

ITEM NUMBER: 7.11
CHAPTER 7: Administration
Management
CODE: Policy
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Title:	Public Relations Policy
Effective Date:	8/27/01
Authorized By:	Library Board of Trustees
Date of Last Revision:	4-2022

The Marathon County Public Library's public relations efforts are used to promote community awareness of library services, to increase public interest in and use of the library, and to enhance support of the library and its role in the community.

The following policy has been developed to ensure that the public receives consistent and accurate information about library policies, procedures, programs and services, and to ensure that the best possible image of the library is presented to the public.

Media contacts:

The Library Marketing Specialist will promote library programs and services on social media and send press releases to area media outlets.

Media inquiries which focus on budget, funding of capital or special projects, staffing levels, or other library administrative responsibilities will be referred to the Library Director.

Interviews with the media will primarily be conducted by the Library Marketing Specialist or by the Library Director, and other staff as appointed.

Photos/recordings by the media:

When the media visits the library to take photos, videos or audio recordings, the visit will generally have been prearranged by the Library Marketing Specialist. In instances where the visit was not prearranged, the Library Marketing Specialist or another library staff member will obtain the reporter's name and affiliation, ask how the photo will be used, and when the content will air or be published. The information collected should be relayed to the Library Marketing Specialist.

Printed Materials:

The Library Services IT Technician oversees the design and printing of fliers, brochures, newsletters, and other printed materials for all MCPL locations, and is responsible for the quality and accuracy of these promotional materials.