

SECTION:	PS 2	OPERATIONS
SUBSECTION:	PS 2.5	PUBLIC INFORMATION AND MEDIA RELATIONS
POLICY:	PS 2.52	PUBLIC RELATIONS AND NEWS GATHERING IN THE LIBRARY
REVISIONS:		02/14/82; 06/21/23

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In recognition of the Ashtabula County District Library System's responsibility to maintain continuing communication with present and potential users of the Ashtabula County District Library system's services and resources so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Ashtabula County District Library adopts the following resolution as a matter of policy.

The objectives of the Ashtabula County District Library system's public relations program are:

- to promote community awareness of library service
- to stimulate public interest in and usage of the Ashtabula County District Library
- to develop public understanding and support of the Ashtabula County District Library and its role in the community.

The following means may be used to accomplish the foregoing objectives:

1. An annual plan of specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
2. Training sessions, workshops and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
3. Personal and informational group contacts shall be maintained with government official opinion leaders, service clubs, civic associations, and other community organizations by library staff and Board members.
4. Surveys of the community shall be made as needed to assure the Ashtabula County District Library's responsiveness to the interests and needs of all citizens.
5. Local media shall be utilized to keep the public aware of and informed about the Ashtabula County District Library system's resources and services.
6. Newsletters, brochures, and other promotional materials shall be produced and distributed through mailings and other effective methods of reaching the public.
7. The Ashtabula County District Library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
8. The Library Director or a designated qualified staff member shall have the responsibility for coordinating the Ashtabula County District Library system's public relations and public information activities.