

PUBLIC RELATIONS POLICY NO. 10

The purpose of the public relations policy is to guide efforts to keep the community informed about the Walla Walla Public Library's mission, services and resources; and to foster a positive public image in order to maximize effective use and support. The primary public relations goals of the Public Library are:

- (1) To promote community awareness and active participation in Library services and programs.
- (2) To develop public understanding and support of the Library and its role in the community.

The Board of Trustees recognizes and accepts the responsibility to promote understanding of the library's mission, services and resources throughout the community. The Chair of the Board shall serve as spokesperson and representative for the Library Board of Trustees.

The Board of Trustees 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 they represent the Public Library in every public contact.

The Library Board and Staff are encouraged to give talks, to participate in community activities, and build advocacy for the Library's needs and the activities of the Friends of the Library.

The Library Director has the responsibility for promoting adequate publicity for library activities. Materials prepared by the staff or designated agent for the media will be approved by the Library Director prior to submission.

Adopted: July 1, 1987
Amended: August 2, 1995
Reviewed: October 18, 2000
Reviewed: June 21, 2006
Amended: February 20, 2013