

# **Portland Library**

**20 Freestone Avenue**

**Portland, CT 06480**

**860-342-6770**

## **Public Relations**

Public relations goals of Portland Library are

- to promote a good understanding by governing officials, by civic leaders and by the general public of the Library's objectives and services
- to promote active participation in the varied services offered by the library to people of all ages.

The Board recognizes that public relations involve every person who has connection with the library. Each Library Board member shares with the Library director and the staff, the responsibility of forming the public "image" of the Library. Members of the Library Board, through their many and varied contacts in the community, serve as invaluable liaisons between the Library and the public, and are encouraged to promote Library services when appropriate. Staff members and director will participate in community activities to promote the Library and its services.

The Board of Directors and the Library Director cooperatively develop a public relations program. The community will be kept informed of library resources and activities through Library publications, the local news media and other forms of communications. The Library Board members will keep informed about library policies and activities and will endeavor to relay them to community members when appropriate.

The Library director or designee shall approve all materials to be used by press, radio, television, Town publications, or Internet. Only the director or designee may participate in an interview or correspond with media staff. The director shall approve all library outreach programming.

Approved by the Library Board

December 21, 1995

Revised February 18, 1999

Revised December 16, 2004