

Patchogue-Medford Library
Public Relations: A Policy Statement

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

The objectives of the Patchogue-Medford Library's public relations program are:

- To promote community awareness of Library service
- To stimulate public understand and support of the Patchogue-Medford Library and its role in the community.

The following means shall be used to accomplish the forgoing objective:

1. A 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. Contacts with government officials, service clubs, civic associations and community organizations shall be maintained by Board members and Library staff.
3. Appropriate media to keep the public aware of and informed about, the Patchogue-Medford Library's services and resources shall be utilized.
4. Newsletters, brochures, annual reports and other promotional materials shall be produced and distributed through methods that effectively reach our diverse publics.
5. The Patchogue-Medford Library shall 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.
6. Training sessions, workshops and other aids to promote understanding of Public Relations/Community Relations goals and objectives and to assure courteous, efficient, friendly contact with patrons, the media and the general public shall be made available to staff.
7. The Library Promotions Coordinator, under the guidance of the Library Director, shall have the responsibility for coordinated the Patchogue-Medford Library public relations activities, which, in a broader scope, are the responsibilities of every staff member.

Adopted 7/15/97. Revised 1/16/2019.