

## *Pine Plains Free Library*

### **III. E. Public Relations Policy**

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#### **Trustees: The Link Between the Library and the Public**

As a channel for information between the library and the community, the trustee performs the most basic public relations role. This includes assuming the job of interpreting the programs, policies, and services of the library to the general community. Trustees should attend meetings and informal gatherings and speak up in favor of the library. Trustees may also become the "listening ear" for the library; learning from the community what their concerns are and conveying that information at board meetings. Trustees will learn to be good listeners, to ask open-ended questions, and to probe for the facts behind opinions. A trustee who is knowledgeable, enthusiastic, and supportive of the library will serve as the library's best public relations advocate.

Trustees work together with the library director to project a positive image of the library to the community. The ability to demonstrate a positive image of the library and promote its services and programs to the community can mean the difference between a barely adequate library and one that receives wide support from the community at large and from the library's funding sources.

- A. Public relations goals of the Pine Plains Free Library are:
  - a. to promote a good understanding of the Library's objectives and services among governing officials, civic leaders, and the general public;
  - b. to promote active participation in the varied services offered by the library to people of all ages
- B. The Board recognizes that public relations involve every person who has a connection with the Library. The Board urges its own members and every staff member to realize that he or she represents the library in every public contact. Good service supports good public relations.
- C. The director will be expected to make presentations and to participate in community activities to promote library services. A reasonable amount of library time will be allowed for preparation and speaking. Materials to be used by press, radio, or television will be approved by the director.

- D. The board will establish a publications budget to cover costs related to printing, publication, supplies, and miscellaneous needs related to the public relations effort.
- E. Emergency Situations
  - a. In the event of an emergency situation, official statements to the public and media will be made by the Library Director, Board President or designee placed in charge of the Library.
  - b. If it is necessary for the Library staff to provide the public with information, the Library
  - c. Director will inform staff what is to be said.
  - d. In the event that the Library has to close due to an emergency situation or inclement weather, the Library Director, or designee, will contact the media.

Adopted: April 21, 2014