

No: GO17	Title: <i>Public Relations</i>
Type: Board Governance	Authority: Library Board
Originated: 12-12-12	Review: Annually
Amended:	Previously:
Related Policies	<ul style="list-style-type: none"> • GO16: Donations
Associated Documents	<ul style="list-style-type: none"> •
Implementation Procedures	<ul style="list-style-type: none"> •

1. Public Relations:

- 1.1. The Chief Executive Officer (CEO), in consultation with the Schreiber Public Library Board, will be responsible for all marketing strategies for Schreiber Public Library. Other Library staff members may participate in the Library's marketing activities;
- 1.2. Schreiber Public Library will promote its programs, services, and collection throughout the community and surrounding area by means of printed materials and on the Library's website;
- 1.3. Responses to media concerns will be handled by the Chairperson of the Schreiber Public Library Board.