

## Springfield Township Library Public Relations Policy

Public relations involve every person who has a connection with the library. All staff members and the library board are encouraged to realize that he or she represents the library in every public contact. Good service supports good public relations.

The objectives of the public relations program of the library are:

- To promote community awareness of library services
- To stimulate public interest in and usage of the library
- To develop public understanding and support of the library and its role in the community

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

- Local media and the online newsletter shall be utilized to keep the public aware of and informed about the resources and services of the Springfield Township Library.
- Fliers, bookmarks, and/or promotional materials shall be produced and distributed along with other effective methods of reaching the public.
- Promotional and informational materials (i.e. handouts, brochures) designed to be disseminated to the public will meet the highest standards of quality.
- Library programs will be submitted for publication to community access television and the website.
- The Springfield Township Library may sponsor programs, classes, exhibits and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the needs of the community for educational, cultural, informational or recreational opportunities.
- The library director or a designated staff member shall have the responsibility for coordinating the public relations and public information activities of the Springfield Township Library.