

FAST **FACTS**

Recent Statistics from The Library Research Service

ED3/110.10/No. 117

March 25, 1996



PUBLIC INFORMATION OFFICERS IN SELECTED PUBLIC LIBRARIES, 1996

At the request of one of Colorado's public libraries, the Library Research Service conducted a survey to determine prevailing salaries and related data for public information officers (PIOs) in public libraries. The survey was sent to all Colorado public libraries with budgets of \$675,000 and over and to public libraries nationwide serving 75,000-99,999. Sixteen responses were received including six from Colorado and ten from other states.

POSITION TITLES

The PIO function is served by public library staff bearing a variety of position titles. For full-time, professional positions, the following eight titles were reported by nine responding libraries:

Table 1. Position Titles for Full-Time Professional PIO Positions

Position Title	Library
Community Relations Coordinator	Oshkosh PL (WI)
Community Services Librarian	Carrollton PL (TX)
Head of Exhibits and Information	Newton Free Library (MA)
Public Affairs Manager	New Castle Co. Dept. of Libraries (DE)
Public Information Coordinator	Jefferson County PL (CO)
Public Information Officer	Arapahoe LD (CO) & Pikes Peak LD (CO)
Public Relations Coordinator	Herrick PL (Holland, MI)
Public Relations Manager	Douglas PLD (CO)

Two responding libraries reported the following titles for full-time paraprofessional positions related to the public information function.

Table 2. Position Titles for Full-Time Paraprofessional PIO Positions

Position Title	Library
Display Artist	Hammond PL (IN)
Library Assistant for Programs and Public Relations	Davenport PL (IA)

Three responding libraries reported the following titles for part-time positions related to the public information function.

Table 3. Position Titles for Part-Time PIO or Related Positions

Position Title	Library
Market Research Assistant	Fort Collins PL (CO)
Public Information Director	Sterling Municipal Library (Baytown, TX)
Program Assistant for Public Information	Boulder Public Library (CO)

SALARIES

Salaries being paid to public information officers at responding libraries range from as low as \$11,784 at Boulder Public Library (CO), where the Program Assistant for Public Information is a half-time paraprofessional position, to a salary range of \$35,776-55,452 at Pikes Peak Library District (CO), where the Public Information Officer holds a full-time professional position. The following table ranks nine full-time professional PIO positions by annual salary.



Table 4. Full-Time Professional PIO Positions Ranked by Annual Salary

Library	Position Title	Annual Salary
Pikes Peak LD (CO)	Public Information Officer	\$35,776-55,452
Arapahoe LD (CO)	Public Information Officer	\$52,416
Douglas PLD (CO)	Public Relations Manager	\$38,272
Newton Free L (MA)	Head of Exhibits & Information	\$29,436-36,794
Jefferson Co PL (CO)	Public Information Coordinator	\$35,818
Carrollton PL (TX)	Community Services Librarian	\$34,000
New Castle Co Dept of Ls (DE)	Public Affairs Manager	\$30,000
Herrick PL (Holland, MI)	Public Relations Coordinator	\$25,918
Oshkosh PL (WI)	Community Relations Coordinator	\$22,094

The following table reports salaries for the two full-time paraprofessional PIO positions.

Table 5. Full-Time Paraprofessional PIO Positions Ranked by Annual Salary

Library	Position Title	Annual Salary
Davenport PL (IA)	Library Assistant for Programs & Public Relations	\$27,637
Hammond PL (IN)	Display Artist	\$22,996

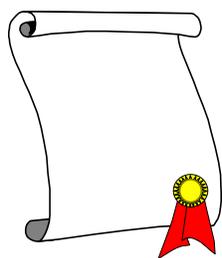
The following table ranks three part-time PIO positions by annual salary.



Table 6. Part-Time PIO Positions Ranked by Annual Salary

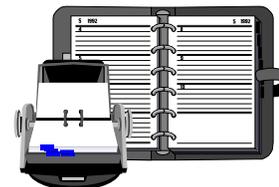
Library	Position Title	Annual Salary
Sterling Municipal Library (Baytown, TX)	Public Information Director	\$11,981
Fort Collins PL (CO)	Market Research Assistant	\$11,817
Boulder Public Library (CO)	Program Assistant for Public Information	\$11,784

EDUCATION & EXPERIENCE REQUIREMENTS



Nine of the positions reported require a bachelor's degree in one or more of the following fields of study: advertising, art, communications, English, journalism, marketing, public relations, or another related field. Two positions required master's degrees in library and information science. A single position required only two years of college. In addition to these requirements, incumbents also have degrees in such diverse fields as the fine arts, home economics, and medical technology.

Nine of the reported positions also have experience requirements ranging from one year to five-to-seven years. Areas in which experience is required, other than the above-mentioned fields of study, include community relations, computer graphics, graphic arts, management, program planning, publications.



All of the incumbents exceed such experience requirements dramatically. Such requirements were addressed for seven out of nine full-time professional PIO positions. Of those seven, four have 15 or more years of experience and another has over 10 years of experience. The least experienced of these staff have been in the field for at least three years. Of the two part-time professionals reported, one has 12 years experience and the other has been in the field four years. The three part-timers reported the widest range of experience: 15, six, and two years.

SUPERVISION

Seven of the reported PIO positions have supervisory responsibilities. The number of other staff supervised ranges from one to four positions. There appears to be some correlation between the number of others supervised and annual salary, but it is by no means a perfect one.

Table 7. PIO Positions Ranked by Number of Staff Supervised and Annual Salary

Number Supervised	Library	Position Title	Annual Salary
4	Pikes Peak LD (CO)	Public Info Officer	\$35,776-55,452
3	Jefferson Co PL (CO)	Public Info Coordinator	\$35,818
2	Newton Free L (MA)	Head of Exhibits & Info	\$29,436-36,794
1.5	Arapahoe LD (CO)	Public Info Officer	\$52,416
1	Douglas PLD (CO)	Public Relations Manager	\$38,272
1	Oshkosh PL (WI)	Community Relations Manager	\$22,094
1	Sterling Municipal L (Baytown, TX)	Public Info Director (1/2 FTE)	\$11,981



For a copy of the questionnaire employed in this survey or a paper or disk copy of the data file, please contact: Louise Conner, Administrative Assistant, Library Research Service, 201 E. Colfax Ave., Suite 309, Denver, CO 80203-1799, voice 303.866.6906, fax 303.866.6940, e-mail <Conner_L@cde.state.co.us>.

CORRECTION TO FAST FACTS NO. 114 (JANUARY 8, 1996)

On the second page, the last table includes one incorrect figure. Basalt Library District charges \$0.20 per page for photocopies, not \$0.25. Thanks to Jean Winkler for catching this error and notifying us.