

PUBLIC RELATIONS

Relations with the Media

The Library Director should provide press releases and/or articles on a regular basis to the *Amelia Bulletin Monitor*.

Requests for interviews from the media should be handled on a case-by-case situation, with the Library Director able to call upon either the Chair of the Library Board of Trustees, upon the County Administrator, or both, if necessary.

Library staff are to refer all questions from the media to the library director, unless the answer is information that would be given to any patron about a program or service. These types of questions about programs and services may be answered by the staff person responsible for that program or by the most senior staff person on duty. Any questions whose answers involve opinion or interpretation must be referred to the library director.

Relations with the Friends of the James L. Hamner Library

The Friends of the James L. Hamner Public Library provides support to the library in terms of money, library items, and volunteers. While they do not have a voice in the governance and administration of the library, they and their needs should be considered. A member of the Friends should be included on the agendas of the Board of Trustees meetings, and similarly, a member of the Library Board should attend and actively participate in board meetings of the Friends. Additionally, the Library Director or his/her designee should attend all meetings of the Friends and provide guidance to them.

Relationships with Educational Institutions, Including Home Schools

The library supports educational goals and will form mutually beneficial partnerships with area schools.

Relations with Other Organizations

The library will form partnerships, as is mutually beneficial, in order to promote free and easy access to information, in all its forms, to any resident.

The goals of the Library's public relations programs are:

- To provide a unified message to all stakeholders
- To promote community awareness of library services
- To stimulate interest in and usage of the library
- To develop public interest in and usage of the library and its role in the community

- An annual plan of goals shall be developed, along with a sufficient budget to carry out the program, and goals will be evaluated throughout the year
- Regular training will be given to staff and other relevant persons regarding interactions with the public
- Library staff will seek to inform and, as is mutually beneficial, develop partnerships with, government and other agencies
- The library will use surveys and other methods to ensure the library's responsiveness to the needs of its citizens
- Local media shall be utilized to keep the public informed about library resources and services
- Social media and promotional materials will be used to keep the public aware of the library's presence
- All methods of reaching the public will be reviewed, at minimum, annually for effectiveness and edited, eliminated, or added as needed

Approved March 21, 2017