



Public Relations Policy

Adopted January 2016, Updated August 2020

In recognition of the Wilberg Memorial Public Library's responsibility to maintain continuing communication with present and potential users of the library's services and resources so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Wilberg Memorial Public Library of Osceola adopts the following resolution as a matter of policy.

Public Relation goals of the Wilberg Memorial Public Library include:

- The promote community awareness of Library resources and services;
- To stimulate public interest in and usage of the Library;
- To develop public understanding and support of the Library and its role within the community.

The following means may be used to accomplish these objectives:

- The Library Director shall have the responsibility for coordinating all public relations and public information activities.
- The Wilberg Memorial Public Library shall conduct periodic surveys as needed to strategic plan and will review plan annually and make changes as needed.
- Personal and informational group contacts shall be maintained with government officials, service clubs, civic organizations and other community groups.
- Local media as well as online media shall be utilized to keep the public aware of and informed about the Wilberg Memorial Public Library resources and services.
- Newsletters and other promotional materials shall be produced and distributed through regular mailings and other effective methods of reaching the public and specifically Library patrons.
- The Wilberg Memorial Public Library may sponsor programs, classes, exhibits and other activities to fulfill the needs of the community for educational, cultural, informational, or recreational purposes.
- The Wilberg Memorial Public Library may develop informational materials or sponsor programs and events that discuss topics of inclusivity, diversity, and equity. Using a

social justice framework to ensure the inclusion of diverse perspectives to position the library as a trusted and leading advocate for equitable access to library services for all.

- Training sessions, workshops, and other aids shall be made available to library staff members to assure courteous, efficient and friendly contact with library patrons and the general public.
- In an emergency situation, the Library Director is responsible for all official statements to the public and media; in the absence of the director, statements will be made by his/her designee who has been placed in charge of the library. In the event that the library has to close due to an emergency situation, the individual in charge will notify other city departments and/or the media.

End of Policy