

Oriskany Public Library

Public Relations Policy

- I. Definition - Nurturing the public's understanding of and good will toward the library. Public relations affect every person who has any connection with the library.
- II. Responsibility for Public Relations is a shared effort by the Board of Trustees, the Library Manager, and the Friends of the Library.
- III. Goals:
 - A. To inform the public of the library's resources, goals and objectives.
 - B. To obtain citizen support for library development.
 - C. To encourage use of library materials.
 - D. To encourage active participation in the various services and programs offered by the library to people of all ages.
- IV. Methods for achieving goals:
 - A. Inside the Library
 - Signs, posters, mobiles
 - Bulletin boards
 - Exhibits
 - Display racks
 - Lectures, forums, book reviews, and other programs
 - Photograph album chronicling library events.
 - B. Through Newspapers
 - Special Feature articles
 - Photographs
 - Letters from patrons
 - C. Through Community Advertising
 - Library sign
 - Window displays
 - Notices in store windows, restaurants, post office
 - Radio, television, online promotion.