

## Hollwedel Memorial Library

### **PUBLIC RELATIONS and PUBLIC INFORMATION: A POLICY STATEMENT**

In recognition of the Hollwedel Memorial Library's responsibility to maintain communication with present and potential users of the Hollwedel Memorial Library services and resources, so as to assure effective and maximum usage by all citizens, the Board of Trustees adopts the following policy.

The objectives of the Hollwedel Memorial Library's public relations are:

*To promote community awareness of the library service.*

*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 are to be used to accomplish the foregoing objectives:

1. Public relations will be developed and evaluated periodically by the Board of Trustees and Manager.
2. Personal and informational group contacts will be maintained with government officials, service clubs, civic associations, and other community organizations by the library staff and Board members.
3. Local media, the library website, and social media shall be utilized to keep the public informed of the library's resources and services.
4. Newsletters, brochures, and other promotional materials will be produced and distributed.
5. The Hollwedel Memorial Library plans to sponsor programs, classes, exhibits, and other library-centered activities and will cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
6. Meeting space will be available for use by educational, recreational, civic, cultural, and governmental groups. Groups will abide by the terms of *Agreement for use of the Hollwedel Memorial Library Meeting Room* form (see following).
7. Cooperative relationships will be established and maintained between Hollwedel Memorial Library and other area libraries (school, university, public, and special) and educational and cultural institutions.
8. To enhance the above activities, the library staff and volunteers will be trained in the development of courteous, efficient, and friendly services.
9. The library manager will have the responsibility for coordinating the Hollwedel Memorial Library's public relations and public information activities.

Revised October 4, 2017

