



## Public Relations Policy

### Purpose

To ensure that the public is informed about the Library's mission and receives consistent and accurate information about library policies, procedures, programs, and services. To foster a positive public image and maximize effective use, community satisfaction, and support.

### Objectives

1. To promote awareness and understanding of the Library and its role and activities in the community.
2. To stimulate interest and facilitate use of the Library.
3. To encourage community participation in planning Library resources and services.
4. To build advocacy for the Library's needs.

### Process

5. Only the Library Director and Public Relations Specialist will have responsibility for coordinating the public relations and communication activities, including acting as the media contacts for the Library.
6. Library staff will not make statements to the media on behalf of the Library without prior approval from the Director.
7. The Director and Communications Specialist will specify goals and activities to be developed annually and evaluated periodically.
8. The Director and board members will maintain relationships and communication with government officials, library community, and local organizations.
9. The Director and Communications Specialist will utilize local media to keep public aware and informed about the Library's resources and services.
10. The Director and Director-approved staff will create and distribute a variety of electronic and print communications to share library information within the community.
11. The Library will sponsor programs and other library-centered activities and cooperate with other libraries, our cooperative, and other organizations to support the educational, cultural, informational, and recreational needs of the community.
12. Funds will be allocated annually for public relations and marketing, and a regular report of public relations activities will be shared with the Library Board.

### Emergency Situations

1. In an emergency situation, all press inquiries will be referred to the Director who will make official statements to the public and the media.
2. If staff are asked to provide the public with information related to Library business or policy, Library administration will provide clear guidelines for responding to such requests.

Adopted by Board of Trustees, January 2021