

## **ESTHERVILLE PUBLIC LIBRARY PUBLIC RELATIONS AND PUBLICITY**

The objective of the library's Public Relations Policy is to promote awareness and understanding of the library's programs and services among members of the general public, governing officials, and civic leaders.

All members of the EPL board and staff represent the library as they interact with the public, and must retain awareness of their responsibility to provide quality service through their roles within the organization.

The director and staff will be available to make presentations to community groups and take part in community activities as time allows.

Press releases provided to local radio, television, newspaper, social media, and other outlets must be approved by the director. An effort will be made to ensure that all available and appropriate avenues of information are utilized to promote programs and services, within budgetary constraints.

The library's online presence will be managed by the director or designee, and any areas that are not kept current will be removed.

Funds for printing, publication, supplies, and miscellaneous related needs will be provided within the budget to allow for the effective maintenance of the library's message and image. Assistance with funding for paid advertising and special initiatives may be available via the Friends organization.

The director will be the point of contact for all legitimate requests for information from the media, other organizations, or local citizens, and will respond in a timely, accurate, and appropriate manner.

**Approved: 06/2011**

**Reviewed: 01/2020**

**Revised: 10/2016**