Classics in Library and Information Science Series

Bob Usherwood.

The Visible Library :
Practical Public Relations for Public Librarians
Library Association, 1978, 1981

Bob Usherwood is Emeritus Professor of Librarianship in the Department of Information Studies, The University of Sheffield, UK. A former President of the Library Association, he has authored over 200 publications, and his major books have been translated into Korean, Russian and Portuguese.

This title is a significant work on public relation in public libraries. The author is an authority in promoting the public library use. The focus of the book is on library guiding, signage, pointers to books and other information sources and service points. The author recommends various colour combinations, font sizes and suitable lighting, ventilation and other comforting features.

Prof Usherwood's book deals with concepts of Advertising Libraries&Librarians, in addition to psychology related to public relation and community awareness. It gives many visual cues to make the public library a user-friendly institution. Although the content is addressed to public libraries, it can be extended to the other types of libraries.

This publication of the Library Association is very relevant today as we are trying to project library as a social space. Declining footfall in libraries is a major concern. The contents of the Visible Libraryhelp in attracting users to visit the library. The ideas given here attempt to solve the problems arising from space crunch in a creative manner. Further the book helps in building an image of a public library in the community. The book gives an identity to public libraries in the community where it serves.

- Satya K. Savanur