

700-02 — Public Relations

Statement of Purpose

It is the belief of the Board of Trustees that the primary public relations objectives of the Fairport Public Library are to:

- Promote the library's mission and vision to all,
- Ensure that the library's services are understood by local officials, by civic and religious leaders, and by the general public,
- Actively promote the varied services offered by the library to everyone in our community,
- Encourage open communication with all for a successful future for our library.

For that purpose,

- A. the Board recognizes that public relations involves every person who has a connection with the library. The Board of Trustees urges its own members and every staff member to recognize that he or she represents the library in every public contact. Good service supports good public relations.
- B. the Board will designate a trustee spokesperson and an alternate to speak for the Board on board policy and decisions. If neither is available, the Library Director may speak for the Board. Board members, the Director, or designated employees may speak for the library on library activities and programs.
- C. the Director, designated staff members, and Board spokespersons will make presentations and will participate in community activities to promote library services. Materials to be used by press, radio, television, or other media will be approved by the director; any controversial topics will be reviewed by the board.
- D. the Board of Trustees and the Director will use the local media, library newsletters, emails, social media, and the library's website to the fullest extent possible to keep the community informed of library activities and upcoming events and meetings. The Library Director or a designated qualified staff member will have the responsibility for coordinating the library's public relations and public information activities.
- E. Fairport Public Library may sponsor programs, classes, exhibits, and other library-centered activities and will cooperate with other groups in organizing these to promote a good understanding of the Library's objectives and services.

Adopted: June 25, 1997

Reviewed: September 2020

Revised: March 20, 2018