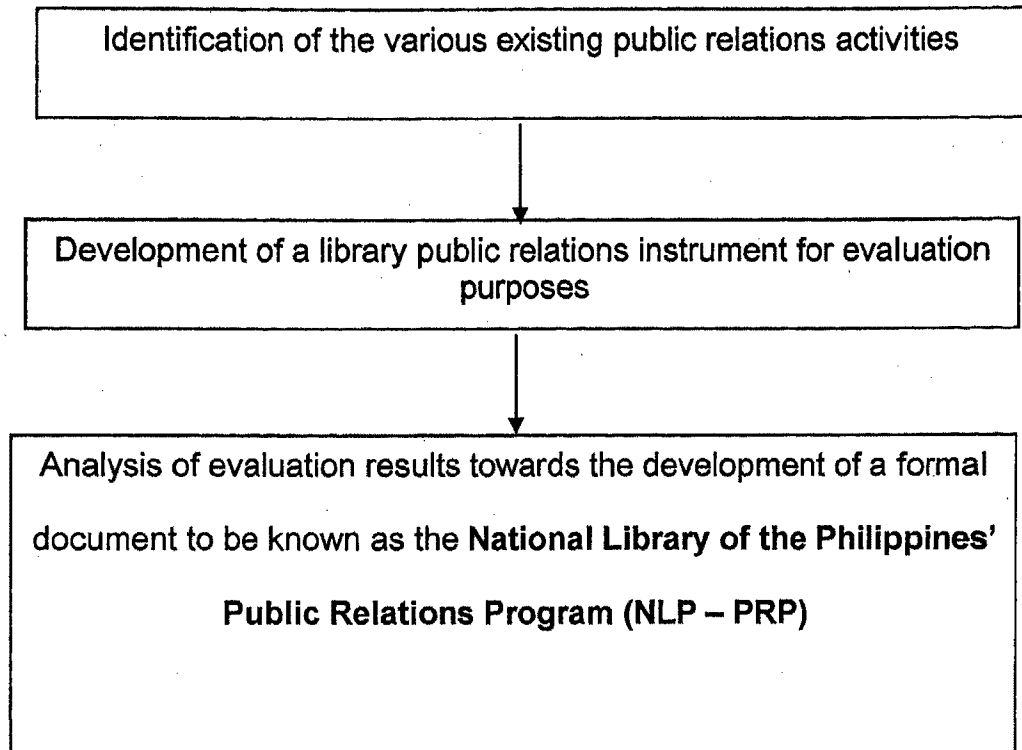


Fig. 1

Research Paradigm



Statement of the Problem

This study aimed to identify the status of the existing public relations services of the National Library of the Philippines (NLP).

Specifically, the study attempted to answer the following questions:

1. What are the NLP users' perceptions on the public relations materials and activities of a public library?
 - 1.1 Do they match with those actually conducted by the NLP?
2. To what extent is the awareness of the users of the NLP and the NLP staff on the need of a public relation instrument and their perception in terms of:
 - a. users' level of satisfaction and
 - b. effectiveness level?
3. What are the implications that may arise from the survey which could be considered in enhancing the NLP promotional program?

Significance of the Study

It seems that there is a gap that has to be filled concerning readers' attitude and observations concerning the library's public relation activities. This is generally addressed by the present study. Specifically, the study would claim the following benefits that it has to offer:

For the NLP Administration: to be encouraged to all the more allocate a bigger budget for library marketing and promotion (once convinced of the research results).



For the National Library of the Philippines Research and Publications Division (NLP- RPD): to be determined to develop and systematically implement the National Library of the Philippines Public Relations Program (NLP-PRP).

For Researchers to refer in following-up this piece of work this prototype instrument shall serve as a model.

For both actual and potential library users: For them to maximize the use of the services through and effective promotion of the programs.

Scope and Delimitations of the Study

The study covers only the current public relations services of the NLP. The assessment instrument developed is specific for the use of the NLP.

As the public relation services of the NLP tends to expand and develop with the increase of its functions and the multiplicity of its public users, the instrument definitely reflects the NLP's public relations services and performance as of this writing.

The assessment covers four (4) areas: level of awareness in general, satisfaction of the user, effectiveness of the public relations as perceived by the user, and recommendations for the improvement of NLP's public relations services.

To achieve pertinent information, certain parameter of subject selection was taken into consideration. The identified participants were library users of the NLP and the NLP staff. However, an added group of respondents was tapped to rate the instruments' items for the reason that they are not simply users of the NLP, but are library professionals in the graduate level of studies at the Philippine Normal University (PNU) whose library



experience was deemed important to the present study.

Definition of Terms:

Assessment – the act of assessing; appraisal; evaluation.

Effectiveness – the criterion generally used for evaluating public relation activities within the parlance of indirect manifestations such as signages, bulletin board, announcements and the like.

Evaluation – an assessment of goodness; judgment (Childers & Van House, Nancy A., 1996).

Proto-type Instrument - refers to the self-made instrument that was used to evaluate the existing public relations services of the National Library of the Philippines.

Public Relations – the function encompassing library services activities of the library in promoting and marketing its use.

Public Relations Instrument – refers to the self constructed questionnaire that was used to measure the extent of users' awareness, satisfaction and effectiveness of the existing National Library of the Philippines Public Relation (NLP-PR) Services.

Public Relations Program – refers to a perceived master or document that is looked forward to after the public relations instrument's evaluation.

Satisfaction – refers to the criterion that refers to description level of acceptance of the various direct public relation activities (exclusive therefore, of those indirect ones like signage's, posters and the like)



User – other terms are client, customer, reader, patron, visitor but the more neutral term is user. Public librarians have the most diverse range of users unlike in other libraries in which the clientele is more defined.



CHAPTER 2

REVIEW OF RELATED STUDIES AND LITERATURE

This chapter presents the various concepts taken from reading materials and studies that were conducted on the topic of interest covered by the researcher.

Conceptual Literature

In the vastness and richness of literature on public relations, the researcher devised a way of highlighting concepts in capsulated manner. It covers such features as general overview of public relations, its necessity; its functions, why it is a process, how it is treated as a research process, and why libraries need it.

An Overview of Public Relations

There are varied definitions in the literature. Davis (2007) gives a useful overview. In a meeting attended by practitioners representing PR associations in 31 countries in Mexico City in 1978, one output was the group's definition of PR. It stated that PR "is the art and science of analyzing trends, predicting their consequences, counseling organization's leaders, and implementing planned programs of action which will serve both the organizations' and the public interest."

The Public Relations Society of America (PRSA) created a committee in 1988 to shed light on the definition of PR. That committee explained that:

1. PR helps an organization and its publics to adopt mutually to each other,
2. It is an organization's effort to win the cooperation of groups of people, and



3. It helps organizations effectively interact and communicate with their key publics (Davis, 2007).

The U.K chartered Institute of Public Relations improved its former definition of public relations. Before, it defined public relations as the planned practice and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Davis, 2007). This definition seems to have an acceptable following. Thus, one source defines public relations as building good relationships with the company's various publics by obtaining publicity or by building up a good image. Public relations are the activity that raises the public's awareness about a product, service, individual or issue. PR is the management of a company's public image (www.davedolak.com)

Later, the same UK Chartered Institute of Public Relations decided to add "reputation" into the definition of public relations. It said that PR "is all about reputation- the result of what you do, what you say and what others say about you. PR practice is the discipline which looks after reputation with the aim of earning understanding and support, and influencing opinion and behavior (Davis, 2007, p. 5).

Such definition generated similar other definitions centering on change or modification of behavior. Stone (1995, in Davis 2007) states that PR is about the managing of the causal linkage between reputation, perception, attitude and behavior. The effort of good PR is to lessen the gap between how an organization sees itself and how others outside the organization perceived it (Lesly, 1991). PR has the aim of influencing behavior.



Other definitions directly pinpoint at the management function of PR. Kitchen (1997) and Cutlip, et al (1985) subscribe to the definition that PR is the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends.

Davis (2007), however, comments that PR is not an activity solely engaged in by organizations. It is increasingly done by anyone and everyone. He advances a more contemporary definition which is: "PR comprises purposeful communication with people who matter to the communicator, in order to gain their attention and collaboration in ways that are advantageous to the furtherance of his or her interests and those whoever or whatever is represented.

Why Organizations Need a Public Relations Program

So many changes and developments have taken place which makes it all the more imperative for libraries to adopt a public relations program. There is the spread of democratic institutions around the world, the growing importance of communicating with internal as well as external publics, the explosion of one-to-one communication and the technology to implement it, and the steady advance of the public relations body of knowledge such as the analysis of public changes in attitudes and behavior (www.prsa.org).

The importance of public relations is based on the fact that all organizations communicate with the outside world. As they do, they also create impressions or emotional reactions from various publics. Statements/opinions are made or expressed



about the company or organization. The managing of these impressions, reactions and statements can be shaped via a well-planned, executed, and measured public relations program (www.davedolak.com).

Functions of Public Relations

Health and Combs (2006) identified the functions of Public Relations as follows:

1) strategic planning, 2.) research, 3.) publicity, 4.)promotion, and 5.) collaborative decision-making.

Newson, et al. (1993) also enumerated three functions of Public Relations (PR), namely: 1.) PR serves to control publics by directing what people think or do in order to satisfy the needs of an institution, 2.) PR's function is to respond to publics, and 3.) PR's function is to achieve mutually beneficial relationship among all publics that an institution has (transactional model).

The Process of Public Relations

Public Relations may be understood by looking at its objectives, of which there are three. A foremost objective is to create, maintain, and protect the organization's reputation, enhance its prestige, and present a favorable image. Another is to create goodwill for the organization. The third is the educational objective, which is to educate certain publics about many things relevant to the organization, including educating them about how to follow rules and regulations, the steps involved in asking for services, and which services are available to them (www.referenceforbusiness.com)



The development of a specific public relations program follows a five basic steps, which can be visualized as a loop that begins within the organization, extends to the target audience(s), and returns back to the organization. The first basic step involves analysis and research to identify all the relevant factors of the situation. Here, the library gains an understanding of the key factors that are influencing the perceptions of the library and the nature of the publics involved.

The second step is policy formulation where the library establishes an overall policy with respect to the program, including defining goals and the desired outcome as well as the constraints under which the program will operate. It is necessary to establish such policy guidelines to evaluate proposed strategies and tactics as well as the overall success of the program (www.referenceforbusiness.com).

Step three outlines the strategies and tactics. The library brings into play its knowledge of the target audiences and develops specific activities consistent with the established policies to achieve desired objectives. Step four comes when the library now opens communication with the target publics. Specific public relations techniques, such as press conferences or special events, are employed to reach the intended audience. In step five, the loop turns back toward the library as it receives feedback from its publics. The library listens to its publics, and in the final step, assesses the program and makes the necessary adjustments (www.referenceforbusiness.com).

Publicity aims to create interest in a person, product, idea, or establishment by placing favorable stories in the news via newspapers, magazines, television, and radio. Anyone can buy advertising space, but publicity relies on the quality of content to



persuade others to get the message out. Good publicity helps journalist find and report news that are important to their audience (www.referenceforbusiness.com).

A tool of publicity is the press and thus a very important part of any public relations plan is gaining press coverage. One reliable means in getting media attention is to establish and build a database of press contacts of journals, magazines, newspapers, and trade publications (www.referenceforbusiness.com).

Keeping the library's publics informed about the collections and the events which the library sponsors upholds its image and reputation. In relation to this effort, communication tools/strategies are used, including a newsletter, bulletin boards, suggestion systems, and the like to improve relations with the users (www.referenceforbusiness.com).

Comprehensive public relations program can help the library achieve visibility as a good community citizen and put it on the receiving end of the goodwill of the community in which it is located. Libraries may sponsor performing arts programs, children's storytelling contests, social and educational programs, community organizations, among others. Moreover, special events may be held not only to celebrate anniversaries and book launchings but also trade shows, special exhibits, fairs and festivals, and other types of events. Celebrity spokespersons are effective public relations tools for communicating a library's point of view. The face-to-face communication that such events deliver is often more effective than messages carried by printed materials (www.referenceforbusiness.com).

The public library has a public character. Libraries are publicly held democratic



institutions. Thus, the community has a right to know and participate in the governance of public organizations. Due to the public nature of libraries, it is imperative that they have public relations program in place (www.cnx.org).

Public Relations as a Research Process

According to Wilcox (1995), PR is a process with four elements, to wit: 1.) research, 2.) action and planning, 3.) communication, and 4.) evaluation. PR is a cyclical processes that feedback leading to assessment of the program.

Effective PR is a process and the first step is research. Before any PR program can be undertaken, information must be gathered, data collected and interpretation done. Research can: 1.) help probe attitudes so that pertinent messages can be structured, 2.) measure opinions, feelings, beliefs, 3.) pretest messages & proposed communication channels once pilot basis before before implementing a program, 4.) strengthen 2-way communication to generate mutual understanding.

Attitude surveys determine a public's perceptions of an organization to obtain an overview of the organization's image. The researcher measures the: 1.) familiarity of the public with the organization, its offices, products, policies, and other facts. 2.) Degrees of positive and negative perceptions. 3.) Characteristics of various publics attribute to the organization.

Frequently, organizations use such surveys as planning tools to compare existing images with desired images. Once differences are found, image goals can be set and plans made to overcome the identified problems.



Why Libraries Need Public Relations

One reason mentioned in the literature was to influence favorably the attitudes and opinions of clients, controlling officials, non-users, and other groups and individuals (Usherwood, 1975). A related reason is that the public relations program should aim to improve the good and correct the bad impression of the library's services (Finn, 1976). To Leeburger (1989), the three reasons why academic libraries need public relations are for information dissemination, user-friendliness, and fund-raising.

There was a dearth of literature on PR studies in local situations. Foreign literature & studies however helped the researcher very much in designing his study. Those of Finn's (1976) and Leeburger's (1989) helped him a lot in conducting the study.



Research Literature

As expected, the following discussions are focused on the research studies conducted on public relations which have bearing on the present study. The discussion was categorized into: those that pertain to existence of public relations programs and plans and those that focus on promotional methods.

Since the object of this study is directed towards a development and evaluation of an instrument to measure public relations satisfaction and effectivity, the researcher found the benefits gained from Oredain's study of 2000 particularly on principles and guidelines for developing evaluation questions.

Existence of PR Programs and Plans

Norton (1984) cited the work of Wylie who surveyed public relations program in 100 randomly selected academic and public libraries, which were members of the American Library Association. Those that had a public relations program totaled 58%. Of these, 79 % had a formal public relations plan; 30 % did not include the promotion of the library as part of the program; and only 21% measured results against objectives. It was also found that public libraries were three times likely to have public library relations program than academic libraries. Due to limited budgets, library public relations program did not give high priority to fund raising and donor relations.

Kies (1987) cited a 1980 study that determined the current state of library public relations. Of 385 respondents, only 33.8 % replied that libraries plan their public relations program. Only 1% or even less of the library's budget however was allocated for public



relations activities.

Promotional Methods

Kadir (1984) surveyed 15 Indonesian libraries under a science and technology consortium and 14 Philippine libraries attached to the National Science and Technology Authority to find out their techniques and methods of promotional activities. Among the Indonesian libraries, 73 % used brochures/flyers, direct mail, and personal visits. The Philippine libraries used brochures/flyers (92 %), direct mail and sponsored activities (83 %), and press releases (67 %).

Brose (1986) found in his study of public libraries that they used the methods of guided tours, exhibitions on the processing of books, publications describing the technical services, and publicizing the technical processes in the library in local mass communication such as the newspaper and radio.

Dalisay (1996) focused her study on the public relations programs of academic libraries in Metro Manila. A total of 54 public and private academic libraries constituted her sample. Of the 54, only nine (16.67 %) had formal PR programs; six (11.11 %) had 21 years of library PR program; that the top three activities considered PR were: formulating library policies and regulations for library users, followed by coordinating with school administrators and officers of the college/university, and the third was preparing and submitting regular progress reports about the library.

Palabrica (2004) found out that 20 (79.92 %) out of the total 26 librarians she interviewed believed that public relations should be a regular activity of the library just



like any of the technical and readers' services activities. As to existing public relations work of the librarians, the closest they could answer was to simply improve existing readers' services and to improve interpersonal relations with users to promote courtesy, respect, and service.

Palabrica also mentioned that libraries make use of public relations for the following reasons:

1. to gain acceptance of their mission,
2. to develop channels of communications with the users,
3. to create and maintain a favorable climate for fund-raising,
4. to support the development and maintenance of a policy that is favorable to the library's mission, and
5. to inform and motivate key organizational constituents (employees, volunteers, trustees) to dedicate themselves and work productively in support of the library's mission, goals, and objectives.

Palabrica enumerated the activities which librarians considered as public relations work. These included nine types: document delivery, current awareness program, selective dissemination of information, library bulletin board updates, library website updates, library orientation program, new acquisitions list, improvement of customer relations, and other extension services. The librarians also mentioned ten categories of public relations tools, namely: user guides, brochures, signage, library rules and regulations, bulletin boards, other research tools generated in-house (like catalogs, indexes, and new acquisitions list), library equipment, physical arrangement, facilities,



and library collection.

Servañez (2004) focused her study on the promotional methods used by Ateneo de Manila University. She found out three such methods. One was personally selling. This was provided to users by presenting a particular kind of work one item at a time and by outreach librarians in book talks, speeches, and slide tape presentations that emphasized the collection's content. A second promotional method consisted of summer reading programs, talks by local authors, and point of purchase displays located at strategic points in the library. A third method was mass media promotion to publicize the library's products in newspapers, magazines, and television. In this case, brochures, book lists, posters, signs and newsletters, all of which feature interesting product items or product lines, are also relied on by the library.

With total effort exerted in covering the literature, no study was found that specifically concentrated on assessing the effectivity of a national library public relations program. More so, there is no study at all that focuses on creating and validating an instrument to measure effectivity and satisfaction of various public relation activities. Hopefully, this present study can serve therefore, as a prototype.

To enhance the researcher's knowledge on preparing the instrument, the study of Orendain (2000) cited principles and guidelines on developing evaluation questions and format were adapted in this study.

All discussions on available literature made the researcher acquire good grasp of the subject at hand and so made him affirm that realities may not be actualities considering the NLP Public Relations experiences. Hence the researcher, guided by all of



his literatures readings would come up with a better public relations program for the NLP based on the results of the survey.



CHAPTER 3

METHODOLOGY

This chapter presents the procedure used in carrying out the study on the development and evaluation of a public relations instrument for the National Library of the Philippines (NLP).

A. Research Design

The study utilized the descriptive research design, particularly the survey method. It aimed to describe the situations that exist in a particular time or situation.

In addition, the descriptive method of research is a fact-finding study with adequate and accurate interpretation of the findings. Creswell (1994) stated that the descriptive method of research is to gather information about the present existing condition. The emphasis is on describing rather than on judging or interpreting. Moreover, this method allows a flexible approach, thus, when important new issues and questions arise during the duration of the study, further investigation may be conducted. The aim of descriptive research is to obtain an accurate profile of the people, event, and situation. With this type, it is essential that the researcher already has a clear view or picture of the phenomena being investigated before the data collection procedure is carried out.

The researcher used this kind of research to obtain first hand information from the respondents to be able to formulate rational and sound conclusions and recommendations



for the study. The aim of this research was to develop an instrument to evaluate the existing Public Relation (PR) services of the National Library of the Philippines (NLP) to determine the level of awareness, satisfaction, and effectiveness of its PR as perceived by the users.

B. Research Participants

A total of 68 respondents were asked to participate in this study. To achieve pertinent information, certain parameter of subject selection was observed. The participants qualified for sample selection were library users of the NLP and NLP staff. However an added group of respondents was tapped to rate the instruments' items for the reason that they are not simply users of the NLP but at the same time library professionals in the graduate level of studies of the Philippine Normal University (PNU) whose library experience could be meaningful to the present study. This qualification ensured that the participants understand the nature and use of the questionnaire, making the survey items easy for them to accomplish.

C. Purposive / Selective Sampling

1. NLP LIBRARY USER

a) Actual Users

First thirty (30) actual library users for the day were selected to represent the first group of respondents.



b) L.I.S. Graduate Students

An added group of respondents which consisted of twenty (20) was tapped to rate the instruments' items for the reason that they are not simply users of the NLP, but at the same time library professionals in the graduate level of studies of the Philippine Normal University (PNU).

2. NLP STAFF

Twenty (20) employees from the NLP were chosen through simple random sampling for the sample selection. This method is conducted where each member of a population has an equal opportunity to become part of the sample. As all members of the population have an equal chance of becoming a research participant, this can be the most efficient sampling procedure. In order to conduct this sampling strategy, the researcher defined the population first, listed down all the members of the population and then selected members to give responses. For this procedure, the lottery sampling or the fish bowl technique was employed. This method involves the selection of the sample randomly from the sampling frame through the use of random number tables (Saunders, Lewis & Thornhill, 2003). Numbers were assigned for each employee in the master list. These numbers were written on pieces of paper, grouped the employees by their section to ensure that each section of the NLP is well represented and drawn from a box.

As gleaned from Table No. 1-A representing respondents' gender profile by type of categories, of the twenty (20) respondents from the NLP staff, nineteen (19) actually returned the questionnaires. When asked about gender, eight (8) of them did not answer.



Data reveals of the remaining respondents that: there was one (1) male and ten (10) females.

Of the thirty (30) actual library users, only twenty nine (29) returned their questionnaires; three (3) are male and twenty one (21) are female. The other five (5) respondents did not answer the item on gender.

Of the twenty (20) L.I.S graduate students from PNU, two (2) are male and fifteen (15) females; three (3) did not respond.

Table No. 1-A
Respondents' Gender Profile by Categories of Users

GENDER	RESPONDENTS		
	NLP LIBRARY USERS		NLP STAFF
	Actual Users	L.I.S. Professionals	
Male	3 (10 %)	2 (10 %)	1 (5 %)
Female	21 (73 %)	15 (75 %)	10 (53 %)
No Response	5 (17 %)	3 (15 %)	8 (42 %)
TOTAL	29 (100 %)	19 (100 %)	19 (100 %)



On the other hand, Table No. 1-B gives data that pertain to the totality of respondent population. It reveals that there are sixty eight (68) of them. When broken down to percentage, 9 % are male and 68 % are female. Twenty-three (23 %) did not answer.

Table No. 1-B

Respondents' Over-all Gender Profile

RESPONDENTS	MALE	FEMALE	NO RESPONSE
LIBRARY USERS			
a. Actual Users	3	21	5
b. L.I.S. Professionals	2	15	3
NLP STAFF	1	10	8
TOTAL	6 (9%)	46 (68 %)	16 (23 %)



Table Nos. 2-A and 2 B show the respondents' age profile by type of categories and in totality. Table No. 2-B reveals that 26 % of the respondents did not answer the item for age. It also shows the remaining data which breaks down the profile into the following: 25 % from ages 11 – 20; 34 % from ages 21-30; 9% from ages 31-40; and, 6 % from ages 51-60. There was none who fall from ages 41-50 and 61-70. It is noticeable that 43 % consisted of young researchers who belong to ages 21-40.

Table No. 2-A

Respondents' Age Profile by Categories of Users

AGES	RESPONDENTS		
	NLP LIBRARY USERS		NLP STAFF
	Actual Users	L.I.S. Professionals	
11 – 20	17 (59 %)		
21 – 30	8 (27 %)	11 (55 %)	4 (21 %)
31 – 40		4 (20 %)	2 (11 %)
41 – 50			
51 – 60			4 (21 %)
61 – 70			
No Response	4 (14 %)	5 (25 %)	9 (47 %)
TOTAL	29 (100 %)	20 (100 %)	19 (100 %)

Table no. 2-B

Respondents' Over-all Age Profile

RESPONDENTS	AGES						
LIBRARY USERS	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70	NO RESPONSE
a. Actual Users	17	8					4
b. L.I.S. Professionals		11	4				5
NLP STAFF		4	2		4		9
TOTAL	17 (25%)	23 (34%)	6 (9 %)		4 (6 %)		18 (26 %)



D. Research Instrument

The survey questionnaire was used as the main data-gathering instrument for this study. The questionnaire was divided into two main sections: a profile and the survey proper which was divided into four categories. The profile section contains socio-demographic characteristics of the respondents such as age, gender, civil status, school, year level and the course they are taking.

The first category of the survey proper explored the level of awareness of the Public Relation (PR) services of the NLP.

The questionnaire proper section particularly in the second category contains questions that identify the level of satisfaction of PR services of NLP as perceived by the respondents. These are items made up of favorable and unfavorable statements about NLP public relations. User responds by means of a scale of responses from 1 to 4. One is Not Satisfied, 2 Less Satisfied, 3 Moderately Satisfied, and 4 Fully Satisfied. A sub-part consist of responses to open-ended statements.

The third category contains questions that identify the effectiveness of PR activities of NLP as perceived by the respondents in general. The respondents answer by means of the same scale, but now described as 1 Not Effective, 2 Less Effective, 3 Moderately Effective, and 4 Fully Effective. Just like the second part, a sub-part is made up of responses to open-ended statements.

The fourth category contains an open-ended question for recommendations for the improvement of NLP's public relation services.



The questions were structured using the four (4) point Likert Scale format. In this survey type, four choices are provided for every question or statement. The choices represent the degree of agreement each respondent has on the given question. The four (4) point Likert survey was the selected questionnaire type as this enabled the respondents to answer the survey easily.

Another method used is the interview. Certain numbers of respondents were interviewed prior to the construction of the Public Relation (PR) evaluation instrument to determine users' perceptions on what activities should consist a PR program for a public library. In doing so, interview process was conducted with 5 NLP staff, 12 actual users and 3 L.I.S Professionals. The responses that were taken from the interview served as a guide for the preparation of the public relation evaluation instrument.

E. Validation of the Instrument

In order to test the validity of the questionnaire used for the study, the researcher tested the questionnaire to ten (10) respondents. These respondents as well as their answers were not part of the actual study process and were only used for testing purposes. After the questions were answered, the researcher asked the respondents for any suggestions or any necessary corrections to ensure further improvement and validity of the instrument. The questionnaire items were revised and validated initially after each consultation with this researcher's adviser. Other suggestions by experts in field of library profession and by friends who have been teaching library and information science are also taken into consideration. The researcher revised the survey questionnaire based on



the suggestion of the respondents. The researcher then excluded irrelevant questions and changed vague or difficult terminologies into simpler ones in order to ensure comprehension.

F. Data Processing

After gathering all the completed questionnaires from the respondents, total responses for each item were obtained and tabulated. The researcher then calculated the given responses using frequency count and percentage. This is done by simply dividing the given responses with the total number of responses and then multiplying the answer by one hundred (100). The equation can be put up as follows:

$$(\text{Given Number of Responses} / \text{Total Number of Responses}) \times 100$$

G. Ethical Considerations

As this study required participation of human respondents, specifically students and professional librarians, certain ethical issues were addressed. The consideration of these ethical issues was necessary for the purpose of ensuring the privacy as well as the safety of the participants. Among the significant ethical issues that were considered in the research process include consent and confidentiality. In order to secure the consent of the selected participants, the researcher relayed all important details of the study, including its aim and purpose. By explaining these important details, the respondents were able to understand the importance of their role in the completion of the research. The respondents were also advised that they could withdraw from the study even during the



process. With this, the participants were not forced to participate in the research. The confidentiality of the identity of the participants was also ensured by not disclosing their names or personal information in the research. Only relevant details that helped in answering the research questions were included.



Chapter 4

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter presents the findings with corresponding analysis and interpretation to answer the given questions in the study.

1. What are the NLP users' perceptions on the public relations materials and activities of a public library?

1.1 Do they match with those actually conducted by the NLP?

A certain percentage of respondents was interviewed prior to the construction of the Public Relation (PR) evaluation instrument to determine users' perceptions on what activities should consist a PR program for a public library. In doing so, the interview was conducted with 5 NLP staff, 12 actual users and 3 L.I.S Professionals.

Table 3 shows the users' perception on what PR activities should consist a public relations program. The table shows that the first three (3) most cited activities are educational tours, the use of website, e-library and other social networks, and the use of signages / announcements. It also reveals activities that can be a part of the PR services such as the use of virtual tour, constant mass media campaign, and 24/7 reference services through online text messaging. They were not actually conducted by the NLP as part of its PR activities.



Table No. 3

Public Relation (PR) Activities as perceived by the Respondents

PUBLIC RELATION (PR) ACTIVITIES	RESPONDENTS			TOTAL (frequency)
	LIBRARY USER		NLP STAFF	
	Actual Users	L.I.S. Professionals		
PROMOTIONAL MATERIALS				
Brochures / Flyers	6	3	3	12
Bulletin Board Displays	6	3	4	13
Exhibits	1	3	4	8
Handbook		2	1	3
Newsletter		1	3	4
Reports		1	2	3
Signage / Announcements	7	2	5	14
Title Board Displays	1		3	4
Website, e-library and other social networks	9	2	5	16
PROMOTIONAL ACTIVITIES				
Educational Tours				
• College • High School • Elementary • Special Groups • Foreign Guest	10	3	5	18
Exhibits	1	3	4	8
Constant Mass Media Campaign	2	2	2	6
Seminars, Programs, Conferences, and the like	7	1	4	12
Story telling and Puppet shows	4	3	5	12
Virtual tours	2	1		3
24/7 Reference Services thru On line text messaging	1		1	2



Table 4 shows the NLP promotional activities as mentioned in the NLP reports which were considered routine activities. When responses covered by Table 3 were compared to the NLP Promotional tools and activities in the past year, it is noticeable that almost all of the mentioned activities as perceived by the user did match with the list with the exception handbook, newsletter and reports. The responses that were processed served as a guide for the preparation of the public relation evaluation instrument.

Table No. 4

The NLP Promotional Tools and Activities

PROMOTIONAL MATERIALS	Frequency
Brochures / Flyers	6x
Bulletin Board Displays	26x
Exhibits	12x
Handbook	once
Newsletter	4x
Reports	7x
Signage / Announcements	All events
Title Board Displays	11x
Website, e-library and other social networks	24/7 operational with 38,119,230 clients
PROMOTIONAL ACTIVITIES	
Educational Tours	32, 125 clients from 156 schools
• College • High School • Elementary • Special Groups • Foreign Guest	• 3,463 students • 9, 762 students • 18,401 students • 448 clients • 52 foreign guests
Exhibits	12x
Seminars, Programs, Conferences, and the like	32x
Story telling and Puppet shows	as need arises



2. To what extent is the awareness of the users of the NLP and the NLP staff on the need of a public relation instrument and their perception in terms of:
- a. users' level of satisfaction and
 - b. effectiveness level?

Users' level of Awareness

Table No. 5 shows that 40 % of the total responses of the respondents have the highest awareness on the existing Public Relation (PR) services of the National Library of the Philippines (NLP). Thirty percent (30 %) of the total respondents signify that they are moderately aware, 19 % are slightly aware, while 9 % shows no awareness at all. The fact that 60 % of the population are not aware, and may be aware but slightly & moderately only. This situation indicates that a room for improvement has to be explored and the users have to know that there exists the NLP PR services.

Table No. 5
Respondents' Over-all Level of Awareness on the Existing NLP-PR Services

RESPONDENTS	LEVEL OF AWARENESS			
LIBRARY USERS	Not Aware	Slightly Aware	Moderately Aware	Much Aware
a. Actual Users	41	89	123	124
b. L.I.S. Professionals	29	58	88	85
NLP STAFF	10	22	71	144
TOTAL	80 (9 %)	169 (19 %)	282 (32 %)	353 (40 %)



Table 5-A summarizes the profile of the general perceptions of all the respondents concerning their awareness of all the specific public relations services of the NLP.

As can be gleaned from the table the greatest percentage representations heavily concentrated on the first four (4) public relations activities rated as **much aware**, and these are tour for all types of visitors; posted signs to guide readers; bulletin boards; and, holding of affairs and celebrations. The services that were rated **moderately aware** were as follows: information posted on entrances; information posted on bulletin boards; information on one-on-one guidance; brochures/flyers; and, others (newsletters, annual reports, etc.) For data processing by categories of respondents, please see Appendix B Tables 5-B, 5-C, and 5-D.

The NLP administration will be in a good position to know that generally, users of the library are both much aware and moderately aware of its public relations services.



Table No. 5-A

Respondents' Level of Awareness of the Specific PR Services of the NLP

PUBLIC RELATION (PR) ACTIVITIES	LEVEL OF AWARENESS			
	Not Aware	Slightly Aware	Moderately Aware	Much Aware
1a Tour for College	13 (19%)	18 (26%)	10 (15%)	27 (40%)
1b Tour for High School	11 (16%)	10 (15%)	12 (18%)	35 (51%)
1c Tour for Elementary	9 (13%)	19 (28%)	12 (18%)	28 (41%)
1d Tour for Special groups	7 (10%)	16 (24%)	18 (26%)	27 (40%)
1e Tour for Foreign guests	8 (12%)	18 (26%)	11 (16%)	31 (46%)
2 Posted signs to guide readers	2 (3%)	7 (10%)	25 (37%)	34 (50%)
3 Bulletin Boards	2 (3%)	9 (13%)	25 (37%)	32 (47%)
4 Holding of Affairs & Celebrations	5 (7%)	6 (9%)	18 (27%)	39 (57%)
5a Information posted on entrances	2 (3%)	8 (12%)	33 (48%)	25 (37%)
5b Info. Posted on Bulletin Boards	4 (6%)	5 (7%)	33 (49%)	26 (38%)
5c Info. On one-on-one guidance	6 (9%)	21 (31%)	28 (41%)	13 (19%)
5d Brochures/flyers	6 (9%)	20 (29%)	26 (38%)	16 (24%)
5e others (Newsletter, Annual Reports)	5 (7%)	12 (18%)	31 (46%)	20 (29%)
TOTAL	80 (9 %)	169 (19%)	282 (32 %)	353 (40 %)



Users' level of satisfaction

Table 6 shows the respondents' over-all satisfaction of the existing PR services of the NLP. It reveals that 56 % of the total numbers of respondents are moderately satisfied, and only 26 % of them are fully satisfied. The rest of the respondents showed less and no satisfaction with a percentage score of 15 % and 3 % respectively.

The table also reveals that none of the L.I.S Professionals show non-satisfaction of the NLP-PR services. However, 6 of the NLP staff respondents' and 7 actual users responded that they are not satisfied with the NLP-PR services.

The fact that the level of satisfaction is rated moderately satisfied something more remains to be desired so that the 26% rating of full satisfaction could be raised some more.

Table No. 6

Respondents' Over-all Level of Satisfaction of the Existing NLP-PR Services				
RESPONDENTS	LEVEL OF SATISFACTION			
LIBRARY USERS	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
a. Actual Users	7	30	101	64
b. L.I.S. Professionals	0	22	106	12
NLP STAFF	6	20	59	48
TOTAL	13 (3 %)	72 (15 %)	266 (56 %)	125 (26 %)



Table 6-A specifically shows the NLP's public relations services in terms of level of satisfaction. Surprisingly, it reveals a rating of **moderately satisfied** on all activities such as guided tours; signage/signs; announcements on bulletin boards; announcements on other areas of the library; brochures/flyers; holding of affairs and celebrations; and, NLP website, e-lib data base and other social networks. For processed raw data on level of satisfaction by categories of respondents, please refer to Appendix C Tables 6-B, 6-C, and 6-D.

Concerning the aforementioned seven (7) public relations services, the activity rated mostly by the respondents as **moderately satisfied** pertains to announcements on bulletin boards. This means that bulletin board displays must be a regular public relation item of the NLP. Items like signages/signs; brochures/flyers; holdings of affairs and celebrations; and, NLP website, e-lib data base and other social networks need particular attention for all of them were rated not satisfied.



Table No. 6-A

Respondents' Level of Satisfaction on the Specific NLP-PR services

PUBLIC RELATION SERVICES	LEVEL OF SATISFACTION			
	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
1 Guided Tours		7 (10%)	42 (62%)	19 (28%)
2 Signage or signs	1 (2%)	10 (15%)	37 (54%)	20 (29%)
3 Announcements on Bulletin Boards		8 (12%)	43 (63%)	17 (25%)
4 Announcements on other Areas of the Library		17 (25%)	32 (47%)	19 (28%)
5 Brochures / flyers	3 (4%)	15 (22%)	35 (52%)	15 (22%)
6 Holding of Affairs and celebrations	2 (3%)	7 (10%)	43 (63%)	16 (24%)
7 NLP website, e-lib database & other social networks	7 (10%)	8 (12%)	34 (50%)	19 (28%)
TOTAL	13 (3 %)	72 (15 %)	266 (56 %)	125 (26 %)



Effectiveness of NLP-PR Services

Table 7 reveals the over-all perception of the users and the NLP staff on the effectiveness of the PR services of the NLP. It shows that 55 % of the respondents rated the NLP-PR services as **moderately effective**, while 23 % agreed that it is fully effective. 21 % says it is less effective and 1 % rated it as less effective. The fact that two (2) of the respondents would tend to evaluate the effectiveness of the NLP-PR services as not effective, the administration should still address the problem. The next table would tend to identify the problem.

Table No. 7

Respondents' over-all perception of the Effectiveness of the PR services of the NLP

RESPONDENTS	LEVEL OF EFFECTIVITY			
LIBRARY USERS	Not Effective	Less Effective	Moderately Effective	Fully Effective
a. Actual Users	0	33	112	58
b. L.I.S. Professionals	1	46	77	16
NLP STAFF	1	21	72	39
TOTAL	2 (1 %)	100 (21 %)	261 (55 %)	113 (23 %)



True to the expectation as cited above, Table 7-A reveals that the rating of non-effectiveness is attributed to **one-on-one information guidance of the librarians**. However, it is a good thing to find out that the rest of the public relations services were found **moderately effective**. Hence, the NLP, should try its best to raise the level of effectiveness higher than expected.

Table No. 7-A

Respondents' Level of Effectiveness of the Specific NLP-PR services

PUBLIC RELATION SERVICES	LEVEL OF EFFECTIVITY			
	Not Effective	Less Effective	Moderately Effective	Fully Effective
1 Messages in the signage		11 (16%)	39 (57%)	18 (27%)
2 Messages in the posted announcements		10 (15%)	38 (56%)	20 (29%)
3 The way signages are posted		15 (22%)	36 (53%)	17 (25%)
4 The manner signages are displayed in color with accompanying materials		13 (19%)	43 (63%)	12 (18%)
5 The means how signages are Distributed in strategic places		17 (25%)	38 (56%)	13 (19%)
6 The technique as how signages are distributed in strategic places		17 (25%)	35 (51%)	16 (24%)
7 one-on-one information guidance of the librarians	2 (3%)	18 (26%)	31 (46%)	17 (25%)



3. What are the implications that may arise from the survey which could be considered in enhancing the NLP promotional program?

Some implications did arise from the survey made and these were identified to enhance the National Library of the Philippines (NLP) promotional program. They are as follow:

A. FOR NLP ADMINISTRATORS

- Increase the number of staff, particularly librarians, to ensure effective and efficient services.
- Facilities must be improved to suit the needs of the public and to keep pace with the latest development and trends in the society.
- NLP must provide continuing education to its staff to equip them with knowledge useful for the practice of their profession and to keep them abreast of new developments in their field.
- Proper and close coordination among the management and staff must be strengthened.
- NLP must give emphasis to the principle that as agents of PR services, the staff must be careful of their actions in dealing with clients.
- NLP Administrators must consider other means of promoting its public relations services such as the use of online virtual tours, 24 hours reference services through instant messaging, and use state of the art bulletin boards.
- NLP must have a specific venue to serve as a discussion room.



- NLP budget for PR services must be increased.
- Renovate the physical aspects of the NLP building including the air conditioning of all areas for convenience.

B. FOR NLP RESEARCH DEVELOPMENT & PUBLICATIONS DIVISION

- Promotional materials must be updated from time to time.
- Exhibits must be placed in an area appropriate for the occasion to make them accessible and visible to the target users.
- Clearer and readable signages must be placed in strategic places.
- Conduct library orientation for the new library users / clientele.

C. FOR NLP STAFF

- Librarians must be approachable.
- Personal grudges among employees must be put aside in performing daily duties so as not to affect the library users.
- Employees in higher positions such as chief of the divisions must boost their staff morale rather than demoralize or destroy their reputation.

D. FOR NLP SUPPORT SERVICES STAFF

- NLP security guards must exercise the highest standard of courtesy in dealing with library clients.



Chapter 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings, the conclusions arrived at, as well as, the recommendations.

Summary:

The main thrust of the present study was to identify the status of the existing public relations services of the National Library of the Philippines (NLP). Specifically, it aimed to find out the NLP users' perceptions on the public relations materials and activities of a public library, if these matches with those actually conducted by the NLP; to measure as to what extent is the awareness of the users of the NLP and the NLP staff on the need of a public relation instrument and their perception in terms of users' level of satisfaction and effectiveness level; and What are the implications that may arise from the survey which could be considered in enhancing the NLP promotional program.

The study applies the descriptive method and had subjects be involved such as: twenty nine (29) actual users of the NLP, twenty (20) Library and Information Science professionals, and nineteen (19) NLP staff.

The promotional materials that were assessed were brochures/flyers, bulletin board displays, exhibits, handbook, newsletter, reports, signage/announcements, title board displays, and website, e-library and other social networks.

The promotional activities that were assessed were educational tours, exhibits, mass media campaign, seminars/programs, story telling and puppet shows, virtual tours,



and 24/7 reference services.

Findings:

Stated below is the summary of findings of the study:

1.0. Users of the National Library of the Philippines (NLP) have identified nine (9) public relations materials and seven (7) activities that a public library must offer.

Of the nine (9) promotional materials, three were mostly cited: website, e-library and other social networks, signage/announcements, and bulletin board displays (as ranked first, second and third respectively).

However, of the promotional activities, most popularly cited ones were: educational tours, seminars & programs, as well as storytelling & puppet shows in order.

1.1 It was found out that almost all of the mentioned activities as perceived by the users do match with the lists of NLP promotional tools and activities with the exception of handbook, newsletter, and reports as well as those that they particularly suggested: use of virtual tour, constant mass media campaign, and 24/7 reference services.

2.0. In the attempt to measure the extent of the need for a public relation instrument for the National Library of the Philippines (NLP), the study revealed that:



In terms of how library users are aware of the existing Public Relations (PR) services of the NLP, forty percent (40 %) shows highest awareness; 30 % just moderately aware; 19 % slightly aware and 9 % are not aware at all.

Specifically, library users are much aware by the following public relations activities: tour for all types of visitors, posted signage, bulletin boards, and holding of affairs & celebrations (the first four in order). The rest were rated moderately aware.

2.1 When the level of satisfaction of the National Library of the Philippines Public Relations (NLP-PR) services was surveyed, fifty-six percent (56 %) of the respondents declared that they were moderately satisfied. 26 % were fully satisfied; 15 %, less satisfied; and 3 %, not satisfied at all.

A rating of moderately satisfied was given by the respondents on all activities such as guided tours; signage/signs; announcements on bulletin boards; announcements on other areas of the library; brochures/flyers; holding of affairs and celebrations; and NLP website, e-lib data base and other social networks.

2.2 To find out how effective are the NLP-PR services, 55 % of the responded claimed that they are moderately effective, 23 % agreed that the services are fully effective; 21 %, less effective and 1 %, not effective.

3.0 Some implications did arise from the survey made and these were identified to



enhance the National Library of the Philippines (NLP) promotional program. They are as follow:

A. FOR NLP ADMINISTRATORS

- Increase the number of staff, particularly librarians, to ensure effective and efficient services.
- Facilities must be improved to suit the needs of the public and to keep pace with the latest development and trends in the society.
- NLP must provide continuing education to its staff to equip them with knowledge useful for the practice of their profession and to keep them abreast of new developments in their field.
- Proper and close coordination among the management and staff must be strengthened.
- NLP must give emphasis to the principle that as agents of PR services, the staff must be careful of their actions in dealing with clients.
- NLP Administrators must consider other means of promoting its public relations services such as the use of online virtual tours, 24 hours reference services through instant messaging, and use state of the art bulletin boards.
- NLP must have a specific venue to serve as a discussion room.
- NLP budget for PR services must be increased.
- Renovate the physical aspects of the NLP building including the air conditioning of all areas for convenience.



B. FOR NLP RESEARCH DEVELOPMENT & PUBLICATIONS DIVISION

- Promotional materials must be updated from time to time.
- Exhibits must be placed in an area appropriate for the occasion to make them accessible and visible to the target users.
- Clearer and readable signages must be placed in strategic places.
- Conduct library orientation for the new library users / clientele.

C. FOR NLP STAFF

- Librarians must be approachable.
- Personal grudges among employees must be put aside in performing daily duties so as not to affect the library users.
- Employees in higher positions such as chief of the divisions must boost their staff morale rather than demoralize or destroy their reputation.

D. FOR NLP SUPPORT SERVICES STAFF

- NLP security guards must exercise the highest standard of courtesy in dealing with library clients.



Conclusions:

After the many rudiments in describing the present status of the National Library of the Philippines (NLP) promotional program, the researcher came up with the following conclusions:

Any public library is expected to find treasure in and therefore find time in interviewing people concerning the day to day observations on library promotion.

Users can be effectively elicited and be used for checking the present status of a program such as the promotional program of the public library in particular and that of the NLP in general.

Perceptions can also be capitalized as jumping board for possible implications to improve an existing practice such as those applied in library promotional programs.



Recommendations:

The following recommendations are brought about by the analysis of the findings:

- NLP must develop a formal PR Program for the agency making use of this study as a basis.
- NLP must continue to sustain activities that are advantageous to the actual users
- The National Library of the Philippines (NLP) must undertake strong and massive campaigns to eradicate, if not totally eliminate, unawareness among its staff / employees with regards to the existence of its Public Relation (PR) Services. Change must come first from within the organization.
- NLP must put into consideration the use of mass media such as television and radio communications to promote its services.
- The NLP's Research and Publications Division (RPD) being tasked to handle research and cultural activities must strengthen its system in the distribution of promotional materials to ensure effective information dissemination among the NLP staff and the reading public.
- NLP must maximize the use of its present PR services particularly the latest innovative services involving website, electronic library database and other social networks.
- NLP must allocate a substantial budget for marketing and promotions program.



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1. www.cnx.org
2. www.davedolak.com
3. www.prsa.org
4. www.referenceforbusiness.com



Philippine Normal University
National Center for Teacher Education

APPENDICES



NATIONAL LIBRARY OF THE PHILIPPINES (NLP)

Capsule History

The forerunner of the National Library of the Philippines (NLP) may be traced back to the Museo-Biblioteca de Filipinas established through Royal Order no. 689 issued by the Ministry of Colonies (Ministerio de Ultramar) of the Spanish government on August 12, 1887. It was inaugurated on October 24, 1891 and had scarcely 100 volumes of books about the Philippines. The Philippine-American War wrought damage to the collection.

The American Circulating Library was organized on March 9, 1900 by the American Circulating Library Association of Manila. It was donated to the American Military government in the Philippines through Act. No. 96 passed by the Philippine Commission on March 5, 1901. It became American Circulating Library Division under the Bureau of Education on September 6, 1901 through Act. No. 222.

Act No. 2572 of January 31, 1918 merged the Library with two other offices – the Executive Bureau's Division of Archives, Patents, Copyrights and Trademarks and the Law Library of the Philippine Library and Museum. Act No. 3477 passed on December 7, 1928 separated the Museum from the Library. The reorganization of the National Library after World War II also changed its location from the Legislative Building to the former Bilibid Prison, Oroquieta St., Sampaloc, Manila in June 1945.

Executive Order No. 94, series 1947 changed the name of National Library to Bureau of Public Libraries, which went back in June 1950 to its previous location at the Legislative Building. The passage of Republic Act No. 3873, on June 18, 1964, reverted the name to The National Library, and again changed its official name into National Library of the Philippines through RA 10087 which took effect on May 10, 2010. The Act was signed by Her Excellency President Gloria Macapagal-Arroyo.

Finally, from different locations, the Library is now located on the southeast side of Rizal Park along T.M. Kalaw Street. It occupies a total of 26,400 sq. ft. of ground area and a total floor space of 198,700 sq. ft. It was inaugurated in June 1961 in commemoration of the 100th Birth Anniversary of the Filipino national hero, Dr. Jose Rizal



VISION/MISSION/OBJECTIVES

The Vision

The full intellectual and cultural development of the Filipino people through love for reading all forms of library materials, the lessons and insight of which, enable and empower them to adapt to global technological changes.

The Mission

The National Library of the Philippines as the repository of the printed and recorded cultural heritage of the country and other intellectual literary and information sources shall provide access to these resources for our people's intellectual growth, citizenship building, life-long learning and enlightenment.

The Objectives:

- To acquire and preserve Filipiniana materials;
- To provide for an efficient on-line access to the different information resources and national bibliographic services of The National Library and the Philippine eLib;
- To develop, in cooperation with the local government units, a system of public libraries and information centers throughout the country;
- To promote, establish and maintain national and international standards in library and information services;
- To conduct continuing research on Philippine librarianship and undertake cultural activities.



SERVICES OFFERED

A. Reading Room Services

1. Filipiniana Division

Tel No. 525-1754

Serves as the official repository of the country's printed and recorded intellectual and cultural heritage;

Organizes, maintains and preserves Filipiniana materials such as books, non-books, rare manuscripts and special collections.

Prepares guides to the special collections and presidential papers; and also maintains the following sections;

- General Book Section
- Serial Section
- Rare / Manuscript Section
- Government Publications Section
- Multi media Section
- Conservation Section

2. Reference Division

Tel No. 524-0926

Maintains reading room services and provides information, reference and research services and resources from foreign sources to the public. Serves U.N. publications to researchers and other library users.

Sections

- a) Asia and Oceania Section
- b) Children's Library Section
- c) General Book Section
- d) General Reference Section
- e) Foreign Periodical and International Publications Section
- f) Library for the Blind Section



B. IT and Other Services

1. Information Technology Division

Tel No. 302-5200

Maintains the effective use of information and communication technology (ICT) to fast track access and delivery of information of the National Library.

Online Public Access Catalogue (OPAC): located at the second and third floor lobbies, OPAC provides the bibliographic data of the collections of the National Library.

Phil eLibrary: (www.elib.gov.ph) The National Library houses the data center and kiosk of the e-Library Project which opens through a single portal the library collections of four other government agencies: the Department of Science and Technology, Department of Agriculture, Commission on Higher Education and the University of the Philippines.

International Standard Book Number (ISBN): New book or those for publication require registration with the Bibliographic Services Division (BSD) which gives a specific number to the book so published.

International Standard Serial Number (ISSN): New newspapers, magazines, journals and other serials or those for publication require similar registration with the BSD which gives a specific number to the serial so published.

International Standard Music Number (ISMN): Music publications, includes scores, miniature (study) scores, vocal scores, sets of parts, song text or lyrics published with the printed music, microform, Braille and electronic publication.

Copyright: applications for copyright registration by creators of intellectual property as classified by the IPC are processed with the Copyright Office of the Library. A deposit of two copies of the work is required.



C. Technical Services

1. Collection Development Division

Tel No. 524- 2248

Selects, evaluates, and acquires books and other library materials to enrich and expand the collection of the National Library and its public all over the country;

Performs the mechanical organization of library materials;

Maintains exchange program with both local and foreign libraries;

Evaluates, receives and acknowledges gift and donations; and

Implements the provisions of P.D. 812 (Legal and Cultural Deposit Law) and R.A. 8293 the Intellectual Property Code.

2. Bibliographic Services Division

Tel. No. 524-1011

Maintains an up-to-date Philippine National Bibliography and a National Union Catalog;

Serves as the National Center for International Serials Data System, International Standard Book Number and International Standard Music Number;

Maintains comprehensive and authoritative national bibliographic record for every item of literature issued in the country according to international standards; and

Promotes international networking with other countries particularly in the SEA region and provides ILL of all library materials at reasonable cost and reasonable time.

3. Catalog Division

Tel No. 524-1905

Catalogs and classifies the holdings of the National Library and its public libraries;

Develops and implements technical policies procedures and standards in cataloging for use by the library;

Maintains the union catalog of the National Library, and

Provides consultative catalog service to other libraries and conducts in-service training to library employees and librarians of other institutions upon request.



Philippine Normal University
National Center for Teacher Education

4. Research and Publications Division

Tel No. 524-2737

Undertakes scholarly research about works of people identified with arts and culture. Publishes the Philippine National Bibliography, Research Guides Series, Special Bibliographies, Newsletter and Annual Report. Takes charge of the Library's cultural events and exhibits.

5. Public Libraries Division

Tel. No. 525-0356

Discharges the public library function of the National Library;

Campaigns for the establishment of public libraries in local government units.

Plans and conducts training programs, meetings, seminars and conferences for public librarians;

Provides guidance and technical assistance in the establishment, development and maintenance of public libraries and bookmobile services in the provinces, cities, municipalities and barangays throughout the country;

Selects, evaluates and allocates books and other library materials to all public libraries.

Finance and Administrative Division

Tel. No. 524-2292

Implements and executes administrative policies laid down by the Director relative to the organization and functions of the library;

Coordinates the activities of the various divisions with respect to administrative and support services; and

Exercises supervision over the following sections: Accounting, Personnel and Records, Budget and Fiscal, Property and Supply, Maintenance, including Janitorial and Security Services.

Office of the Director

Tel. Nos. 525-3196 / 525-1748

Fax 524-2329

The Director and the Assistant Director exercise the executive functions of planning, administration and enforcement of rules and regulations.

Execute orders and directives from higher officials of the government.



Processed Raw Data on Level of Awareness of the NLP-PR Services

Table No. 5-B

NLP Staff's Level of Awareness of the NLP-PR Services

PUBLIC RELATION (PR) ACTIVITIES	LEVEL OF AWARENESS			
	Not Aware	Slightly Aware	Moderately Aware	Much Aware
1a Tour for College		1 (5 %)	5 (26 %)	13 (69 %)
1b Tour for High School	1 (5 %)		3 (16 %)	15 (79 %)
1c Tour for Elementary	1 (5 %)		5 (26 %)	13 (69 %)
1d Tour for Special groups	2 (10.5 %)	1 (5 %)	2 (10.5 %)	14 (74 %)
1e Tour for Foreign guests	1 (5 %)	1 (5 %)	3 (16 %)	14 (74 %)
2 Post signs to guide readers		1 (5 %)	6 (32 %)	12 (63 %)
3 Bulletin Boards		1 (5 %)	5 (26 %)	13 (69 %)
4 Holding of Affairs & Celebrations		1 (5 %)	3 (16 %)	15 (79 %)
5a Information posted on entrances	1 (5 %)	1 (5 %)	6 (32 %)	11 (58 %)
5b Info. Posted on Bulletin Boards	1 (5 %)		9 (47.5)	9 (47.5)
5c Info. On one-on-one guidance		5 (26 %)	10 (53 %)	4 (21 %)
5d Brochures/flyers	2 (11 %)	7 (37 %)	5 (26 %)	5 (26 %)
5e others (Newsletter, Annual Reports)	1 (5 %)	3 (16 %)	9 (47 %)	6 (32 %)



Table No. 5-C

Actual Users' Level of Awareness of the NLP-PR Services

PUBLIC RELATION (PR) ACTIVITIES	LEVEL OF AWARENESS			
	Not Aware	Slightly Aware	Moderately Aware	Much Aware
1a Tour for College	7 (24 %)	13 (45 %)	3 (10 %)	6 (21 %)
1b Tour for High School	6 (21 %)	5 (17 %)	6 (21 %)	12 (41 %)
1c Tour for Elementary	5 (17 %)	12 (41 %)	4 (14 %)	8 (28 %)
1d Tour for Special groups	4 (14 %)	7 (24 %)	11 (38 %)	7 (24 %)
1e Tour for Foreign guests	3 (10 %)	11 (38 %)	4 (14 %)	11 (38 %)
2 Post signs to guide readers	1 (3 %)	2 (7 %)	11 (38 %)	15 (52 %)
3 Bulletin Boards	0	6 (21 %)	11 (38 %)	12 (41 %)
4 Holding of Affairs & Celebrations	5 (17 %)	5 (17 %)	9 (31 %)	10 (35 %)
5a Information posted on entrances	1 (3 %)	4 (14 %)	15 (52 %)	9 (31 %)
5b Info. Posted on Bulletin Boards	2 (7 %)	3 (10 %)	14 (48 %)	10 (35 %)
5c Info. On one-on-one guidance	2 (7 %)	8 (28 %)	12 (41 %)	7 (24 %)
5d Brochures/flyers	2 (7 %)	7 (24 %)	12 (41 %)	8 (28 %)
5e others (Newsletter, Annual Reports)	3 (10 %)	6 (21 %)	11 (38 %)	9 (31 %)



Table No. 5-D

L.I.S. Professionals' Level of Awareness of the NLP-PR Services

PUBLIC RELATION (PR) ACTIVITIES	LEVEL OF AWARENESS			
	Not Aware	Slightly Aware	Moderately Aware	Much Aware
1a Tour for College	6 (30 %)	4 (20 %)	2 (10 %)	8 (40 %)
1b Tour for High School	4 (20 %)	5 (25 %)	3 (15 %)	8 (40 %)
1c Tour for Elementary	3 (15 %)	7 (35 %)	3 (15 %)	7 (35 %)
1d Tour for Special groups	1 (5 %)	8 (40 %)	5 (25 %)	6 (30 %)
1e Tour for Foreign guests	4 (20 %)	6 (30 %)	4 (20 %)	6 (30 %)
2 Post signs to guide readers	1 (5 %)	4 (20 %)	8 (40 %)	7 (35 %)
3 Bulletin Boards	2 (10 %)	2 (10 %)	9 (45 %)	7 (35 %)
4 Holding of Affairs & Celebrations			6 (30 %)	14 (70 %)
5a Information posted on entrances		3 (15 %)	12 (60 %)	5 (25 %)
5b Info. Posted on Bulletin Boards	1 (5 %)	2 (10 %)	10 (50 %)	7 (35 %)
5c Info. On one-on-one guidance	4 (20 %)	8 (40 %)	6 (30 %)	2 (10 %)
5d Brochures/flyers	2 (10 %)	6 (30 %)	9 (45 %)	3 (15 %)
5e others (Newsletter, Annual Reports)	1 (5 %)	3 (15 %)	11 (55 %)	5 (25 %)



Processed Raw Data on Level of Satisfaction of the NLP-PR Services

Table No. 6-B

NLP Staff's Level of Satisfaction of the NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF SATISFACTION			
	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
1 Guided Tours			11 (58 %)	8 (42 %)
2 Signage or signs	1 (5 %)	4 (21 %)	8 (42 %)	6 (32 %)
3 Announcements on Bulletin Boards			13 (68 %)	6 (32 %)
4 Announcements on other Areas of the Library		9 (47 %)	2 (11 %)	8 (42 %)
5 Brochures / flyers	1 (5 %)	4 (21 %)	6 (32 %)	8 (42 %)
6 Holding of Affairs and celebrations	1 (5 %)	1 (5 %)	10 (53 %)	7 (37 %)
7 NLP website, e-lib database & other social networks	3 (16 %)	2 (11 %)	9 (47 %)	5 (26 %)

Table No. 6-C

Actual Users' Level of Satisfaction of the NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF SATISFACTION			
	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
1 Guided Tours		3 (10 %)	19 (66 %)	7 (24 %)
2 Signage or signs		2 (7 %)	15 (52 %)	12 (41 %)
3 Announcements on Bulletin Boards		4 (14 %)	16 (55 %)	9 (31 %)
4 Announcements on other Areas of the Library		4 (14 %)	14 (48 %)	11 (38 %)
5 Brochures / flyers	2 (7 %)	9 (31 %)	11 (38 %)	7 (24 %)
6 Holding of Affairs and celebrations	1 (3 %)	4 (14 %)	16 (55 %)	8 (28 %)
7 NLP website, e-lib database & other social networks	4 (14 %)	4 (14 %)	10 (34 %)	11 (38 %)



Table No. 6-D

L.I.S. Professionals' Level of Satisfaction of the NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF SATISFACTION			
	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
1 Guided Tours		4 (20 %)	12 (60 %)	4 (20 %)
2 Signage or signs		4 (20 %)	14 (70 %)	2 (10 %)
3 Announcements on Bulletin Boards		4 (20 %)	14 (70 %)	2 (10 %)
4 Announcements on other Areas of the Library		4 (20 %)	16 (80 %)	
5 Brochures / flyers		2 (10 %)	18 (90 %)	
6 Holding of Affairs and celebrations		2 (10 %)	17 (85 %)	1 (5 %)
7 NLP website, e-lib database & other social networks		2 (10%)	15 (75 %)	3 (15 %)



Processed Raw Data on Level of Effectiveness on NLP-PR Services

Table No. 7-B

NLP Staff's Level of Effectiveness on NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF EFFECTIVITY			
	Not Effective	Less Effective	Moderately Effective	Fully Effective
1 Messages in the signage		3 (16 %)	11 (58 %)	5 (26 %)
2 Messages in the posted announcements			12 (63 %)	7 (37 %)
3 The way signages are posted		4 (21 %)	9 (47 %)	6 (32 %)
4 The manner signages are displayed in color with accompanying materials		4 (21 %)	11 (58 %)	4 (21 %)
5 The means how signages are Distributed in strategic places		4 (21 %)	11 (58 %)	4 (21 %)
6 The technique as how signages are distributed in strategic places		5 (26 %)	7 (37 %)	7 (37 %)
7 one-on one information guidance of the librarians	1 (5 %)	1 (5 %)	11 (58 %)	6 (32 %)

Table No. 7-C

Actual Users' Level of Effectiveness on NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF EFFECTIVITY			
	Not Effective	Less Effective	Moderately Effective	Fully Effective
1 Messages in the signage		3 (10 %)	17 (59 %)	9 (31 %)
2 Messages in the posted Announcements		5 (17 %)	14 (48 %)	10 (35 %)
3 The way signages are posted		5 (17 %)	15 (52 %)	9 (31 %)
4 The manner signages are displayed in color with accompanying materials		3 (10 %)	20 (69 %)	6 (21 %)
5 The means how signages are Distributed in strategic places		4 (14 %)	18 (62 %)	7 (24 %)
6 The technique as how signages are distributed in strategic places		6 (21 %)	15 (52 %)	8 (27 %)
7 one-on one information guidance of the librarians		8 (27 %)	12 (42 %)	9 (31 %)



Table No. 7-D

L.I.S. Professionals' Level of Effectiveness on NLP-PR Services

PUBLIC RELATION SERVICES	LEVEL OF EFFECTIVITY			
	Not Effective	Less Effective	Moderately Effective	Fully Effective
1 Messages in the signage		5 (25 %)	11 (55 %)	4 (20 %)
2 Messages in the posted Announcements		5 (25 %)	12 (60 %)	3 (15 %)
3 The way signages are posted		6 (30 %)	12 (60 %)	2 (10 %)
4 The manner signages are displayed in color with accompanying materials		6 (30 %)	12 (60 %)	2 (10 %)
5 The means how signages are Distributed in strategic places		9 (45 %)	9 (45 %)	2 (10 %)
6 The technique as how signages are distributed in strategic places		6 (30 %)	13 (65 %)	1 (5 %)
7 one-on one information guidance of the librarians		9 (45 %)	8 (40 %)	2 (10 %)



Philippine Normal University
National Center for Teacher Education

February 7, 2011

Dear Fellow Librarians:

The undersigned is conducting a study entitled "Development and Evaluation of Public Relations Instrument for the National Library of the Philippines (NLP) in pursuance of an academic requirement in the degree of Master of Education at the Philippine Normal University.

Attached is an instrument that measures the effectivity of the Public Relation Services (PRS) of NLP inclusive of respondent's profile of actual users of NLP.

Kindly find time to professionally involve yourselves in this research venture since the researcher believes that your intellectual input will add significant essence.

Rest assured that any information given will be treated with utmost confidentiality and will be used for this particular study only.

Thank you for your participation.

Very truly yours,


JILVEN T. AMAR

Recommending Approval:

DR. LINDA M. TAYONA
L.I.S. Department Head
Philippine Normal University



Philippine Normal University
National Center for Teacher Education

February 7, 2011

Dear Students:

The undersigned is conducting a study entitled "Development and Evaluation of Public Relations Instrument for the National Library of the Philippines ((NLP) in pursuance of an academic requirement in the degree of Master of Education at the Philippine Normal University.

Attached is an instrument that measures the effectivity of the Public Relation Services (PRS) of NLP inclusive of respondent's profile of actual users of NLP.

Kindly find time to professionally involve yourselves in this research venture since the researcher believes that your intellectual input will add significant essence.

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Thank you for your participation.

Very truly yours,


JILVEN T. AMAR

Recommending Approval:

DR. LINDA M. TAYONA
L.I.S. Department Head
Philippine Normal University



Philippine Normal University
National Center for Teacher Education

February 7, 2011

Dear Graduate Students of L.I.S.:

The undersigned is conducting a study entitled "Development and Evaluation of Public Relations Instrument for the National Library of the Philippines (NLP) in pursuance of an academic requirement in the degree of Master of Education at the Philippine Normal University.

Attached is an instrument that measures the effectivity of the Public Relation Services (PRS) of NLP inclusive of respondent's profile of actual users of NLP.

Kindly find time to professionally involve yourselves in this research venture since the researcher believes that your intellectual input will add significant essence.

Rest assured that any information given will be treated with utmost confidentiality and will be used for this particular study only.

Thank you for your participation.

Very truly yours,


JILVEN T. AMAR

Recommending Approval:

DR. LINDA M. TAYONA
L.I.S. Department Head
Philippine Normal University



QUESTIONNAIRE
National Library of the Philippines
Public Relation Services

Part I. Respondents Profile

Name (Optional): _____
Age: _____
Gender: _____
School: _____
Year level: _____
Course: _____

Part II. Level of frequency of being aware or of having noticed public relations activities of the NLP.

Instruction: Check column where your chosen answer lies.

	Not Aware	Little Aware	Moderately Aware	Much Aware
1. The NLP conducts guided library tours for:				
(a) college students	_____	_____	_____	_____
(b) high school students	_____	_____	_____	_____
(c) elementary pupils	_____	_____	_____	_____
(d) special groups	_____	_____	_____	_____
(e) foreigners	_____	_____	_____	_____
2. The NLP posts signs to guide readers where to go	_____	_____	_____	_____
3. The NLP posts in the bulletin board or strategic places inside and outside the building its announcements of events, affairs, and celebrations that it sponsors	_____	_____	_____	_____
4. The NLP holds affairs and celebrations	_____	_____	_____	_____
5. The NLP reaches out to its users by giving them information of its collections/materials through appropriate notices.				
(a) Posted on door entrances of the divisions/reading areas	_____	_____	_____	_____
(b) posted on bulletin boards	_____	_____	_____	_____
(c) personal information guidance on one-on-one basis	_____	_____	_____	_____
(d) brochures/flyers	_____	_____	_____	_____
(e) other means (Newsletter, annual reports, etc.)	_____	_____	_____	_____



Philippine Normal University
National Center for Teacher Education

Part III. Level of user satisfaction to these public relations services of the NLP.

	Not Satisfied	Less Satisfied	Moderately Satisfied	Fully Satisfied
1. The library guided tours to students/groups	_____	_____	_____	_____
2. Signage or signs to guide direction or what to do	_____	_____	_____	_____
3. Notices/announcements posted in bulletin boards	_____	_____	_____	_____
4. Notices/announcements posted anywhere in the library	_____	_____	_____	_____
5. Brochures/flyers	_____	_____	_____	_____
6. Holding of affairs and celebrations	_____	_____	_____	_____
7. What are some of the events you have seen or attended that the NLP holds or sponsor?	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
8. State your reasons whether you are not satisfied, less satisfied, moderately satisfied, or fully satisfied.	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____

Part IV. Level of effectiveness of the public relations services of the NLP

	Not Effective	Less Effective	Moderately Effective	Fully Effective
1. Messages in the signages	_____	_____	_____	_____
2. Messages in the posted announcements	_____	_____	_____	_____
3. The way signages/announcements are displayed	_____	_____	_____	_____
4. The manner in which signages/announcements are displayed in color and with accompanying materials	_____	_____	_____	_____
5. The means as to how signages/announcements are distributed in strategic places	_____	_____	_____	_____
6. The technique as to how signages/announcements are distributed equally in all reading areas.	_____	_____	_____	_____
7. The way one-on-one information guidance of the librarians	_____	_____	_____	_____
8. If on occasions you find actual display, etc. acceptable to your taste please state your reasons why/	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____



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9. What reasons if ever make them not acceptable to your taste?

Part V. Your recommendations for improving the public services of the NLP are highly appreciated.
Please find time to write them here:

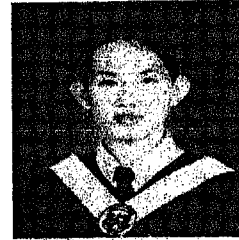
Thank you.



CURRICULUM VITAE

I. PERSONAL

Name : JILVEN T. AMAR
Date of Birth : November 3, 1976
Place of Birth : Koronadal, South Cotabato
Age : 34
Citizenship : Filipino
Parents : Antonio Doce Amar
Clarita Testa Amar
Address : T.M. Kalaw St., Ermita, Manila 1000



II. EDUCATIONAL BACKGROUND

Elementary : Notre Dame of Marbel College
Elementary Boys Department
Koronadal, South Cotabato
1983 – 1989

High School : Notre Dame of Marbel College
High School Boys Department
Koronadal, South Cotabato
1989 – 1993

College : Notre Dame of Marbel University
Koronadal, South Cotabato

Degree: Bachelor of Arts
Major in Library Science
Cum laude / Academic Scholar
2001 -2005



Philippine Normal University
National Center for Teacher Education

Graduate : Philippine Normal University
Taft Avenue, Manila

Degree: Master in Education
Specialization in Library Science
2009 -20011

III. EXAMINATION TAKEN / PASSED

Civil Service Eligibility : Exempted by Presidential Decree
907

Licensure Exam for Librarians : License No. 0004466
November 2005

IV. PROFESSIONAL EXPERIENCE

August 30, 2005 – present : Librarian III
National Library of the Philippines
T.M. Kalaw St., Ermita, Manila 1000

V. SEMINARS ATTENDED

INTERNATIONAL SEMINAR

July – August 2009 Study of Libraries in Munich, Wuzburg
and Frankfurt, Germany

LOCAL SEMINAR

November 24 – 27, 2010 National Congress for Public Libraries
Waterfront Hotel, Cebu City

March 8, 2010 Effective and Oral Communications Skills
NLP, Erita, Manila

February 10, 2010 Lecture on Juan Luna's Parisian Life
GSIS, Manila

May 22, 2009 Opportunity Summit
Philippine Trade Training Center, Manila



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March 9, 2009	Continuing Professional Education for Librarians
March 9, 2009	Code of Conduct and Ethical Standards for Gov't. Officials and Employees
March 9, 2009	Oral and Written Communication Skills
May 4, 2009	Round Table Discussion on Paper Conservation NLP, Ermita, Manila
November 17 -18, 2008	1 st Philippine Congress on Digital Libraries