

Wright Memorial Public Library Public Relations Policy

In recognition of the responsibility of the library to maintain continuing communication with present and potential users of the services and resources of the Wright Memorial Public Library so as to assure effective and maximum usage of the library, the Board of Trustees adopts the following policy.

I. Public Relations Program

The objectives of the public relations program are:

- To promote community awareness of library services
- To stimulate public interest in and usage of the library
- To develop public understanding and support of the library and its role

Specific goals and activities shall be developed and evaluated annually.

The following means may be used to accomplish these objectives:

- a. Personal and informational contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and board members.
- b. Surveys of the community shall be made to assure responsiveness of the Wright Memorial Public Library to the interests and needs of all citizens.
- c. Local media shall be used to keep the public aware of and informed about the resources and services of the Wright Memorial Public Library.
- d. Other promotional items, which may include newsletter articles, features on the library web page, posters, flyers, and other effective methods of reaching the public, shall be produced and distributed regularly.
- e. The Wright Memorial Public Library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the needs of the community for educational, cultural, informational, or recreational opportunities.
- f. The library director or a designated staff member shall have the responsibility for coordinating the public relations and public informational activities of the Wright Memorial Public Library.

II. Media Contacts

- a. Contacts with the media will be arranged for the library by director or her/his designee.
- b. Contacts made by the media with the library will be directed to the director.
- c. The president of the Board of Trustees or his/her designee will speak for the library board.
- d. Letters to the editor designed to officially speak for the library will not be submitted by library staff without prior approval of the director.

III. Speaking engagements

The director will be notified of speaking engagements made by library staff on behalf of the library prior to the event. Department managers will approve any speaking engagements by their staff.

IV. Promotional Library Materials

Library promotional and informational materials such as handouts and brochures designed to be distributed to the public will meet standards of quality established by the library. Library managers will be responsible for seeing that such materials produced by or for their departments meet library standards of quality.

V. Emergency situations

a. In an emergency situation, official statements to the public and media will be made by the director or his/her designee, the president of the library board, or a department manager placed in charge of the library.

b. To ensure accuracy and consistency, if it is necessary for other library staff to provide the public with information, the message to be conveyed will be provided to them by the director, his/her designee, the president of the library board or a department manager placed in charge of the library.

c. In the event that the library has to be closed due to weather or other emergency situation, the director, clerk-treasurer, office manager, or department manager placed in charge of the library will contact designated media services.

Adopted by the Wright Memorial Public Library Board of Trustees November 20, 2006