

POLICY 400
PUBLIC RELATIONS

Public Relations is a management function, an instrument of policy and policy makers. In its most significant and highest form, it may be an instrument of institutional development as well as interpretation.

An on-going, comprehensive, and high-level public relations and public information program is a necessity for every public library and library system, no matter what its size, that wants to make the difficult transition from being, for most of the public, a fringe benefit to being of central economic and social importance to the wide cross-section of people of all classes and economic levels.

All public relations material must be approved by the Director.

In cases where it is felt necessary that an official stand be taken by the Board regarding public question about a matter of policy that may be of wide public interest, the Board shall appoint a specific individual to speak for the Board to the public.

Adopted 8/8/81
Revised 12/9/98
Revised 11/13/02