

West Bonner Library District Public Relations Policy

The primary objectives of the West Bonner Library District's Public Relations Policy are as follows:

1. To evaluate public attitudes and determine public needs.
2. To develop public understanding and support of library services, plans, projects, programs and accomplishments.
3. To promote community awareness of library resources and services.
4. To stimulate and encourage active participation in library services and programs by people of all ages.

The library recognizes that good public relations involve every person with a connection to the library. The board, employees and volunteers share in the responsibility of forming the public image of the library. Staff members shall be trained to give courteous and efficient service to library patrons. Board members and volunteers, through their varied contacts in the community, serve as individual liaisons between the library and the public.

The following means may be used to accomplish these objectives:

1. An annual plan of specific public relations goals and activities shall be developed; sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
2. The library board members and professional staff are encouraged to speak on library matters and to participate in community activities.
3. Contacts shall be made and maintained with governmental offices, the media, service clubs, civic and community organizations by staff and board members.
4. The library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fill the community's needs for educational, cultural, informational or recreational opportunities.
5. Promotional materials shall be reproduced and distributed through effective methods of reaching the public.
6. Training sessions, workshops, and other aids shall be made available to staff members to assure courteous, efficient and friendly contact with library patrons and the general public.
7. The library director or qualified staff person shall have the responsibility for coordinating public relations and public information and activities.