

Public Relations Policy

Policy Statement

To ensure that the public receives consistent and accurate information about Library policies, procedures, programs, and services, and to ensure that the best possible image of the Library is presented to the public, the following public relations policy has been developed.

Regulations

1. The Library shall carry on an active public relations program both inside and outside the Library in order to acquaint the community with the Library and to develop support for the Library.
 2. Media Contacts
 - A. Contacts with the media will be arranged for the Library by the Director or the Board Chair.
 - B. Contacts made by the media to the Library will be directed to the Director or the Board Chair.
 - C. Library staff will not submit letters to the editor designed to officially speak for the Library without prior approval from either the Director or the Board Chair.
 3. Promotional Library Materials
Library information materials and promotional materials including online offerings will meet a high standard of quality. The Director will be responsible to see that all materials produced by or for the library meet those standards.
 4. Handling Public Comments
Staff need to be sensitive to the fact that all public service reflects on public relations. Staff confronted with complaints, suggestions for improvement, or compliments need to direct the person to the Library Director or the appropriate mechanism for submitting written comments about the Library.
 5. Bulletin Board and Pamphlet Racks
After receiving approval from the Library desk staff, the public may post items of general interest on the Library's bulletin board and leave pamphlets for others to pick up. The Library maintains the right to remove any materials that are not appropriate for general audiences.
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Approved: April 25, 2006
Van Buren District Library Board of Trustees