

POLICY TITLE: Public Relations

ADOPTION/LAST REVISION: 1-9-01

In recognition of the Marshfield Public Library's responsibility to maintain continuing communication with present and potential users of the Marshfield Public Library's services and resources, so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Marshfield Public Library adopts the following resolution as a matter of policy.

The objectives of the Marshfield Public Library's public relations program are to

- promote community awareness of library service,
- stimulate public interest in and usage of the Marshfield Public Library,
- develop public understanding and support of the Library and its role in the community, and
- assist in providing monetary support for this valuable resource.

The following means may be used to accomplish the foregoing objectives:

1. Within the Library's Strategic Plan, specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
2. Training sessions, workshops, and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
3. Personal and informational group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and Board members.
4. Local media shall be utilized to keep the public aware of and informed about the Marshfield Public Library's resources and services.
5. Newsletters, brochures, and other promotional materials shall be produced and distributed through effective methods of reaching the public.
6. The Marshfield Public Library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.

7. The Library Director or a designated qualified staff member shall have the responsibility for coordinating the Marshfield Public Library's public relations and public information activities.