

Public Relations

Approved by the Board of Trustees, May 11, 2011

Public Relations involves every person who has a connection with the library. 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, the Pittsburg Public Library has developed the following policy.

Contacts to the media initiated by the library will be done by the person or persons in charge of the specific program, service or policy being addressed. A copy of each article sent to the media will be simultaneously sent to the library newsletter editor and webmaster.

All information which airs on the city public access television station will be sent to city hall by the library newsletter editor.

Contacts initiated by the media should be directed to the Library Director, or to the appropriate department. Letters to the editor designed to officially speak for the library will only be submitted by library staff with prior approval of the library administration. Speaking engagements will be scheduled by the Library Director or the department involved as requested.

Library promotional and informational materials [e.g., handouts, brochures, flyers] designed to be disseminated to the public will meet standards of quality established by the library. Library managers will be responsible to see that such promotional and informational materials produced by or for their respective departments meet library standards of quality. All printed publicity will include the appropriate library logo.

Library staff will wear official name badges whenever they are working in public areas.

Library signage will be unambiguous, easily read, and attractively designed. It will provide patrons with assistance in using all library services with minimal need for staff guidance.

In an emergency situation, official statements to the public and media will be made by the Library Director, his/her designee, the Assistant Director, or a Department Manager placed in charge of the library. If it is necessary for library staff to provide the public with information, library administration will inform staff what is to be said.

Procedures:

- When department heads send information to the media, they e-mail a copy (before the media contact or at the same time) to AnnDee.
- AnnDee submits all information to City Hall, to be included on the city Channel 6.
- All publicity begins two weeks prior to the event. No flyers are posted until information has been sent to AnnDee.
- AnnDee provides a master copy of approved library logos to all users. Logos may be resized, but not altered.
- Each staff person wears a nametag while working at the library. If a staff person does not have his/her nametag, he/she contacts AnnDee for a temporary replacement or wears a department tag. Staff may be charged for losing library nametags.
- The library director has final approval of all library brochures and publicity.