

Public Relations

Portland Library

Section 1.

Public relations goals of the library:

- To promote a good understanding of the library's objectives and services by governing officials, by civic leaders, and by the general public.
- To promote active participation in the varied services offered by the library to people of all ages.
- To encourage dialog with the community regarding library services, with the objective of improving methods of evaluating current services and planning for future services

Section 2.

The Board recognizes that public relations are carried out by every person who has connection with the library. The Board urges its own members and every staff member to realize that he/she represents the library in every public contact. Good service supports good public relations.

Section 3.

The Director and appropriate staff will be expected to participate in community activities to promote library services.

Section 4.

Board members are encouraged to participate as a Board member, in community activities, such as the annually held Family Day activities. Library Board members and Library staff will keep informed about library policies and activities to better relay information to community members when appropriate.

Section 5.

The Library informs the community of resources and activities through in-house publications, press, social media, and other means of promotion as appropriate.

Materials to be used by the media will be approved by the Director or designee.

Only the director or designee may participate in an interview or correspond with media staff.

Section 6.

The director shall be informed of all plans for outreach activity and prior to actual implementation; the director's approval shall be required.

Approved by the Library Board of Directors 6-16-2016