

Cromaine District Library Policy	Policy #: 4010 Page 1 of 1
<i>PUBLIC RELATIONS AND PUBLIC INFORMATION</i>	<u>Tracking Record</u> Date Approved: 3/18/99 Previous Policy Dated: 10/10/83 Revised: 10/17/06

Purpose

The purpose of this policy is to ensure that the public receives consistent and accurate information about the Cromaine District Library (Library) policies, procedures, programs, and services. The policy will also guide efforts to foster a positive public image in order to promote effective and maximum usage of the Library and its resources.

Scope

This policy should guide the actions of the employees, the Director, and the Board of Trustees. Everyone involved with the Library is an ambassador and an advocate of the Library, and contributes to the community's perception of the Library.

Public Relations Activities

The Director shall coordinate the development of an annual plan of action, along with a budget to implement the plan. The plan should support these goals:

- Promote community awareness of Library services
- Stimulate public interest in and use of the Library
- Develop public understanding and support of the Library and its role in the community
- Encourage public participation in planning Library services

Media Relations

The Director, or a designate of the Director, shall respond to any inquiries that require an opinion or comment on behalf of the Library and to any inquiries about ongoing Library issues.

The director may withhold comment pending Board consensus of an official statement.

If anyone associated with the Library wishes to exercise their right to speak to the media as an individual, it is the responsibility of that individual to make it clear to the media representative that their comments are personal and do not in any way represent or reflect the position or opinions of the Library. They should also report this media contact to the Director as soon as possible and prior to any media publication regarding this contact.

Public Material

The Library shall not publish any material for dissemination to the public without the approval of the Director or a designate of the Director.