

Policy 403: Public Relations

Reviewed: 11/16/15

Revised: 11/16/15

Approved: 11/30/15

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.

1. All contacts with the media will be arranged for the Library by the Director, the Director's designee, or the Board President. All media communication designed to speak officially for the Library, requires the prior approval of the Director or the Board President. If needed the Board of Trustees may designate additional representatives to speak on behalf of the board in special circumstances.
2. The Director will ensure that promotional and informational materials produced by the Library are accurate and meet high standards of quality.
3. In an emergency situation, official statements to the public and media will be made by the Director or the Board President.
4. If it is necessary for Library staff to provide the public with information related to Library business or policy, the Library Director or designated personnel will inform staff what is to be said or distributed.

Policy cross-referenced: 600