

1200 - Public Relations Policy

Date Policy Approved: February 11, 2011 by DeSoto Parish Library Board of Control

The purpose of this policy is 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 Contact

Contacts with the media will be arranged for the library by the Community Relations Coordinator. Any contacts from the media with the library will be directed to the Community Relations Coordinator.

Any letters to the editor from library staff designed to speak for library will not be submitted without the prior approval of the director.

In the event of an emergency or inclement weather the director will contact the media about closings and late openings.

Speaking Engagements

Speaking engagements made by library staff on behalf of the library must be coordinated through the Community Relations Coordinator with the approval of the director.

Promotional Library Materials

Promotional and informational materials [e.g., handouts, brochures] designed to be disseminated to the public will meet the highest standards of quality.

Public Inquiries

Any questions by the public referring to the policies, procedures, programs and services of the library should be answered with complete accuracy. If the details are not evident to the questioner, they should be referred to a corresponding branch manager, assistant director or the director.