

## Loutit District Library PUBLIC RELATIONS POLICY

In recognition of the Library's responsibility to communicate with the present and potential users of the Library's services and resources, and to facilitate and encourage the use of the Library by all citizens, the Board of Trustees of the Loutit District Library adopts the following policy.

Every employee, trustee and volunteer of the Library plays a vital role in representing the Library to our patrons and our community. Therefore, it is critical for every employee, trustee and volunteer to perform his or her duties so as to encourage use of the Library, enhance its excellence, and promote its public image.

The goals of the Library's Public Relations Policy are to:

- Create and maintain a positive image for the Library that is recognized throughout the community;
- Promote community awareness of the Library's resources and services;
- Stimulate public interest in and use of the Library;
- Develop public understanding and support of the Library and its role in the community;
- Inform the Library's constituent municipalities of the Library's contributions to our community.

### **Board of Trustees**

Library trustees are responsible for communicating with their appointing municipalities regarding Library events, activities, and issues.

### **Library Director and Community Relations Coordinator**

The library director and community relations coordinator are responsible for coordinating the Library's public relations and public information activities.

### **Official statements of the Loutit District Library**

The Director and the Assistant Director (at the direction of the Director or in the absence of the Director) are the only persons authorized to make official statements to the public and media.

If an official statement of the Board of Trustees is appropriate, the Board of Trustees President or his or her designee shall make an official statement.

**Budget**

The Library's annual budget shall include funds for public relations to cover costs related to printing, publication, distribution, supplies, program expenses and miscellaneous needs related to the Library's public relations and media efforts.

The Public Relations Policy previously adopted on March 22, 2005 is hereby repealed.

Adopted by the Loutit District Library Board of Trustees on April 13, 2010.

  
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Mary Jane Belter, Secretary