

OPERATIONS
Public Relations Policy

STATEMENT: The Red Jacket Community Library will provide information on available programs and services to the community.

PURPOSE: To develop and present organized, consistent and accurate information about library programs, services, policies and procedures and to ensure that the best possible image of the library is presented to the public, the following public relations policy has been developed.

POLICY:

1. The Library Director will coordinate and approve all publicity and press releases for library programs, services and news.
2. The Library Director will coordinate and approve all flyers, brochures and other marketing materials before they are distributed.
3. The Library Director will set up a monthly calendar of events for the Library for dissemination to library patrons and will delegate its distribution in the community. The calendar will be sent to local newspapers read by residents for inclusion in their calendars of events.
4. The Library Director will budget, coordinate and approve all paid advertisements announcing Library programs and activities, including programs and activities sponsored by the Friends of the Red Jacket Community Library. The Library Director will decide which events should be publicized with paid ads, the size of the ads, and in what newspapers to place the ads.
5. Every effort will be made to see that as much free publicity as possible is obtained by networking with groups and organizations within the community such as service organizations, churches, etc.
6. Contacts made by media with the Library will be directed to the Library Director.
7. In emergency situations, official statements to the public and media will be made by the Library Director or the Board President in the event that the Library Director is unavailable.